

Community Information Centre of Ottawa
and 211 Eastern Region
Presented at the Annual General Meeting
June 24th 2013



Building Partnerships Demonstrating Value

2012
ANNUAL REPORT

2013



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A word from the Chair of the Board of Directors - Seán Kelly



Seán Kelly

The Community Information Centre of Ottawa (also the provider of 211 service in Eastern Ontario), has worked very hard throughout the year to increase awareness, recognition and utilization of the 211 service in Ottawa and the surrounding region. We continue to play a key role in the evolution and development of the 211 service across Ontario. We are relied on to provide support to regions outside of Eastern Ontario who access our first-rate francophone service for callers, and to carry out the French translation of 211 database records that are used by other Ontario 211 service providers.

Whether it's the number and frequency of calls coming in to our 211 call centre, or the reach and depth of the data on community, social and government services that we collect and maintain in our database, we've been connecting with individuals and organizations in the communities we serve more than ever before. Over the past year we've put a lot of energy and effort toward increasing our levels of collaboration and partnership with other agencies across the region... we've spoken to more groups than ever before! Our staff has been very busy introducing (and re-introducing) our 211 Eastern Ontario service to a number of agencies that are key to serving a number of the vulnerable populations in our community. From our youth to our seniors... and from new Canadians to our First Nations... our staff, leadership team, and Board have been reaching out, opening new doors, and building awareness about 211.

The Community Information Centre of Ottawa (CICO) would not be able to provide our vital service to the people in the many communities we serve, without the support of our funding partners. On behalf of the Board of Directors, I would like to acknowledge the continued support of Ontario 211 Services Corporation and its funding body, the Ministry of Community and Social Services. I would also like to recognize the financial support of United Way Ottawa, The City of Ottawa, the United Ways of Kingston, Frontenac, Lennox and Addington, the City of Kingston, and the Counties of Lennox, Addington and Frontenac. We are also very pleased to acknowledge the in-kind contributions of United Way Lanark, United Way Prescott-Russell, United Way of Stormont, Dundas, Glengarry, United Way of Quinte, United Way of Leeds-Grenville, United Way of Renfrew – the role they each play in helping us to promote our 211 service in their regions is invaluable.

In closing, I would like to point out that all of these accomplishments (and many more) were made possible thanks to the hard work and dedication of our staff and, in particular, our extremely talented Executive Directors. We began the year with our exceptional Executive Director - Marie-Andrée Carrière, and completed the year with our Acting Executive Director - Karen Milligan. Karen replaced Marie-Andrée for the year that she was on maternity leave, and we thank her for doing a great job in her time with us. That said, we are very pleased that Marie-Andrée recently returned to her role, and she and the Board are excited about all the opportunities for growth, increased awareness and partnership that lie ahead. Finally, I would like to recognize my esteemed colleagues on our volunteer board of directors, whose dedication and commitment to excellence continuously exceed expectation. I look forward to continuing to work with them overseeing the health, growth and success of CICO, 211 Eastern Region, and the vital community service that we provide.

Seán K. Kelly,

A handwritten signature in black ink, appearing to be 'SK', written in a cursive style.

Chair, Board of Directors

A word from the Executive Director - Marie-Andrée Carrière



Marie-Andrée Carrière

What an exciting year we have had! 2012-2013 has certainly been a key year for building community relationships and partnerships in order to continue to demonstrate the value of 211.

With a complete expansion across Eastern Ontario and successful AIRS Accreditation under our belts, the time was right, this past year, to further develop the relationships that have been built over the previous 3-4 years and to cement our role within the community and social sector by demonstrating the value that 211 offers to the sector. The organization has really done quite well in ensuring that 211 has more visibility by increasing our presence at various community events, advisory groups and planning tables. In this report, the relationships which have developed more traction are outlined and we continue to focus our energies on continuing to build relationships across Eastern Ontario and provincially through the leadership of Ontario 211 Services Corporation.

However, with all these relationships developing, there is one area that deserves a special mention. It is the role of 211 in emergency response and recovery. This is an exciting two year project supported by the Ontario Trillium Foundation and Ontario 211 Services Corporation to further develop the role and purpose of 211 during times of emergencies and disasters. In Eastern Ontario, we have built quite a bit of momentum in developing relationships with municipalities in order to enter into formal agreements to define the support that 211 can offer during times of emergencies.

All of these important relationships have been able to flourish because of important improvements that have occurred on the service delivery front. The staff of the organization have really done an outstanding job at implementing performance and service improvements to ensure that 211 is working towards being the best that it can be both from a call centre and data management standpoint.

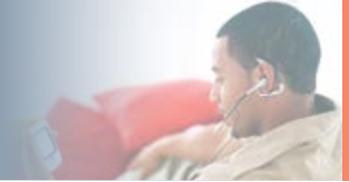
Finally, on a provincial front, 211 has really begun to operate as an organized system thanks to the contributions and leadership of every 211 service provider across Ontario. Being a relatively new entity with no road map to follow, we have certainly experienced some challenges along the way. However, with our 5 year anniversary just around the corner, we can finally say that we have made huge strides forward and that we are in a position to demonstrate the value added of 211 in our region and across the province thanks to the system level work that has kept us occupied. With 211 building momentum nationally, we know that they will be looking to our experience here in Ontario to offer some guidance and lessons learned to their developments.

In closing, I would like to personally thank each and every person that has worked with us over the past few years either as staff, volunteers, board members, or community partners to make 211 a success in our communities. Your dedication and contributions have been important and have supported our work every step of the way.

Marie-Andrée Carrière,

A handwritten signature in black ink that reads 'Marie-Andrée Carrière'. The signature is written in a cursive, flowing style.

Executive Director



The Community Information Centre of Ottawa

Mission

The Community Information Centre of Ottawa is a nonprofit, bilingual organization that helps to connect people to community, social, health and government services through multilingual, confidential, mediated information and referral services.

Vision

Through our various services:

- We will serve all communities in Eastern Ontario
- We will be connected to necessary channels of communication and networks
- Our services will be known and be well branded
- We will have the most comprehensive database in the region
- We will provide excellent customer service and will respond to community needs
- We will be well funded, supported and operated
- We will demonstrate excellence and leadership

They say information is power. We believe that by providing individuals, agencies and funders, access to reliable and comprehensive data, we empower them to make informed decisions about human services.

Values

We strive to demonstrate our values in everything we do – from service delivery to our partnership efforts, to our offices and boardrooms, our staff and volunteers value:

- collaboration
- confidentiality
- diversity
- empowerment
- quality and teamwork



Strategic Priorities 2011-2014

After an extensive strategic review process in 2010, the Board of Directors set clear and realistic goals for the organization to guide us through the next leg of our journey. The following outlines our high-level priorities for 2011-2014:

1. Achieving excellence in our service
2. Developing human potential
3. Building community relationships
4. Establishing sustainable and viable funding
5. Continuing to develop the 211 system



Who do we serve?

General Public in Ottawa

Individuals, families and groups that live, work, play or visit Ottawa.

Eastern Region at Large

Individuals, families and groups that live, work or play throughout the 211 Eastern Region.

Community Agencies & Organizations

Non-profit and charitable organizations and their respective staff in Eastern Region.

211 Call Centres

The organizations licensed to deliver 211.

Municipal, Regional, Provincial & Federal Governments

Decision-makers and service delivery agents responsible for providing human services.

United Ways

As a funder and strategic partner, we work with United Way to provide data to inform funding and community development decisions.

Business Community

This includes for-profit, private enterprises that utilize services/data provided by the Community Information Centre of Ottawa.



What do we do?



211 Eastern Region:

Information Provision

Providing accurate and pertinent information to an enquirer in response to a direct request. Information can range from a limited response (such as an organization's name, telephone number and address) to detailed data about community service systems (such as explaining how a group intake system works for a particular agency), agency policies, and procedures for application.

Referral Provision

Providing information and a referral(s), in which the enquirer has one-to-one human contact with an I&R Specialist. The referral process consists of assessing needs, identifying appropriate resources, assessing appropriate response modes, indicating organizations capable of meeting those needs, providing enough information about each organization to help enquirers make an informed choice, and, when necessary, actively participating in linking the enquirer to needed services which may include advocacy and/or follow-up.

Back-up I&R Provision

This service is specific to the overnight, weekend and daytime Francophone I&R support to other 211 operators.

Service Record Translation / Service Record Management

This involves translating English records into French for those organizations delivering 211 services in Ontario.

This includes all of the activities required to ensure the information in a service record is accurate, relevant, of value and meets the required standards to support excellence in 211 service delivery and overall I&R provision.

Provision of Community Needs Data

This service is focused on providing information on callers' needs or service availability to organizations as part of their community planning efforts.



A little more about 211



What is 211?

211 is an easy-to-remember, three-digit, non-emergency telephone number that connects callers to a full range of community, social, government and health service information in Ottawa. Bilingual and certified information and referral specialists answer 211 calls 7 days per week, 24 hours per day. 211 is free, confidential and multilingual (150 languages). The information is also available online at www.211ontario.ca.

Benefits of 211 Service

As the communities served by the 211 service throughout North America have discovered, 211 is of tremendous **benefit to their citizens:**

- People can access community services more quickly and effectively.
- Community and public service organization staff refer clients to 211, knowing that their clients will receive the right information.
- People spend less time, are less frustrated, and become less discouraged in finding and accessing the help that they need.
- People, especially immigrants, who are more comfortable speaking their own language, can be helped through the multilingual capacity of the 211 service.

In addition to improving access to, and delivery of, services to individual members of the community, **211 offers significant benefits for governments and service providers.** For example:

- As the first point of access, 211 can reduce the cost to governments of operating toll-free 1-800 numbers;
- 211 can also save money on the advertising governments and other service organizations spend to inform citizens about how to access programs and services;
- 211 can significantly reduce the amount of time civil servants and staff in publicly funded agencies currently devote to responding to misdirected or inappropriate calls;
- 211 can help reduce duplication in data collection and improve data management by reducing the need for multiple agencies to collect and maintain databases of services and programs.

How is 211 different from 311, 411 and 911?

- 211 – Information and referral service that connects people to the full range of community, social, government and health services programs.
- 311 – Customer service line for municipal services such as road repairs, garbage removal or housing services.
- 411 – Telephone directory listings.
- 911 – Emergency number for medical, fire and police assistance.



How is the service delivered?

We operate the 211 call centre which serves all of Eastern Ontario and partner with local United Ways and local data contributors to support the updating of local data. 211 Eastern Region operates within a provincial 211 system with six other 211 call centers and a provincial corporation which coordinates the efforts of the seven regional call centers.

We are proud to partner with the Community Resource Centre (Killaloe), and Volunteer and Information Quinte to provide accurate and comprehensive human services data for Eastern Region to the Ontario system.

Marketing and Social Media

Our marketing efforts are centrally coordinated through Ontario 211 Services Corporation to ensure efficiency and consistency of messaging. At the local/regional level, 211 Eastern Region is active on social media channels, and participates regularly in information fairs and community events to increase awareness of our services. Local United Ways play a big role in helping to promote 211 within their catchment areas.



211's Role in Emergency Response and Recovery

211 was first established in the United States in 1997, and came to Canada in 2002. Over the years, 211 has played a significant role in Emergency response in local and regional disasters. From the California wildfires, to Hurricane Katrina, to the recent tornado that devastated Goderich, Ontario, 211 has established a role for itself in providing access to timely and accurate information for those affected by local disasters or emergencies, or those who want to help.

211 can respond to needs and requests for information and can direct offers of volunteer assistance and donations so that emergency responders can focus on their mandate of providing emergency services. Once the community enters the recovery phase, when emergency responders move on to their next emergency, 211 provides ongoing support to residents and community workers so that they can access needed services and information to rebuild.

Through a grant from the Ontario Trillium Foundation and 211 Ontario Services Corporation, 211 Eastern Region is one of four centres participating in a two-year project to formalize our Emergency role as part of each community's disaster response plans. We are working with local, regional and provincial Emergency Management offices, police, fire, paramedics and community agencies to support their efforts using existing 211 infrastructure and community data.



Community Connections 2012-2013

Champlain Community Transportation Collaborative: 211 is promoted as the first number to call for patients and health care practitioners to access non-urgent medical transportation. Through a LHIN-funded project, a collaborative and coordinated transportation scheduling system serves clients from across the Champlain region.

Ontario Network for the Prevention of Elder Abuse – Champlain Region: 211 is working in partnership with local and regional providers to collect data on calls related to Elder Abuse (or suspected elder abuse). This data will be used to inform the network’s advocacy and programming efforts.

School Supply Program – Caring & Sharing Exchange: 211 served as a first point of contact for the coordinated program in Ottawa, providing information and referring clients to the appropriate intake agency or school board. This program provides low income children and youth with needed school supplies.

Christmas Exchange and Toy Mountain: For the fifth year, 211 served as the access point for people to find out where they can register for the program and pick up their toys, voucher or hamper for the holidays.

Connecting Ottawa: 211 Eastern Region is a member of the advisory committee which has been created to improve access to justice for people with communicative disabilities or language barriers. 211 acts as the Information and Referral hub for clients and agencies looking for legal services, and 211 services data feeds the ConnectingOttawa.ca website and search tool.

Ottawa Neighborhood Study: 211 services data is now part of one of the most comprehensive collections of community-based data that exists in Ottawa. This data is used by researchers, community organizations, funders and planners to identify challenges and opportunities at a neighbourhood level.

United Way Ottawa’s Turning Lives Around Task Force: 211 is proud to be a member of United Way Ottawa’s task force working to identify solutions to some of Ottawa’s most pressing issues around homelessness, mental health and addictions, and improving access to crisis services.

Champlain Community Care Access Centre: Through an ongoing agreement, 211 data for the Champlain region is exported to the CCAC for use at their 310-CCAC call centre, and the provincial Healthline.ca website.

Service Coordination des services: We continue to export 211 data to Service Coordination for their website, dedicated to providing information on services available to those affected by Autism.

Kingston Newcomers’ Portal: 211 data is shared with the City of Kingston for use in the Kingston Newcomers’ Portal – a resource dedicated to welcoming new immigrants to the Kingston area.

Health Emergency Plan for Priority Populations (Ottawa Public Health): 211 Eastern Region is designated as a lead agency in Ottawa Public Health's plan for reaching priority populations in the event of a health crisis, or community disaster.

Baby Express and Breastfeeding Support Clinics (Ottawa Public Health): 211 is promoted as the number to call for new moms looking for the clinic nearest to them.

Community Connect Program (Ottawa Public Health): 211 Eastern Region is a member of the advisory committee for the Community Connect program (formerly Gatekeeper Program). This program engages community members to help isolated seniors and those with disabilities living in the community to connect to the resources and supports they need, through home visits, assessment and referral to community supports. 211 is a source of referrals for this program.



Connections

211 and the Senior Safety Line – 211 is promoted provincially as the number to call to access the Senior Safety Line or any local resources available to seniors affected by Elder Abuse and their families.

211 and Alzheimer Society of Ontario Finding Your Way Wandering Program – 211 is promoted on all provincial materials produced in support of this program as the number to call to access your local Alzheimer Society.

211 and Post-Secondary Mental Health Hotline – 211 is developing a partnership at the provincial level with Kids Help Phone, ConnexOntario and the Centre of Excellence for Child and Youth Mental Health to develop a mental health hotline for post-secondary students in the province.

In addition to the formal partnerships and agreements identified above, 211 Eastern Region continues to participate in information fairs, community events and conferences to increase awareness of the service – particularly within vulnerable populations. We continue to be active in the Francophone community (both in Ottawa and Eastern Ontario), local immigrant-serving organizations, and throughout the Emergency Response community.





Access to Community Data

Service & Resource Publications

This involves providing information in hard copy or online in French and English, about the services available in a particular community (e.g. Ottawa's Blue Book) or about a specific theme of services (e.g. Tax Clinics, Holiday dinners) that are currently available.

Data Leasing

This service consists of establishing an agreement with an organization which allows for the use of an identified subset of service record data from the CICO Database for a specified period of time and purpose(s).

Email Broadcast

This is a fee-for-service function that involves sending an email on behalf of a community agency to a designated list of recipients.

Community Information Bulletin

This is a weekly, community-driven communication mechanism that provides an opportunity for agencies in Ottawa (including the Community Information Centre) to share information on events, AGMs, employment opportunities and workshops with an email list of close to 4,000 people in the non-profit sector.





Community Data – Service Records

At 211, we think community data is pretty important. As a matter of fact, our regional database contains over 8000 service records that are managed by our dedicated staff in collaboration with Community Resource Centre of Killaloe and Volunteer and Information Quinte. This means that residents of Eastern Ontario can access information and services in a number of categories:

Resources
1274

Basic Needs

- food • housing/shelter • material goods • transportation • utilities

Resources
765

Criminal Justice and Legal Services

- courts • criminal corrections system • judicial services • law enforcement agencies
- law enforcement services • legal assistance • legal education

Resources
997

Education

- educational institutions/schools • educational programs • educational support systems
- post secondary instructional programs

Resources
386

Environment and Public Health/Safety

- environmental protection and improvement • public health • public safety

Resources
1986

Health Care

- emergency medical care • general medical care • health screening • diagnostic services
- health support services • human reproduction • inpatient health facilities • medical laboratories
- outpatient health facilities • rehabilitation services • specialized treatment/medicine

Resources
490

Income Support and Employment

- employment • public assistance programs • social insurance programs
- temporary financial assistance

Resources
3432

Individual and Family Life

- death Certification/burial arrangements • animal services • individual and family support services
- leisure activities/recreation programs • mutual support • social, spiritual development • volunteering

Resources
901

Mental Health and Substance Abuse Services

- counselling • mental health care facilities • mental health treatment and evaluation
- mental health support services • substance abuse services

Community Data – Caller Profiles

Why do we collect information about our callers?

When a person calls 211, our Information & Referral Specialists ask specific questions that allow for a thorough needs assessment. The information gathered will allow I&R specialists to make the most accurate referrals to ensure that the client is connected to the right services based on their individual circumstances. This data will also help to identify unmet needs and/or gaps in services within specific communities across Eastern Ontario.

What type of data do we collect?

We collect data that will allow us to assess a client’s profile and needs (age, gender, language of service, reason for call, etc.), community profile and needs (postal code, name of community, etc.), identify unmet needs and gaps in services.

CALL VOLUMES

2008: 211 is officially launched in Ottawa on September 19th

2010: 211 is officially launched in the KFL&A area on June 25th

2011: 211 is officially launched in Renfrew County (January 28th), the United Counties of Leeds & Grenville (March 22nd), Lanark County (May 6th), the United Counties of Stormont, Dundas & Glengarry (May 19th), Prince Edward and Hastings County (November 9th) and the United Counties of Prescott-Russell (December 15th)

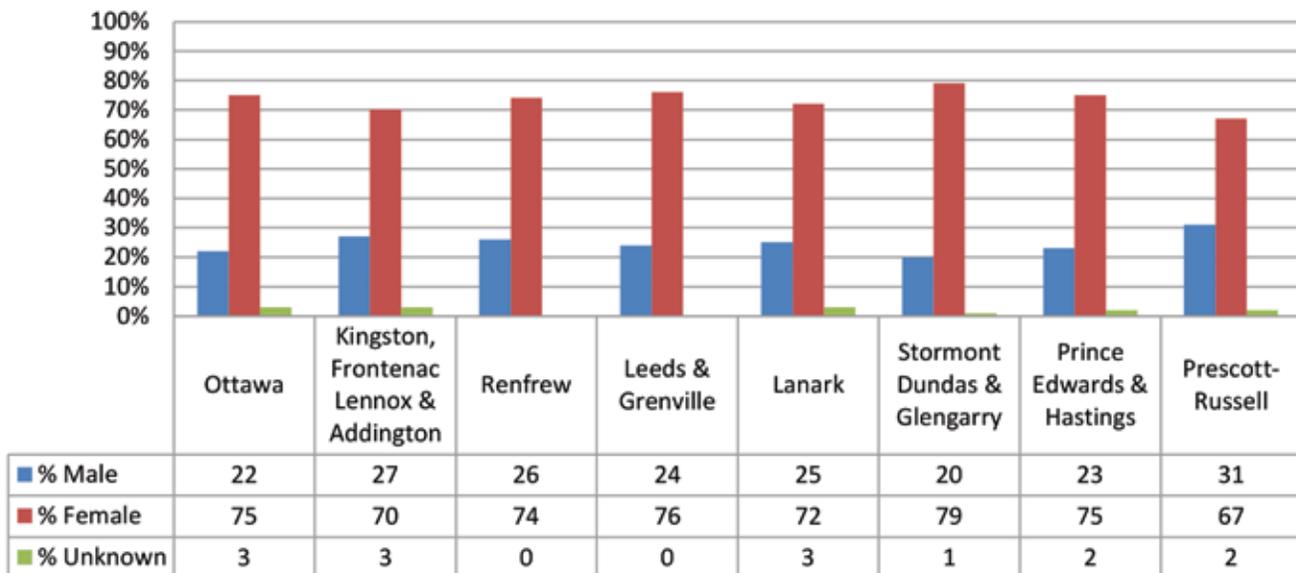
The chart below illustrates the call volume patterns for Eastern Ontario since the launch of 211 in 2008.

Inbound calls									
	Ottawa	Kingston, Frontenac, Lennox & Addington	Renfrew	Leeds & Grenville	Lanark	Stormont, Dundas & Glengarry	Prince Edward & Hastings	Prescott-Russell	Total
Pop ⁿ	883,391	184,407	48,210	48,390	31,180	53,900	76,225	36,690	1,362,393
2012	54,313	9,421	1,806	1,643	1,249	1,981	2,847	2,494	75,754
2011	56,814	6,753	670	653	336	547	414	281	66,468
2010	50,413	6,487	156	39	N/A	N/A	N/A	N/A	57,095
2009	31,199	N/A	N/A	N/A	N/A	N/A	N/A	N/A	31,199
2008	10,232	N/A	N/A	N/A	N/A	N/A	N/A	N/A	10,232

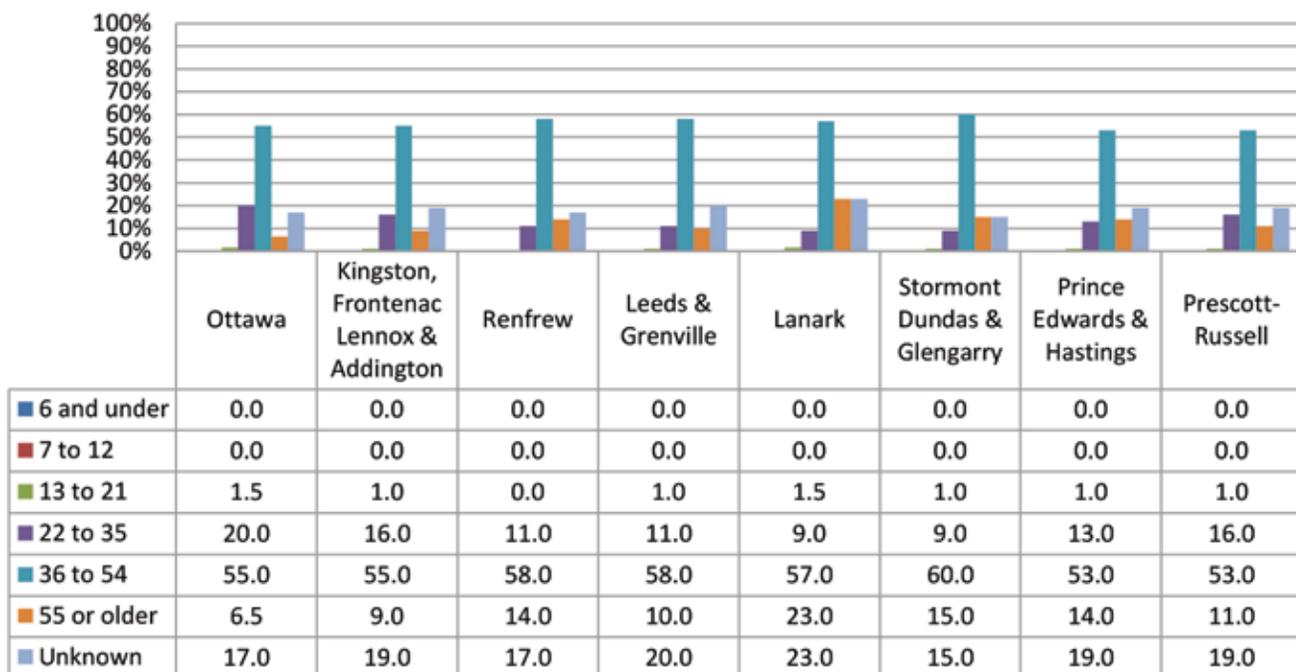
CALLER PROFILE

The charts below illustrate part of the caller profile for Eastern Ontario, specifically the gender, age and language that service was requested in.

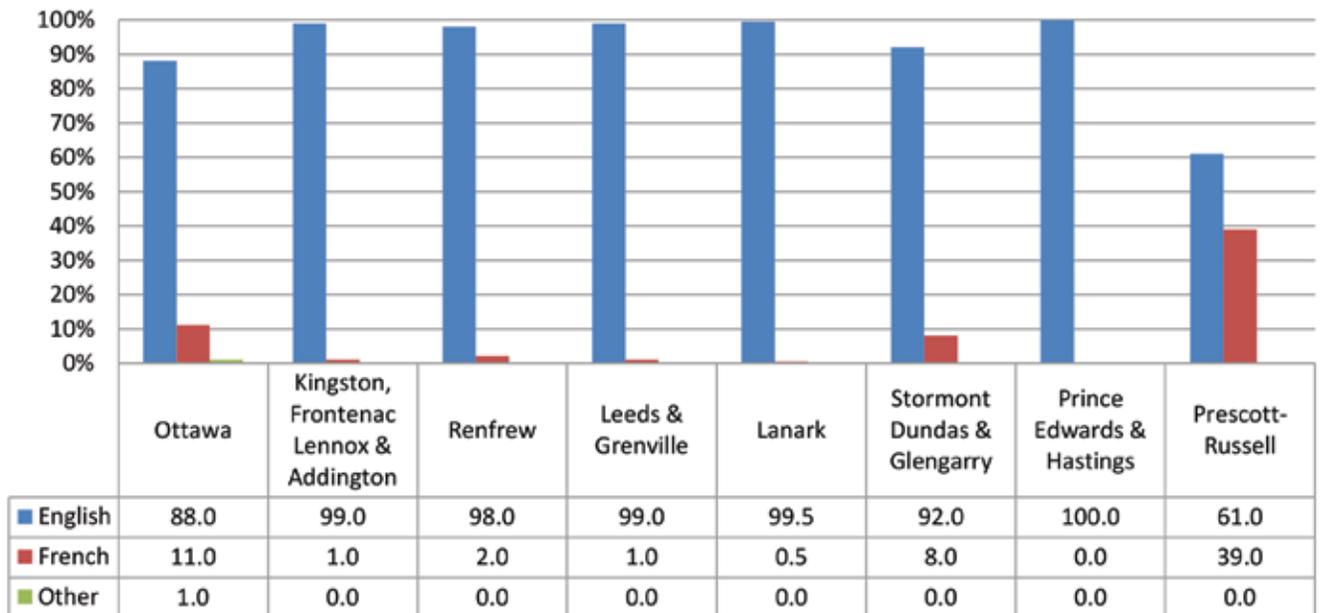
Gender



Age



Language



Clients Needs

The list below summarizes the top 10 reasons for calls to 211 Eastern Region from April 1, 2012, to March 31, 2013.

Top 10 Reasons for calls for Eastern Ontario

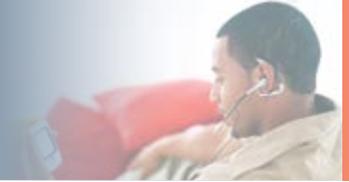
- 1 Service Ontario Centres
- 2 Free Income Tax Clinics and Budget Counseling
- 3 Citizenship & Immigration Canada
- 4 LEAP: Emergency Financial Assistance
- 5 Canada Revenue Agency
- 6 Ontario Works
- 7 Community Health and Resource Centre
- 8 Essential Health & Social Support – City of Ottawa
- 9 Ontario Disability Support Program
- 10 Catholic Centre for Immigrants

Top 10 Unmet* Needs for Eastern Ontario

- 1 School Supplies
- 2 Vouchers or Hampers
- 3 Income Tax Clinics
- 4 Transportation
- 5 Citizenship & Immigration Services
- 6 Free Rubbish Removal
- 7 Family Doctor
- 8 Utility Assistance
- 9 Financial Assistance
- 10 Christmas Help

*** An unmet need** occurs when a client cannot access services for any of the following reasons:

- The client is unable to pay for services and no subsidies are available
- The hours of the service are such that the client cannot access it (e.g. food bank)
- The client must travel to obtain the service and has no means of transportation
- The service is not available in the client's language
- The service does not exist
- There is a lengthy or closed waiting list
- The client does not meet the eligibility criteria outlined by the service or organization



Performance and Quality Measures

The quality of our service is our highest priority, and something we work hard to measure. From our internal training procedures, to our third-party quality assurance process, to our industry-specific designation, we are able to feed back real data to funders, partners and the public about how we are doing.

In 2011, our organization received word that we had been officially accredited by the North-American organization that sets the standards for the information and referral industry (AIRS). We are now one of 142 sites in North America to have achieved this accreditation.

The charts below demonstrate just a few of the standards that we measure ourselves on:

Call Centre Performance Statistics 2012-2013

Call Answer Rate	Call Answer Rate Target	Average Answer Time	Average Answer Time Target
85%	85%	14 seconds	45 seconds

In addition to our own measurements, our performance is measured by an external firm—SQM group—that performs follow-up surveys with callers to measure their satisfaction with our service. As part of the 211 Ontario system, our call centres were recognized in November, 2011, with a coveted award for highest customer satisfaction. With a 92% satisfaction level across the 7 Ontario call centres, 211 achieved the highest ranking for any call centre in the government / not-for-profit industry. SQM benchmarks over 450 leading North American call centres.

Below is a cumulative score from SQM for 211 Eastern Ontario for the fiscal period—numbers we are very proud of:

Survey Quality Measurements (SQM) 2012-2013*

	211 Eastern Region	Call Centre Industry Average	Quartile Ranking
Calls Resolved	98%	88%	1 st
Call Centre: Customer Satisfaction	88%	73%	1 st
Customer Service Representative: Customer Satisfaction	94%	80%	1 st
World Class Calls	85%	68%	1 st

*Sample size=125

CICO and 211 Eastern Region are proudly supported by



2012-2013 Team Members

CICO Board of Directors

Linda Bordeleau.....	Chair
Seán Kelly	Chair (Acting)
François Lemaire	Vice Chair (Acting)
Laurie Cairns.....	Treasurer
Karen Perron	Secretary
Isabelle Morin	Director
Donna Watson-Elliott.....	Director
Larry Mohr.....	Director

CICO Management Team

Karen Milligan	Interim Executive Director
Marie-Andrée Carrière	Executive Director
Mélanie Pilon.....	Database Manager
Michel Fournier.....	CRS, Data Contracts and Data Initiatives Coordinator
Christine Sharp	Service Manager
Philippe Martel.....	CIRS, Operations & Special Project Coordinator

CICO Service Delivery Team

Roxanne Brunet.....	Team Lead, CIRS, Information and Referral Specialist
Natalie Cléroux.....	CIRS, Information and Referral Specialist
Paul Charles	Information and Referral Counsellor
Marie-Josée Chabot.....	Information and Referral Counsellor
Pascal René	Information and Referral Counsellor
Marc Viau	Information and Referral Counsellor
Hope Lalonde	Information and Referral Counsellor
Mélanie Morin.....	Information and Referral Counsellor
Alexandre Gagné	Information and Referral Counsellor
Claudine Guiet.....	French Editor
Julie Dubé	Bilingual Data Editor