

**Community Information Centre of Ottawa  
and 211 Eastern Region**

**Celebrating 36 years of service**

**Annual Report  
2009**

Presented at the Annual General Meeting on June 23, 2010

***UNTANGLE  
LIFE'S CHALLENGES***



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## A Word from the President

The past year has been one of considerable progress for the Community Information Centre of Ottawa. During this period we have moved offices into larger more suitable quarters and seen a steady expansion of the 211 service currently offered across the Ottawa region. Call volumes have increased dramatically, hours of service have been extended and we have laid the groundwork for further expansion across Eastern Ontario. We expect to start supporting 211 service in Kingston in mid-2010 and continue to act as one of the major nodes in the bilingual Ontario 211 network.

None of this would have been possible without the support of our funding partners. I would like to acknowledge the ongoing support of the 211 Ontario Service Corporation and its funding body, the Ontario Ministry of Community and Social Services. I would also like to thank the Department of Citizenship and Immigration Canada, the City of Ottawa and the United Way of Ottawa.

Most of all, none of this progress would have been possible without the dedicated work of all our staff members and, in particular, that of our Executive Director, Marie-Andrée Carrière.

Finally I would like to acknowledge the continuing work of our volunteer board of directors and I look forward to working with them to oversee the continuing growth of this vital community service.

David Holmes

*President, Community Information Centre of Ottawa*

## A Word from the Executive Director

It has been a successful year for us at the Community Information Centre of Ottawa. Our important goals for the past year were to increase community connections, increase public awareness and work towards improving the 211 provincial systems while moving forward with accreditation and eastern Ontario expansion preparedness. Looking back on the past year, we can proudly say that we have accomplished all of these goals.

In the coming year, we will be looking at new ways to work within the community and to become deeply engrained within our sector. Community partnerships and collaborations are important to us and we wish to demonstrate how this serves to improve the community we live in. Furthermore, we will be serving all of Eastern Ontario and collaborating with our 211 provincial partners in order to improve access to information in French through the implementation of the centre for francophone excellence.

These are very exciting times for us and we are grateful for the opportunities that we have had in the past years.

I would like to personally thank our partners, the Board of Directors, our entire staff and volunteers for their excellent work in the past year and for their commitment in helping the Ottawa Community.

Marie-Andrée Carrière  
Executive Director

## The Community Information Centre of Ottawa

### Mission

The Community Information Centre of Ottawa is a bilingual organization that connects people through multilingual mediated access to community, social, health and government services in their community.

### Vision

We will provide 24/7 service to the entire 613 area code  
We will be connected to all channels of communication and social networks  
211 will be known at all levels and will have strong brand similar to 911  
The service is operated seamlessly across Ontario first, and later across Canada  
We will be well funded and well operated  
We will represent strong governance and leadership in our sector  
We will strive to have important links to diverse communities  
Our team will reflect diversity including staff, the Board of Directors & volunteers  
Our awareness message will be 211 a service provided by the Community Information Centre of Ottawa  
We will have the most comprehensive database in the region and agencies will request to be listed with us

## Values and Principles

We believe:  
Strengthening the community is our only purpose  
In helping people help themselves  
In the utmost confidentiality of our clients  
Our staff is our most important resource  
In transparency and accountability with our stakeholders  
In offering reliable and high quality I&R services through a comprehensive database

*My experience working at 211 has been amazing. It has truly helped me to better understand the human service system and to help others locate the appropriate services to meet their specific needs. Working at 211 gives me the opportunity to help people every day and to offer them support, empathy and a listening ear. What I love the most about 211 is that I get to empower people every day by providing them with the information that allows them to make choices that are right for them!*

**Staff Comments**

## 2009 to 2010 Strategy

### 1. Fully Implement 211

- 1.1 Stabilize 211 service in Ottawa
- 1.2 Extend hours of service to 24/7
- 1.3 Expand service to Eastern Ontario

### 2. Strengthen Governance / Structure

- 2.1 Strengthen board governance
- 2.2 Strengthen policies, standards and procedures
- 2.3 Strengthen financial controls
- 2.4 Strengthen workplace environment

### 3. Build Community Relationships

- 3.1 Ensure community support for 211
- 3.2 Reach out to new Canadians
- 3.3 Become the French centre of excellence for all of Ontario
- 3.4 Connect with regional groups
- 3.5 Maintain local relationships

The Community Information Centre of Ottawa (CICO) has been delivering services to the Ottawa community since 1964 and has been incorporated as a charitable non-profit corporation since July 1974. For 35 years our Information and Referral (I&R) service has been linking those in need of social and health programs with agencies that deliver these programs, be they in the non-profit or government sector. The CICO has also played an active role over the years in promoting professional standards in the I&R sector across Canada and was an early proponent of establishing a national 211 service.

## Professional Memberships

The Community Information Centre of Ottawa (CICO) is an active member of the following organizations:

- Association of Community Information Centres of Ontario (InformOntario)
- Inform Canada Federation (InformCanada)
- Alliance of Information and Referral Systems (AIRS)
- Community Information Online Consortium (CIOC)
- 211 Operators Network

#### Success Story

*A caller was very concerned about her grown son's addictive behavior. He has been isolating himself for quite some time and is refusing to engage with his family and others concerning his detrimental behavior. He is also living with a developmental disability for which he has not been receiving support as an adult. In order to offer him the support that he needs, I was able to refer the caller to two organizations; one of which deals specifically with addiction treatment, and the other that can address her son's particular developmental disability. The caller was not aware that these services were available within the Ottawa community and was relieved to have found some concrete leads.*

## Important Administrative and Operational Changes

After a short stay at 11 Rosemount Ave, we moved to a new location which offered improved accessibility and call centre functionality. We officially moved on October 23rd 2009 with no disruption to the 211 service. We also reviewed all of our financial policies and procedures which resulted in changing our banking facilities and the implementation of a reserves policy from the Board of Directors to improve our financial health.

The AIRS Accreditation process is underway. We are focusing intensely on our administrative and training policies and procedures in order to be ready to submit our final information in October 2010. This will be followed by an onsite visit and recommendations will be given by the accreditation review committee. The Accreditation process is expected to be completed by the fall of 2011 at the latest.

In December of 2009, Volunteer and Information Kingston, an important data partner in our Eastern Ontario expansion approached us to advise that they were closing their operations due to long standing operational struggles and asked us if we would be willing to take on the database maintenance responsibility and make the 211 service available to the residents of Kingston, Frontenac, Lennox and Addington as soon as we could. After formal approvals from the Board of Directors and the United Way of Kingston, Frontenac, Lennox and Addington, the official transfer occurred.

## Products and Services

The following products and services were provided in 2009-2010:

- **Database of Services Located in or Serving Ottawa:** The electronic database, which uses the CIOC software, is fully bilingual and contains over 2,100 records on social, health, community and governmental services located in or serving the City of Ottawa. Each of these records contains 100 separate fields of information in both English and French. The database is set up and maintained according to provincial and international standards. It is the foundation for our services and products. Records are updated annually and new records created as new services are identified. To give a sense of the information our target client group seeks, our comprehensive database contains information from a wide variety of fields including, but not limited to: counselling, crisis intervention, support for children, neighbourhood centres, financial aid, employment, legal assistance, consumer services, conflict resolution, courts, corrections, rehabilitation, housing, advocacy, home support, health, education, recreation, francophone services, aboriginal services, citizenship, multicultural and immigrant services, social planning and coordination, and the environment.
- **Database of Services Located in Kingston Frontenac and Lennox Addington:** The electronic database contains over 2301 records on social, health, community and governmental service.
- **Database of Services Located in Leeds and Grenville and Lanark:** The electronic database contains over 1509 records on social, health, community and governmental service.
- **Database of Services Located in Stormont, Dundas and Glengarry and Prescott Russell:** The electronic database contains over 1236 records on social, health, community and governmental service.
- **Directory of Ottawa Community Services (Blue Book) online, PDF and print versions:** The Directory was completely revised in the 2010 edition. It is now much larger and comprehensive. It is also available online and in a PDF version.

- **Directory of services offered in french in the City of Ottawa:** Thanks to the support of the Division des service en français and Heritage Canada, we have developed and continue to maintain a Directory of services offered in French in the City of Ottawa. The Directory is available online at <http://repertoirefrancophoneottawa.ca/>

- List of free income tax clinics during tax season (free)
- List of Christmas Programs in Ottawa (free)
- List of free Thanksgiving meals in Ottawa (free)
- List of free Easter Meals in Ottawa (free)

- **Database Leasing: CICO leases custom portals of its database to meet organizational needs.** The database and support services are leased annually. Our database is also used in several provincial databases: Ministry of Training, Colleges and Universities, a listing of employment programs; Settlement.org a service for newcomers; The Inventory of Programs and Services, which is a comprehensive database of employment programs and services in local areas that can lead to employment; Access to Professions and Trades in Ontario; Directory of Youth Justice Services in Ontario; Directory of Justice Services and Resources in Ontario; Ontario Aboriginal Calendar and Services Directory.

- **Community Bulletin Board:** The Community Bulletin Board service, which was launched in March 2007, reaches over 3,500 individuals from the non-profit sector. The Community Bulletin has been a great success and is distributed in two formats, an Email Broadcasting Service and an electronic Bulletin Board on the CICO website. It is available to anyone who wishes to sign up to receive it. In 2009-2010 a total of 1628 listings were received and they were consulted 12,395 times

- **Email Broadcasting Service:** Uses our email service to reach over 3,500 individuals in the non-profit sector.

- **Other Services:** Address Labels: CICO sells address labels for the 700 organizations and programs listed in the Directory of Ottawa Community Services. Labels are also available for the approximately 2,100 records from the database or customized labels for specific queries. Specialized searches, lists and directories can be provided.



## 211 Ottawa Background

### 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. 211 is free, confidential and multilingual (150 languages). The information is also available online at [www.211ontario.ca](http://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. For example, in Toronto, Findhelp Information Services, the operator of 211 services in that city, received over 400,000 calls in 2008. An impact study<sup>1</sup> conducted following the first full year of operation of Toronto's 211 service concluded that 211 ensures that people receive significantly better service when seeking help about community, health and public resources. For example, the study found that:

- 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.

The study also found that a 211 service encourages people to help themselves. They receive information targeted to their individual needs and 211 callers are better able to prioritize their actions and plan accordingly.

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?

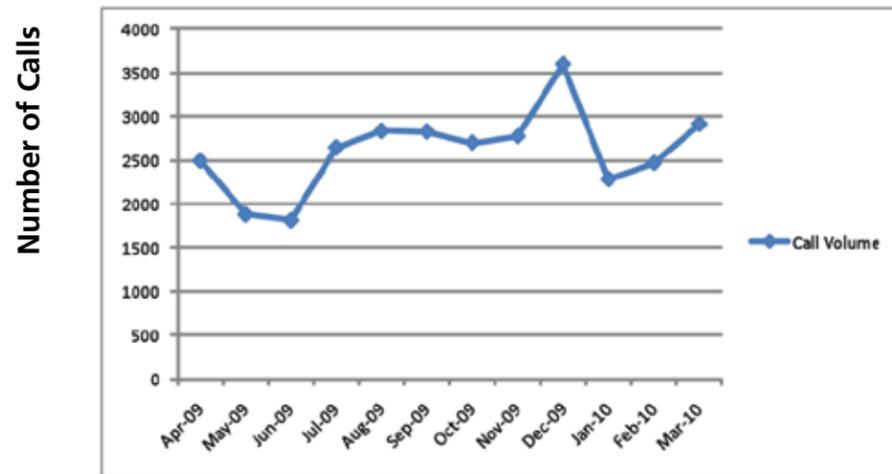
211	Information and referral service that connects people to the full range of community, social, government and health services programs.
311	Customer service line for the City of Ottawa municipal services such as road repairs, garbage removal or housing services.
411	Telephone directory listings
911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

<sup>1</sup> 211 For All Ontario: Bringing People and Services Together – Final Report, July 2003 available at [www.211.ca](http://www.211.ca)

# Statistics April 2009 to March 2010

## Call Volume:

Since the initial launch of 211 Ottawa in 2008 we have received a total of 43,465 calls. During the past year of service we received 31,199 calls. The chart below illustrates the progressive increase experienced since April 2009.



*I am extremely grateful for being part of the 211 service team. On several occasions, clients rely on us for guidance and information regarding services that can help them overcome their difficulties. I remember a client who was devastated, in shock, emotional and lost due to his sister's passing. The client in question admitted to being disoriented and completely incapable of knowing where to start focusing regarding his sister's death that had occurred on the previous day. By the end of our conversation, the client was given a step by step process starting by the main priorities. He was relieved and couldn't stop thanking me for taking the time to guide him through one of his most vulnerable moments.*

**Staff Comments**

**Success Story**

*A caller was very concerned about her grown son's addictive behavior. He has been isolating himself for quite some time and is refusing to engage with his family and others concerning his detrimental behavior. He is also living with a developmental disability for which he has not been receiving support as an adult. In order to offer him the support that he needs, I was able to refer the caller to two organizations; one of which deals specifically with addiction treatment, and the other that can address her son's particular developmental disability. The caller was not aware that these services were available within the Ottawa community and was relieved to have found some concrete leads.*

## Call Centre performance statistics

Date	211 Calls	Average Abandon Time	Call Answer Rate	Target	Average Answer Time	Target	Average ACD Time	Target	Average Queue Time
Totals for Apr 2009 to Mar 2010	31,199	:11	89.1%	85%	:07	:45	2:07	2:30	1:06
April 2009	2491	:12	90.32%	85%	:06	:45	2:33	2:30	1:04
May 2009	1879	:08	90.29%	85%	:05	:45	2:29	2:30	1:01
June 2009	1813	:06	90.88%	85%	:05	:45	2:33	2:30	1:06
July 2009	2642	:04	88.39%	85%	:05	:45	1:51	2:30	1:02
Aug 2009	2831	:07	85.61%	85%	:06	:45	1:51	2:30	1:07
Sept 2009	2824	:14	87.54%	85%	:06	:45	2:01	2:30	1:12
Oct 2009	2698	:11	88.37%	85%	:07	:45	2:01	2:30	1:00
Nov 2009	2770	:14	89.79%	85%	:09	:45	2:11	2:30	1:04
Dec 2009	3592	:15	89.76%	85%	:11	:45	2:12	2:30	1:02
Jan 2010	2282	:10	89.7%	85%	:06	:45	1:52	2:30	1:12
Feb 2010	2467	:10	89.09%	85%	:07	:45	1:54	2:30	1:11
Mar 2010	2910	:18	90.8%	85%	:08	:45	2:07	2:30	1:18

**Success Story**

*I received a call from a client who was looking through the telephone directories, searching for an organization that accepts donated household goods and furniture and offers a pick-up service. When I spoke to her, she informed me that she didn't know who to turn to anymore and felt discouraged. She had been searching through the phone book for a long time and when she found our number, she decided to call us hoping we could help her find a place where she could donate these items which belonged to her mother who had recently passed away. She was from out of town and told me that she had been having a hard time navigating our human service system. She also told me that she had a bad experience, where the donated items that she had sent to the organization using a delivery truck had been taken instead of being delivered to the charitable organization. Luckily, I was able to help her by referring her to a few non-profit organizations and thrift shops that offer pick-up services for furniture. One of them was only a few blocks away from her home. She informed me how relieved she was to know that our service exists, and thanked me for taking the time to listen, validate her feelings and refer her to services within her community.*

## Caller Demographics

Below is a snapshot of our clients using 211 since the launch in September 2008. Compilation of caller statistics allows us to monitor trends emerging in the community as well as develop a better idea of who is using the 211 service and the type of services that are most needed.

Gender of Callers (From Caller Survey)	Apr – Jun 2009	Jul – Sep 2009	Oct – Dec 2009	Jan - Mar 2010	Yearly Average
Male	32%	30%	27.2%	32%	30%
Female	67.6%	68%	72.3%	67.5%	69.2%
Unknown	0.4%	2%	0.5%	0.5%	0.8%

Age of Callers (From Caller Survey)	Apr – Jun 2009	Jul – Sep 2009	Oct – Dec 2009	Jan - Mar 2010	Yearly Average
Child (under 14 years)	0.17%	0.3%	0.2%	0.7%	0.33%
Youth (15-24)	7.44%	8%	5.35%	5%	6.34%
Young adult (25-45)	45.8%	50%	48.62%	40.5%	46.1%
Adult (46-64)	39.3%	34.7%	39.8%	48%	40.7%
Senior (65 and over)	7.29%	7%	6.03%	5.8%	6.53%

Language of Callers (From Caller Survey)	Apr – Jun 2009	Jul – Sep 2009	Oct – Dec 2009	Jan - Mar 2010	Yearly Average
English	85%	85.1%	88.8%	83.5%	85.9%
French	14%	14.6%	11%	16.3%	13.7%
Other than English or French	1%	0.3%	0.2%	0.2%	0.4%

Is the caller a new-comer to Canada? (From Caller Survey)	Apr – Jun 2009	Jul – Sep 2009	Oct – Dec 2009	Jan - Mar 2010	Yearly Average
Yes	11.3%	7%	6%	5.7%	7.5%
No	82%	84%	84%	85.2%	83.7%
Unknown	6.7%	9%	10%	9.1%	8.8%

Reasons for Calling	Apr – Jun 2009	Jul – Sep 2009	Oct – Dec 2009	Jan - Mar 2010	Yearly Average
Addictions	0.63%	0.9%	0.70%	0.6%	0.7%
Basic Needs (Food, Shelter, Clothing)	2.65%	3.1%	3.44%	3%	3%
Children's Services	1.42%	1.4%	0.74%	1%	1%
211/CICO related	3.8%	2.1%	1.5%	2%	2.3%
Community services (General)	15%	18.2%	21.5%	22.2%	19.5%
Consumer/Commercial	3.8%	3.2%	2.30%	3.1%	3%
Counselling	3%	4%	2.30%	3%	3%
Crisis	1.3%	0.9%	0.80%	1.2%	1%
Education	2%	3.1%	1.10%	2.7%	2.2%
Employment	1.5%	1.5%	0.70%	1.3%	1.2%
Environment	0.7%	0.6%	0.40%	0.1%	0.5%
Financial Assistance – EI or CPP	0.7%	0.6%	0.40%	0.4%	0.5%
Financial Assistance – ODSP	1%	0.8%	0.60%	1%	0.7%
Financial Assistance – OW	0.8%	1.2%	0.75%	1.2%	1%
Financial Assistance – Other	2.7%	3.7%	1.91%	3%	2.8%
Government	19%	19.5%	12.50%	12.4%	15.6%
Health	7.4%	8.2%	6.52%	6%	7.3%
Home Support	1.3%	1.4%	1.00%	1.4%	1.3%
Housing	3%	3.8%	1.90%	4.4%	3.2%
Immigration/Citizenship	2.7%	2%	1.53%	2%	2%
Legal	3.2%	3.7%	2.41%	4%	3.3%
Mental Health	1.6%	1.6%	1.10%	1.3%	1.3%
Recreation	2.5%	3.2%	1.60%	1.8%	2.2%
Transportation	2.8%	2.8%	1.90%	2.3%	2.4%
Violence/Abuse	0.3%	0.4%	0.30%	0.4%	0.3%
Volunteerism	1.8%	1.9%	2.15%	3%	2.1%
Seasonal Support	9.7%	1.4%	24.50%	11%	12.6%
Services for Seniors	1.9%	2.3%	1.90%	2%	2%
Youth Services	0.5%	1%	0.70%	1%	0.8%
Disability Resources	1.3%	1.5%	0.84%	1.2%	1.2%

Location of Services Needed	Apr – Jun 2009	Jul – Sep 2009	Oct – Dec 2009	Jan - Mar 2010	Yearly Average
Central Ottawa	78.6%	74%	76.7%	78.6%	76.8%
Gloucester	3.2%	3%	4.3%	3.71%	4%
Blackburn Hamlet	0.1%	0.1%	0.2%	0.24%	0.2%
Bells Corners	0%	0.04%	0.2%	0.04%	0.05%
Vanier	3.11%	3.2%	3.1%	3%	3%
South Keys	0%	0%	0.2%	0%	0.01%
Carleton	0.03%	0.1%	0%	0.31%	0.2%
Kanata	1.8%	1.73%	1.9%	1.54%	1.7%
Navan	0.03%	0.1%	0.06%	0.10%	0.06%
Nepean	6%	7%	6.9%	5.4%	6.2%
Orléans	2.4%	3.03%	1.72%	2.21%	2.2%
Osgoode	0.7%	0.1%	0.1%	0.2%	0.1%
Richmond	0.03%	0.5%	0.09%	0.1%	0.35%
Rideau	0.1%	1.4%	0.25%	0.04%	0.03%
Rockliffe Park	0.03%	0.1%	0%	0%	0.03%
Stittsville	0.1%	0.4%	0.25%	0.5%	0.3%
Barhaven	0.5%	0.6%	1.05%	0.6%	0.7%
Manotick	0.1%	1.2%	0.06%	0.1%	0.1%
Sandy Hill	0.3%	0%	0.15%	0.2%	0.2%
Other – Ontario	1.7%	2.2%	1.9%	2.1%	2.2%
Other – Quebec	1%	0.9%	0.6%	0.7%	0.8%
Other – Canada	0.07%	0.1%	0.09%	0.07%	0.1%
Other - International	0.1%	0.2%	0.15%	0.24%	0.3%

**Success Story**

Early Thursday morning, I received a call from a lady in the Manotick area who through her tone of voice, appeared to be in pain. The caller was clearly flustered and I realized that the only way to understand her situation was to maintain a calm and patient attitude. She had fallen to the ground that prior evening, unknowingly injuring herself. When she woke up, she noticed some swelling, soreness and pain in her back and lower legs. The reason for her call to 211 was because she was worried of ensuing costs for calling emergency services, more precisely the ambulance service, without knowing the severity of her injury. She was looking for an agency where she could speak with a registered nurse or doctor over the phone to obtain a brief diagnosis of her injury before deciding to contact emergency services. I informed her of the Telehealth Ontario service offered throughout the province. She was not aware of the specific service and very much appreciated the information that was provided to her. I invited her to call us again if the case arises and that in the event of an emergency, she should not hesitate to call the 911 emergency services.

Location of Caller (From Caller Survey)	Apr – Jun 2009	Jul – Sep 2009	Oct – Dec 2009	Jan - Mar 2010	Yearly Average
K1V	6.8%	4.63%	4.40%	3.6%	4.1%
K1N	7%	6.1%	3.34%	3.6%	4.2%
K1R	4%	2.56%	3.24%	2.8%	3%
K2B	4.14%	3.6%	4%	2%	3.15%
K2P	3.51%	2.2%	1.73%	2.4%	2.08%
K1L	3.64%	3.39%	2.76%	3.2%	3%
K1K	3.9%	4%	3.24%	3.5%	3.5%
K1Y	2.9%	2.73%	1.5%	1.7%	1.9%
K1J	2.76%	1.14%	2%	1.2%	1.6%
K1C	3.51%	2.98%	1%	1.2%	1.6%
K1B	2.76%	1.33%	1.4%	0.8%	1.24%
K2H	2.5%	1.74%	1.57%	1%	1.4%
K1Z	2.64%	2.56%	2.2%	2.2%	2.2%
K1G	2.76%	2.86%	2.5%	2.2%	2.5%
K1H	2.4%	1.9%	1%	1.5%	1.4%
K1S	2.14%	1.2%	1%	1.3%	1%
K2G	2.14%	2.56%	2%	1%	1.8%
K2C	1.9%	1.8%	1.2%	0.8%	1.2%
K1T	1.6%	2.1%	2%	1.2%	1.6%
K0A	1.51%	1.3%	0.7%	1.1%	1%
K2E	1.3%	1.2%	0.9%	1.4%	1.1%
K4A	1%	1.5%	0.8%	1.1%	1%
K2A	0.9%	1.7%	0.91%	0.5%	0.9%
K2J	0.9%	1.3%	1.1%	0.8%	1%
K2L	0.9%	0.83%	0.5%	0.6%	0.6%
K1E	1.1%	0.7%	0.24%	0.4%	0.5%
K2M	0.7%	0.33%	0.62%	0.2%	0.4%
K2W	0.5%	0.21%	0.02%	0.06%	0.1%
K1M	0.5%	0.54%	0.2%	0.1%	0.25%
K1A	0.6%	0.62%	0.33%	0.33%	0.4%
K1P	0.4%	0.5%	0.24%	0.1%	0.2%
K1W	0.25%	0.12%	0.14%	0.06%	0.1%
K0B	0.12%	0%	0.07%	0%	0.1%
K2K	0.4%	0.6%	0.55%	0.4%	0.5%
K2N	0.12%	0%	0%	0%	0.02%
K2R	0.12%	0.17%	0%	0.06%	0.1%
K2V	0.12%	0.1%	0.12%	0%	0.03%
K2D	0.12%	0%	0.02%	0%	0.01%

Location of Caller (From Caller Survey)	Apr – Jun 2009	Jul – Sep 2009	Oct – Dec 2009	Jan - Mar 2010	Yearly Average
K4M	0.12%	0.17%	0%	0.2%	0.1%
K4C	0.12%	0.04%	0.09%	0.06%	0.09%
K4P	0.12%	0.1%	0.12%	0.06%	0.06%
K6H	0.12%	0%	0.07%	0.03%	0.01%
K7S	0.12%	0%	0%	0.1%	0.04%
K0E	0.12%	0%	0.02%	0%	0.01%
K2S	-	0.62%	0%	0.33%	0.3%
K2T	-	0.25%	0.19%	0.1%	0.1%
K4B	-	0.12%	0.07%	0%	0.1%
K1X	-	-	-	0.06%	0.03%
K7C	-	0.1%	0%	0.1%	0.08%
Other - Ontario	0.6%	2%	1.10%	1.5%	1.3%
Other – Canada	2%	1.5%	0.4%	0.7%	0.8%
Other – International	0.5%	0.3%	0.21%	0.25%	0.3%
Other – Crisis	4%	2.1%	0.72%	0.6%	1.2%
Other – Client refused to provide information	17.5%	29.6%	47.4%	51%	44.7%

Information vs. Information and Referral	Apr – Jun 2009	Jul – Sep 2009	Oct – Dec 2009	Jan - Mar 2010	Yearly Average
Information	20%	18.3%	18.7%	13.3%	17.5%
Information and Referral	80%	81.7%	81.3%	86.7%	82.5%

Advocacy and Endangerment	Apr – Jun 2009	Jul – Sep 2009	Oct – Dec 2009	Jan - Mar 2010	Yearly Average
Advocacy	3.4%	1.4%	0.6%	0.3%	1.14%
Endangerment	0%	0.07%	0.04%	0.1%	0.06%

**• Busy Hours and After Hours Calls**

From April 2009 to the end of March 2010, we received over 7500 after hours calls. Listed below are our busiest hours.

- April 2009: 11:00am – 12:00pm
- May 2009: 10:00am – 11:00am
- June 2009: 11:00am – 12:00pm
- July 2009: 10:00am – 11:00am
- August 2009: 11:00am – 12:00pm
- September 2009: 10:00am – 11:00am
- October 2009: 2:00pm – 3:00pm
- November 2009: 1:00pm – 2:00pm
- December 2009: 9:00am – 10:00am
- January 2010: 11:00am – 12:00pm
- February 2010: 1:00pm – 2:00pm
- March 2010: 10:00am – 11:00am

## Caller Satisfaction

Since launch, we have undertaken to follow up with clients regarding their experience using the 211 service. This allows us to ensure a high quality standard of service but also to observe how 211 is being received in the community. The chart below illustrates client satisfaction from April 2009 to March 2010.

Client Satisfaction (From Caller Survey)	April 2009 to March 2010
Percentage of first-time callers	75%
Percentage of previous callers	25%
Politeness of the counsellor? (average mark out of 10)	9.8/10
How professional was the counsellor? (average out of 10)	9.4/10
How well did the counsellor listen? (average our of 10)	9.5/10
Did caller understand the options given? (Yes/No)	97% yes
Did caller follow up on referral provided?	95% Yes
Would caller use 211 again?	100% Yes
Would caller recommend 211 to others?	95% Yes
Overall how satisfied are you with the 211 service? (Unsatisfied/ Satisfied/ Very Satisfied/ Exceeded Expectations)	35% Exceeds Expectations 65% Satisfied or Very Satisfied

**Client testimonials:**

*I wouldn't be able to live without this service. It's a change from other community and government services. I would like to tell everyone about this service.*

*Client had met Julia at the St-Laurent mall during the summer and has been a devoted 211 client ever since. She has put up posters in her building and handed out a few pamphlets regarding our information and referral services.*

*Having it in one service - all the information - it's a great idea!*

*I couldn't believe it - one call and you get help!*

*I got the information I really needed!*

*It was like I was locked in and then all the doors were opened for me.*



CELEBRATING 36 YEARS OF SERVICE

## Gaps in Service

From April 2009 to March 2010, a total of 124 gaps in service were recorded. The most common gap in service was a lack of free income tax clinics for individuals/families with a low income in Ottawa and area, specifically for those living in Kanata. Secondly is the accessibility of food bank centres and organizations offering hot meals. Specialized health supports for low income individuals as well as family physicians accepting new patients were also identified as gaps in service. Other service gaps included low cost transportation services; access government services, such as departmental information lines; housing assistance in some areas of the city; counseling, including telephone based counselling; food bank delivery services and recycling of electronic materials.

## Partnerships and Awareness Activities April 2009 to September 2009

### 211 Community Presentations

Community presentations were a key focus in the past year. We have done well over 150 presentations over the past year to various community organizations, community fairs, events and conferences and information booths in community centres and malls. In order to reach our potential clients and partners we have worked closely with organizations serving seniors, newcomers, francophone services and general health services.

### Advertising and Media

A 211 Ottawa fan page was created on the social networking site Facebook. The purpose of this page was to increase public awareness about the service and also to create a public forum for posting information and updates. Media releases, the date of our AGM and information about our extended hours are all examples of information that was shared using our Facebook page. We are presently looking into the possibility of providing Information and Referral via Facebook in the goal of reaching people in a manner that is most convenient to them.

211 Ottawa created a Twitter account to inform the public about important changes and updates and to share news about 211. This initiative also allows us to stay current with updates and events posted by other community organizations and funders.

Furthermore, we have advertised on OC Transpo buses, radio stations and key newspapers. We have also distributed pamphlets and other materials to all medical offices, hospitals, community centres, numerous organizations serving clients in need, Canada post mail outs and in the greeting packages of various conferences and community packages.

## 211 Ottawa and its relationship with the Community

In 2008 an agreement between **The Champlain Community Care Access Centre (CCCAC)** and CICO was reached whereas CICO and its Champlain area data partners would provide the data used by the CCCAC in thehealthline.ca and 310-CCAC. This was the beginning of a long term relationship with the CCCAC, an agency which is mandated by the Ministry of Health and Long Term Care to offer health related information and referral services. We are pleased to continue to invest in this fruitful partnership.

For the second year in a row, **Christmas Exchange and Toy Mountain**, utilized and promoted the 211 telephone number to direct people to find out where they can register and pick up their toys, voucher or hamper for the holidays.

**The Social Planning Council of Ottawa** is currently working on developing a community lead GIS mapping initiative. Due to the wealth of the data collected by 211, we are positioning the relationship in order to increase awareness of 211 and promoting the value of GIS Mapping for research and planning purposes in our community. This relationship is tied to a larger provincial initiative of GIS mapping in Ontario.

**Ottawa Public Health** has been producing a food related Directory known as the Food Link for a few years. In 2009, 211 and the Food Link partnered together in order to avoid the duplicating of services. We are currently in the process of transferring missing data from the Food Link to the 211 Ottawa database and will be encouraging people to call 211 for food related inquiries.

**Ottawa Youth Justice Services Network** is developing a relationship with 211 to support their data needs, all the while increasing awareness of 211

**Volunteer Ottawa** and e-mental health have met with us in order to discuss how best to refer to one another and respond to calls relating to volunteerism and mental health services.

Linking to the **Ottawa Neighborhood Study and the Community Development framework**: 211 Ottawa has begun to explore how it can support these two community planning and mapping initiatives, either through sharing important community data or by sitting at the planning tables.

**Kindness Week**: Kindness Week is a collaboration of numerous community groups and members, all brought together by Rabbi Reuven Bulka. The essence of Rabbi Bulka's message is this: We each have the ability to create the community we want. Make a conscious choice to contribute to a kind Ottawa. 211 was part of the nonprofit engagement committee which planned Kindness week and we also attended launch and closing events.

**Community Accessibility Day and United Way Discover Talent** – 211 was present at both of these important days to increase the leadership and involvement of people living with disabilities in our community.

**ESL classes and Newcomer Information & Referral Training courses**: We continued to reach out to those in English as a Second Language (ESL) classes to raise awareness of 211 as a multilingual information and referral service. In addition, our staff provided Information and Referral training to settlement workers through a five month long initiative of the Immigrant Settlement and Adaptation Program (ISAP).

**Ottawa Police and Crime Prevention Ottawa**: We continued our partnership with the Ottawa Police Service with regular collateral distribution to Community Police Centres and Community Police Officers. We also gave a presentation on 211 to Crime Prevention Ottawa and Together for Vanier which was covered by community newspapers.

**H1N1 and Haiti earth quake:** During these times of community crisis, we tracked incoming calls related to both H1N1 and the earthquake in Haiti. Our staff kept up to date information regarding H1N1 vaccination clinics and news releases from Ottawa Public Health. In the aftermath of the Haiti earthquake, our I&R counsellors researched crisis-related resources and counselling for those affected by the disaster as well as options for those wishing to make donations. We also reached out to the community using social media tools Twitter and Facebook.

**Legal Information and Connecting our Regions:** 211 is part of the advisory committee which has been created to improve the access to local information in Ottawa.

**OLIP:** 211 Ottawa has been invited to be part of this important community consultation which will serve to improve services to newcomers and Immigrants in Ontario.

**Community Advisory Committee:** An advisory committee is currently being created which will serve to increase the ties between 211 and the various communities it serves including expansion areas.

211 shares data, pertaining to calls received, with various groups in order to support their requests for funding or to have the data to feel the pulse of their neighborhood and/or community.

We have been very lucky to have had the opportunity to work with all of these groups and look forward to continuing these relationships and developing many new ones.

## 211 Ottawa and its relationship with other 211 Centres

### Ontario 211 Services Corporation and the eight 211 operators in Ontario

We have worked closely with the eight 211 operators and the Ontario 211 services Corporation in order to assist in establishing a strategic plan to build a consolidated 211 system in Ontario by 2012. The group meets approximately every 4 to 6 weeks in order to discuss and plan important aspects of the 211 service delivery system and to implement these locally.

Other opportunities being explored by this group includes: 211 to give and get help, 211 in emergency and disaster related incidents, expansion into eight regional areas, and other relationships pertaining to supporting other specialized service lines and data needs.

Currently we are working closely with this group to properly evaluate and develop branding, communications, compensation models, government relations, review of the 211ontario.ca website and Emergency and Disaster role and procedure.

### Franco 211

This is a partnership between 5 of the 211 service providers which aims to improve the access of services offered in French across Ontario. This is a two year project funded by the Ontario Trillium Foundation and 211 Ottawa is a lead partner due to its francophone expertise and bilingual capacity. We are working closely together, particularly with 211 Niagara and 211 Central West to help them translate and manage the quality of their French database. We will offer continuity to this project by implementing the Centre for francophone excellence in Eastern Ontario.

### Eastern Ontario Expansion

During the summer of 2008, we began developing partnerships among our Eastern Ontario Data Partners and potential funders in order to expand the service to this region by 2011. In early 2009 we have developed an implementation planning committee, terms of reference of the committee and preliminary budgets and implementation plan. Beginning in the summer 2009 we began actively working on the data of each of our partners in order to be ready for expansion plans. This meant ensuring that the data was complete, consistent and searchable for all regions of Eastern Ontario. Since the transfer of Volunteer and Information Kingston late 2009, we actively pursued expansion into each of our regions starting with local United Ways, continuing with municipalities, counties and local community champions. There will be an official launch of 211 on June 25th 2010 in the Kingston, Frontenac, Lennox and Addington area. This should be followed with a launch in Hastings Prince Edward in September and the remainder of the counties including, Prescott Russell, Stormont Dundas Glengarry, Leeds and Grenville, Lanark and Renfrew by December 2010. These plans are in line to meet the provincial plan to serve all of Ontarians by 2011.

### 211 Ottawa and 211 Quebec City

Since June 2009, 211 Ottawa answers evening and weekend calls from 211 Quebec City. This is the first demonstration of a very exciting opportunity which exists within our sector, having the ability to support one another even across provinces. This is an important step in demonstrating significant national value of the 211 service.

### Supporting developing 211 services across Canada

In the past year we have supported emerging 211 centres in Montreal and British Columbia in setting up their 211 service. Furthermore, we are now part of the 211 National Network which will work towards advancing 211 services nationally. We have positioned 211 Ottawa to have an important role in the development of the 211 national systems as well as the provincial system.





## 211 Ottawa Team

### Board Members

Peter Holt, Past-President  
 David Holmes, President  
 Christine O'Connor, Vice-President  
 Sandra Guenther, Treasurer  
 Nadia Effendi, Secretary  
 Linda Bordeleau, Director  
 Jeanne-Hélène Tardivel, Director

### Volunteers

Alton Legault  
 Dominic Millaire

### Staff Members

Marie-Andrée Carrière, Executive Director  
 Julia English, 211 Service Coordinator  
 Michel Fournier, Database Coordinator  
 Courtney Ott, 211 Communications and Community Liaison Officer  
 Lindsay Lalonde, 211 Communications and Community Liaison Officer  
 Melina Ladouceur, Senior Information and Referral Counsellor  
 Paul Charles, Information and Referral Counsellor  
 Arlynn Belizaire, Information and Referral Counsellor  
 Roxanne Brunet, Information and Referral Counsellor  
 Philippe Martel, Information and Referral Counsellor  
 Jean-Francois Belisle, Information and Referral Counsellor  
 Natalie Cléroux, Information and Referral Counsellor  
 Prague-Magali Masseur, Information and Referral Counsellor  
 Judy Grunwald, Bookkeeping  
 Christine Geoffrion, 211 Eastern Ontario Data Readiness Coordinator  
 Jennifer Lindsey, Database Maintenance Consultant

## Financial Statements

### Revenue Base

We are very thankful for the financial support provided by:  
 Citizenship and Immigration Canada  
 Province of Ontario, Ministry of Community and Social Services  
 United Way Centraide Ottawa  
 City of Ottawa, Community Funding Division  
 City of Ottawa, Divisions des services en français  
 Heritage Canada and Ontario Trillium Foundation  
 Ministry of culture, pay equity  
 Self-generated revenues

## Financial Statements

For more detail see the financial statements.

