

--	--

TO:	CHAIR AND MEMBERS COMMUNITY AND NEIGHBOURHOODS COMMITTEE MEETING ON AUGUST 16, 2011
FROM:	ROSS L. FAIR EXECUTIVE DIRECTOR COMMUNITY SERVICES DEPARTMENT
SUBJECT:	INTRODUCTION OF ONTARIO211 SERVICE TO LONDON IMPLICATIONS FOR THE CITY OF LONDON

RECOMMENDATION

That, on the recommendation of the Executive Director of Community Services, the following actions **BE TAKEN**:

- a) City Council **ENDORSE** the introduction of 211 Service in London;
- b) The Civic Administration **BE DIRECTED** to include provision for a City share of funding of the 211 Service in the 2012 budget for consideration;
- c) The Civic Administration **BE DIRECTED** to monitor the implementation and success of the 211 service in London with annual reporting back to Committee and Council on an annual basis

PREVIOUS REPORTS PERTINENT TO THIS MATTER
--

Community and Neighbourhoods Committee, June 14th 2011 - delegation

BACKGROUND

At its meeting of June 14th 2011, the Community and Neighbourhoods Committee heard a delegation on the introduction of Ontario 211 Services by Andrew Lockie, CEO of the United Way of London-Middlesex; Martha Powell, CEO of the London Community Foundation and Bill Morris of Ontario211. The Committee referred the matter to the civic administration for consideration and a report back at a future meeting of the CNC.

For reference, a copy of the slide deck presented by the delegation is attached to this report as Appendix A.

Comments from the Civic Administration:

Providing timely, relevant and accessible points of contact for residents seeking information about municipal and other services has been a important topic for Council and the civic administration over the past several years and has been a priority for this Council. The civic administration is continuing its review of service delivery options including 311. Council has also endorsed a recommendation from the City Manager to explore strategic opportunities with Service Ontario for the provision of not only information services but also transactional services.

The intent of Ontario211 is to serve as “an information and referral service (helpline and website) that will provide residents of the city of London and the communities of Middlesex County with reliable information on social services. 211 services are free to use, confidential and provide residents with access to thousands of organizations.”

Several City-led initiatives have identified “system navigation” as key challenges for residents to access social services, including Age Friendly London and the Child and Youth Agenda. Ontario211 is positioned to assist with these challenges.

--	--

As with any information and referral service, there will be several factors that will be critical to its success:

- Ease of access for the user
- Completeness and reliability of the service data
- Ability of the service provider to process information requests in a timely way to have the ability to communicate with a wide spectrum of callers, many of whom will be in crisis situations.

The City of Windsor, via its 311 call centre operation, has been selected to deliver Ontario 211 services for Southwestern Ontario, including the City of London and Middlesex County. Local data for "211 London Middlesex" will be provided to the 211 Call Centre, Windsor, through a data sharing agreement with Information London/thehealthline.ca Information Network.

It is anticipated 211 London Middlesex will be operational in November, 2011.

FINANCIAL IMPACT

The 211 Services Corporation is primarily funded by the Province of Ontario. It has received funding to fulfill its mandate for Province wide coverage by the end of 2012. Costs include those of the corporation itself, as well as the call centres which require staff, training and ongoing data maintenance. A number of other funders, including municipalities, are already funding a portion of 211 services in their respective communities.

City of London will not be required to do so to initiate the roll out of the service locally, which presumably would entail additional funding to increase the capacity of the Windsor 311 call centre to handle the increased service volume.

The administration has been advised that the 211 Services Corporation is "finalizing" an investment model that will include contributions from both government and community. It is our understanding that Ontario 211 uses a standardized funding model consisting of \$1 per capita per year for each municipality served, based on a 20% penetration rate. Costs would escalate based on call volume. Estimates suggest a 15% – 20% penetration to begin.

The 211 Services Corporation retained Deloitte to develop a proposed funding model for annual costs as follows:

- Province 60%
- Municipality: 20%
- United Way: 10%
- Federal Government: 10%

The funding model varies greatly amongst the communities and currently no one adheres to the above formula. Some municipalities for example have covered the total costs of implementation.

Committee heard from the delegates that the extent of this cost is not precisely known but is expected to be in the range of \$84,000 annually once the fully anticipated ongoing use is met, which will likely take some time.

Using the Deloitte model the estimated budget pressure for City of London would be \$70,000 per year (20% of 350,000) for 211 service.

Area municipalities or local entities would appear to be responsible for preparing information on services (the data set) for use by Ontario 211 via a data sharing agreement. The Community Services Department currently provides annual funding of \$20,000 on a service agreement with Michael Robbins to load local data on the provincial "Healthline."

--	--

BENEFITS AND RISKS:

The need to provide system navigation for social services in our City is well supported. The 211 Services Corporation has built a provincial model that appears to be doing well in other areas of the Province. The Windsor 311 Call Centre is well-established and so would seem to have the capacity to deliver timely services to our residents. The local data collection work via the Healthline is also well-established. The cost sharing model with all orders of government, the United Way and the London Community Foundation all contributing seems workable.

From a risk perspective, the London and Middlesex communities will need to rely on the ability of City of Windsor workers to be very knowledgeable about local needs and services. The capacity of the service will also be directly related to the ability and interest of Windsor City Council to continue to fund and operate its own 311 Call Centre. If there is a decision to down size or close the Call Centre, our community will cease to have access to the service.

Should City Council decide to implement a London 311 Call Centre or a similar capacity emerges out of discussions with Service Ontario it follows that building capacity to handle local 211 calls would seem logical, however, it is not clear whether the 211 Services Corporation would be amenable to amending its arrangements.

CONCLUSION:

The need for 211 services for London is well-established and it would appear that the 211 Services Corporation has built a model that will be effective and efficient, even if London's calls will be answered by City of Windsor staff. The funding model appears to be reasonable and assumes a broad sharing of costs across government and NGO funders. What is not clear is the long term viability of the 211 Services Model should other municipalities develop 311 capability or should Service Ontario indicate it has capacity to take on this service.

The civic administration is recommending that London City Council endorse the roll out of 211 service for the City of London; that the civic administration make provision for the anticipated London share of the costs in the 2012 budget; and that the administration monitor and report back to Committee on the implementation and success of the 211 initiative on an annual basis.

RECOMMENDED BY:
Ross L. Fair Executive Director Department of Community Services

CC: Bill Rayburn, CAO, Middlesex County
Andrew Lockie, CEO, United Way of London and Middlesex
Martha Powell, CEO, London Community Foundation
Bill Morris, Ontario211 Corporation

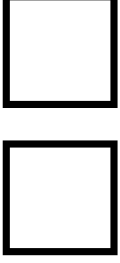
--	--

APPENDIX A



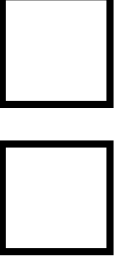
211 in London Middlesex

City of London
Community & Neighbourhoods Committee
June 14, 2011



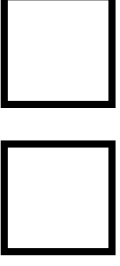
Responding to local need

- access to information
- appropriate and timely referrals
- system navigation
- advances local gaps identified by:
 - Child & Youth Network
 - Local Immigration Partnership



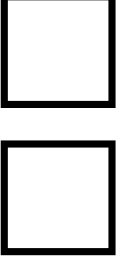
Collaborative model

- local champions: United Way of London & Middlesex and London Community Foundation
- provincial and regional leadership
- data provider: Information London/
thehealthline.ca Information Network
- service providers
- municipalities



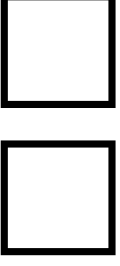
Calling 2-1-1

- Live answer – by people not machines
- Certified information and referral specialists
- I&R: more than just information – probe underlying causes
- Caller need focused
- Award-winning service – 92% satisfaction
- 24/7 – 365 days a year – Over 150 languages



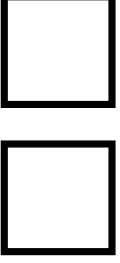
211 On-Line

- Consolidates local “Blue Book” directories
- Initially positioned as professional resource
- Comprehensive, fully searchable, and continually updated
- Bilingual – English and French
- Proximity mapping
- Evolving to web 2.0 site for broad public use



Why 211 Works

- Effective, fast easy to use
- Eliminates confusion – provides options
- Provides people with reliable Information
- Connects people to vital resources
- Helps reduce non emergency call to 911
- Volunteer and donation
- Tracks social trends & service utilization



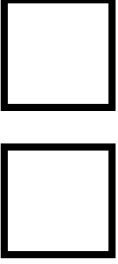
Status of 211 in Ontario

2-1-1 Internet Service

- Now Province-wide – 211Ontario.ca
- Revised site launched on May 8th
- 211Ontario.ca re-launching as 211.ca – Fall 2011

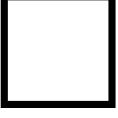
2-1-1 Phone Service

- Mixed delivery model – 5 NGOs & 3 municipalities
- 211 Switching completed province-wide
- Officially launched to 83% of population
- Dec. 2011 – actively implemented to 100%



211 Current Status: Canada

Launch Dates	Service Centre	Current Pop. Served
June 2002 – September 2008	Ontario -2002 Central Region (with Toronto) - 2005 Central South Region (with Niagara) - 2005 Central East Region (with Collingwood) - 2007 Central West Region (with Halton) - 2007 South West Region (with Windsor-Essex) - 2008 Northern Region (with Thunder Bay) - 2008 Peel Region - 2008 Eastern Region (with Ottawa)	9,556,000 (13,211,000) soft launch
Sept. 2004	Edmonton	1,000,000
Jan. 2005	Calgary	1,100,000
May 2008	Quebec City Region	1,180,000
Nov. 2010	Vancouver	2,634,000
March 2011	Total population served	19,125,000



Top 5 reasons for calling 211



Health services



Financial assistance



Housing and shelter

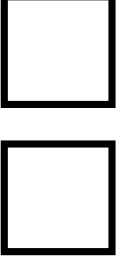


Food and meals



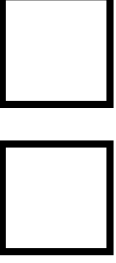
Info on
community services

Callers often have multiple needs



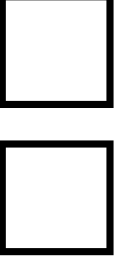
Key 211 Value Propositions

- Connecting People to Services and Resources
- Makes the Human Services Sector and Government More Efficient and Effective
- Authoritative Human Service Information Records
- Captures Information on Public Utilization of Human Services
- Complements First Responders During Emergencies and Disasters
- Promotes Volunteerism and Engagement



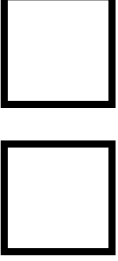
Current funding model

- 211 Services Corporation is primarily funded by the Province of Ontario
- has sufficient funding to fulfill its mandate of Province wide coverage by the end of 2012
- costs include those of the corporation itself, as well as the call centres which require staff, training and ongoing data maintenance
- a number of other funders, including municipalities, are already funding a portion of 211 services in their respective communities
- City of London will not be required to do so to initiate the roll out of the service locally



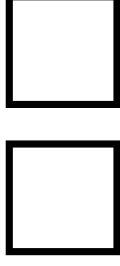
Future funding model

- absence of a firm model of sustained funding once the service is province wide
- Deloitte consulting report recommended a model which would have the province pay 60% of on-going costs, Municipalities 20%, Federal government 10%, and United Way and other funders 10%
- 211 Services Corporation is working to get such a model in place, and will be seeking support from municipalities in a uniform fashion, which means that this may bear future cost to the City
- extent of this cost is not precisely known; expected to be in the range of \$84,000 annually once the fully anticipated ongoing use is met, which will likely take some time



Current status

- 211 Services Corporation would like to bring the 211 service to the city (and simultaneously to the County) in Fall 2011
- working with United Way and Community Foundation to align with a data provider and build local support
- a data sharing agreement is pending approval with Information London (operated by thehealthline.ca Information Network); this data provider already collects and maintains much of the data already and has agreed to provide the data to the call centre in Windsor at no cost



Questions

Bill Morris

bmorris@211ontario.ca

416-777-0211 x221

For more info on 211 Ontario:

www.211ontario.ca

<http://blog.211ontario.ca>

www.twitter.com/211Ontario

www.youtube.com/211Ontario

www.flickr.com/211Ontario