



City of
Peterborough

TO: Members of the Joint Services Steering Committee

FROM: Ken Doherty, Director of Community Services

MEETING DATE: October 13, 2011

SUBJECT: Report CSSSJSSC11-007
Community Information and Referral Services - 211

PURPOSE

A report to provide the Joint Services Steering Committee with an update on the current status of 211, a Community Information and Referral Service.

RECOMMENDATION

That the Joint Services Steering Committee endorse the recommendation outlined in Report CSSSJSSC11-007 dated October 13, 2011 of the Director of Community Services, as follows:

That Report CSSSJSSC11-007 and the presentation from the United Way be received for information.

BUDGET AND FINANCIAL IMPLICATIONS

There are no financial implications arising from this information report.

BACKGROUND

211 is an easy-to-remember phone number that connects people to information about a range of non-emergency social, health, community and government services. By calling 211, individuals would immediately reach an information specialist trained to assess their needs, to understand their questions and concerns and to link them to the best available information and services, on a confidential, multilingual basis.

In 1997, under the leadership of the United Way, Atlanta Georgia became the first community to introduce a 211 service. In 2001, United Way – Centraide Canada and its national partner (Inform Canada), together with local Toronto partners secured the 3-digit number 211 from CRTC as the universal number to help Canadians get better access to information on community services. Expansion of the 211 service across various communities in Ontario has been happening since that time.

In January 2009, Report C55509-001 was presented to City Council and the recommendation that City and County continue to partner and endorse 211 for local residents was approved. A similar recommendation was also approved by County Council. The presentation from United Way on October 13, 2011, will provide an update on the status of 211 and the nature of calls to 211 from the Peterborough community since implementation.

Submitted by,

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Attachment: Presentation – Community Information Services