



REPORT N° PRO2019-006

Date	04/03/2019
Submitted by	Brian Wilson
Subject	Partnership with Ontario 211 for emergency communications
File N°	Click here to enter text.

1) **NATURE/GOAL :**

That Committee recommend to Council to enter into an agreement to use Ontario 211 as a communications tool before, during and after potential emergency situations.

2) **DIRECTIVE/PREVIOUS POLICY :**

None.

3) **DEPARTMENT'S RECOMMENDATION :**

THAT Committee recommend to Council to sign the attached agreement with the Community Information Centre of Ottawa/ 211 Eastern Region (CICO/211 Eastern Region) in order to formalize the relationship and information flow paths for emergency information to be shared with the public.

4) **BACKGROUND :**

The City of Clarence-Rockland has established an emergency plan for use prior to, during, and after emergencies affecting the City. One of the key pieces of any emergency plan is effective communication with the public.

Ontario 211 is a non-profit organization whose goals are to be the primary source of information and gateway to human services for individuals and planners. Specifically, for municipal governments, Ontario 211 strives to be a trusted resource to help them find services for their clients, and to receive qualitative caller needs data that provide additional insight about the needs in the community. From an emergency management perspective, 211 will provide a channel for authoritative information to the public regarding non-urgent needs and services, allowing them to focus their resources on their core mandate.

Following the floods in 2017, Ontario 211 has approached the City of Clarence-Rockland to offer its call centre services to assist the City in providing reliable, accurate, and bilingual information to residents and visitors both in times of emergency, and during normal day-to-day operations. These services are offered at no cost, as the call centre in our region is wholly funded by United Way.

Client Services has been referring residents to Ontario 211 for over a year when they inquire about services the City does not offer.

5) **DISCUSSION :**

Entering into an agreement with the Community Information Centre of Ottawa/ 211 Eastern Region (CICO/211 Eastern Region) provides the City with an additional communications tool in providing information to residents and visitors. This service is provided at no cost to the City as the service is wholly funded by United Way.

Engaging Ontario 211 in improving our communication provides a solution for a challenge identified during the 2017 floods, namely improving communication with the public. This helps to centralize all messaging, and provides a 'one stop shop' for all types of municipal information. It also allows the Emergency Information Officer to focus her efforts in writing press releases, responding to media inquiries and monitoring the municipal social media pages.

6) **CONSULTATION:**

None.

7) **RECOMMENDATIONS OR COMMENTS FROM COMMITTEE/ OTHER DEPARTMENTS :**

None.

8) **FINANCIAL IMPACT (expenses/material/etc.):**

None.

9) **LEGAL IMPLICATIONS :**

None.

10) **RISK MANAGEMENT :**

None.

11) **STRATEGIC IMPLICATIONS :**

None.

12) **SUPPORTING DOCUMENTS:**

Agreement - Community Information Centre of Ottawa/ 211 Eastern Region (CICO/211 Eastern Region)