



When you don't know where to turn™

Pursuant to CRTC Decisions – CRTC 2001-475 and CRTC 2008-61: Notice of Completion of 211 Service throughout the Province of Nova Scotia

Date: March 2, 2012 updated March 10, 2014

Organization: **211 Information and Referral Services Association**
Michael Myette, Executive Director
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Introduction

In 2001 the Canadian Radio-Television and Telecommunications Commission (CRTC), in response to an application lead by the United Way of Canada – Centraide Canada, assigned the three-digit dialing code 2-1-1 for public access to community information and referral services throughout Canada.

211 Information and Referral Services Association, a non-profit organization operating as 211 Nova Scotia, was incorporated in 2008 with a mission to develop and sustain a Nova Scotia 211 system. Governed by a volunteer board drawn from across the province, 211 Nova Scotia is the provincial agency responsible for administering on-going provincial funding contributions, licensing sites, approvals for switching, branding, and the administration of the network of 211 services, and anticipates province-wide delivery by November 2012.

The vision of 211 in Nova Scotia is to become “the” source for community information and resources in the Province.

The success of 211 has required significant collaboration between United Ways – Centraides, the information and referral sector, governments, and other community partners. The Province of Nova Scotia is committed to 211’s expansion in the 2010-11 Budget and has made a commitment of annualized funding through the 2016 fiscal year. Corporate sponsors including Nova Scotia Power and Bell/Aliant have provided start up funding and the United Way Halifax Region is also a strong supporter, providing up to 5% of the annual operating budget.

There are no other 211 service providers in Nova Scotia at the present time.

In 2011, following the decision to implement 211 throughout Nova Scotia, the Province of Nova Scotia delegated authority to 211 Nova Scotia to direct telephone carriers in the switching processes to implement 211 services across the Province. The letter dated August 29, 2011 to 211 Nova Scotia from the Deputy-Minister of Service Nova Scotia and Municipal Relations is attached for reference.

Service Description

211 is a two channel information system which consists of a 3-digit telephone line and a www.ns.211.ca internet service. At implementation, both provide support 24 hours a day, 7 days a week.

The 211 delivery system in Nova Scotia relies on a broad network of human and social service providers, including Government, non-profits and municipalities. 211 Nova Scotia is fortunate to have compiled an extensive inventory of more than 200 supporters from within these sectors. 211 NS has partnered with these entities to collect data on these services.

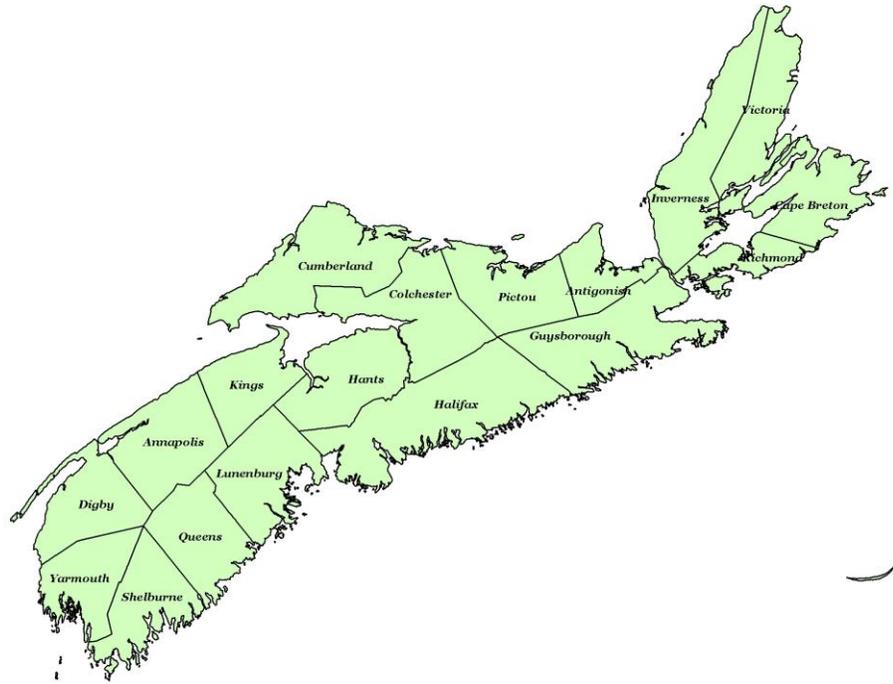
Underlying the provision of information and referral services are two core business processes: call centre operations and data base management. 211's core services include: information and referral, quality control and follow up, Internet service, community crisis response and data provision.

211 NS has established a single contact center in the Halifax Regional Municipality from which 211 services are provided. Management and staff at this center are all employees of 211 Nova Scotia. The actual hours of operation of this center are 7:00am to 7:00pm Monday to Friday. Outside of local operating hours an agreement is in place with another 211 center, Toronto Find Help to answer after hours calls placed by Nova Scotia callers and provide the same high quality service that Nova Scotia callers expect. Through the use of state of the art IP telephony, this alternate routing is seamless and invisible to the Nova Scotia caller. On the database side, the database application that has been deployed is envisioned as a National standard and Information and Referral Specialists at the after-hours 211 center will have access to the same data base and data that Nova Scotia specialists use during regular hours of operation in Nova Scotia.

Our focus is on building capacity and consistent high quality practices in service delivery. Ongoing quality assurance programs monitor performance and drive service excellence. We use both pro-active and reactive learning opportunities to continue to develop and improve the efficiencies of the system.

Proposed 211 Service Area

211, operated by 211 Nova Scotia, covers the Entire Province of Nova Scotia. The map for the area is shown below:



Call Routing Arrangements

In Nova Scotia, all 211 calls are be routed to a single contact center. It is in the Halifax Regional Municipality within the Community of Dartmouth.

| | |
|---------------------------------|---------------|
| 211 Call Centre location | Phone numbers |
| 21 Mount Hope Avenue, Dartmouth | 855-466-4994 |

Calling Volume Estimates

| Fiscal Year | 2012 (actual) | 2013 (actual) | 2014 Estimate | 2015 Estimate | 2016 Estimate |
|-----------------------|------------------|------------------|------------------|------------------|------------------|
| Estimated Call Volume | 0 | 14,116 | 30,000 | 50,000 | 70,000 |

Nova Scotia 211 Information and Referral Services’ Expectations of Telecommunications Service Providers

- TSPs permit callers in Nova Scotia to dial 211. These calls all route to the 211 contact center in Nova Scotia, where toll free access to a 10 digit terminating line has been installed.
- TSPs work with the appropriate cellular provider providing service in Nova Scotia ensuring that the calls are routed correctly.

Launch / Rollout Schedule

Roll out of 211 service in Nova Scotia was accomplished on Feb 11, 2013 via a “flash cut” with services accessible to all Nova Scotia subscribers at the same time.

If you have any questions please feel free to contact me (by telephone at 902-466-5720 or by email at mmyette@ns.211.ca)

Thank you

Michael Myette
Executive Director

Letter indicating Delegation of Authority from Province to 211 Information and Referral Services Association August 29, 2012

From: Kevin Malloy [KDMALLOY@gov.ns.ca]
Sent: August-29-11 10:57 AM
To: chuck.hartlen@bellaliant.ca
Cc: Michael Myette
Subject: 211

August 29, 2011

Mr. Chuck Hartlen
Board Chairman
211 Information & Referral Services Association Senior VP Customer Experience
- Bell Aliant PO Box 880
Halifax NS B3J 2W3
E-mail: chuck.hartlen@bellaliant.ca

Dear Mr. Hartlen:

As you are aware, the Department of Service Nova Scotia and Municipal Relations is working with the United Way of Halifax Region to establish 211 Nova Scotia.

This letter will serve to provide confirmation that the Provincial Government is funding 211 Nova Scotia to manage the implementation and operation of

province-wide 211 services. In this role, 211 Nova Scotia will determine who are appropriate 211 service providers and as necessary, provide funding to approved service providers for implementation and stabilization. 211 Nova Scotia will contract with and monitor providers to ensure quality controls and standardization of the 211 provincial service.

We hope that this letter will assist stakeholders in understanding the Government's relationship with 211 Nova Scotia. We expect that this letter will also serve the purpose of assisting telephone companies in taking the direction of 211 Nova Scotia for their telephone switching processes to implement 211 services across the Province.

We trust that this action will support the implementation of 211 Nova Scotia in an efficient manner.

Sincerely,

original signed by

Kevin Malloy, CA
Deputy Minister
Service Nova Scotia and
Municipal Relations

cc: Mike Myette, Executive Director, 211 Information & Referral
Services Association