

211 Notification and Implementation Plan for Manitoba

August 13, 2020

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United Way Centraide Canada
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Background

This Notification and Implementation Plan is for the use of the 211 dialing code to access information and referrals for non-emergency community and social services in the province of Manitoba.

In August 2001, the Canadian Radio-television and Telecommunications Commission (CRTC) assigned the 211 telephone number for community information services across Canada. Detailed information on Telecom Decision CRTC 2001-475 is available via this link: <http://www.crtc.gc.ca/eng/archive/2001/DT2001-475.htm>

Effective and timely service navigation and access are critical to people's well-being, and in helping to prevent challenging life situations from becoming crises, and build resilient and strong communities, which is a key focus of United Way's work in Manitoba and across Canada. The information and navigational assistance provided by the award winning 211 helpline improves and saves lives, and 211 services now reach over 70% of Canadians. See www.211.ca.

As a response to COVID-19, the Government of Canada, under the Emergency Community Support Fund, has provided funding to United Way Centraide Canada for 211 enhancements, including expanding the 211 phone service to currently unserved regions. The 211 service expansion will provide residents of Manitoba free, confidential and 24/7 information and referral service through the 211 helpline.

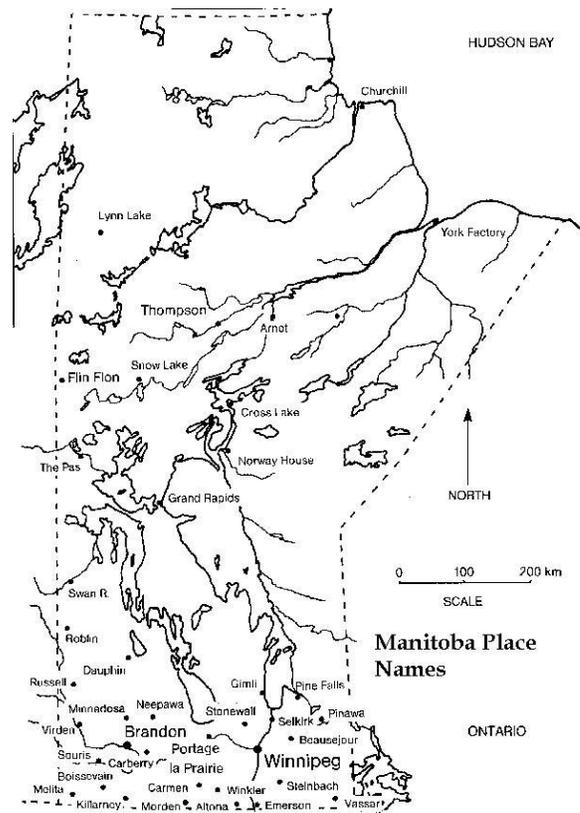
With a letter of endorsement (see Appendix) from the Deputy Premier and Minister of Families, United Way Winnipeg and United Way Centraide Canada have the support of the Government of Manitoba to implement the 211 helpline in the province.

Service Description

The 211 Manitoba phone service will be provided by Findhelp Information Services/211 Central Region. All aspects related to the delivery of 211 services are strictly guided by standards set by the Alliance of Information & Referral Systems (AIRS). These standards are the foundation of information and referral (I&R) service delivery and the prime benchmark of quality I&R. Resources in the databases that support 211 phone services are indexed according to the 211 Taxonomy, which enables Certified Community Navigators who answer 211 calls to quickly and easily identify appropriate resources that may best serve the needs of callers.

Desired 211 Service Area

211 Manitoba will cover the entire province, and the map for the desired 211 phone service area is shown on the right:



Call Routing Arrangements

In Manitoba, all 211 calls from the 204 and 431 area codes are to be routed to and terminate at this toll free number:

- **1-855-275-1197**

Telecommunications Service Providers (TSPs) are requested to permit callers in Manitoba to dial 211, with calls routed to the above terminating number at:

Findhelp Information Services/211 Central Region
1 St. Clair Avenue West
Toronto, ON M4V 1K6

TSPs are also requested to work with the appropriate cellular, cable and VoIP providers providing service in Manitoba, ensuring that the calls are routed correctly.

Telecommunications Service Providers

In accordance with this 211 Notification and Implementation Plan, all TSPs operating in the 211 Manitoba service area are requested to implement the network changes necessary to route 211 calls to the appropriate terminating point at Findhelp Information Services/211 Central Region (as outlined above), using standard routing and rating methodologies, by **September 24, 2020**.

Telecommunications Service Providers serving Manitoba include, but are not limited to:

- All Stream Inc.
- Bell Mobility
- Bell MTS Inc. (formerly MTS Inc.)
- Bell West Inc.
- Distributel
- Fibernetics Corp.
- Fido Solutions Inc.
- Globility
- Gt Group Telecom Services Corp.
- Iristel Inc.
- Les.net (1996) Inc.
- Provincial Tel Inc.
- Rfnw Inc.
- Rogers Communications Partnership
- Shaw Telecom Inc.
- Telus Integrated Communications
- Telus Mobility
- Westman Media Cooperative

Implementation Schedule

All TSPs are requested to formulate a system test plan and make modifications to their networks, as necessary, in preparation for the implementation of the 211 helpline in Manitoba. Soft launch/testing will occur from September 24, 2020, in anticipation of a public launch to start as of October 1, 2020. Should any problems occur during this time that may impact the September 24, 2020 implementation date, please notify: Judy Shum, 211 Project Manager, United Way Centraide Canada, at jshum@unitedway.ca.

The major implementation activities, deliverables and associated dates are as follows:

Date	Activity/Deliverable
August 13, 2020	The 211 Manitoba Notification and Implementation Plan is provided to Telecommunications Service Providers for the implementation of 211 dialing by September 24, 2020
August 28, 2020	First conference call with TSPs to go over implementation plan

September 11, 2020	Check-in conference call with TSPs
September 24, 2020	Start date of soft launch/testing of the 211 helpline in Manitoba
October 1, 2020	Start date of public launch of the 211 helpline in Manitoba

Call Volume Estimates

According to the 2016 Census, the population of Manitoba is 1,278,365. The 211 helpline is being launched across Manitoba, so it will be available to all residents in all communities in the entire province at the same time. Current 3-year projections of call volume estimates:

- Year 1 - up to 8,000 calls
- Year 2 - up to 15,000 calls
- Year 3 - up to 25,000 calls

Operational Support for 211 Manitoba

211 is currently available in Manitoba through the searchable online database at www.mb.211.ca. Services are grouped together into categories that include food and clothing, housing and homelessness, health, mental health, employment, newcomers, children and parenting, and youth.

United Way has been working closely with Findhelp/211 Central Region, Volunteer Manitoba and local community stakeholders on the implementation of the 211 helpline.

Findhelp/211 Central Region is United Way's natural partner in the expansion of 211 services, with a long history of providing information and referral services, a strong track record, the necessary technological base, a professional staff, and an advanced infrastructure to support answering calls from anywhere in Canada. Findhelp/211 Central Region is certified by the Alliance of Information and Referral Systems (AIRS), a rigorous service and operational standard. Their Community Navigators receive comprehensive training and ongoing coaching, and they benefit from quality assurance measures to ensure they have appropriate support and guidance to be successful in their roles.

The 2020-21 operational costs of 211 Manitoba are provided by United Way Centraide Canada through the Government of Canada's Emergency Community Support Fund. Once established, United Way Winnipeg will continue to lead the ongoing operation of 211 Manitoba, in collaboration with Volunteer Manitoba.

Working in collaboration, United Way and its 211 Manitoba partners will implement promotional strategies to raise awareness of the 211 helpline across the province, and promote the public launch in October 2020. Community stakeholders will also be engaged to help with broadly sharing information about the 211 helpline.



**MINISTER
OF FAMILIES**

Legislative Building
Winnipeg, Manitoba CANADA
R3C 0V8

AUG 11 2020

Connie Walker
President and CEO
United Way Winnipeg
580 Main Street
Winnipeg, MB R3B 1C7

Dear Ms. Walker:

On behalf of the Government of Manitoba, I am writing to express my support for United Way Winnipeg in the expansion of the 211 Manitoba service from a web-based resource to a telephone service available to citizens.

211 Manitoba helps people find the assistance they need by providing a "one-stop shop" for social, health, community, and government service, and our government is supportive of this important initiative.

Thank you for everything you do to support families and communities in Winnipeg and throughout our province.

Sincerely,

A handwritten signature in black ink, appearing to read "Heather Stefanson".

Honourable Heather Stefanson
Deputy Premier & Minister of Families