



<http://mycommunityinfo.ca>

26 March 2002

An Introduction for Organizations in Middlesex-London

Are your organization's services and/or web site easy to locate? Would your potential and existing clients or members like a shorter path to your door? MyCommunityInfo.ca is a free (no cost to you) service to the residents of Middlesex-London. It involves no changes to your web site or service. Visit the MyCommunityInfo.ca's web site to sign up your organization today!

MyCommunityInfo.ca brings a fresh new approach to satisfying the information needs of residents of Middlesex County and the City of London. The new service provides access to information and referral services through an Internet site, over-the-counter locations throughout the area, and by telephone. A second dimension of the project is the building of Life Events information bundles that point to information from many local sources related to a single event such as Retirement, Lost Pets, Moving to Middlesex-London or Next Steps After High School.

The founding partners of the project include the Government of Canada, Government of Ontario, County of Middlesex, City of London, Thames Government Information Centre, GAIN Centre, London Public Library and Middlesex County Library. A primary objective of the project is to leverage the considerable resources of these organizations to ensure a consistently high level of information and referral services at all partner locations as well as through the Internet and telephone.

In the pilot phase of development, MyCommunityInfo.ca focused on government information. The service horizon has now expanded to include community information provided by public sector organizations in Middlesex-London. The County of Oxford and the Region of Waterloo also participate in search engines services, but at present use these services only for government information.

The Internet site provides an easy to use keyword search of information pertinent to the area. Driven by the powerful technology of Google's search engine, the MyCommunityInfo.ca web site acts as a filter to sift from the incredible resources of the Internet only those web sites of area interest.

Because MyCommunityInfo.ca makes it easier to find locally-relevant web sites, the net result will be an increase of traffic to these web sites.

MyCommunityInfo.ca recognizes that not all residents have access to the Internet or even the desire to use the Internet as a primary tool for information services. Even for the public familiar and comfortable with the Internet, there are occasions when person-to-person help moves things along more quickly. Examples of interactions that benefit from the person-to-person approach might include searches for infrequently used government forms or clarification of who-does-what within government. Over-the-counter services are currently provided at five locations. Trained staff at these locations provide person-to-person services that include not only provision of information and referrals but also basic instruction in how to use the MyCommunityInfo.ca web site.

Telephone service is available at all MyCommunityInfo.ca locations. A list of these locations, their opening hours and telephone numbers appears on the MyCommunityInfo.ca web site. The role of MyCommunityInfo.ca in telephone interaction is to enhance service already available at these locations through increased resources, training and human networking among staff of the partner locations.

MyCommunityInfo.ca is available now on the Internet, at partner locations and by telephone. We welcome your comments and your use of the project's tools and resources.

Contact:

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Personal Service Locations . . .

GAIN Centre

Kenwick Mall
51 Front Street East, Strathroy
(519) 245-3900
1 - (800) - 396-1708
(518) 245-5065 fax
Open 9:00 am - 7:00 pm, Monday - Friday
9:00 am - 12:00 noon, Saturday

Government Information Centre

659 Exeter Road, London
(519) 873-4000 / (519) 873-4016 fax
Open 8:30 am - 5:00 pm, Monday - Friday

London City Hall

Main Floor Concierge Desk
300 Dufferin Avenue, London
(519) 661-4500
Open 8:30 am - 4:30 pm, Monday - Friday

London Public Library

Central Library

Galleria Mall
251 Dundas Street, London
(519) 661-4600
Open
9:00 am - 9:00 pm, Monday - Thursday
9:00 am - 6:00 pm, Friday
9:00 am - 5:00 pm, Saturday
1:00 pm - 5:00 pm, Sunday

Pond Mills Branch

1166 Commissioners Road East
(519) 685-1333
Open
9:00 am - 9:00 pm, Tuesday - Thursday
9:00 am - 6:00 pm, Friday
9:00 am - 5:00 pm, Saturday