
DATE: October 27, 2009

REPORT TITLE: **311 SERVICE UPDATE**

FROM: R. Kent Gillespie, Commissioner of Employee and Business Services

OBJECTIVE

The purpose of this report is to provide Council members with an update on 3-1-1 Service Delivery provided by the Region of Peel Customer Contact Centre in partnership with the Cities of Brampton and Mississauga and the Town of Caledon.

REPORT HIGHLIGHTS

- 3-1-1 Liaison Committee established to support and oversee any issues for the 3-1-1 initiative.
- In May 2009, the Cities of Brampton and Mississauga in partnership with the Region of Peel launched 3-1-1 services in a testing phase.
- 3-1-1 services to Brampton and Mississauga area residents were publicly launched on October 5th, 2009.
- 3-1-1 is not available in the Town of Caledon.
- 3-1-1 is available 24/7/365 for Regional and the City of Brampton programs and services.
- Introduction of 3-1-1 offers a single window of direct access to local non-emergency municipal government programs and services.
- Evaluating the effectiveness of 3-1-1 will be collaborative in order to continuously improve the service.

DISCUSSION**1. Background**

On June 19, 2008, Regional Council approved Resolutions 2008-749 and 2008-750 as follows:

“That Regional staff work with the staff of the Cities of Brampton, Mississauga and Town of Caledon for the implementation of 3-1-1 telephone service access.”

Since this time, Regional and City staff have worked in partnership, to deliver 3-1-1 services for residents in the Cities of Brampton and Mississauga.

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The 3-1-1 Liaison Committee was established by Regional Council Resolution 2008-750 with the purpose of overseeing any issues for the 3-1-1 initiative. The members are Councillors Miles, Paterak and Mahoney.

Staff from the Region of Peel, City of Brampton, City of Mississauga and Town of Caledon have met regularly with the Liaison Committee members keeping them apprised of the planning, coordinated effort and marketing plans of the 3-1-1 services.

In May 2009, utilizing the infrastructure of the Customer Contact Center, 3-1-1 Services was made available to Brampton and Mississauga area residents during a testing phase. 3-1-1 services were made available to Brampton and Mississauga residents publicly on October 5th, 2009, during the Regional proclaimed Customer Service Week.

3-1-1 services are available only in the Cities of Brampton and Mississauga and are not yet available to residents in the Town of Caledon. Caledon staff have been involved in the planning for 3-1-1 service delivery in partnership with the city and regional staff. Town of Caledon staff is developing a Customer Service Strategy which includes a 3-1-1 service delivery model to be presented to Council in fall of 2009.

Service delivery for 3-1-1 is available 24/7/365 for the City of Brampton and the Region of Peel. 3-1-1 services for City of Mississauga area residents are available between the hours of 7am and 7pm with emergency services provided after 7pm.

2. Implementation and Service Delivery Model

a) Implementation Planning for 3-1-1

The implementation of 3-1-1 in a two tier government is complex since 3-1-1 calls can only be routed to one location within a municipality. The CRTC states that two tier municipalities must agree on a model of 3-1-1 that supports access to all municipal services at both levels. Several potential 3-1-1 models were developed and assessed using several factors, such as customer service, cost, technical, complexity, labour relations, ease of implementation and ongoing support. The chosen service delivery model was deemed feasible for all, as it provides high customer satisfaction, low risk and low cost. This model allows for continuous improvement and evolution to a more integrated model over time.

b) Service Delivery Model for 3-1-1

- Callers who dial 3-1-1 are routed to an area municipal unpublished number.
- Callers will hear a recorded greeting informing them that they have reached Brampton or Mississauga 3-1-1.
- The greeting includes an automated attendant feature with a short description of Regional Services for example "if you are calling about a Regional Service, such as garbage and recycling, water, health or social services, please press 1, for all other municipal inquiries please stay on the line". This will direct callers to the appropriate service provider.
- Callers receive Live Answer at the Region or the Cities with a standard queue for allocating calls to the next available Customer Service Representative.
- Warm Transfer Protocols have been developed to transfer callers who may have selected the wrong Automated Attendant option.
- The sharing of common information facilitates first call resolution of some general inquires instead of transferring callers.

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- Regional Main phone numbers will be maintained for all calls originating outside of City boundaries.

3. Next Steps

The well designed 3-1-1 testing phase approach has been successful with the public launch on October 5, 2009 in conjunction with Regional proclaimed Customer Service Week.

Creating a broad awareness of 3-1-1 services and promoting the benefits to residents of a simplified access to all municipal services, through consistent marketing and communication tactics is ongoing.

Frequently Asked Questions have been placed on www.peelregion.ca. Additional communications strategies for 3-1-1 services will be created and implemented as a combined service offering of 911/311/211 in Peel.

City and Region staff will continue to work collaboratively on a regular basis to assess the effectiveness of 3-1-1 services, by tracking call volume and the disposition of calls coming to the Cities and the Region. Such collaboration will assist to refine and implement service improvements.

CONCLUSION

Providing excellent customer service is of utmost importance in the Region and supports the Common Purpose. The Customer Contact Centre has improved resident access to Regional Programs and Services with the service offering of 3-1-1.

In partnership with local municipalities the model for 3-1-1 provides access to both levels of government with a commitment to simple, citizen-focused services that are, cost effective and improves access. Future growth of 3-1-1 calls will be monitored and reported to Regional Council.



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Approved for Submission:



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