

For Information

DATE: March 26, 2010

REPORT TITLE: **3-1-1 SERVICE UPDATE**

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

OBJECTIVE

The purpose of this report is to provide an update on 3-1-1 Service Delivery provided by the Region's Customer Contact Centre (CCC) in partnership with the Cities of Brampton, Mississauga and the Town of Caledon.

REPORT HIGHLIGHTS

- 3-1-1 offers a single window of direct access to local non-emergency municipal government programs and services.
- 3-1-1 services in the Brampton and Mississauga area were publicly launched on October 5, 2009.
- The intent was to allow the number of 3-1-1 calls to slowly increase.
- Over the first six months 8,593 calls were received.
- Evaluating the effectiveness of 3-1-1 will be collaborative in order to continuously improve the service.

DISCUSSION**1. Background**

3-1-1 is the CRTC approved telephone number for non-emergency municipal services. Successful implementation in Peel was the result of cooperation and collaboration by the Region of Peel, City of Brampton, City of Mississauga and Town of Caledon to provide service delivery in a two-tiered municipality.

Callers are offered an upfront message, containing a brief greeting and a selection for automatic transfer to the appropriate City or Regional service. The goal is to resolve calls at first point of contact, where possible.

3-1-1 services are available 24/7/365 in the Cities of Brampton and the Region of Peel and between the hours of 7am and 7pm for City of Mississauga. Emergency services are provided after 7pm in Mississauga. The Town of Caledon staff have been involved in the planning for 3-1-1 but have yet to determine their service delivery plans.

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2. Summary of Launch Activities

Following the approval of the 3-1-1 service delivery model, the Cities of Brampton and Mississauga, in cooperation with the Region of Peel, coordinated a 3-1-1 "soft" launch (to test and pilot the service) starting in May 2009 in preparation for public launch in October 2009. This required working with telephone service providers, implementation and testing of 3-1-1 call routing arrangements and transfer protocols. The soft launch was successful with 3-1-1 service enabled in phases throughout Brampton and Mississauga as planned.

On October 5, 2009 as part of Customer Service Week, the Cities of Brampton and Mississauga along with the Region of Peel publicly launched the 3-1-1 service. Service is provided in more than 150 languages using telephone interpretation. All regular City and Region 10-digit telephone numbers are still in operation. 3-1-1 is simply an additional easy-to-use option for customer service at this time.

3. Types of Calls Received

Call activity is driven by public communication which has been deliberately gauged to slowly increase the number of calls to 3-1-1 in Peel. Between June and December 2009 we jointly responded with our municipal partners to 8593 individuals looking for information on the following:

- General Municipal Information (operational hours, office locations, phone numbers)
- Council member information
- Parks and Recreation
- Forestry (Trees and Insect Maintenance)
- By-Law Enforcement
- Public Works
- Health Services
- Human Services
- Taxes (Residential and Business)
- Parking Tickets
- Planning and Building (Plans, Permits and Building Inspections)

4. Next Steps

There is a 3-1-1 operations team which includes membership from the Region of Peel, the City of Brampton and the City of Mississauga. This working team meets on a regular basis to discuss statistics and reports, work plans, communication and promotional strategies and telephony issues. Such collaboration will continue to assist to refine, implement service improvements and achieve further integration over time.

The 3-1-1 operations team will also work collaboratively this year to host the Municipal Service Delivery Officials (MSDO) annual conference in October during Customer Service Week. Many of the municipal partners that attend have 3-1-1 call centres in place and as such the conference is seen as an excellent learning and networking opportunity.

The Town of Caledon will not be proceeding with the implementation of 3-1-1 in 2010. The Town is looking at developing the documentation for a knowledge base over 2010 with a 2011 implementation. At that time they will review their readiness for 3-1-1. The operations team will continue to communicate with the Town of Caledon and to offer assistance as required.

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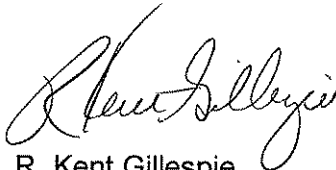
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311 is heavily dependent on technology and the ability to provide Customer Service Representatives (CSR) with a robust electronic knowledge base. A CSR must be able to access information from as many programs and services as possible so that calls can be resolved quickly. This technology can also be used to allow more self service through the Region's web site. As well, requests for service must be tracked so that calls that are not resolved right away are followed up for resolution. Service Request tracking yields rich data that can be used to improve service and customer satisfaction. Staff are in the process of upgrading Peel's technological capacity in this area under approved capital projects. Staff hope to be able to provide Council with much improved data in future.

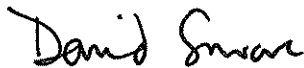
CONCLUSION

Strong partnerships and communication between local and regional levels of government enabled the coordination of 3-1-1 and implemented what was best for citizens and each municipality. The shared goal to provide more timely, responsive, high quality access to municipal programs, service and information through coordinated planning and phased implementation of 3-1-1 was achieved.

Providing excellent customer service is of the utmost importance to the Region of Peel. The Customer Contact Centre has improved access to Regional programs and services with the service offering of 3-1-1 as have local municipal partners.



R. Kent Gillespie
Commissioner of Employee
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Approved for Submission:

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