



211 Implementation Plan for Alberta – Mountain View

Dated: February 13, 2017

Organization: 211 Alberta Steering Committee

Contact Information:

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1.0 Background

In 2001, the Canadian Radio-Television and Telecommunications Commission (CRTC), in response to an application lead by United Way of Canada-Centraide Canada and Inform Canada, assigned the three digit dialing code 211 for public access to community information and referral services throughout Canada (CRTC 2001-475).

Currently, 211 service in Alberta is active in both Calgary and Edmonton, along with some of their surrounding communities, the Regional Municipality of Wood Buffalo, the Central Alberta Region, the Bow Valley Region and the Yellowhead County Region. The 211 Alberta Steering Committee has the mission to develop an integrated 211 system for all of Alberta, and has taken responsibility for the development of the implementation plan and process. The Steering Committee consists of representation from the United Ways in Calgary, Edmonton and Red Deer, Canadian Mental Health Association – Edmonton Region (formerly The Support Network), Distress Centre Calgary, City of Calgary and Alberta Health Services.

In keeping with CRTC decision 2001-475, the implementations of 211 in both Calgary and Edmonton treated municipalities as the “appropriate level of government” to endorse providers, and received resolutions from those respective municipal councils as the means of demonstrating support to telephone service providers.

In 2012, the Alberta provincial government provided the endorsement of implementation of 211 for all of Alberta, making the provincial government the appropriate level of government.

In October 2016, the municipalities of Mountain View County, Olds, Sundre, Didsbury, Carstairs and Cremona have signed an agreement with 211 Alberta and the 211 service providers, Distress Centre Calgary and the Canadian Mental Health Association – Edmonton Region, to pursue implementation of 211 service for their region, identified as the Mountain View Region.

2.0 Service Description

211 is the telephone number that provides information and referral to community, government and social services. A publicly searchable database of resources is also available, and 211 service is also accessible via email in Calgary.

There are two core business processes that underlie the provision and delivery of information and referral systems: contact centre operations and data base management. Currently, two organizations provide the contact centres: Canadian Mental Health Association – Edmonton Region and Distress Centre Calgary. The database is hosted by Alberta Health Services and maintained by various data partners including CMHA-ER and the City of Calgary.

Each contact centre is currently operating independently of each other, delivering service to their local municipalities. The future plan for implementation of 211 Alberta requires these centres to integrate their call centre systems and operations, thus providing backup coverage for each other and ensuring availability of the service 24 hours a day.

3.0 Proposed 211 Service Area

The Mountain View Region is a sub-region within Alberta 211 Region 5. It includes all towns, municipalities, hamlets and communities/localities in the Mountain View County area with the primary towns being Olds, Sundre, Didsbury and Carstairs, and the village of Cremona.

Note: We understand that the community of Dogpound, while in the Mountain View service area is in the Crossfield exchange area. We therefore acknowledge that in order to include Dogpound, the towns of Crossfield and Madden must also be included from this exchange as well.

Please also note that two of the towns in this area, Sundre and Olds, have already had the switch reconfiguration completed in 2013 so will need to be done by only the service providers who did not complete the switching at that time.

A detailed Map of the service area is included as Attachment 1; a Matrix identifying the impacted municipalities and their Exchange Areas/Rate Centres is included as Attachment 2.

4.0 Call Routing Information

As indicated previously, the two existing 211 contact centres will integrate their technology and expand their operations to deliver 211 service to the entire province. The addresses and terminating numbers for each of the centres is provided below. The expectation is that all calls originating from a 403 area code would terminate at the Calgary centre, the Distress Centre, and all calls originating from a 780 area code would terminate at the Edmonton centre, CMHA-ER. As the region in question for this expansion is entirely included in the 403 area code, **all calls should terminate to Distress Centre Calgary**. Note: any 587 area code numbers assigned to the regions should be routed to the Distress Centre Calgary centre.

Service Provider	Terminating Numbers	Coverage Area for Alberta
Distress Centre Calgary #300, 1010 8 th Ave S.W. Calgary, AB T2P 1J2 (403) 266-1601	(403)-517-5550 (855)-266-1605	403 Area code
CMHA-ER 10010 105 Street Northwest #300 Edmonton, AB T5J 1C4 (780) 414-6300	(780) 482-4636 (888) 482-4696	780 Area code

5.0 Call Volume Estimates

The table below provides an estimate of the anticipated annual call volumes expected in the Region. The number of constituents (i.e. population) of each of the Regions has been based on the 2013 Census data and an anticipated 2% growth rate per year. Call volume is projected at a 5% adoption rate.

New 211 Service Area – Mountain View: South Central (Expansion)

	2013 Population	Population Forecast 2016	Annual Projected Call Volume	Type	Switching Already Completed? Y/N
Olds	8,511	9,032	452	T	Yes – 2013
Sundre	2,695	2,860	143	T	Yes - 2013
Mountain View County	12,359	13,323	666	MD	No
Didsbury	4,957	5,260	263	T	No
Carstairs	3,442	3,653	183	T	No
Cremona	457	485	24	VL	No
Total	32,421	34,613	1,731		

6.0 Service Provider's Information and Operational Support Systems

The two 211 Call Centres in Alberta both use iCarol for call tracking and resource management. The InformAlberta database is used as the central repository for all social, health and government services province wide. Both Call Centres utilize the same ShoreTel telecommunication / call management system.

These systems are ready and available to use as they have been in use since 2006 when the Centres first started delivering 211 services.

7.0 Public Awareness Campaign

The local 211 partner in the Mountain View Region are in the process of developing their marketing and awareness campaign for the region. It is expected to include print media, local radio and newspapers as well as community partner engagement sessions.

8.0 Government Relations

The local 211 partner in the Mountain View Region has received support and funding from their local municipal governments who are fully aware and supportive of the initiative. Local municipal councillors and provincial MLAs will be invited to the Launch Day Event.

9.0 Telecommunications Service Providers

It is our understanding that all TSPs operating in the 211 service area are required to implement the network changes necessary to route 211 calls to the appropriate terminating point. Our Notification Letter was sent to twenty-one TSP's in order to have them identify whether they provide service in the area or not.

The following TSP's have indicated that they are currently operating or have plans to operate in the Mountain View Region and are therefore deemed to be participating in this implementation project:

- TELUS Communications Company, TELUS Mobility
- Bell Canada, Bell Mobility
- Rogers Wireless, Rogers Cable
- Shaw Telecom
- Comwave
- Distributel
- Iristel/Ice Wireless
- Telephone Navigata – Westel
- Zayo
- Fibernetics

The following TSP's have indicated that they do not offer 211 services in this area and therefore will not be participating in this project.

- Eastlink

The following TSP's were notified, but did not respond to our requests, nor did they participate in the implementation project. As a result we are uncertain as to their status with 211 services in this area.

- Airtel Wireless
- Globalive Wireless



- Yak Communications
- Globalstar
- Globality
- ISP Telecom

The 211 Service Provider has been working with the participating TSP's to:

- align the regional boundaries with the ILEC Exchange boundaries.
- permit callers in each of their networks to dial 211. These calls will route to the appropriate service provider using standard local and long distance routing and rating methodologies.
- work with the appropriate cellular provider in each of the areas to ensure that calls are routed correctly.
- ensure that the Launch/Rollout schedule is adhered to.

10.0 Test Plan

Soft launch testing is scheduled to occur over a four week period starting April 3, 2017. During this time, the local 211 partner in the Mountain View community will place calls to 211 from all of the various locations throughout the region, using phones with various TSP plans. This will confirm that the dialling capability is in place for these TSP's.

As well during this time, the local 211 partner will have an opportunity to make a "test scenario" call to the 211 centre, hearing how the 211 specialist handles the caller and what community referrals are made.

This test plan has been utilized on previous occasions of 211 implementations in the province and continues to be updated to ensure both the systems and networks are working, as well as ensuring that the call centre specialists are ready and able to take the call.

11.0 Implementation Timeline

The proposed timeline includes the following key dates. We recognize that the CRTC ruling provides a total of six months for the TSP's to complete the changes, however due to the small scope of the project, expediting the schedule by 3 weeks is requested.

Activity	Complete by Date
• 211 Implementation Notice Letter	October 26, 2016
• Initial Meeting/Conference Call	November 29, 2016
• Develop/Finalize Implementation Plan	February 13, 2017
• TELCO network changes complete	April 3, 2017
• Soft Launch Testing	April 3, 2017
• Public Launch	May 1-15, 2017 (to be confirmed)
• Marketing & Awareness	Ongoing starting May 15

Attachment 1 – Map



Mountain View Region – area in pink outlined in red.



Attachment 2 – Municipality & Exchange Area Matrix

By Location:

211 Region	Name	Rate Center	Tot. Pop. 2013	In 211 Service Area	Terminating Numbers	LERG NPA
South Central - Mountain View	Mountain View County		12,359	Y	403-517-5550 or 855-266-1605	403
South Central - Mountain View	Olds	Olds	8,511	Y	403-517-5550 or 855-266-1605	403
South Central - Mountain View	Sundre	Sundre	2,695	Y	403-517-5550 or 855-266-1605	403
South Central - Mountain View	Didsbury	Didsbury	4957	Y	403-517-5550 or 855-266-1605	403
South Central - Mountain View	Carstairs	Carstairs	3442	Y	403-517-5550 or 855-266-1605	403
South Central - Mountain View	Cremona	Cremona	457	Y	403-517-5550 or 855-266-1605	403
South Central - Mountain View	Dogpound	Crossfield *	n/a	Y	403-517-5550 or 855-266-1605	403

* it is acknowledged that this will also include the towns of Crossfield and Madden

By Rate Centre:

Rate Centre	Towns	Olds	Sundre	Didsbury	Carstairs	Cremona	Dogpound Crossfield Madden
Olds		X					
Sundre			X				
Didsbury				X			
Carstairs					X		
Cremona						X	
Crossfield							X