



## **211 Implementation Plan for Alberta – Yellowhead**

**Final Dated: August 30, 2016**

**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 and the Bow Valley. 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 June 2016, the municipalities of Yellowhead County, Edson and Hinton have signed an agreement with 211 Alberta and the 211 service provider Canadian Mental Health Association – Edmonton Region (CMHA-ER), to pursue implementation of 211 service for their region, identified as the Yellowhead 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 Yellowhead Region is a sub-region within Alberta 211 Region 5 – North West Alberta. It includes all towns, municipalities, hamlets and neighborhoods within the municipal boundaries of Yellowhead County. The towns/municipalities/hamlets that are in scope for this implementation are listed in section 5.0 (note that neighborhoods are not listed but are in scope). 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 780 area code, **all calls should terminate to CMHA-ER**. Note: any 587 or 825 area code numbers assigned to the regions should be routed to the CMHA-ER centre.

Service Provider	Terminating Numbers	Coverage Area for Alberta
Distress Centre Calgary #300, 1010 8 <sup>th</sup> Ave S.W. Calgary, AB T2P 1J2 (403) 266-1601	(403)-517-5550 (855)-266-1605	403 Area code
The Support Network 400 - 10025 106 Street Edmonton, AB T5J 1G4 Canada (780) 482-0198 phone	(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 – Yellowhead: North West Alberta (Expansion)

	2013 Population	Population Forecast 2016	Annual Projected Call Volume	Type
Yellowhead County	10,469	11,110	555	County/MD
Edson	8,646	9,175	459	Town
Hinton	9,640	10,230	512	Town
Brule				Hamlet
Cadomin				Hamlet
Evansburg				Hamlet
Marlboro				Hamlet
Niton Junction				Hamlet
Peers				Hamlet
Robb				Hamlet
Wildwood				Hamlet
	28,755	30,515	1,526	

## **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 Yellowhead 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 Yellowhead 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 Yellowhead 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

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
- Telephone Navigata - Westel



The following TSP's have indicated that they do not offer 211 dialling service as part of their customer packages or do not provide service in this region of the province and therefore will not be participating in this project:

- Zayo
- Fibernetics
- Eastlink
- Ice Wireless

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 three week period starting November 21, 2016. During this time, the local 211 partner in the Yellowhead 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 blackout period in December and the small scope of the project, it has been agreed that an expedited schedule is possible.

Activity	Complete by Date
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**Attachment 1 – Map**



**Yellowhead County 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
North West - Yellowhead	Yellowhead County		10,469	Y	780-482-4636 or 888-482-4696	780
North West - Yellowhead	Edson	Edson	8,646	Y	780-482-4636 or 888-482-4696	780
North West - Yellowhead	Hinton	Hinton	9,640	Y	780-482-4636 or 888-482-4696	780
North West - Yellowhead	Brule	Hinton	162	Y	780-482-4636 or 888-482-4696	780
North West - Yellowhead	Cadomin	Cadomin	64	Y	780-482-4636 or 888-482-4696	780
North West - Yellowhead	Evansburg	Evansburg	760	Y	780-482-4636 or 888-482-4696	780
North West - Yellowhead	Marlboro	Marlboro	160	Y	780-482-4636 or 888-482-4696	780
North West - Yellowhead	Niton Junction	Niton Junction	85	Y	780-482-4636 or 888-482-4696	780
North West - Yellowhead	Peers	Peers	120	Y	780-482-4636 or 888-482-4696	780
North West - Yellowhead	Robb	Robb	183	Y	780-482-4636 or 888-482-4696	780
North West - Yellowhead	Wildwood	Wildwood	279	Y	780-482-4636 or 888-482-4696	780

**By Rate Centre:**

Rate Centre	Edson	Hinton	Brule	Cadomin	Evansburg	Marlboro	Niton Junction	Peers	Robb	Wildwood
Edson	x									
Hinton		x	x							
Cadomin				x						
Evansburg					x					
Marlboro						x				
Niton Junction							x			
Peers								x		
Robb									x	
Wildwood										x