City of Brampton
311 Implementation Notice

April 24, 2009

Issued by:
City of Brampton
2 Wellington Street West
Brampton, ON L6Y 4R2

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1.0 INTRODUCTION

The 11th largest city in Canada, Brampton is part of the Greater Toronto Area and has been designated as an urban growth area by the Province of Ontario. It is home to more than 8,000 businesses with a diverse population of 452,000 representing people from more than 175 distinct ethnic backgrounds who speak over 70 different languages. By 2031, Brampton’s population is expected to grow to 725,000.

The City of Brampton is located within The Regional Municipality of Peel which was incorporated in 1974 to administer specific community and infrastructure services such as health and social services, public works and housing over a larger geographic area. The Region of Peel serves 1,300,000 residents in the Cities of Mississauga and Brampton and the Town of Caledon.

For additional context, please see the location map attached as Appendix A.

In alignment with Canadian Radio-Television and Telecommunications Commission (CRTC) Telecom Decision 2004-71, the City of Brampton plans to introduce 311 service for Brampton in cooperation with the Region of Peel. The intent is to soft launch to test and pilot the service as early as May 2009 in preparation for public launch at a later date in 2009 or 2010.

As outlined in the CRTC Decision, all parties within two-tiered municipalities must agree on a 311 model that supports access to municipal service at both levels. As such, staff from the Cities of Brampton and Mississauga, Town of Caledon and Region of Peel have met to coordinate planning of 311 services within the Region of Peel. For confirmation of each municipality’s endorsement of the 311 model that has been agreed upon in principle as well as formal approval for the City of Brampton in cooperation with the Region of Peel to proceed with introduction of 311 service in Brampton, please refer to relevant Meeting Minutes items at the following links:

City of Brampton - February 18, 2009 Committee of Council Meeting Minutes
Region of Peel - February 26, 2009 General Committee Meeting Minutes
City of Mississauga - January 21, 2009 Council Meeting Minutes
Town of Caledon - January 20, 2009 Council Meeting Minutes.

This 311 Implementation Notice document has been prepared for distribution via email (to the list of contacts attached in Appendix B) as outlined in the Canadian Steering Committee on Numbering (CSCN) guidelines provided within CRTC Telecom Decision 2008-61.
2.0 SERVICE DESCRIPTION

The organizations of the City of Brampton and Region of Peel each have Corporate Customer Service Integration Strategy initiatives underway that include the introduction of 311 service for citizens. In addition, both have existing 24x7 Corporate Call/Contact Centres that are well-equipped, staffed and successfully providing various cross-departmental daytime, overflow and after hours call management and dispatch services in support of service delivery to the citizens of Brampton. Customer service activity and quality is monitored daily to ensure that citizens receive a consistent and positive telephone experience. Call volumes, call types and quality are tracked, trended and reviewed regularly with internal departments and external partners in support of their service delivery.

With well-established service levels, call management and transfer protocols as well as language translation available, a proven framework is in place to facilitate seamless introduction of 311 as a pilot for both organizations to further enhance telephone customer service. Introducing 311 will provide Brampton’s citizens with a user-friendly, simplified “dial one number” way to access municipal information and service anytime that’s convenient for them.

Callers to 311 in Brampton will be greeted by a brief recording of service offerings and automatically transferred to receive a live answer 24x7 by the City of Brampton or the Region of Peel. If callers opt to bypass the recording or are unsure of which service to select, they may “0 out” or will be automatically transferred to the City of Brampton for live answer and service.

311 calls will be answered by a Nortel BCM400 utilized by the City of Brampton’s Corporate Call Centre. It is a voice and data communications system that delivers business telephony applications and data networking services over a single platform. The single point of control simplifies management of the Element Manager, Call Pilot Mail and Reporting Applications by a browser-based tool. The Call Centre Module features intelligent routing to Skillsets, configured with assigned Agents, Messages, On-hold Greetings, Customized routing tables, Call Centre Reporting and Call Monitoring.

Callers to 311 that select from the recorded greeting’s services provided by the Region of Peel will be automatically transferred to the Region of Peel Contact Centre which utilizes an enterprise wide Avaya VoIP solution. The Avaya platform implemented in December 2008 includes the following Avaya components: Communication Manager, Unified Access-Modular Messaging and Message Store, Nuance Speech Auto Attendant, Site Administration and Call Management System (with Report Designer) and Agent Wallboard (Marquee). This platform provides advanced telephony and call centre functionalities across all Region of Peel sites. Administration of the Contact Centre is done through the CMS Supervisor tool, used to assign skillsets, set thresholds, facilitate real-time reporting and call monitoring.
In 2009 the City of Brampton is likewise preparing to implement an Avaya VoIP solution. As previously noted, the Avaya Communications Manager is a highly scalable telephony platform designed for flexibility, security and reliability. Communications operations will be consolidated over an internal fibre optic network to provide a common, consistent platform with enhanced functionality across all City of Brampton locations. The new telephone system will provide the City with advanced business communications capabilities to enhance service to staff and citizens, including 311 in Brampton.

To effectively support the 311 service, the City of Brampton and Region of Peel Call Centres will utilize up to 70 agent workstations supported by existing business processes, systems, solutions and toolsets. Some examples include:

**Business Applications/Systems**
- TXM Tax Manager
- Infor (formerly Hansen) Infrastructure Management System (IMS)
- Amanda
- MaxTix Theatre Ticketing System
- Chameleon
- AutoProcess
- Moneris Point-of-Sale
- Ontario Child Care Management System
- Online Prenatal Registration
- Workbench Registration
- Trapeze Transhelp
- AquaPeel Water Billing

**Call Centre Support and Office Productivity Tools**
- Office 2007 Suite
- GIS Maps
- Lotus Notes
- Varint Workforce Management Suite
- TimeTracker Scheduling
- Quality Assurance Programs
- Online Knowledge Bases, Websites and Portals such as Sharepoint
- Business Continuity Plans
- Standard Operating Procedures.

With a view to continuous improvement, 311 Key Performance Indicators will be tracked, reviewed and shared between the City of Brampton and Region of Peel as service partners. Sample KPIs include Call Volumes and Types, First Call Resolution, Average Speed of Answer and Abandoned Calls rates as well as overall Service Levels.
3.0 PROPOSED 311 SERVICE AREA

The proposed 311 service area is the City of Brampton boundary as shown on the grid map attached as Appendix B that can be generally described as Winston Churchill Boulevard to the west, Mayfield Road to the north, Highway 50 to the east and to the south, running along the southern boundary of the Highway 407 designated right of way.

The Bell Canada wire telecommunications service exchange boundary for Brampton consists of Hurontario, John, Walker and Castlemore, as outlined in the ‘311 Non-Emergency Municipal Access for the Municipality of Brampton’ map attached (with Bell Canada permission) as Appendix C. It is recognized that the Brampton municipal boundary does not align with the wire telecommunications service exchange boundary in some cases. Therefore, 311 call routing requirements for municipally shared telephone exchanges are currently being reviewed for agreement to be reached between the involved municipalities and arrangements to be made with Bell Canada and other Telephone Service Providers (TSPs).

For wireless telecommunications service, it is recognized that 311 calls will be routed based on 311 caller location and not the municipal boundary.

4.0 CALL ROUTING ARRANGEMENTS

Calls to 311 in Brampton will terminate at:

Corporate Call Centre  
City of Brampton  
150 Central Park Drive  
Brampton, Ontario  L6T 2T9

The mailing address for this location is:

Corporate Call Centre  
City of Brampton  
2 Wellington Street West  
Brampton, Ontario  L6Y 4R2

The local number for termination of traffic will be:

905-494-7818

Callers to 311 in Brampton will be greeted by a brief recording of service offerings and automatically transferred to receive a live answer 24x7 by the City of Brampton or the Region of Peel. If callers opt to bypass the recording or are unsure of which service to select, they may “0 (zero) out” or will be automatically transferred to the City of Brampton for live answer and service.
5.0 CALL VOLUME ESTIMATES

Brampton’s current population is over 452,000 people. Based on 2008 24x7 Call Centre statistics:

- The City of Brampton Corporate Call Centre manages approximately 300,000 calls annually, monthly ranging from about 15,000 to 30,000. Typically, 7:00 a.m. to 10:00 p.m. daily are the busiest hours.

- The Region of Peel Corporate Call Centre manages approximately 800,000 calls annually, with a proportioned estimate of 290,000 of those calls originating from within Brampton. Total monthly call volumes range from about 52,000 to 74,000. The hours between 7:00 a.m. and 7:00 p.m. are typically the busiest each day.

Introducing 311 service as outlined herein will augment the existing published telephone number customer services provided to Brampton citizens by the City of Brampton and Region of Peel. Therefore, the initial 311 in Brampton annual call volume estimate is anticipated to be in the 100,000 to 250,000 range. 311 call volumes will be monitored and pro-actively managed through strategic, coordinated, phased and targeted marketing campaigns to manage increase.

6.0 EXPECTATIONS OF TELECOMMUNICATIONS SERVICE PROVIDERS

It is expected that all TSPs route 311 in Brampton calls to a 10-digit number, which will terminate at the City of Brampton’s Corporate Call Centre located at 150 Central Park Drive, Brampton, Ontario. The 10-digit number is 905-494-7818.

The City of Brampton and Region of Peel will manage the routing of calls to each respective call centre as required.
### 7.0 PROPOSED TIMELINE

<table>
<thead>
<tr>
<th>Activity</th>
<th>As Early As…</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Brampton 311 Implementation Notice Distribution</td>
<td>April 24, 2009</td>
</tr>
<tr>
<td>311 Implementation Notice-related Conference Call with TSPs -</td>
<td>May 8, 2009</td>
</tr>
<tr>
<td>Date: Friday May 8, 2009</td>
<td></td>
</tr>
<tr>
<td>Time: 11:00 a.m. to 12:00 noon EST</td>
<td></td>
</tr>
<tr>
<td>Phone #: 416-343-2285</td>
<td></td>
</tr>
<tr>
<td>Conference ID: 5987404</td>
<td></td>
</tr>
<tr>
<td>Other 311 Implementation Conference Calls/Planning Sessions</td>
<td>TBD</td>
</tr>
<tr>
<td>(as required from May 2009 onward)</td>
<td></td>
</tr>
<tr>
<td>Proposed Soft Launch of 311 in Brampton Service</td>
<td>May 21, 2009</td>
</tr>
<tr>
<td>(to be phased based on TSP as well as Brampton and Peel readiness</td>
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</tr>
<tr>
<td>for planned testing and piloting of service)</td>
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</tr>
<tr>
<td>Proposed Public Launch of 311 in Brampton Service</td>
<td>October 5, 2009</td>
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<tr>
<td>(target to coincide with International Customer Service Week,</td>
<td></td>
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<td>pending 311 in Brampton Soft Launch results)</td>
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</tbody>
</table>

**Attachments:**

- Appendix A – City of Brampton and Region of Peel Location Map
- Appendix B – City of Brampton 311 Implementation Notice Email Distribution List
- Appendix C – City of Brampton Grid Map
- Appendix D – Bell Canada Map re 311 Non-Emergency Municipal Access
  for the Municipality of Brampton
Appendix A: City of Brampton and Region of Peel Location Map
## Appendix B:

<table>
<thead>
<tr>
<th>Telephone Service Provider</th>
<th>Email Address(es)</th>
</tr>
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<tbody>
<tr>
<td>Bell Canada</td>
<td><a href="mailto:sherri-lyn.kauffeldt@bell.ca">sherri-lyn.kauffeldt@bell.ca</a></td>
</tr>
<tr>
<td>Bell Mobility</td>
<td><a href="mailto:donald.woodford@bell.ca">donald.woodford@bell.ca</a></td>
</tr>
<tr>
<td>Rogers Cable Communications Inc.</td>
<td><a href="mailto:peter.lang@rci.rogers.com">peter.lang@rci.rogers.com</a></td>
</tr>
<tr>
<td>Rogers Wireless Partnership</td>
<td><a href="mailto:jeanmichel.dupuis@rci.rogers.com">jeanmichel.dupuis@rci.rogers.com</a></td>
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<tr>
<td>TELUS</td>
<td><a href="mailto:sam.yung@telus.com">sam.yung@telus.com</a></td>
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<tr>
<td>Distributel</td>
<td><a href="mailto:regulatory@distributel.ca">regulatory@distributel.ca</a></td>
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<tr>
<td>Fibernetics Corporation</td>
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<td>Fido Solutions Inc.</td>
<td><a href="mailto:regulatory.aff@fidomobile.ca">regulatory.aff@fidomobile.ca</a></td>
</tr>
<tr>
<td>Futureway Communications Inc.</td>
<td><a href="mailto:maimu@wirecommunications.ca">maimu@wirecommunications.ca</a></td>
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<tr>
<td>Globility</td>
<td><a href="mailto:jboutros@globility.ca">jboutros@globility.ca</a></td>
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<td>Iristel Inc.</td>
<td><a href="mailto:sbishay@iristel.com">sbishay@iristel.com</a></td>
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<tr>
<td>ISP Telecom</td>
<td><a href="mailto:andrew@isptelecom.net">andrew@isptelecom.net</a></td>
</tr>
<tr>
<td>MTS Allstream</td>
<td><a href="mailto:iworkstation@mtsallstream.com">iworkstation@mtsallstream.com</a></td>
</tr>
</tbody>
</table>

### CC:

- **CSCN Distribution List** (as of March 27, 2009)
  - City of Brampton: rob.meikle@brampton.ca
  - Region of Peel: karla.hale@regionofpeel.ca
  - City of Mississauga: shawn.slack@mississauga.ca
  - Town of Caledon: darlene.publow@caledon.ca
311 Non-Emergency Municipal Access for the Municipal of Brampton

Legend

- Brampton Call Centre at 1050 Central Park Drive
- Brampton Exchange Boundaries
- Exchanges Surrounding Brampton Municipality
- Exchanges Boundaries
- Municipal Boundary

Data Source: Bell Canada and DMTI Data
Prepared by: Sherryl Quinlan
Project Manager: 311 Services

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For more information on this map please contact Christine Chapman (cchapman@crann.ca)

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