

## Notice of Implementation of 211 Service for the Sunshine Coast

### Notice of implementation of 211 service for the Sunshine Coast

Date: 23 July 2013  
Organisation: bc211  
Name: Ruth Marzetti  
Tel: 604-708-4062  
Address: 330-111 West Hastings Street, Vancouver, BC V6B 1H4

### Introduction

211 British Columbia Services Society (bc211) is a fully accredited, non-profit agency and has been providing information and referral services in Vancouver for over 58 years. bc211 is the community's link to thousands of community, social, and government agencies across British Columbia. Our agency is the largest provider of information and referral (I&R) services in BC and all of our telephone services are free of charge, multilingual, confidential and anonymous.

As well as operating provincial specialty lines, bc211 operates 211 service for the three regional Districts of Metro Vancouver, Squamish-Lillooet and the Fraser Valley with funding from the United Way and the City of Vancouver.

In August 2001, the Canadian Radio-television and Telecommunications Commission (CRTC) assigned the 211 telephone number for community information services across Canada. Please visit the following link regarding detailed information on Telecom Decision CRTC 2001-475

<http://www.crtc.gc.ca/eng/archive/2001/DT2001-475.htm>

### Proposed N11 Service Area

The 211 service area operated by bc211 currently covers the geographic area extending south to the USA/Canada border, west to the ocean (including Bowen Island), east to and including Hope, and north to and including Pemberton. Additionally we will be adding our service to include part of the Sunshine Coast. The additional 211 service area includes all Telco Exchange Areas below:

The Sunshine Coast from and including Langdale To Earls Cove

As we operate a number of provincial help lines that are operated 24 hours a day, 7 days a week all year round, bc211 will not be routing calls in the Sunshine Coast to a second location. We have the ability to forward calls to 911 and other emergency services as required. We do not trace calls due to the promise of confidentiality and anonymity so no special request is made of TSPs regarding this matter.

### Call Volume Estimates

Current population of Gibsons and Sechelt is estimated at 4,200 and 8,455 respectively. A review of call volumes for 211 service providers in Canada and the USA indicates within two years of operation of the 211 service, numbers of calls reach an estimated 2% of the total population served.

Our current stats indicate that Monday is the busiest day of the week and the number of calls decrease as the week progresses with Sunday having the lowest volume of calls. Our current call volume is approximately 1000 calls a week and we are expecting an additionally 30 calls a week when we expand into the Sunshine coast.

### 211 Service Provider Expectations of Telecommunications Service Providers

bc211 is requesting that TSPs convert 211 to a 10 digit number, the 211 routing number for local calls is 604-708-3208, and the toll-free routing number is 1-888-484-3211.

As per the **Telecom Decision 2001-475** regarding the costs to implement 211 for Public Information and Referral Services, the Commission has directed 'the carriers to bear the costs of implementing 211 on an incremental basis'.

### Proposed Timeline

The proposed schedule is:

- Mid-August: Initial meeting [*actual date options agreed when all providers have contacted me*]
- Late August/early September: Meet a couple of times, as necessary, to develop and finalise the Implementation Plan
- Proposed soft launch: **Monday 17<sup>th</sup> February 2014**
- Proposed public launch: **Tuesday 4<sup>th</sup> March 2014**

I look forward to further discussing the details of this request with you. Please RSVP your attendance of the conference call to [ruth@bc211.ca](mailto:ruth@bc211.ca) identifying the date that works best for you.

If you have any questions please do not hesitate to contact me at the email above or phone 604-708-4062.

