



City of Thunder Bay

311 Implementation Notice

April 13, 2026

Issued by:

City of Thunder Bay
500 Donald Street East
Thunder Bay, ON P7C 5K4

Contact:

Dana Earle, Director – Customer Service
807-633-0133
Dana.Earle@thunderbay.ca

City of Thunder Bay 311 Implementation Notice

Date of Issue: April 13, 2026

1.0 Introduction

The City of Thunder Bay is a single-tier municipality located in Northwestern Ontario, serving a population of approximately 110,000 residents. The City is committed to improving access to municipal services, enhancing service consistency, and providing residents with a simple and reliable point of contact for non-emergency municipal inquiries.

The 2023-2027 Maamawe, Growing Together Strategic Plan reaffirms the City's values for Accountability, Continuous Improvement, Teamwork, Respect = A.C.T. with Respect. The employees of the City of Thunder Bay are committed to delivering the right services to the public in the right way. Under the Growth pillar, a goal of the Strategic Plan is to "make it easier to access City services" with the objective of implementing better ways of servicing the public that focus on continuous improvement and delivering positive outcomes for residents. This project is included on the City Manager's 2025-2027 Workplan as a Tier 2 project.

In accordance with Telecom Decision CRTC 2004-71, the City intends to implement the 311 service as the dedicated non-emergency telephone number for municipal services. Service Thunder Bay will provide centralized intake, triage, and resolution support across multiple service channels.

On February 3, 2026, City Council provided direction to Administration to proceed with the implementation of 311. See Appendix A. The public launch of 311 is planned to coincide with the launch of Service Thunder Bay on December 7, 2026.

This 311 Implementation Notice is being issued to notify all Telecommunications Service Providers (TSPs) operating in the proposed service area and to initiate coordination and planning activities required for implementation.

2.0 Service Description

The City of Thunder Bay's 311 service will provide residents and businesses with a single, easy-to-remember telephone number for non-emergency municipal government services, information requests, service requests, and general inquiries.

311 calls will be handled by trained Customer Service Representatives (CSRs) within Service Thunder Bay, supported by standardized service workflows, service inventories, and municipal information systems. The service will act as the primary front door for municipal contact, improving consistency, accountability, and customer experience. The call centre will be supported by the Tbaytel Unifi platform which will efficiently route incoming calls to CSRs.

The 311 service will not replace emergency services. Calls requiring emergency response will be redirected to 911 as appropriate. As part of the new centralized initiative, the City will be procuring a Customer Relationship Management (CRM)

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solution to efficiently manage the majority of service requests and inquiries related to the municipality.

3.0 Proposed 311 Service Area

The proposed 311 service area is limited to the municipal boundary of the City of Thunder Bay, Ontario as shown in Appendix B. The City will act solely as the 311 Service Provider for non-emergency municipal services delivered within its jurisdiction.

The City is not proposing a regional or shared 311 service model and does not intend to provide 311 services on behalf of neighbouring municipalities. The City recognizes that telecommunications exchange boundaries and wireless service areas may extend beyond municipal boundaries. These overlaps do not constitute an extension of 311 service into neighbouring municipalities and do not create a service obligation beyond the City's jurisdiction.

Customers within the geographic boundary of the City will use their land line or wireless devices to contact Service Thunder Bay by dialling 311.

Contact has been made with all neighbouring municipalities and First Nation communities to advise of the City's intention to implement 311. See Appendix D.

4.0 Call Routing Arrangements

Calls to 311 within the proposed service area will terminate at the City of Thunder Bay's centralized customer service operation.

Terminating Location:

City of Thunder Bay – Service Thunder Bay
Victoriaville Civic Centre
111 Syndicate Avenue South
Thunder Bay, Ontario P7E 6S4

The local number for termination of traffic will be: 807-625-8229 (TBAY). This will also be the advertised non-local number for the service.

Customers can reach Service Thunder Bay by phone at 311 or in person between 8:30 a.m. and 4:30 p.m., Monday through Friday. Customers will continue to call 311 for urgent after hours service, which includes evening, nights, weekends and holidays, and be connected to a CSR. Customers with non-urgent issues will be advised to call back during normal business hours.

5.0 Call Volume Estimates

The City of Thunder Bay serves a population of approximately 110,000 residents, with additional daily interaction volumes generated by commuters, visitors, and businesses.

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Based on current estimates of municipal service demand across phone, email, in-person, and online channels, the City anticipates an annual call volume of approximately 90,000.

Call volume estimates will be further refined and validated during implementation planning and shared with participating TSPs as part of the Implementation Plan.

A communication plan is being prepared to create awareness for customers to contact the City at 311.

6.0 Expectations of Telecommunications Service Providers

The City of Thunder Bay expects that all Telecommunications Service Providers operating within the proposed 311 service area will:

- Enable customers to dial 311 on their networks;
- Convert the 311 code to the designated 10-digit terminating number;
- Route calls to the City's customer service operation using standard local and long-distance routing methodologies;
- Participate in implementation planning discussions, testing, and coordination activities; and
- Implement routing changes in accordance with agreed timelines.

7.0 Proposed Timeline

| <i>Milestone</i> | <i>Proposed Timing</i> |
|--|------------------------|
| City Council resolution to proceed | February 2026 |
| Distribution of 311 Implementation Notice | April 2026 |
| Initial 311 implementation conference call with TSPs | May 2026 |
| Follow-up implementation conference call | August 2026 |
| Testing / soft launch period | November 2026 |
| Public launch of 311 | December 2026 |

The City will chair and coordinate implementation meetings and will provide advance notice of all planning sessions, testing activities, and launch milestones.

Attachments

Appendix A – Resolution of Thunder Bay City Council

Appendix B – 311 Implementation Boundary

Appendix C – Distribution List

Appendix D – Notification Letters



OFFICE OF THE CITY CLERK
500 Donald Street East
Thunder Bay, ON P7E 5V3
Tel: (807) 625-2230
Fax: (807) 623-5468

February 5, 2026

Dana Earle – Director, Customer Service
City of Thunder Bay
dana.earle@thunderbay.ca

Dear Dana Earle:

Re: Report 046-2026 - 311 Implementation Authorization

Please be advised that the following resolution was adopted and ratified by City Council at its meeting on February 3, 2026:

MOVED BY: Councillor Brian Hamilton
SECONDED BY: Mayor Ken Boshcoff

“WITH RESPECT to Report 046-2026-City Manager's Office-Customer Service Division, we authorize Administration to proceed with the implementation of a 311 service for the City of Thunder Bay in accordance with the Canadian N11 Notification & Implementation Guideline;

AND THAT any necessary by-laws be presented to City Council for ratification.”

Result: CARRIED

Should you have any further questions relative to the above, please do not hesitate to contact the undersigned.

Yours very truly,

A handwritten signature in black ink, appearing to read "Katie Piché", is written over a light blue horizontal line.

Katie Piché
Acting City Clerk
City of Thunder Bay

Appendix B - 311 Implementation Boundary

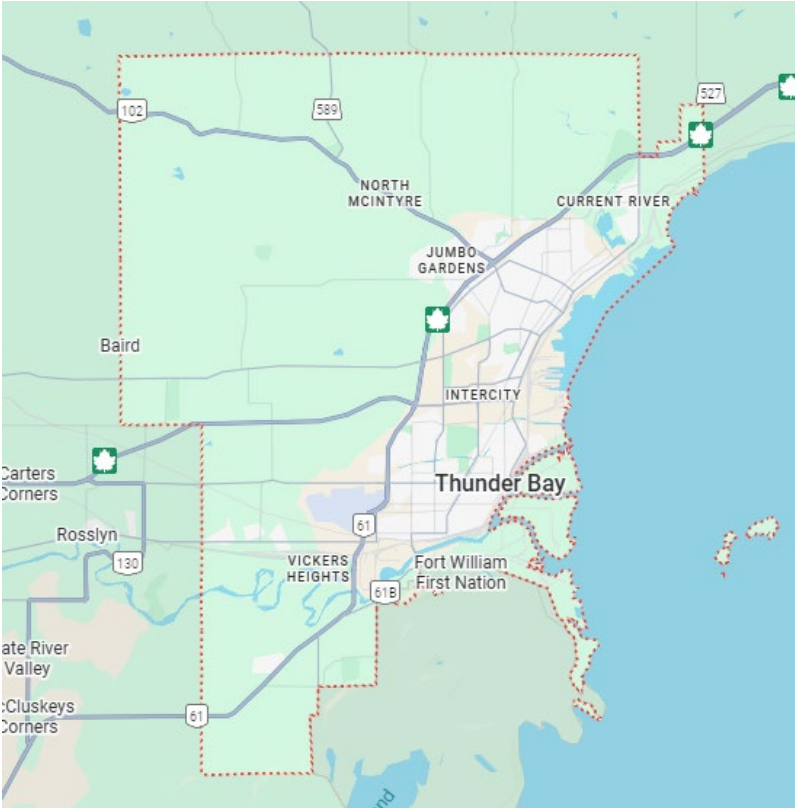
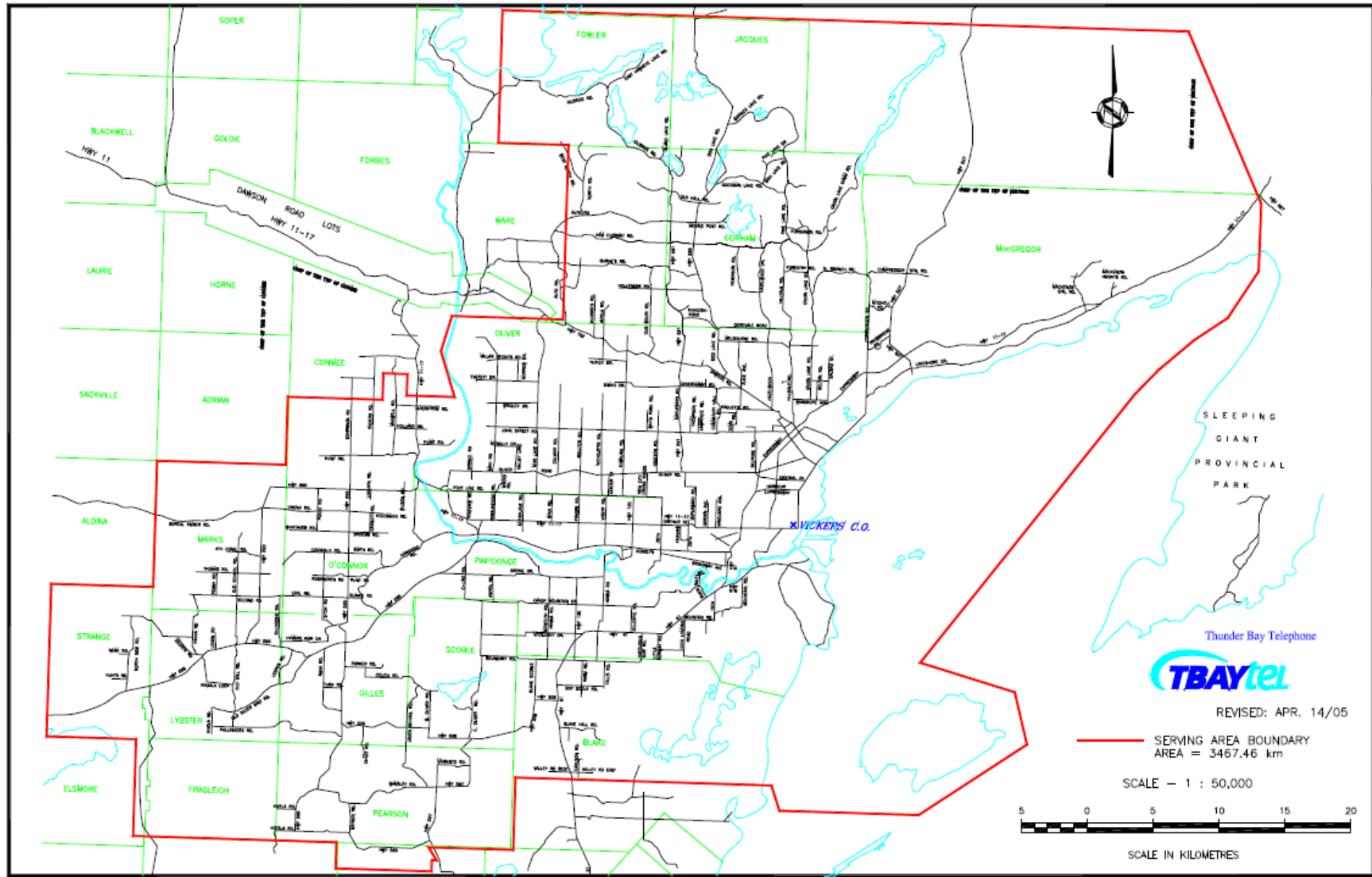


Figure 1 – City of Thunder Bay



Appendix C – Distribution List

NonCOCodeApps@cnac.ca;
bell.regulatory@bell.ca;
carrier.relations@videotron.com;
carole.nardelli@telkel.ca;
cathy.mcgouran@allstream.com;
Chris.Holigroski@bellmts.ca;
CoreCSEngineering@FreedomMobile.ca;
ddolan@teksavvy.ca;
devops@processoft.com;
dir.commutation@sogetel.com;
didorders@iristel.com;
document.control@sasktel.com;
eric.boer@distributel.ca;
ggsggsjjrf_h@icloud.com;
hreheman@teksavvy.ca;
IDulay@primustel.ca;
ingops.telephonie@maskatel.qc.ca;
jdupuis@rci.rogers.com;
jenoshan@ixica.com;
les@les.net;
m-christine.hudon@bell.ca;
masterking188@icloud.com;
milliondollar199@icloud.com;
n11@acrovoice.ca;
n11@distributel.ca;
n11@fresk.app;
n11@sjrb.ca;
N11@viewcom.ca;
n11@voipmuch.com;
N11ProductManagement@telus.com;
patricia.chambers@ahs.ca;
phil@telkel.ca;
phillip@ixica.com;
planning@isptelecom.net;
regaffairs@quebecor.com;
Regulatory@distributel.ca;
regulatorypublicsaf@rci.rogers.com;
rschleihauf@fibernetics.ca;
Russell.DeLong@corp.eastlink.ca;
rwi_gr@rci.rogers.com;
snagulan@comwave.net;
tbtregulatory@tbaytel.com;
telecom.regulatory@cogeco.com;
team.regulatory@iristel.com;
wireless.e911@bell.ca;



CUSTOMER SERVICE
111 Syndicate Avenue South
Thunder Bay, ON P7E 5S4
Tel: (807) 633-0133

February 25, 2026

Chief Michele Solomon
Fort William First Nation
100 Little Lake Rd, Suite 201
Fort William First Nation, ON P7J 0L2
E-mail: MicheleSolomon@fwfn.com

Dear Chief Solomon,

I am writing to share an update regarding the City of Thunder Bay's customer service modernization work.

Following approval by City Council on February 3, 2026, the City is moving forward with the implementation of a 311 service, planned to launch in December 2026. The 311 service will provide residents and businesses within municipal boundaries of the City of Thunder Bay with a simple, easy-to-remember point of contact for non-emergency municipal information and service requests. This will be delivered through the City's new Service Thunder Bay section.

Emergency services will continue to be accessed through 911.


This communication is provided as a courtesy update to inform Anemki Wajiw (Fort William First Nation) and neighbouring municipalities of the City's upcoming 311 launch. No action is required on your part.

Should you or your staff have any questions or wish to contact me for further discussion as this work progresses, please feel free to reach out.

More information about the Canadian N11 Notification & Implementation Guideline can be found at <http://www.cnac.ca>.

Thank you, and we appreciate our continued collaboration.

Sincerely,

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Dana Earle
Director – Customer Service
Dana.Earle@thunderbay.ca
807-633-0133

Cc: John Collin, City Manager, City of Thunder Bay
Jeremiah Windego, Chief Executive Officer Fort William First Nation
(Email: AdminOfficer@fwfn.com)



CUSTOMER SERVICE
111 Syndicate Avenue South
Thunder Bay, ON P7E 5S4
Tel: (807) 633-0133

February 25, 2026

Mayor Mark Thibert
Municipality of Neebing
4766 Highway 61
Neebing, ON P7L 0B5
E-mail: Mayor@Neebing.org

Dear Mayor Thibert,

I am writing to share an update regarding the City of Thunder Bay's customer service modernization work.

Following approval by City Council on February 3, 2026, the City is moving forward with the implementation of a 311 service, planned to launch in December 2026. The 311 service will provide residents and businesses within municipal boundaries of the City of Thunder Bay with a simple, easy-to-remember point of contact for non-emergency municipal information and service requests. This will be delivered through the City's new Service Thunder Bay section.

Emergency services will continue to be accessed through 911.

This communication is provided as a courtesy update to inform neighbouring municipalities and Fort William First Nation of the City's upcoming 311 launch. No action is required on your part.

Should you or your staff have any questions or wish to contact me for further discussion as this work progresses, please feel free to reach out.

More information about the Canadian N11 Notification & Implementation Guideline can be found at <http://www.cnac.ca>.

Thank you, and we appreciate our continued collaboration.

Sincerely,

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Dana Earle
Director – Customer Service
Dana.Earle@thunderbay.ca
807-633-0133

Cc: John Collin, City Manager, City of Thunder Bay
Erika Kromm, Clerk-Treasurer, Municipality of Neebing
(Email: Clerk@Neebing.org)



CUSTOMER SERVICE
111 Syndicate Avenue South
Thunder Bay, ON P7E 5S4
Tel: (807) 633-0133

February 25, 2026

Mayor Lucy Kloosterhuis
Municipality of Oliver Paipoonge
3250 Highway 130
Rosslyn, ON P7K 0B1
E-mail: Mayor@oliverpaipoonge.on.ca

Dear Mayor Kloosterhuis,

I am writing to share an update regarding the City of Thunder Bay's customer service modernization work.

Following approval by City Council on February 3, 2026, the City is moving forward with the implementation of a 311 service, planned to launch in December 2026. The 311 service will provide residents and businesses within municipal boundaries of the City of Thunder Bay with a simple, easy-to-remember point of contact for non-emergency municipal information and service requests. This will be delivered through the City's new Service Thunder Bay section.

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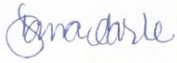
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Thank you, and we appreciate our continued collaboration.

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Dana Earle
Director – Customer Service
Dana.Earle@thunderbay.ca
807-633-0133

Cc: John Collin, City Manager, City of Thunder Bay
Wayne Hanchard, CAO/Clerk, Municipality of Oliver Paipoonge
(Email: CAO-Clerk@oliverpaipoonge.on.ca)



CUSTOMER SERVICE
111 Syndicate Avenue South
Thunder Bay, ON P7E 5S4
Tel: (807) 633-0133

February 25, 2026

Mayor Wendy Landry
Municipality of Shuniah
420 Leslie Avenue
Thunder Bay, ON P7A 1X8
E-mail: WLandry@shuniah.org

Dear Mayor Landry,

I am writing to share an update regarding the City of Thunder Bay's customer service modernization work.

Following approval by City Council on February 3, 2026, the City is moving forward with the implementation of a 311 service, planned to launch in December 2026. The 311 service will provide residents and businesses within municipal boundaries of the City of Thunder Bay with a simple, easy-to-remember point of contact for non-emergency municipal information and service requests. This will be delivered through the City's new Service Thunder Bay section.

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807-633-0133

Cc: John Collin, City Manager, City of Thunder Bay
Paul Greenwood, CAO, Municipality of Shuniah (Email: CAO@shuniah.org)