

Municipality Of Chatham-Kent

Corporate Services

Information Report

To: Mayor and Members of Council
From: Leanne Segeren-Swayze, Director, Customer Services
Date: May 14, 2020
Subject: 311 Implementation Plan

This report is for the information of Council.

Background

In May of 2019, Council approved the following motion: “That administration be directed to proceed with implementation of a 311 service for Chatham-Kent including consultation with, and consent from, neighbouring municipalities with a cost limit of \$5,000.”

The report to council (RTC) in 2019 regarding the implementation of 311 included the descriptions and overlap of the Bell Canada exchange boundaries and the municipal jurisdictional boundaries that influence the implementation of 311 in Chatham-Kent. As the Bell Canada exchange boundaries extend into neighbouring jurisdictions, Chatham-Kent was required to obtain consent from all those affected in order to move forward with the project. These jurisdictions include:

Delaware Nation Moraviantown
Essex County
Elgin County
County of Lambton
Middlesex County
Walpole Island First Nation

Comments and Financial Implications

In March 2020, the Municipality received the final consent from neighbouring jurisdictions. Administration has since released the official 311 Implementation Notice as required by the Canadian Radio-Television and Telecommunications Commission (CRTC), to notify all telephone service providers (TSPs) to begin programming of 311 within the Bell Canada exchange boundaries in Chatham-Kent.

Each telephone service provider will complete the programming respectively and upon completion, 311 with the independent TSPs will immediately be “live” for callers within Chatham-Kent. This stage is considered to be the “soft launch” for the purpose of piloting and testing with our new services and staff adaptation. The TSPs request approximately 6 months to complete the programming function. We have established the CK311 “go-live” date to be October 7, 2020. This particular date is significant to our customer service team, as the corresponding timeframe is also National Customer Service Week (October 5-9). The 311 call service is being implemented in-line with our mission and will support our customer service strategies of one-contact access to obtain information and services, as corporate representation. The well-established enhanced service levels, experienced contact centre team, progressive service delivery and technological infrastructure all provide for seamless implementation of 311 in Chatham-Kent. The implementation of 311 will further improve the simplicity and accessibility to municipal services/information for residents, businesses and visitors of Chatham-Kent.

An important factor to include in the 311 implementation (TSP programming) is the Wheatley Bell Canada exchange area, which presents as a “long distance” call to 519-360-1998. As 311 is subsequently routing to 519-360-1998, the current routing options to navigate these factors were also incorporated. Therefore, Wheatley area residents need not be concerned about long-distance charges when calling 311 in Chatham-Kent.

Bell Canada Exchanges within Chatham-Kent:

Calls to 311 in the Municipality of Chatham-Kent, which includes 12 Bell Canada exchanges will route to the following numbers:

Exchange	Route to:	311 Route to:
Blenheim	311	519-360-1998
Chatham	311	519-360-1998
Ridgetown	311	519-360-1998
Highgate	311	519-360-1998
Thamesville	311	519-360-1998
Bothwell	311	519-360-1998
Dresden	311	519-360-1998
Wallaceburg	311	519-360-1998
Merlin	311	519-360-1998
Tilbury	311	519-360-1998
Port Lambton	311	519-360-1998

Exchange	Route to:	Route to:	Route to:
Wheatley	311	519-682-0803	519-360-1998

Public Education of N11:

Concurrently upon the implementation of CK311, it is the responsibility of municipalities to educate their citizens regarding the purpose of N11 numbers. This stage is particularly important to ensure appropriate use of each number and to avoid unnecessary calls to other N11 numbers. For example, 911 is used for Police/Fire/Ambulance emergencies only; 211 is used for community service information (i.e. shelters, food bank); 311 is used for accessing municipal services and information; 411 is used for local directory assistance (telephone number search), etc.

Administration is currently developing public education strategies as required by CRTC, highway signage options ("Chatham-Kent is a 311 Community), municipal vehicle 311 community decals, etc. The Municipality will proudly display and promote the new enhancement of our citizen service in Chatham-Kent, using electronic resources and cost effective methods by early October 2020.

Consultation

The following external resources were consulted for the purpose of this report:

CRTC (Communications Radio-Television Telecommunications Committee)

Bell Canada

Neighbouring municipal jurisdictions

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