



311 IMPLEMENTATION NOTICE

September 10, 2020

**CITY OF GRANDE PRAIRIE
10205 98 STREET
GRANDE PRAIRIE, AB T8V 2E7**

Contact: Douglas McGuire

Phone: 780-357-4952

Email: dmcguire@cityofgp.com

CITY OF GRANDE PRAIRIE

311 IMPLEMENTATION NOTICE

INTRODUCTION

The City of Grande Prairie is the largest City in Northwestern Alberta, with a population of approximately 70,000 residents. The City of Grande Prairie is committed to a citizen-centred customer service culture and would like to implement a 311 service in order to improve our customers' experience when they contact the City to request services or information.

In November 2004, the Canadian Radio-television and Telecommunications Commission (CRTC) approved assignment of 311 as the non-emergency number for municipal government services in Telecom Decision CRTC 2004-71. It is the intention of City of Grande Prairie to introduce a 311 service to its citizens as early as March 1, 2021.

At the City of Grande Prairie regular Council meeting held on August 24, 2020, Council authorized City administration to apply to the Canadian Radio-television and Telecommunications Commission (CRTC) for approval to implement a 311 service for the City of Grande Prairie, and to proceed with that implementation upon receiving approval from CRTC.

This 311 implementation notice has been prepared for distribution via email to the parties identified in Appendix A.

SERVICE DESCRIPTION

The City of Grande Prairie has a dedicated Call Centre that operates on a Computer Talk Ice platform that distributes calls to available Customer Service Representatives within a centralized call centre. Our current model requires our customers to search through multiple published phone numbers to try and find the right one for their specific inquiries. Incoming calls are processed by our Customer Service Representatives or transferred to the pertinent division if needed. Regular hours of operation are from 8:00 a.m. to 6:00 p.m.

A greeting recording will be played to callers to make them aware they have reached the 311 line and if they have an emergency, they need to hang up and call 911 instead.

As part of the 311 implementation, the City of Grande Prairie has created a Knowledge Base (KB) system, to effectively manage the majority of calls for requests for service and city information.

The Phone System

The City operates with a VOIP solution on an that provides the following components:

- Computer Talk Ice platform providing Queueing, Voicemail and Queuing; and
- Skype for Business, a unified communications tool for City staff to manage phone calls, voice mails, instant messaging, call routing and view other staff's availability.

Business Application Systems

The Customer Service Representatives use the following applications to process calls, according to the nature of the calls:

- Report Executive
- SharePoint Knowledge Base
- Omnigo Dispatch
- GIS Mapping
- "Where's My Ride" Transit Planner
- Perfect Mind

PROPOSED 311 SERVICE AREA

The proposed 311 service area is the geographic boundaries of the City of Grande Prairie, as shown in Appendix B.

Contact with the County of Grande Prairie and all municipalities within the region will be made to advise them of Grande Prairie's intention to move to a 311 service.

The City of Grande Prairie will accept calls from all phone numbers in the exchange area so that no custom routing arrangements need to be made.

Residents of Grande Prairie and those within the geographical boundary of the City will be able to use their land line telephones or wireless devices to contact the City's Call Centre by dialing 311.

CALL ROUTING ARRANGEMENTS

The 311 calls to the City of Grande Prairie will terminate at:

10205 98 Street
Grande Prairie, AB
T8V 2E7

The mailing address for this location is:

City of Grande Prairie
Po Bag 4000, 10205 98 Street
Grande Prairie, AB
T8V 2E7

The local number for termination of telephone traffic will be: 780-538-0300

There are no toll-free numbers for termination of traffic to Grande Prairie 311.

During normal business hours, 8:00 a.m. to 6:00 p.m. Monday to Friday, calls to the 311 line will be answered by the City of Grande Prairie Customer Service Representatives.

Calls received after 6 p.m., and on weekends and holidays will be directed to our after-hours service provider for urgent issues and recorded on voicemail for non-urgent issues.

ESTIMATION OF CALL VOLUMES

The City of Grande Prairie is home to nearly 70,000 residents.

The City of Grande Prairie receives an annual average of approximately 30,500 calls (Call Centre only).

An effective communication plan is being prepared to create awareness and to engage citizens in the use of the City of Grande Prairie 311 service line.

EXPECTATIONS OF TELECOMMUNICATION SERVICE PROVIDERS

It is expected that all telecommunications service providers route local 311 calls to the City of Grande Prairie to a 10-digit number, which will terminate at the Grande Prairie 311 Call Centre. The ten digit number is 780-538-0300.

PROPOSED TIMELINE

DATE	ACTIVITY
September 10, 2020	Email regarding City of Grande Prairie 311 Implementation Notice to be sent to TSP's on the distribution list attached as Appendix A
September 29, 2020	City of Grande Prairie chairs meeting with TSP's on distribution list
TBD	Other 311 Implementation conference calls/ planning sessions
March 15, 2021	Proposed soft launch of 311 services
April 19, 2021	Proposed launch to public of 311 services

ATTACHMENTS

Appendix A. Email distribution list

Appendix B. City of Grande Prairie Boundaries

Appendix C. Grande Prairie Exchange areas impacted

Appendix D. City of Grande Prairie Council's Authorization to Proceed with 311 Implementation

Appendix A.

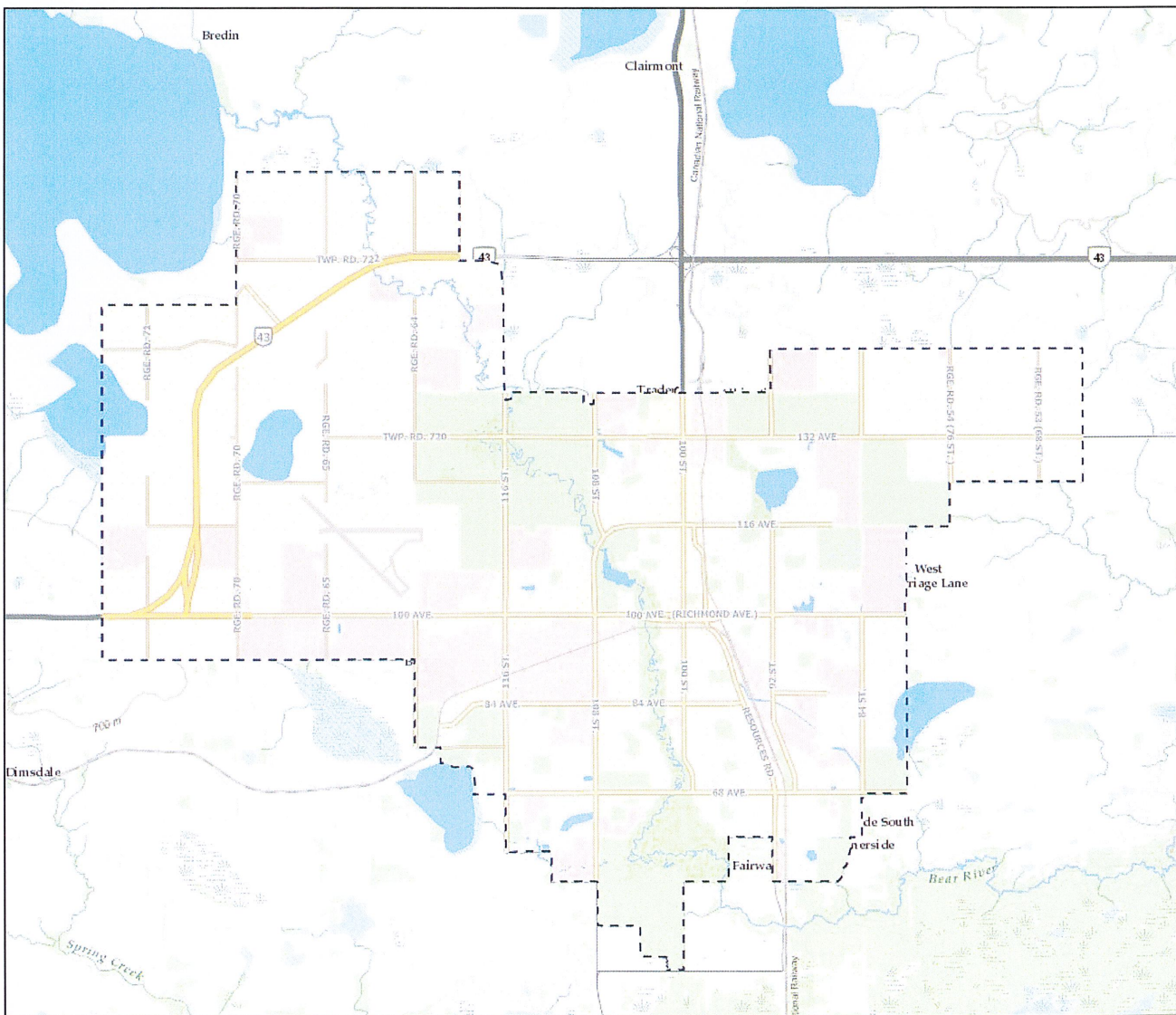
Email distribution list as found on http://www.cnac.ca/other_codes/n11/email_n11.htm
(last updated on September 8, 2020)

	laurie.bowie@bell.ca
abadea@iristel.com	leo.santoro@bell.ca
AHe@primustel.ca	MohamedAmine.ElAomar@rci.rogers.com
bell.regulatory@bell.ca	mpreda@iristel.com
carrier.relations@videotron.com	n11@distributel.ca
cathy.mcgouran@allstream.com	N11@viewcom.ca
CoreCSEngineering@FreedomMobile.ca	n11@voipmuch.com
dave.day@sasktel.com	N11ProductManagement@telus.com
ddolan@teksavvy.ca	NonCOCodeApps@cnac.ca
didorders@iristel.com	patricia.chambers@ahs.ca
document.control@sasktel.com	planning@isptelecom.net
eric.boer@distributel.ca	regaffairs@quebecor.com
francois.tessier@bell.ca	Regulatory@distributel.ca
gblais@teksavvy.ca	rschleihauf@fibernetics.ca
Gerry.Thompson@rci.rogers.com	rwi_gr@rci.rogers.com
IDulay@primustel.ca	sherri-lyn.kauffeldt@bell.ca
jdupuis@rci.rogers.com	snagulan@comwave.net
John.mackenzie@telus.com	sunny.tung@bell.ca
judy.kachuik@sasktel.com	team.regulatory@iristel.ca
Ken.shackleton@sjrb.ca	telecom.regulatory@cogeco.com
Kim.Isaacs@allstream.com	tnotntelephony@sjrb.ca

Appendix B.

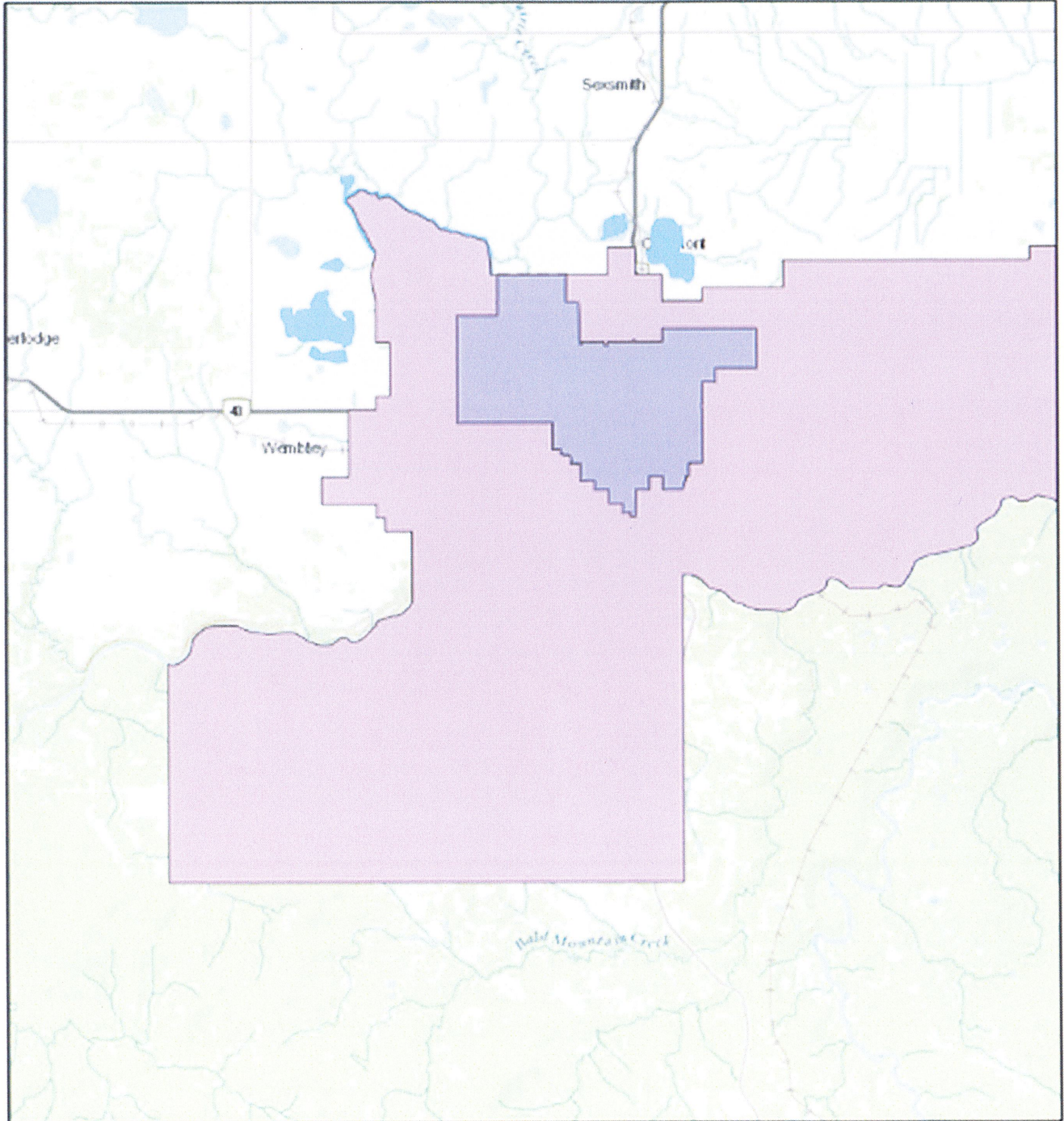
City of Grande Prairie Boundaries

<https://services.gpgis.com/portal/apps/webappviewer/index.html?id=3c781d401dd145eb856015ff88058d0b&extent=-13253032.7292%2C7384053.769%2C-13194864.1507%2C7410577.4178%2C102100>





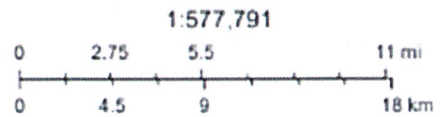
Appendix C.

Grande Prairie rate centre (GDPRAB01)- including the following localities: Grande Prairie, Grovedale and Bezanson.



6/4/2020, 9:34:25 AM

-  SHP - TELUS_AMA_GRADE_PRAIRIE_A
-  SHP - TELUS_OEB_GDPRAB_A



September 9, 2020

Douglas McGuire, Citizen Contact Centre Supervisor

City of Grande Prairie

At the City of Grande Prairie regular council meeting August 24, 2020 council gave consideration to the implementation of a 311 service in Grande Prairie.

The following is a certified copy of the section minutes pertaining to this item:

Agenda Item: 8.6.2 | The Citizen Experience and Innovation Strategy CXi Implementation Plan

MOVED by Councillor Minhas Council direct Administration to apply to the Canadian Radio and Telecommunications Commission (CRTC) for approval to implement a 311 service for the City of Grande Prairie, and to proceed with implementation upon received approval from CRTC.

CARRIED.

The undersigned hereby certifies the above resolution to be a true and correct copy of the resolution passed by the Council of the City of Grande Prairie on August 24, 2020.

Sincerely,

Lorna Harder
Acting City Clerk



Arlene Karbasheski
City Clerk
Legislative Services
City of Grande Prairie
O 780-357-7523

Certified a true and correct
copy of the original of
which it purports to be a copy.

