



November 22, 2021

Town of Orangeville Council  
87 Broadway,  
Orangeville, ON  
L9W 1K1

To Orangeville Council,

The Town of Caledon is in the process of applying to obtain the ability to handle 311 calls for non-emergency government communications.

The intent is to provide cellular and traditional phoneline users within the geographical boundaries of Caledon as a simple way to reach the customer service staff in an approach being termed 'no wrong door' which is a part of a larger effort to modernize the Town's service delivery model through a digital first initiative.

The Canadian Radio and Television Commission (CRTC) has some guidelines to ensure that the service for 311 goes through a transparent process. One part of this process is to notify neighboring municipalities of the request to implement 311 and provide details of the service and potential impacts. For Caledon to move forward, the Town needs to seek official support from our neighboring municipalities.

### **How 311 is setup**

311 solution is simply a mask of a municipalities main phone number. This provides a convenient way for callers within the area of the service to contact Service Caledon staff.

Cellular users of the N11 services, are triangulated through cell towers to ensure callers dialing 311 are routed to the municipality they are currently in.

Traditional phone lines are handled differently. They have been built on Wire Exchanges which span beyond municipal borders and in this situation cover large areas of all neighboring municipalities.

This would not be an ideal situation as 8.08% of the Orangeville Wire Exchange is in Caledon. In this situation the Town has chosen to use Bell Canada's postal code service to ensure the high level of correct calls are delivered to the Caledon 's Call Centre.

Postal codes greatly increase the success of a 311 call being delivered to Caledon 's call center, but it is not 100% perfect. There are certain areas along the boundaries of Caledon where postal codes overlap, and potentially a call could be erroneously routed to Caledon.

As a result, a caller on the Town of Caledon's boundary with Caledon could potentially get Caledon's Service Caledon if they dialed 311. In a situation where this arises Caledon is obligated to route the call to the correct municipality to ensure residents are correctly connected. The Town's customer service staff will keep track of the erroneous call routing so that the Telco's can modify the record to avoid future issues.

The Town is working on an aggressive timeline to help coincide with the launch of a new website and would appreciate your support no later than November 5, 2021.

Respectfully submitted,



David Clarke, Supervisor, Project Management Office

Corporate Strategy & Innovation

#### Example Resolution

*That the Town of Orangeville supports the Town of Caledon's application for 311 Call Service on the understanding that residents of Orangeville who dial 311 and are connected to the Town of Caledon are provided the option of being transferred to the Town of Orangeville.*

#### Attachment:

Town of Caledon 311 implementation Plan