

MARICOPA ASSOCIATION OF GOVERNMENTS

INFORMATION SUMMARY... for your review

DATE:

June 20, 2011

SUBJECT:

Update on 3-1-1 for the MAG Region

SUMMARY:

There is interest by a number of agencies in considering the implementation of a Regional 3-1-1 telephone number. 3-1-1 is reserved for municipal non-emergency services and is seen as a way to streamline citizen interactions while lowering costs. In the MAG region, this number is under the control of Maricopa County. Maricopa County has agreed in principle to the activation of this number for the benefit of the Region and has had preliminary discussions with member agencies to identify possible mechanisms for such an implementation.

The proposed implementation is a system of systems with a simple Interactive Voice Recognition service that will allow callers to be redirected to the appropriate agency. The system would not rely on a reverse lookup to direct calls because users may be calling from a location other than the municipality with which they would like to interact. Any future enhancements in this area are anticipated to be limited to a simple Automatic Number Identification lookup of the area code and prefix as a way to limit geographic choices. There would not be a need to identify the specific location of any caller. Each agency would have the option of directing calls to their own 311 Call Center, switchboard or a recorded message directing callers to a web site. This would be a carrier provided service and would not impact or rely on 9-1-1 infrastructure or operational activities.

This item will be discussed at the July 13, 2011 Management Committee to gauge regional support and evaluate options for moving forward.

PUBLIC INPUT:

No public comment at this time.

PROS & CONS:

PROS: If the implementation moves forward, citizens will have streamlined access to municipal services through an easy to remember number and could potentially save agencies money through efficient call handling.

CONS: None

TECHNICAL & POLICY IMPLICATIONS:

TECHNICAL: None at this time.

POLICY: None at this time.

ACTION NEEDED:

Information and discussion.

PRIOR COMMITTEE ACTIONS:

No prior committee action taken.

CONTACT PERSON:

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