

# ***MARICOPA ASSOCIATION OF GOVERNMENTS INFORMATION SUMMARY... for your review***

**DATE:**

July 19, 2011

**SUBJECT:**

Formation of a Process to Explore Establishing a 3-1-1 System for the MAG Region

**SUMMARY:**

Several metropolitan regions have deployed a 3-1-1 system to handle calls for non-emergency services. Recently, some cities along with Maricopa County, have discussed deploying a 3-1-1 system for this region. The purpose of the 3-1-1 number is to handle non-emergency services and to streamline citizen interactions while lowering costs. The preliminary discussions have envisioned a system with a simple Interactive Voice Recognition service that will allow callers to be redirected to the appropriate agency. Each agency would have the option of directing calls to their own 3-1-1 call center, switchboard, or recorded message directing callers to a website. This would be a carrier provided service and would not rely on 9-1-1 infrastructure or operational activities. To explore initiating a 3-1-1 system on a regionwide basis, additional planning on the proposed business model and the technology that would be used is required.

On July 13, 2011, the Management Committee voted to form a 3-1-1 Business Plan Committee. To examine the technical issues, it was recommended that the existing MAG Technology Advisory Group (MAGTAG) report to the 3-1-1 Business Plan Committee. To ensure coordination with the MAG 9-1-1 committees, it was recommended that a representative from the MAG 9-1-1 Oversight Team serve on the 3-1-1 Business Plan Committee and a representative from the MAG 9-1-1 Public Safety Answering Point Managers Group serve on the MAGTAG. A report will be made to the Regional Council on the purpose and proposed framework for a 3-1-1 system and the potential benefits to MAG member agencies.

**PUBLIC INPUT:**

None.

**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: Dependent on solution chosen.

**TECHNICAL & POLICY IMPLICATIONS:**

TECHNICAL: None at this time.

POLICY: None at this time.

**ACTION NEEDED:**

Information and discussion.

**PRIOR COMMITTEE ACTIONS:**

On July 13, 2011, the Management Committee voted to form a 3-1-1 Business Plan Committee. To examine the technical issues, it was recommended that the existing MAG Technology Advisory Group (MAGTAG) report to the 3-1-1 Business Plan Committee. To ensure coordination with the MAG 9-1-1 committees, it was recommended that a representative from the MAG 9-1-1 Oversight Team serve on the 3-1-1 Business Plan Committee and a representative from the MAG 9-1-1 Public Safety Answering Point Managers Group serve on the MAGTAG.

**MEMBERS ATTENDING**

- |   |  |
|---|--|
| Charlie Meyer, Tempe, Chair                         | John Fischbach, Goodyear   |
| Karen Peters for David Cavazos, Phoenix             | Bill Hernandez, Guadalupe  |
| # Matt Busby for George Hoffman,<br>Apache Junction | Darryl Crossman, Litchfield Park   |
| Charlie McClendon, Avondale                         | Miranda Culver for Christopher Brady, Mesa                                   |
| Stephen Cleveland, Buckeye                          | David Andrews for Jim Bacon,<br>Paradise Valley                              |
| * Gary Neiss, Carefree                              | Carl Swenson, Peoria   |
| Wayne Anderson for Usama Abujbarah,<br>Cave Creek   | # Patrick Flynn for John Kross, Queen Creek                                  |
| Patrice Kraus for Rich Dlugas, Chandler             | * Bryan Meyers, Salt River Pima-Maricopa<br>Indian Community                 |
| Leah Hubbard for Spencer Isom, El Mirage            | Brad Lundahl for David Richert, Scottsdale                                   |
| * Phil Dorchester, Fort McDowell Yavapai<br>Nation  | # Chris Hillman, Surprise  |
| * Rick Davis, Fountain Hills                        | Reyes Medrano, Tolleson  |
| Rick Buss, Gila Bend                                | * Gary Edwards, Wickenburg   |
| * David White, Gila River Indian Community          | # Lloyce Robinson, Youngtown   |
| * Collin DeWitt, Gilbert                            | Kwi Sung Kang for John Halikowski, ADOT                                      |
| Ed Beasley, Glendale                                | Kenny Harris for David Smith, Maricopa Co.<br>David Boggs, Valley Metro/RPTA |

\* Those members neither present nor represented by proxy.  
# Participated by telephone conference call.      + Participated by videoconference call.

This topic also has been discussed by the MAG 9-1-1 Oversight Team and the MAG Technology Advisory Group.

**CONTACT PERSON:**

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