

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
TELECOMMUNICATIONS ADVISORY GROUP

October 24, 2002
MAG Office
302 North First Avenue
Phoenix, Arizona

MEMBERS ATTENDING

*Jim Hull, Mesa, Chair
**Kevin Hinderleider, Avondale
*Betsy Wise¹, Carefree
Patrick McDermott, Chandler
**Peter Putterman¹, Fountain Hills
**Shawn Woolley, Gilbert
Jerry Wightman, Glendale
*John Imig¹, Goodyear
Cary Parker², Maricopa County

*Duncan Miller¹, Paradise Valley
Chris Lehman for Ralph Spencer, Peoria
**Greg Binder, Phoenix
*Kazi Haque, Queen Creek
**Kevin Sonoda, Scottsdale
Randy Jackson, Surprise
*John Laue¹, Tempe
Bruce Johnson for Ralph Velez, Tolleson
Suzan Tasvibi-Tanha for Derek Rushing, ADOT
Randi Alcott¹, RPTA

*Members neither present nor represented by proxy.

OTHERS PRESENT

**Michael Garrett, ADOT
T Mary Bunting, Hampton Virginia
T Liz Nisley, Hampton Virginia
Ajay Joshi, Glendale
Audrey Skidmore, MAG
Heidi Pahl¹, MAG
Rita Walton, MAG
Debbie Kohn, MAG Telecommunications
Associate
Mike Lavin, Momentum Interactive
Stuart Clapick, Momentum Interactive

**Linda Bauerle, Norstan
**Jim Labita, Peoria
**Linda Davis, Consultant for Peoria
**Steve Brodsky, RW Beck
Lon Faison, Tempe
Sintra Hoffman, Surprise
Damon Pointer, Service First Solutions
Vince Volini, Service First Solutions
Dan Gordon, Qwest

**Participated via telephone conference call.
T Participated via video conference call.

1 Site Coordinator ¹
2 Backup Site Coordinator ²

1. Call to Order

The meeting was called to order at 10:05 a.m. by Acting Chair Pat McDermott. Voting members Kevin Hinderleider, Shawn Woolley, Peter Putterman, Kevin Sonoda, and Greg Binder attended via telephone conference call.

2. Approval of September 26, 2002 Meeting Minutes

It was moved by Cary Parker, seconded by Randy Jackson and unanimously recommended to approve the September 26, 2002 meeting minutes.

3. 311 Service

Dan Gordon from Qwest gave a presentation on Qwest N11 dialing services. He defined 211, 311, 511 and 711 service. Mr. Gordon explained how N11 dialing services work and identified the benefits. He stated that N11 service will work in the wireless world but it is not available at this time. He discussed pricing and billing for Qwest 311 service. Mr. Gordon gave committee members eight URL's from municipal governments that have 311 service.

Several TAG members asked questions. The questions and responses are written below.

Q: Can we have multi-jurisdictional use (i.e. City, County and State)?

A: Dan Gordon replied no. He noted that the service needs to be approved by the Arizona Corporation Commission (ACC). For example, if a city calls and wants to start offering the service and Qwest receives a call from Maricopa County that they want to provide the service, Qwest then has to go back to the ACC where both parties (City and County) would have to apply and the ACC would make the determination as to who gets to provide the service.

Q: Who has expressed an interest in 311 service within Maricopa County?

A: Dan Gordon responded that Qwest has either received requests or given a presentation to the cities of Phoenix, Mesa, Scottsdale, Tempe and Surprise.

Q: Who is already using the system?

A: Dan Gordon stated that no one in Arizona is using the service at this time.

Q: How are cell phones incorporated into the system?

A: Dan Gordon replied that at this time cell phones are not incorporated into the system. A City or County would have to approach each cellular carrier that has cell sites in that City or County and work with them to program the service. It is available to cellular carriers but they were not mandated to offer the service. Mr. Gordon mentioned that Hampton Virginia said that they had been offering 311 for three years and are just now getting Verizon to start working with them. Mr. Gordon noted that another way around the cell phone issue is to have cell phone users dial the 7 digit phone number that handles 311 calls.

Mary Bunting, Assistant City Manager and Liz Nisely, Call Center Manager from Hampton Virginia gave a presentation on Hampton Virginia's 311 Customer Call Center. Ms. Bunting gave information on the degree of support for the project, the budget, timeframe and marketing activities. She noted that their slogan is "One call does it all." Ms. Bunting stated that Hampton Virginia needed a 311 Customer Call Center primarily for customer service and secondarily to alleviate non-emergency 911 calls. She said that the timeframe was one year and the in-house Implementation Team worked within that timeframe. Ms. Bunting said that the budget for the project was \$300,000 and this included the purchase of a new PBX.

Q: How do requests get distributed to individual departments?

A: Liz Nisely said electronically, via fax, e-mail or network printer.

Q: How many full-time and part-time employees staff the Call Center?

A: Liz Nisely replied 9 full-time, 2 management and 1.5 FTE spread over six part-time workers.

Q: Did Hampton buy software or develop their own software?

A: Mary Bunting replied that they initially used a software package the Public Works department had invested in as part of the Y2K conversion. It was adequate and the City did not want to waste the recently invested funds. However, the system did have limitations and the Call Center has since outgrown its capacities. Ms. Bunting stated the City is now working with a university consortium to develop its own software.

Q: What is the population of Hampton Virginia, the number of zip codes in that area and number of central offices?

A: Mary Bunting replied that the population of Hampton is 145,000, with approximately 9 zip codes and 2 central offices.

Q: What percentage of calls are non-critical police calls?

A: Liz Nisely responded that 5% of the calls are police informational type calls. Mary Bunting added that the City already had a well publicized police non-emergency line prior to the 311 Call Center and since people were familiar with using it, they did not take away the police non-emergency phone number.

Q: What is the call volume and the estimate of 911 calls that were offset by the 311 Call Center?

A: Liz Nisely responded that they have reduced the non-emergency 911 calls by 98% and that the 311 Call Center handles 700-750 calls per day.

Q: What is the cost per call?

A: Liz Nisely responded that it is six cents a minute.

Q: Were any city departments resistant?

A: Mary Bunting responded that all departments were a little resistant at first. She noted that elected officials and constitutional officers were the most reluctant but eventually they came onboard

as they saw the project succeed.

Q: What would you have done differently?

A: Mary Bunting stated that they would have started off with the correct software. She added that if any city is interested in creating a 311 Call Center to be uncompromising on what you are trying to achieve and stick to the timetable.

Liz Nisley added that you should conduct call volume studies, keep open communication channels, and market to internal departments. Mary Bunting offered to have any interested department heads speak with the City of Hampton department heads to get the peer-to-peer perspective on the project.

Mary Bunting stated that it helped to have the Assistant City Manager as a member of the Implementation Team.

Q: Was there any positive spillover on any other internal or external customer initiatives?

A: Liz Nisley responded that the spillover permeates within the organization. She noted that they have established customer delight attitudes. Mary Bunting added that the 311 system has been used to promote the employee recognition program, when a customer who states that an employee has been delightful, the employee receives a \$20 gift certificate to be used at local merchants.

4. MAGTAG Projects Update

Debbie Kohn reported that the Regional Community Network (RCN) Study Working Group met this month and gave direction to MAG staff and the consultant regarding the selection of three national WAN installations to research and interview. She noted that the consultant is proceeding with these installations. Ms. Kohn said that MAG staff and the consultant are continuing to work with the telecommunications providers to interview them and obtain additional data. She explained that a different approach is now being taken with the telecommunications providers by asking them to identify service and infrastructure availability based on a map of the employment and job centers in the MAG region. It is hoped that this will yield additional information from some of the providers. She stated that the consultant is proceeding with the Technology Review and is finalizing the Legal and Regulatory Review. She added that the consultant has also begun preliminary work to pull together the system recommendations and standards. Ms. Kohn said that the project is continuing to move forward toward completion.

Heidi Pahl gave an update on the Regional Videoconferencing System (RVS). Ms. Pahl informed committee members that MAG staff gave a presentation to Federal Highway Administration and Arizona Department of Transportation (ADOT) staff on the entire RVS project. She noted that MAG is beginning to officially document RVS usage as of the first quarter of FY 2003. Highlights of this quarter's usage show that there were 82 audio and video conference calls with a total of 484 participants. The City of Mesa, City of Tempe, City of Scottsdale, and the Town of Queen Creek have been the most active users of the system to date. She stated that the overwhelming majority of all RVS calls were to attend MAG meetings. Twenty percent of the calls included at least one out-of-state participant. Overall, use of the system continues to increase as the word spreads about its benefits and convenience. She said that the second edition of the Site Coordinators Newsletter

would be created and distributed next week. Ms. Pahl announced that Apache Junction now has videoconferencing equipment. She stated that the RVS Marketing Working Group met and discussed other means of marketing videoconferencing and that she would pursue a strong marketing effort at MAG. She added that the Marketing Group plans to meet the last week of October, 2002.

5. Review of MAGTAG Working Group Sessions

Pat McDermott asked for a report from each of the Chairs of the TAG Working Groups. Randy Jackson stated that there was no update from the Information Sharing Working Group but that the Group would continue to investigate 311 service.

Pat McDermott stated that the Additional Sites and Outreach Working Group was meeting after the MAGTAG meeting to obtain a technology overview on various collaborative communication technologies.

Debbie Kohn on behalf of Cary Parker gave an update for the Regional Telecommunications Strategic Planning (RTSP) Working Group. Debbie Kohn reported that the group met last month and spent most of the meeting talking with the City of Mesa's E-Streets personnel. She thanked Dan Brewer and Cory Gherkins for their time and information. The purpose of the E-Streets presentation was to gather information on other projects in the region so that the RTSP does not duplicate efforts. She stated that the meeting was very informative and yielded a lot of discussion and food for thought for the group. She said the group will meet again in early November, 2002.

6. Announcements and Public Input

There were no announcements.

7. Date of Future Meetings

The next meeting is November 21, 2002 from 10 AM to noon.

Heidi Pahl announced that the Calendar Year 2003 meeting dates would be sent out to committee members next month. She stated that meetings are scheduled for the last Thursday of the month, same time as they are now.

The meeting adjourned at 11:34 A.M.