



P I N A L • C O U N T Y

Wide open opportunity

Pinal County 311

History

- The Citizen Contact Center opened in June 2007 and have handled over 875,000 citizen requests
- The CCC was originally designed to be a 311 call center
- Since opening we have built an extensive
- knowledgebase of services and contacts countywide.
- First Point of Contact Resolution averages over 70%

What is 311?

- A non-emergency number designated by the FCC to contact local governments
- Easy to remember number to reach local government
- It is being used by over 100 counties and cities in the US.

Benefits

- Easier access to existing services
- First County in Arizona to have a functioning 311
- Excellent aid deliver information during critical events, such as the Kearney fire, measles outbreak, as well as flu shot scheduling.
- Some cost savings
- We control it's growth, to an extent

Challenges

- Telephony infrastructure does not follow town/city/county boundaries
- Internet telephony (VoIP) providers hard to identify, Vonage is routing to 311 and we are continuing to identify other carriers.
- Currently work with cities and towns but could see significant call volumes if they promote the 311 number

Fiscal Considerations

There will be some cost savings to the County;

- Our current toll free costs average \$400 per month and as high as \$750 during event months, such as the tax bill mailing.(\$4,417 in FY 14/15)
- Each call to 311 via Century Link land line cost \$0.001, all other carriers are free. So any time a citizen uses 311 vs. toll free the county will save money.
- The current Contact Center staffing can handle additional calls that may occur due to an easier to remember number for the foreseeable future.

General information

- Pima and Maricopa have the 311 digits contracted, but not in use
- City of Tempe has a 311 branded operation, but still uses a 10 digit number

Schedule

- We have land line calls via Century Link, AT&T and Vonage (VoIP) routed
- We have most of the cellular providers including as Verizon, T-Mobile, AT&T, and Sprint routed to 311
- Propose routing the 311 digits to the Citizen Contact Center beginning 11/9/2015

Questions/Discussion