

USE OF THE 311 NUMBER

SUMMARY

This procedure explains the process for Departments to obtain approval to use the 3-1-1 number for departmental print materials, promotional opportunities, mass mailing/call outs, collaterals, etc. The Communications Department (COM), 311 Contact Center was established as a central number for residents, business owners, and visitors to call and obtain information and services from local government. Several County agencies have established formal partnerships with the 311 Contact Center to handle calls on behalf of the department. Calls made to these departments are routed directly to the 311 Contact Center and handled by a 3-1-1 Call Specialist.

PROCEDURE

While the 311 Contact Center handles calls for department/agencies with an established partnership on a daily basis, use of the 3-1-1 number on new publications, promotional material, mass mailings, etc., have the potential of impacting the call volume to the 311 Contact Center. For this reason, advance notice is required in order to adjust schedules or employ call handling technologies to assist with increased call volume. The department must provide a written request to the COM Director and Assistant Director at least one week in advance under the following circumstances:

1. If a department wishes to use the 3-1-1 number on NEW departmental materials, directing citizens to call 3-1-1. Examples would be an upcoming event, introducing a new program/service, changes in service hours or process for a specific service, etc.
2. If a department wishes to route calls not previously answered by the 311 Contact Center (e.g. new section/unit calls, special event/initiative, etc.).
3. If a department wishes to route calls transferred from the 311 Contact Center to an automated response system.

Departments without established partnerships can avail themselves of 3-1-1 call handling services by providing advance notice (minimum of two weeks) by way of a written request to the COM Director and Assistant Director for services, such as:

1. Permanent or temporary routing of calls to the 311 Contact Center for handling.
2. Using the 3-1-1- number on departmental materials (e.g., mass mailings, promotional materials, etc.), directing citizens to call 3-1-1 for additional information.

Please note that with any request, a call volume analysis may be conducted. Fees may be charged for services rendered based on impact to the 311 Contact Center's call handling and staffing needs.

CONTACT(S):

Department/Division

Communications/311 Contact Center