

MINUTES

9-1-1 MANAGEMENT BOARD

REGIONAL MUNICIPALITY OF OTTAWA-CARLETON

HONEYWELL ROOM

5 JUNE 1998

9:00 A.M.

PRESENT

Members: G. Kemp, D. Brousseau, R. Cantin, R. Lavictoire*, R. Maxwell
P. Moyle

Resources: R. Erfle, 9-1-1 Bureau Manager
H. Murphy, Manager, Emergency Measures Unit, E & T Dept.
G. Cantello, Legal Department
D. Johnston, Geomatics Division, Plan. & Dev. App. Dept.
S. Valiquet, Communications Co-ordinator, E & T Dept.
L. Jenkins, Manager, 9-1-1 Emergency Services, Bell
G. Nelson, Ottawa-Carleton Regional Police

REGRETS H. Massender

* Replacing Heather Massender during her absence.

CONFIRMATION OF MINUTES

Board Chair G. Kemp asked for clarification of the second paragraph on page 6. In response L. Jenkins stated that the Minute referred to a discussion about back-up equipment at Randall Street. She stated the issue had been resolved and the equipment installed.

Note: 1. Underlining indicates a new or amended recommendation approved by the Board.

That the 9-1-1 Management Board approve the Minutes of the meeting of 6 February 1998.

CARRIED

1. 9-1-1 YOUTH ACHIEVEMENT AWARDS

- Co-ordinator, 9-1-1 Management Board report dated 21 May 98

D. Brousseau suggested the name of the awards be changed to Children's Achievement Awards as they are targeting children under the age of 12 years versus youth. He also added that the awards were an excellent opportunity to get the message out.

S. Valiquet explained that she and Inspector Erfle had met to discuss what was feasible for 1998 in terms of a media event. She referred to the draft communication strategy distributed with the agenda as an outline of what is proposed. She stated this was a continuation of what has been done to date to promote 9-1-1.

The key messages for the Children's Achievement Awards include: the proper use of 9-1-1 and when to use it; publicly recognizing the children for their brave efforts in an emergency situation; involving parents/guardians, teachers, principals, peers and the community, and; using the Awards Ceremony to complement work already being done in schools. S. Valiquet emphasized that the Awards were an opportunity to recognize children, who have not received any training, yet who have responded courageously.

As discussed by the Advisory Committee, Friday 9 October 1998 had been identified as a possible date for the Ceremonial Awards Luncheon. Chair Kemp asked if this event would be co-ordinated with Fire Prevention Week in October, as the timing is so close. D. Brousseau opined that the Children's Achievement Awards should stand alone as an annual event. S. Valiquet suggested that October be designated as "Emergency Service Month," so the Awards would be seen as part of, not competing with, Fire Prevention activities.

L. Jenkins asked why the Awards were being held during the school year, as opposed to tying the Awards in with the 22 June anniversary of 9-1-1. In response, S. Valiquet explained that June was not an ideal month for the Awards as they would be competing with other end-of-the-school-year activities.

Commenting on the budget estimates, D. Brousseau stated that the maximum 9-1-1 budget contribution would be \$10,000. Inspector Erfle iterated that there was never an expectation that it cost a lot of money, and they would be looking for opportunities for free publicity. S. Valiquet provided a breakdown of the estimate costs including lunch for 100 people (\$15-\$20 per plate), purchase of regular radio air time in addition to free Public Service Announcements (PSAs), production costs (\$8,000), and rental of technical equipment for the media event (\$1500-\$2000).

Moved by D. Brousseau

That a maximum of \$10,000 be allocated from the 9-1-1 budget for the Children's Achievement Awards, planned for 9 October 1998.

CARRIED

2. 9-1-1 ADVISORY COMMITTEE DRAFT MINUTES
- Co-ordinator, 9-1-1 Advisory Committee report dated 20 May 98

That the 9-1-1 Management Board receive the draft Minutes of the 9-1-1 Advisory Committee of 8 May 1998.

RECEIVED

3. PUBLIC EDUCATION PROGRAMS:

A. YIELD RIGHT-OF-WAY TO EMERGENCY VEHICLES
- Co-ordinator, 9-1-1 Advisory Committee report dated 20 May 98

B. DEVELOPMENT OF LONG-TERM EDUCATIONAL STRATEGIES
- Co-ordinator, 9-1-1 Advisory Committee report dated 28 May 98

Chair Kemp explained that C. Powers, Advisory Committee Chair, had received a request for the yield right-of-way issue to be addressed in a public awareness campaign, similar to last year's Addressing campaign. The Chair questioned whether there was a strong enough connection with 9-1-1, however stated he would take the request under advisement.

Inspector Erfle suggested a letter be sent from the 9-1-1 Management Board to the appropriate police traffic committee, so that failure to yield right-of-way could be added to the list of traffic offences being targeted during a particular month. D. Brousseau added that it would be appropriate to forward a letter to the Chair, Transportation Committee, to have this issue discussed at the Transportation Committee's policy session in June or July.

H. Murphy suggested that this item be considered within the context of a long-term education strategy. He suggested that an outline of priorities for public education for the next few years be prepared for the next Board meeting in the Fall. Chair Kemp stated that the public representative on the Advisory Committee, Kathy Ablett, had expressed an interest in being involved in developing an education plan, and he opined that this was a good role for the public representatives.

D. Brousseau stated that S. Valiquet needed input from the emergency agencies on the key messages to be communicated. He suggested that the Advisory Committee could provide a list of priorities. Chair Kemp stated that feedback was required in a timely manner and suggested that the agency representatives, R. Lavictoire, P. Moyle and himself, provide feedback to S. Valiquet and then she can connect with K. Ablett and R. Maxwell. This will allow the perspectives of both the public and the agencies to be considered. D. Brousseau reminded the Board that S. Valiquet has to deal with the work of this Board in the context of other departmental priorities. Chair Kemp assured staff that there was no urgency to the matter.

D. Brousseau summarized that the Children's Achievement Awards would be an annual event and that the Board may want to identify a key message to be promoted annually. S. Valiquet confirmed that the Addressing campaign would be running for six weeks beginning in September. She stated the costs were minimal as the Ads had already been produced. R. Maxwell asked about soliciting new corporate sponsorships. S. Valiquet confirmed plans to approach the Kiwanis Club, as they had expressed an interest last year. L. Jenkins also stated she would follow-up on the possibility of a Bell sponsorship.

Chair Kemp directed staff from the Environment and Transportation Department to draft a long-term education program, based on feedback from emergency agencies and public representatives, for the Fall meeting.

4. RE-NAMING OF FRANKTOWN ROAD

- Co-ordinator, 9-1-1 Advisory Committee report dated 20 May 98

Inspector Erfle stated a memorandum had been forwarded to 9-1-1 Operators alerting them of the potential confusion due to the renaming of Franktown Road to Richmond Road, and the renumbering of addresses.

Chair Kemp explained to Board members that the concern was that the addressing on Richmond Road at the boundary of RMOC and Lanark County begins again at "1" as opposed to continuing the numbering, resulting in two "1 Richmond Road;" one in RMOC and one in Lanark County. The Motion is essentially asking Lanark County to consider continuing the numbering from the RMOC border.

Speaking to the Motion, L. Jenkins referred to the Advisory Committee's discussion. She stated this was an issue of boundary limits. She stated Beckwith Township and Lanark County have completed their addressing projects, and she suggested that RMOC could make the proposed changes. In response to a question by R. Maxwell, L. Jenkins stated this was an emergency vehicle issue of finding the correct address. R. Lavictoire stated that 9-1-1 dispatchers have a responsibility to confirm the address (including the municipality) but acknowledged that since the majority of calls are within RMOC there is a tendency to think in terms of RMOC for addresses.

Chair Kemp confirmed for D. Brousseau that if the road was renamed Franktown Road or addresses continuously numbered, the issue would be resolved. Councillor Cantin opined that a continuous road should have the same name, and therefore the resolution of the issue was continuous numbering.

D. Johnston stated the larger issue of duplicate road names needs to be dealt with prior to installing PERS. L. Jenkins concurred that duplication in and around municipal boundaries needs to be addressed, particularly with the potential amalgamation of municipalities.

D. Brousseau suggested a possible solution was the renaming of Franktown Road to Richmond Road within RMOC boundaries. Councillor Cantin asked if additional numbers could be added to the existing numbers and L. Jenkins confirmed the database could accommodate six digits.

Chair Kemp summarized that the issue was one of road naming and addressing, and asked who the concern should be addressed to. D. Brousseau indicated that street-naming was within the mandate of the Planning Department and suggested staff from that Department could raise this concern with Beckwith Township. Chair Kemp and R. Lavictoire concurred that this was really an external issue to the RMOC and R. Lavictoire suggested a Provincial body could arbitrate in the problem, particularly as 9-1-1 is rolled out province-wide. Councillor Cantin suggested the Board Chair write to the Regional Chair to pursue this matter further.

Moved by R. Lavictoire

That the Chair of the 9-1-1 Management Board write to the Regional Chair with a request that he write to his equivalent on Lanark County and Beckwith Township to express a safety and security concern over the re-naming of Franktown Road to Richmond Road and the re-numbering of addresses from 1 up starting at the County line rather than using consecutive numbers from the highest number on Richmond Road within the Ottawa-Carleton boundaries.

CARRIED as amended

5. NATIONAL EMERGENCY NUMBER ASSOCIATION CONFERENCE
- Co-ordinator, 9-1-1 Management Board report dated 20 May 98

Chair Kemp stated he was not able to attend the conference. Councillor Cantin expressed interest in attending the conference.

Moved by P. Moyle

That the 9-1-1 Management Board approve the attendance of Richard Cantin at the 1998 Annual Conference of the National Emergency Number Association, June 21-25, 1998 in Cincinnati.

CARRIED

6. 9-1-1 QUARTERLY REPORT
- Co-ordinator, 9-1-1 Management Board report dated 20 May 98

Inspector Erfle referred Board members to the table contained in the report. He stated that the number of calls tripled for several days during the ice storm in January 1998 contributing to the higher than average number of calls during that month. An additional operator was added during this period, therefore maintaining a 97% efficiency ratio. Chair Kemp noted that there was a satisfactory number of abandoned calls in January despite the increased volume of calls.

R. Maxwell referred to a 3-1-1 number being used in the United States and promoted for urgency calls versus emergency calls (9-1-1). He asked if 3-1-1 had been considered for this Region. In response, Inspector Erfle stated that there were negative findings from a US study of the 3-1-1 number. He stated he had prepared a report on establishing 3-1-1 and concluded that it is not practical for the RMOC, particularly from a funding perspective. Chair Kemp requested the report be forwarded to the Board.

Moved by R. Maxwell

That the 9-1-1 Management Board receive this report for information.

RECEIVED

7. TRAFFIC STUDY - FEBRUARY 1998
- Co-ordinator, 9-1-1 Management Board report dated 20 May 98

Speaking to the report, L. Jenkins stated the study results indicated that all routes were meeting and exceeding the recommended P.001 grade of service. She stated that a new trunk was added in March 1998 to routes 35 & 43 to accommodate boundary overlaps

between the RMOC and the new 9-1-1 PERS service for Stormont, Dundas and Glengarry County. These routes are part of the PERS billing of \$0.32 per subscriber.

L. Jenkins stated that MetroNet would be the first local service provider in the Region, and explained that MetroNet will use the established 9-1-1 infrastructure. However, the onus will be on the service provider to notify Bell of any customers they sign up so the database can be updated. Bell will augment routes as required by traffic volumes. After some discussion, L. Jenkins was directed to target a seven day period in July 1999, including the July 1 Statutory Holiday, for the next traffic study.

Moved by D. Brousseau

That the 9-1-1 Management Board receive this report for information.

RECEIVED

8. 10TH ANNIVERSARY OF 9-1-1 IN OTTAWA-CARLETON
- Co-ordinator, 9-1-1 Advisory Committee report dated 28 May 98

Chair Kemp suggested it would be appropriate for a press release to mark the 22 June anniversary of 9-1-1 in Ottawa-Carleton. D. Brousseau confirmed that a draft press release would be prepared by Environment and Transportation Department Communication staff, and suggested Chair Kemp could be the spokesperson.

OTHER BUSINESS

1. APPOINTMENT TO THE 9-1-1 MANAGEMENT BOARD

Chair Kemp confirmed R. Maxwell's appointment to the 9-1-1 Management Board and welcomed him to the Board.

2. STAFF ATTENDANCE AT BOARD MEETINGS

After a brief discussion, it was decided that D. Johnston and G. Cantello would not regularly attend Board meetings, but would be consulted for specific issues as required.

3. YEAR 2000

R. Maxwell inquired about the impact of the Year 2000 millennium bug on the emergency response infrastructure. H. Murphy responded that a committee was looking at the Year 2000 issues and could not say if there would be problems or not. L. Jenkins stated that the millennium was not an issue for the VT 100 terminals and that it was more of a vendor issue (i.e. to verify their own equipment).

4. WINDOW-ON-YOUR-REGION

R. Maxwell suggested the semi-annual Window-on-Your-Region booklet include safety information for RMOC residents. D. Brousseau agreed it was an excellent idea.

5. MEDIA EVENT

Chair Kemp invited Board members to attend the media event scheduled for 11:00 a.m. at the Festival Plaza. The event represented a joint effort between the Ottawa-Carleton Regional Police, the Health Department, Environment and Transportation Department and Council. The 1997 Collision Statistics report was being released, and D. Brousseau shared some of the highlights: reported collisions were down by 5%, deaths and injuries resulting from collisions decreased by 8% and 85% of collisions were caused by driver error.

NEXT MEETING

The Board agreed to meet next on Friday, 9 October 1998 at 9:00 a.m. A media event for the Children's Achievement Awards will follow at the 9-1-1 Bureau on Elgin Street.

ADJOURNMENT

The meeting adjourned at 10:40 a.m.

A/CO-ORDINATOR

CHAIR