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THE TENNESSEE REGULATORY AUTHORITY

In re:

PETITION OF THE CITY OF

DYERSBURG TO PROVIDE 311

SERVICES TO THE RESIDENTS OF

THE CITY OF DYERSBURG

07-00045

On behalf of the City of Dyersburg, Tennessee, we are requesting that the Tennessee Regulatory Authority Approve the allocation of N11 Number (311) to the City of Dyersburg for the purpose of providing public access to non-emergency police, fire and emergency medical services.

Background

The Federal Communications Commission directed Bell Communications Research (Bellcore) in its capacity as North America Numbering Plan (NANP) to set aside 311 as a code to be used for the public to reach non-emergency police and other government services (Federal Communications Commission, First Report and Order and Further Notice of Proposed Rulemaking, CC97-7, February 19, 1997). The Commission required that when a provider of telecommunications services receives a request from an entity to use 311 for access to non-emergency police and other government services in a particular jurisdiction, that provider must ensure that it takes any steps necessary to complete 311 calls from the subscribers to a requesting 311 entity.

Prior to the issuance of the FCC's First Report, the Authority reviewed requests

for the allocation of N11 numbers pursuant to criteria set forth in the Interim Order issued on October 20, 1993 by the Tennessee Public Service Commission (“TPSC”) in TPSC Docket No. 92-13892 (“TPSC Order”) to determine the most qualified applicant for allocation of each N11 number in each local calling area. The criteria included:

- a. the overall financial fitness of the applicant;
- b. the technical ability and willingness of the applicant to provide the service on a permanent and continuous basis;
- c. the ability and willingness of the applicant to abide by applicable TPSC rules and policies;
- d. the rates, services and collection practices to be utilized by the applicant;
- e. the extent and duration of the applicant’s service to the local community;
- f. anticipated future uses by the community of the proposed service being offered by the applicant; and
- g. the type of information services to be provided by the applicant over N11 and its relative value to the public and local community.

(Tennessee Regulatory Authority, Petition of Contact Ministries, Inc. to Provide the 211 Information and Referral Services, Docket No. 02-00126, March 12, 2002).

Petition for 311 Services

In July 2008, the City of Dyersburg (“the City”) plans to launch a “311 non-emergency service number” to enable its residents to call one phone number to gain access to non-emergency public safety services. In developing the “311 non-emergency service”, the City has looked to similar centers in Baltimore, Chicago and Dallas, among other cities.

Each of these model cities utilize “311” as their one call number. By this petition, the City of Dyersburg requests the ability to do the same.

The Applicant’s Overall Financial Fitness

The 311 service will be provided by the City of Dyersburg, a political subdivision of the State of Tennessee that is governed by an elected Mayor and 8 member City Council. The 311 service will be funded through the City’s general fund. Under the FY 2006 Budget enacted by the City Council in July 2006, the City projects General Fund revenue totaling \$ 15,911,000.00. The City’s finances are subject to annual audit (see Attachment A- 2004-2005 Annual Audit).

The Applicant’s Technical Ability and Willingness to Provide the Service on a Permanent and Continuous Basis

The City has an 11 member professional staff dedicated to providing Information Services and telecommunication services. The City uses Bell South as its principal local service provider.

The One Call Center will be staffed – by ten City employees. They will report to the 911 Emergency Communications Director, who reports directly to the Fire Chief. The Fire Chief reports directly to the Mayor. The City intends to provide the service on a permanent and continuous basis once it is commenced in July 2008.

The Applicant's Willingness to Abide by Applicable TPSC Rules and Policies

The City intends to fully abide by and comply with applicable TPSC rules and policies

The Applicant's Rates, Services and Collection Practices

The City does not intend to charge residents for use of the 311 service.

The Extent and Duration of the Applicant's Service

Currently, Dyersburg residents are required to select from numerous telephone numbers for the non-emergency service request for the various public safety agencies (see, Attachment B – Bell South White Page Listings for the City of Dyersburg). Upon implementation of the 311 non-emergency service number, residents will be able to continue to call 911 for emergency services.

The “311 non-emergency” number will be implemented in two phases. Phase one will be implementation of the “311” one call number for all non-emergency public safety services (police, fire, EMS). The “311” service will greatly improve the 911 service, by diverting non-emergency calls from the 911 system. The “311” number will be manned 24x7. Phase two will involve the development and implementation of a “one call center” for all government services. See next section for additional information.

The Anticipated Future Uses of the Proposed Service

Phase 2 will be implementation of a one call center operation that will handle all customer service and general information request for all of Dyersburg government services. The City of Dyersburg will implement “Customer Service Request” software, that will provide the assignment of a “ticket number” for each citizen request for government services, problem resolutions, and general information request.

Calls to the following City departments and divisions will be handled by the One Call Center upon implementation of phase 2 service:

- a. Waste Resources
- b. Codes and Inspections
- c. Storm Water Management
- d. City Engineer
- e. Traffic
- f. Neighborhood Services
- g. Animal Services
- h. Purchasing
- i. Personnel
- j. Parks
- k. Recreation Centers
- l. Social Services
- m. Office of the Mayor
- n. Non-emergency Police

- o. Non-emergency Fire
- p. General Information about City Services
- q. Sanitation Department
- r. Street Department
- s. Gas Department
- t. Water Department

Upon successful implementation phase two, the City will consider utilizing the One Call Center – and 311 – for all government service in Dyer County.

**The Type of Information Services to Be Provided by the Applicant and its
Relative Value to the Public and Local Community.**

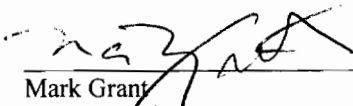
Implementation of the One Call Center and utilization of 311 will enable the City of Dyersburg to join a small, but growing, number of municipalities across the nation that have focused on the need to both increase citizen access to government service and enhance the accountability of government departments. Through the Call Center, 311 will be utilized to provide information about virtually all City services. Residents will be able to call to request services (e.g. garbage pickup) and information (e.g. operating hours for recreation centers). At the same time, utilization of a One Call Center will enable the City to more accurately track the performance of City government.

Conclusion

Success of the One Call Center depends upon the City's ability to use an easy to

remember and easy to use telephone number. Based on the historic national success of 911 for emergency calls and the success in other municipalities of 311 to provide many of the same services that the City expects to provide through the One Call Center, the allocations of 311 will greatly enhance the City's ability to maximize the value of its efforts.

Dated this 06 day of February, 2007

A handwritten signature in black ink, appearing to read 'Mark Grant', is written over a horizontal line.

Mark Grant
Communications Director
City of Dyersburg