

Road to 511
Environment Canada

Sept 20, 2005
Calgary Alberta



- **ATAD History**
- **Review of the service**
- **Weather content**
- **Clients**
- **DATA**
- **Why 511?**
- **RFP**



ATAD History

Automatic Telephone Answering Device

First one installed in the mid 70's

Grew to 176 location and 575 lines

Numbers of calls 33 million per year

Service is not promoted



Review of the service

Not compliant with Official Languages Act

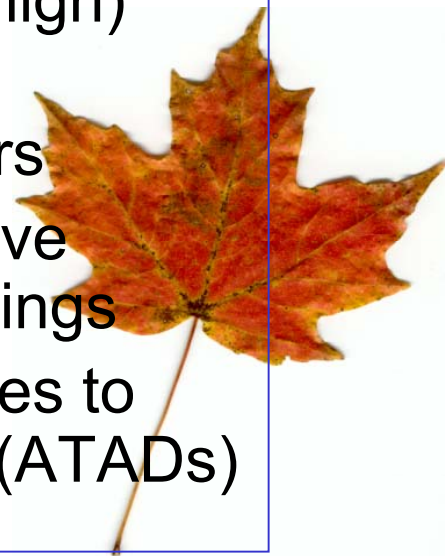
- Needs to be addressed

Inequitable service offering – Capacity insufficient to meet demands

- limited budget = limited number of lines = during significant weather (demand is high) less than 1 in 10 calls answered

Inequitable service offering – Cost to some users

- Not all Canadians and communities have access to pertinent forecasts and warnings
- Some have to pay long-distance charges to access automated telephone services (ATADs)



Review of the service

- Comprehensive review of options studied
 - New system not operated by EC
 - No additional funding for the change
 - Have to address all issues
 - (No partial solutions)
 - User pay option acceptable
 - Decommissioning Not acceptable
- EOI launched to Telco's and other in 2001
 - 800 solutions (too expensive)
 - 800 mixed solution (sponsorship)
 - 900 solution (many issues)



Content

- Warnings and watches (possible floodgate needed)
 - short fuses
 - Synoptic
- Current conditions
 - Air temperature, relative humidity
 - wind speed and direction
 - windchill humidex



Content

- Public forecast
 - Period of five days
 - Sky condition, precipitation, temperature, wind
UV
- Marine forecast
 - Period of five days
 - Wind speed and direction waves height
precipitation



The client

- To address as many sectors as possible.
- More than travel weather.
- Commuters
- Schools (travel, windchill, humidex etc)
- Construction (precipitation)
- Municipalities (parks health roadways)
- Fishing/agriculture/marine industries



DATA

- Voice file produce in house
- Over 44000 recorded weather phrases in English and French 600 Inuk
- EC issues
 - 14 000 severe weather warnings
 - 500 000 public forecasts
 - 200 000 marine forecasts
 - More than 1 gigabyte of waves files daily



Why 511?

- Easy to remember
- One number throughout Canada
- More than just weather

Safe roads and informed drivers
Will keep the system flowing



Why 511?

- Will address most of internal and external issues
- Price of 800 service have gone down since 2001
- 511 will increase usage to approx 100 millions calls per year
- More visibility for the Environment Canada
- Important the link to travel



RFP

- Acquire 1-8XX number to be link to 511
- Service operated by third party
- Content fed by EC
- Fully bilingual
- IVR and touch tone solution
- Coverage all of Canada
- Link to the travel other 511 partners



Question

