

**STAFF REPORT: Administration**



**REPORT TO: Council**  
**MEETING DATE: October 15, 2008**  
**REPORT NO.: CEDC.08.18**  
**SUBJECT: Toll-free Line Usage**

**PREPARED BY: Lisa Kidd, Communications and  
Economic Development  
Coordinator**

#### **A. Recommendations**

THAT Council receive Staff Report, CEDC.08.18, "Toll-free Line Usage", for information purposes.

#### **B. Background**

As part of the Town's effort to create greater accessibility to Town Hall for our residents, businesses and community builders calling from outside of the local calling area, a toll-free line was implemented in May of 2008.

Since its implementation, the Town has advertised this new service using the following methods:

- Media Advisory to all local media outlets
- Town website (homepage, 'contact us' page and 'news and bulletins' page)
- Tax billing insert
- Newly printed business cards
- Newly printed letterhead
- Staff email signature footers

The cost of the service is \$8.07 per month plus chargeable messages.

The toll free-line, 1-888-BLU-MTNS (1-888-258-6867), has been active since May. Below is a table summarizing the cost and activity of the toll-free line:

Month	Cost	Number of Calls	Most Common Origin of Calls
May	\$27.67	32	416 area code
June	\$47.67	87	519 area code
July	\$89.67	191	519 area code
August	\$76.07	154	519 area code

Current usage trends indicate the use of this service will continue to grow.

### **C. The Blue Mountains' Strategic Plan**

- 6.3 Practice open and proactive communications.
- 6.4 Develop and encourage innovation and use of best practices by Council and staff.
- 6.7 Implement processes for continuous improvement.

### **D. Environmental Impacts**

None.

### **E. Budget Impact**

To date, the budget impact of this initiative is \$241.08 and is included as part of the 2008 Communications and Economic Development operating budget. Staff budgeted \$1200.00 in the 2008 operating budget for this service.

### **F. Attached**

None.

Respectfully submitted,

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Signature