

Media Release



CUI Urban Leadership Series:

Getting the 4-1-1 on 3-1-1:

What GTA Municipal Decision-Makers Need to Know

**Moderated by Kelly McDougald, Senior Vice President, Enterprise Markets, Bell Canada
Friday, March 5, 2004**

Toronto, March 3, 2004– Could 311 be a fresh start for Toronto? 311 telephone service can transform the way cities deliver services, and change the way cities communicate and connect with their citizens. 311 has been successfully implemented in major U.S. cities. Now, cities across Canada - Toronto, Calgary, Halifax, Windsor, Winnipeg - are looking to adopt 311 telephone service for non-emergency local government services. GTA municipal decision-makers will need to know how 311 can enhance program delivery, reduce costs, and increase citizen awareness of local and regional government services. Come and hear from those who have implemented 311, and those who are leading the 311 trend.

WHAT: The Canadian Urban Institute's Urban Leadership Series intend to explain the complex urban issues facing Canadian cities.

Full details at <http://www.canurb.com/>

KEYNOTE: 8:45 am

Councillor Brian Ashton, City of Toronto, Chair, Economic Development and Parks Committee

Panellists:

New York's 3-1-1 Success Story - **Marc Marin**, Associate Partner, Accenture, Inc., New York
Transforming Local Service Delivery - **Steven L. Carter**, Director of Marketing and Product Development, Motorola Inc., Florida

Running a Non-Emergency Telephone Service - **Cheryl May**, Executive Director, Community Information Toronto

Getting Ready - **Colleen Bell**, Manager, Corporate Client Service Initiatives, City of Toronto

Sponsored by:

BELL Canada - Making it simple, **Accenture, Motorola**

WHEN: Friday, March 5, 2004

8:00 - 11:00 am

WHERE: Metropolitan Hotel

Mandarin Ballroom, 108 Chestnut St., Toronto

MEDIA WELCOME.

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