

March 30, 2007

TO: ALL CUPE LOCAL 500 CLERICAL MEMBERS**311 Campaign is Underway!****WHAT IS THE 311 CAMPAIGN?**

The City has said it is going forward with a new “311 call centre”.

The 311 campaign is a project sponsored by CUPE Local 500 aimed at keeping the City’s new 311 call centre service “internally operated”.

**WHY DO WE NEED A 311 CAMPAIGN?****WE MUST FIGHT TO KEEP THIS SERVICE INTERNAL!**

The idea of a 311 service seems like an innovative way to improve public access to public services. However, the Mayor and some Councillors think that a private company can provide this service instead of public employees and are interested in contracting it out.

If privatized, this will result in the

redeployment of over 100 CUPE members who work as customer service representatives. If this happens, it will impact other CUPE members on a city-wide basis.

“This is one more area where the city wants to privatize or contract-out our work, and we have to take a strong stand,” said CUPE Local 500 President Gary Swanson. “We know we are providing the Public the best service – and we need to make sure the Public knows it.”

HOW DOES THIS AFFECT ME?**CONTRACTING OUT = LOST JOBS!!**

Similar challenges have been faced and exist in other areas of our Local.

- In July, 2005 the City contracted out all Solid Waste Collection Services – about 30 permanent employees were redeployed;
- On September 27, 2006, City Council approved the sale of the City’s Glacial Sand and Gravel operation – 6 permanent employees were redeployed;
- On February 7, 2007 the City tabled a report to create a new not-for-profit corporation for Assiniboine Park that would operate independently from the City of Winnipeg.

In short, City Council’s agenda is one that will put the jobs of all Local 500 members in jeopardy!

(Please see over for more information)

Information BULLETIN (cont'd)

THE 311 COMMITTEE

The 311 Campaign is being coordinated by a committee made up of clerical members from each of the Local 500 units. Over the next few months, the committee and the union will:

- Inform CUPE members and other unions of what is taking place;
- Prepare a brief to EPC and Council promoting the public sector option;
- Educate the public about the benefits of the public sector option.

The 311 Committee Members are:

Debbie Middleton	<i>City Clerks</i>
Wanda Gomes	<i>Community Services</i>
Dana Ewonchuk	<i>Corporate Finance</i>
Linda Sisetski	<i>Fire & Paramedics</i>
Maria Harden	<i>Planning, Property & Development</i>
Heather Ellis	<i>Public Works</i>
Laura Battaglia	<i>Transit</i>
Debbie Toews-Kipling	<i>Water & Waste</i>

CAMPAIGN THEME

The theme chosen by the committee for the 311 campaign is **“Call on me – I’m Key”**.

K Knowledge

E Experience working 4

Y You!

With this theme, we bring the message that CUPE members are skilled in customer services, knowledgeable of city services and most importantly, committed to the City of Winnipeg.



JOIN THE 311 CAMPAIGN

Be part of this campaign and speak out to keep 311 a public service! You can join right now online at www.cupe500.mb.ca or you can contact the Local 500 office at 942-1001 and someone from the committee will be in touch with you.

TAKE ACTION NOW!

Talk to your family, friends and neighbors about City Council’s interest in privatizing the 311 service. Let them know that the public deserves a system that answers their questions by knowledgeable and committed city staff, not a private company. Urge them to contact their City Councillor to oppose any proposals to privatize jobs at the City of Winnipeg. Have them ask the following questions:

- What are your views on the new 311 customer service centre?
- Have you ever visited a customer service centre and are you aware of the services they provide?
- Are you in favour of outsourcing the call centre or using experienced City staff?

Thanks for your help!

For more information on the 311 campaign, visit www.cupe500.mb.ca.