



BOARD OF SUPERVISORS
AGENDA LETTER

Agenda Number:

Clerk of the Board of Supervisors
105 E. Anapamu Street, Suite 407
Santa Barbara, CA 93101
(805) 568-2240

Department Name: 5th District Supervisor
Department No.: 011
For Agenda Of: 4/5/2011
Placement: Administrative
Estimated Tme:
Continued Item: No
If Yes, date from:
Vote Required: Majority

TO: Board of Supervisors
FROM: Supervisor Steve Lavagnino
Contact: Cory Bantilan (x2187)
SUBJECT: Use of 411 Directory Assistance

County Counsel Concurrence

As to form: N/A

Other Concurrence:

As to form: N/A

Recommended Actions:

That the Board of Supervisors:

- a) Direct the Department of General Services to eliminate access to 411 directory service; and
- b) Direct the Department of General Services to distribute an electronic memo to county staff explaining the policy change and suggesting the use of no-cost alternatives.

Summary Text:

As many no-cost alternatives have become available, county usage of 411 has remained relatively constant. Eliminating 411 services would save the county money without impacting workforce productivity.

Many web sites on the internet provide no-cost alternatives to 411, as well as telephone numbers that provide directory assistance at no cost.

The no-cost alternatives to 411 include, but are not limited to, the following:

- 1-800-GOOG-411 (voice)
- 1-800-FREE-411 (voice)
- 411.com
- Free411.com

Auditor-Controller Concurrence

As to form: Yes

- Phonenumber.com
- Whitepages.com
- Switchboard.com

Background:

411 directory assistance costs the county a minimum of \$1.50 per call, with countywide usage varying between approximately \$8,000 and \$12,000 per year.

Fiscal Analysis:

<u>Funding Sources</u>	<u>Current FY Cost:</u>	<u>Annualized On-going Cost:</u>	<u>Total One-Time Project Cost</u>
General Fund	\$ (2,000.00)	\$ (9,000.00)	
State			
Federal			
Fees			
Other:			
Total	\$ (2,000.00)	\$ (9,000.00)	\$ -

Narrative:

Staffing Impacts:

None

Attachments:

411 Historical Cost Spreadsheet