

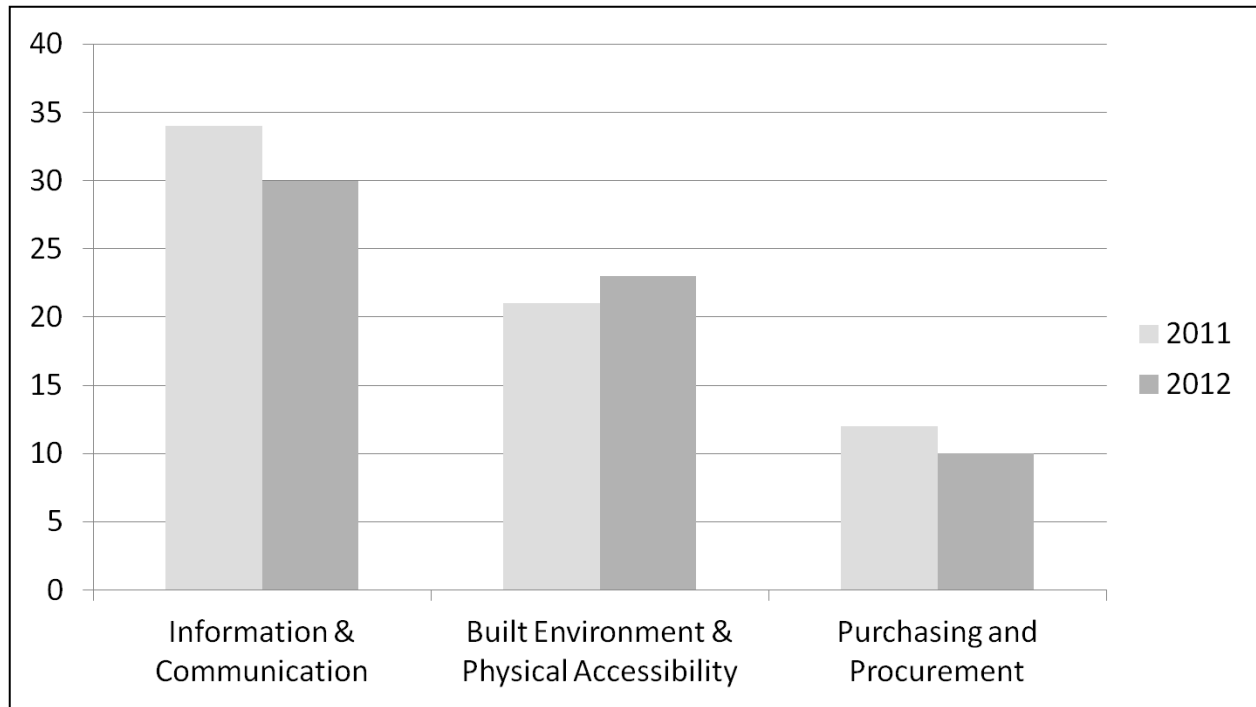
Appendix 2

City as Provider of Customer Service

The City's goal is to provide services that are relevant, timely, high-quality, easy to access and that deliver positive and equitable outcomes. These services must meet the diverse needs of clients/residents and communities.

The following two tables are a summary and comparison of 2011 to 2012 data.

Corporate Indicators – City as Provider of Customer Service – Response from City Divisions



Divisions Reporting	2011	2012
Information and Communication	34	30
Built Environment and Physical Accessibility	21	23
Purchasing and Procurement	12	10

Information and Communication

The City's goal is to provide services that are relevant, timely, high-quality, easy to access and that deliver positive and equitable outcomes. These services must meet the diverse needs of clients/residents and communities. Effective information and communication is critical in getting the word out about City programs and services, receiving customer feedback, and engaging customers to give input to policy and program development.

Highlights

- Strategic Communications continues to develop corporate communications policies and protocols to guide divisions and staff to incorporate access and equity considerations. This includes plain language design and communication planning that identifies the needs of the target audience and meets the diverse information needs of Toronto residents. The division continues to explore the development of an enhanced communications planning and measurement tool to track information related to accessible tactics used to reach diverse audiences. The development and implementation of an Accessible Communications Policy is also ongoing.
- Divisions provide information and communication in a variety of ways, such as multilingual information, Language Line Services, ethnic ad buys, accessible websites, signage, accessibility symbols, assistive communication software, ASL interpretation, accessible meeting locations, and language interpreters and attendant care available in public meetings/consultations on request.
- To gather customer input and feedback, various divisions have set up community/client advisory groups and delivered customer satisfaction surveys.

Leading Examples

- Strategic Communications produced 3 editions of Our Toronto which are translated into 11 to 12 languages and provided in alternate formats such as audio, Braille and large print. There were 6,501 visits to online accessible PDFs in English and other languages. Our Toronto is also available as a printed hard copy upon request in the following top 10 languages (as per Statistics Canada) plus French: Chinese, Tamil, Italian, Spanish, Portuguese, Tagalog, Urdu, Russian, Farsi and Korean. Strategic Communications also supports divisional ad campaigns and placed ads in publications targeting the top 6 to 10 languages spoken in Toronto: Chinese, Tamil, Spanish, Tagalog, Italian, Portuguese, Persian, Russian, Urdu, Korean and Gujarati. Some campaigns also included Vietnamese, Arabic and Bengali.
- TPH delivers a number of programs in various languages and formats. For example:
 - The Healthy Families Program is provided in 60 languages and cultures using interpreter services, including ASL
 - Breast screening promotion ads were translated and placed in 11 ethnic newspapers
 - Dental and Oral Health services were provided in 32 languages and a TTC ad for the Healthy Smiles Ontario Program was translated in 19 languages
 - Toronto Preschool Speech and Language program resources available in 21 languages and services delivered in 26 languages

- Peer Nutrition program and services provided in 21 languages and two resources translated into 12 languages
 - TB Prevention and Control program and services provided in over 25 languages; TB resources translated in 22 languages.
- Using interpreters and the Language Line Services, Court Services responded to 63,000 interpretation request in over 228 languages and dialects in 2012. This is a significant increase from 46,000 interpretation requests in over 135 languages and dialects in 2010.
 - In 2012, TESS added Multilingual Telephone Lines (6 languages), French Language Services, Itinerant Francophone Employment Services (2 locations), and services to Deaf and Hard of Hearing Residents (87 contacts using TTY).
 - SDAF involved 145 youth and residents in local decision-making through Neighbourhood Action. The division also involved 200 youth through the Toronto Youth Cabinet, a youth-driven organization which strives to improve the quality of life for Toronto's youth. SDAF also held 200 Toronto Seniors Forum workbook engagement sessions and reached 1,188 residents and newcomers through 16 events hosted and/or supported through the Toronto Newcomer Initiative (TNI).
 - PFR updated their FUN Guide to indicate the availability of accessible family change rooms at City operated pools. The division also made improvements to their web site with accessibility staff and input from the public. The public continues to provide feedback on PFR accessibility issues through the A.I.S. email that was set up specifically for accessibility customer feedback.
 - Through City Clerk's, the 2012 Toronto District School Board and Toronto Catholic District School Board Trustee By-elections included 27% to 41% of staff who spoke more than one language. Resources (Householder and How to Vote Booklet) were also translated into 6 to 8 non-English languages. In 2012, the Multilingual Services Unit provided translation services to the City Clerk's Office for 162 projects in up to 20 languages.

Built Environment and Physical Accessibility

Built environment involves removing barriers in buildings, site development, public ways and public parks, trails and playgrounds for people with disabilities and others who may have accessibility challenges. It is a key city building principle that public buildings, parks and open spaces should be open and accessible to all members of the public. Built environment is also one of the AODA standards which is currently in development. Physical accessibility is the absence of physical barriers to services or opportunities that are available to the public. This includes wheelchair access, elevators, accessible counters, and various other accommodations.

Highlights

- The City continues to implement the Accessibility Design Guidelines (ADG) adopted by Council in 2004. The ADG apply to the construction of new facilities and renovation of City-owned facilities. The process involves conducting an accessibility audit and implementing multi-year plans to improve the accessibility of City-owned facilities. Going

forward, the City will align its policies and practices to meet requirements of built environment accessibility standards established under the Accessibility for Ontarians with Disabilities Act (AODA).

- Facilities Management and various divisions including Children Services, Long Term Care Homes and Services (LTCH&S) and Parks, Forestry and Recreation (PFR) have conducted accessibility audits and are implementing multi-year plans.

Records from Facilities Management show the following results of ADG implementation at the end of 2012:

- Number of City-owned buildings - 1,679
 - Number of City buildings that had an accessibility audit – 200
 - Number of City owned buildings that have fully or partially met the ADG - 65
- A number of divisions reported physical accessibility improvements in their facilities, such as barrier-free counters, ramp installation, and alternative meeting space. These divisions include PMMD, TESS, EMS, SSHA, and City Clerk's Office.

Leading Examples

- In 2012, 6 TTC bus stops on Sherbourne Street were retrofitted with tactile walking surface indicators in a single capital work contract through Technical Services.
- Through Children Services, 121 child care programs received funding to renovate and retrofit their built environments in 2012. Municipal Child Care operated 52 child care programs in 2012 and continued to implement their accessibility plan.
- Coordinated by the City Clerk's Office, the 2012 Toronto District School Board and Toronto Catholic District School Board Trustee By-elections included 197 accessible voting.
- The fully accessible Regent Park Aquatic Centre was opened in November 2012. PFR continues to provide training to staff on the application of Accessibility Design Guidelines. The division has developed guiding principles that identify accessibility as key considerations in planning and design for parks and trails. The division has initiated two public-private sector partnership projects for accessible parks, Neshama Park and Sarah and Morris Feldman Sensory Garden.

Purchasing/Procurement

Purchasing/procurement is the process of acquiring goods and services from third parties to meet customer/client needs. The process begins with the identification of a need, and moves on to sourcing vendors, issuing requests for proposals, selecting vendors, placing the order and paying for a contract. The City's objective is to ensure an open, fair, competitive and transparent municipal procurement process. "Best value" procurement does not only look at the price of the contract, but also considers equity and diversity, health and safety, quality, sustainability and the environment, stimulating employment opportunities and achieving community benefits.

Highlights

- City divisions work to ensure that their procurement processes are in compliance with legislation and City policy. Equity, diversity and human rights policies that govern the City's procurement process include:
 - AODA requirement - Third party contractors and any personnel who deal with the public on behalf of the City of Toronto are required to complete training in accessible customer standards through the City's procedure, "Accessible Customer Service Training Requirements for Contractors, Consultants and Other Service Providers."
 - Declaration of a Non-Discrimination Policy – All firms and organizations who supply goods and services to the City are required to adopt and post a non-discrimination policy that prohibits discrimination and protects the rights of people on human rights grounds.
 - Fair Wage Policy – This policy prohibits the City from doing business with contractors, sub-contractors and suppliers who discriminate against their workers. It requires paying workers the prevailing wages and benefits in the field, and compliance with acceptable number of working hours and conditions of work.
- The current "best value" procurement practice in Purchasing and Material Management Division (PMMD) is based on the lowest price meeting specifications for quotations or tenders, or the highest overall scoring proponents in the case of requests for proposals (RFPs). PMMD issues and posts competitive calls online to facilitate access for vendors on a 24 hour/7 day a week basis. Ongoing initiatives include building a database of diverse suppliers and outreaching to small businesses.
- Due to improved knowledge of the vendor community on how to do business with the City of Toronto, there was an increase in the purchase of online call documents from 6,944 in 2010 to 7,129 in 2011, but a decrease to 5,545 in 2012. As a result, PMMD is continuing to enhance the Online Call Document System to provide improved customer service and delivery for the vendor community on how to do business with the City (e.g., enhanced technology that may result from the e-Procurement initiatives). A new diversity survey will be developed and implemented in 2013 to look for opportunities to expand the City's supplier chain to meet the City's strategic goals related to access, equity and diversity, organizational excellence, stewardship of City assets, and customer service excellence.

Leading Examples

- PMMD continues to track the vendor registration system and the call document purchaser's list. The vendor registration system allows vendors to register their information in the database of the online call document system so that they receive automatic notifications of new business opportunities posted to the online call document system. Currently there are 6,152 email addresses registered to the vendor registration system (up from 3,621 in 2011).
- In June 2012, PMMD implemented the online posting of awards on their website as it relates to Request For Quotation, Request for Proposal and Tender Calls. This provides more transparency to the vendor community and the general public.

- SDFA is leading the development of a Corporate Social Procurement Framework with an inter-divisional working group that includes Legal Services, PMMD, Employment and Social Services (TESS) and EDHR. The Framework will guide the development of a Social Procurement Policy that aims to increase access to economic opportunities for underemployed and unemployed Toronto residents, increase diversity in the supply chain, and promote local workforce development.
- Children's Services municipal child care contracts stipulate requirements for the use and display of diverse materials (books, images, etc.) in child care centres.
- Fleet Services requires that all custom-built vehicles and equipment (i.e. street sweepers and garbage trucks) have an ergonomics component that is reviewed by a Corporate HR Ergonomics Consultant to ensure they accommodate non-standard body types. This constitutes about 25% of their yearly purchase of vehicles and equipment.