



---

City Council

---

Notice of Motion

MM19.4	ACTION			Ward:All
--------	--------	--	--	----------

**Maintaining 311 Toronto Customer Service Levels - by Councillor Kristyn Wong-Tam, seconded by Councillor Mike Layton**

*\* Notice of this Motion has been given.*

*\* This Motion is subject to a re-opening of Item EX14.1 headed "2012 Capital and Operating Budgets" only as it relates to 311. A two-thirds vote is required to re-open that Item.*

**Recommendations**

Councillor Kristyn Wong-Tam, seconded by Councillor Mike Layton, recommends that:

1. City Council request the Director of 311 to delay the elimination of email for 311 Toronto service requests in order to ensure we maintain and continue to improve customer service levels for the City of Toronto and review options for reaching their operating budget reductions.
2. City Council request the Director of 311 to report back to the Government Management Committee at its meeting on **May 24, 2012** with options for maintaining customer service standards at 311 Toronto and that this report include options for finding efficiencies for e-mail-based service and information requests made by both Councillors and Toronto residents.

**Summary**

311 Toronto prides itself on its customer service excellence. It strives to exceed Toronto residents' expectations of municipal service standards. 311 Toronto is the largest end-to-end service integration system in North America.

The mission of 311 Toronto is to ensure a single-point-of-access to non-emergency City of Toronto program and service inquiries for all residents, businesses and visitors, in order to provide convenient, prompt, accurate and reliable City government information and requests for service to the public, while making the best use of staff expertise, resources and technology.

311 Toronto has impressed many across the City by making itself accessible across multiple mediums from Twitter, to email, to web service and a 24/7 Contact Centre. 311 is facing the great problem of thousands more communicating with them through email correspondence than expected. In 2011, 80,251 emails were sent to 311 Toronto, representing 27 percent of contacts and 8.1 percent of service requests. In fact, Councillors acting on behalf of their constituents emailed 311 Toronto 11,092 times in 2011 alone.

In order to meet 2012 budget targets, 311 Toronto staff recommended the complete elimination of email customer service. We can find ways to more efficiently provide service by email to Toronto residents without the complete elimination of such a well-used program. With over 80,000 emails sent in the last year this deserves further investigation since Toronto residents have begun to rely on this service and as emails have clearly become the preferred mode of communication of the 21st century.

**REQUIRES RE-OPENING:**

Executive Committee Item EX14.1 - City Council meeting on January 17, 2012 - only as it relates to 311.

(Submitted to City Council on March 5 and 6, 2012 as MM19.4)