

## **311 Toronto Annual Report - 2021**

**Date:** April 22, 2022  
**To:** General Government and Licensing Committee  
**From:** Director, 311 Toronto  
**Wards:** All

### **SUMMARY**

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City Council, at its meeting on September 30, 2020, requested the Director, 311 Toronto, to provide information on trending issues received via 311 Toronto (311) on a yearly basis.

The purpose of this report is to provide an understanding of 311's services and trends received for the year of 2021 in order to better inform Members of Council and the residents of Toronto about the services and operations provided by 311 Toronto and City divisions.

### **RECOMMENDATIONS**

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The Director, 311 Toronto recommends that:

The General Government & Licensing Committee receive this report for information.

### **FINANCIAL IMPACT**

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There is no financial impact from the adoption of the recommendations in this report.

### **DECISION HISTORY**

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At its meeting on September 30, October 1 and 2 2020, City Council adopted MM24.11 "Annual report to City Council by 311", which directed the Director, 311 Toronto to

submit an annual update report to the General Government and Licensing Committee outlining important service issues and trends. The motion also recommended that the Director, 311 Toronto send a quarterly Briefing Note to all City Councillors summarizing quarterly trends and findings from a 311 perspective.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2020.MM24.11>

## COMMENTS

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311 provides residents, businesses and visitors with easy access to non-emergency City services, programs and information 24 hours a day, seven days a week. 311 can offer assistance in more than 180 languages and via multiple channels, such as phone, email, online, and mobile application.

311 responds to interactions from the public for city services with select integrated service divisions; Solid Waste Management Services, Transportation Services, Toronto Water, Municipal Licensing & Standards, Toronto Animal Services and Urban Forestry. 311 handles approximately 70% of interactions through general inquiry calls and 30% through tracked service requests.

### **New Client Relationship Management (CRM) Platform**

On November 1st, 2021, 311 launched a new CRM system modernizing and digitizing 311's customer access and experience. The new CRM increased self-serve online service requests from 100 to over 600. In addition, we introduced a new live chat channel, allowing an alternative option for residents to connect with 311.

### **Knowledge Base (KB) Views**

In comparison to 2020, 311 KB views grew by over 900,000 views in 2021, as referenced in the 311 Toronto Key Metrics Report within the appendix. This growth has been a consistent trend over the past few years and emphasized the need for a better self-serve experience. The new CRM has expanded our previous available online services and functionality, putting the City in a better position to accommodate service needs and enhance the self-serve experience further.

### **Phone Channel**

311's target Service Level (SL) is to respond to 80% of calls within 75 seconds. In 2021, 88% of our interactions were through the phone channel. 311 responded to 1.2 million phone channel interactions and achieved an average SL of 81%, as referenced in the 311 Toronto Key Metrics Report within the appendix.

In 2021, 311's phone channel returned to pre-pandemic volumes as the majority of city services had resumed normal operations and responded to the vaccine rollout. Compared to 2020 when the city first responded to COVID-19 related restrictions and lockdowns, volumes resulted in a marginal decrease of 60,000 interactions in 2021.

Table 1: 2021, 2020 & 2019 Calls Handled

Year	Calls Handled	Calls Handled within the SL Standard of 75 Seconds	SL Target Achieved
2021	1.1 Million	0.9 Million	81%
2020	1.2 Million	1 Million	82%
2019	1.1 Million	0.9 Million	81%

### Online Service Requests (SRs) Submissions

A combined 48,501 SRs were submitted via Toronto.ca, the 311 Application Programming Interface (API), or mobile application, and accounted for approximately 12% of SRs submitted overall on 311's service channels.

Due to the City's gradual return to regular services in the second year of the pandemic, 311 saw an increase of 16,642 web and mobile SRs compared to 2020 signifying a return back to pre-pandemic levels. We had to disable our API feed as a result of the switch to the new CRM platform. However, an improved mobile experience that mirrors our web portal with access to over 600 SRs and additional new features was launched in January 2022.

Table 2: 2021, 2020 & 2019 Online SR Submissions for Toronto.ca and the 311 API

Year	Web Channel (Toronto.ca)	Mobile Channel (311 API)	Total SR volume via Online Channel
2021	48,491	10	48,501
2020	31,849	7	31,856
2019	47,592	303	47,895

### Counter Services

On August 9th, 2021, counter services re-opened at City Hall and all Civic Centres. 311 greeters welcomed visitors at the entrances and provided wayfinding, answered any questions, and confirmed available counter services and hours of operations at each location. 311's greeters handled on average 2600 face-to-face interactions per day at all locations combined.

### COVID-19 Response

Throughout 2021, the City coordinated and rolled out the first and second doses of COVID-19 through mass vaccination clinics for the majority of the population. 311 assisted residents with updates around vaccine-related inquiries. As the city moved through different stages of emergency response, 311 continued to answer inquiries

related to COVID-19 enforcement. 311 took thousands of inquiries related to COVID-19 whilst continuing to submit SRs for the majority of city services returning back to normal.

In a comparison of interactions from 2020 and 2021, 311 saw a decrease of 23,000 COVID-19 enforcement requests for a total of 30,000 requests submitted. However, there was an increase of 66,000 SRs as services normalized for a total of 419,000 SRs submitted. This equated to approximately 3600 more SRs submitted per month. Additional details can be viewed within the 311 Toronto Key Metrics Report within the appendix.

### **Staff Wellness**

When 311 responded to various inquiries related to the pandemic in 2020 and 2021, we recognized an increasing trend in the number of interactions that impacted the wellness of our staff. 311 reached out to CAMH for resources and training to help identify and manage these types of situations. Specialized de-escalation training was delivered to 186 staff so that a culture of psychological safety and wellness was established to support staff through the pandemic.


### **CONTACT**

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### **SIGNATURE**

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Gary A. Yorke  
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### **ATTACHMENTS**

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Appendix A – 311 Toronto Key Metrics Report