



## Decision Letter

### Service Excellence Committee

<b>Meeting No.</b>	6	<b>Contact</b>	Gary Clarke, Administrator
<b>Meeting Date</b>	Monday, November 25, 2024	<b>Phone</b>	416-392-8088
<b>Start Time</b>	11:00 AM	<b>E-mail</b>	svexc@toronto.ca
<b>Location</b>	Committee Room 2, City Hall/Video Conference	<b>Chair</b>	Councillor Stephen Holyday

SE6.1	ACTION	Amended		Ward: All
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#### 311 Toronto - Framework for Reporting and Dashboards: Update

##### Committee Decision

The Service Excellence Committee recommends that:

1. The Executive Committee request the Executive Director, Customer Experience, to review extending access and training to the offices of Mayor and all Councillors for the 311 Business Intelligence Tool, and to consult with those offices on potential modifications or enhancements to reporting features, and to report back to the Service Excellence Committee in 2025 on progress.

##### Origin

(November 4, 2024) Report from the Interim Executive Director, Customer Experience

##### Summary

At its meeting on November 25, 2024, the Service Excellence Committee considered Item [SE6.1](#) and made recommendations to the Executive Committee.

##### Summary from the report (November 4, 2024) Report from the Interim Executive Director, Customer Experience:

The purpose of this report is to provide an update to the Service Excellence Committee on work undertaken by the Customer Experience Division since May 2024. This work supports requests from the Committee to report back on a prototype report ward dashboard and to consider whether additional features could be added (e.g., multi-year data, predictive trends, etc.), where feasible.

The Customer Experience Division has been working on the concept of ward dashboards since March 2024. Multiple options were considered and Customer Experience Division and Technology Services Division have determined that the City's existing 311 Business Intelligence reporting tool, is the best option to deliver Ward Dashboards. The 311 Business

Intelligence tool has the required functionality to deliver the data Council members have requested be included in ward dashboards.

The 311 Business Intelligence tool is preferred as it is a cost-effective solution that is already integrated with key systems. As 311 Business Intelligence is already used by the City, there is no additional cost to add data to this platform or to add users to provide more access to this data.

Additionally, 311 Business Intelligence is integrated with the 311 Customer Relationship Management tool as well as with integrated divisional work management systems. While other technologies may provide more powerful visualizations, 311 Business Intelligence offers a more comprehensive, end-to-end solution that better aligns with the City's needs for data consolidation, analysis, and reporting. The 311 Business Intelligence tool's flexibility in integrating with existing data sources, such as Salesforce, and other divisional work management systems, is crucial for long-term scalability.

311 Business Intelligence captures service request information for the following Integrated Service Divisions: Solid Waste Management, Municipal Licensing & Standards (including Toronto Animal Services), Toronto Water, Transportation Services, and Urban Forestry (within Parks, Forestry and Recreation). Integrated Service Division staff currently have access to this platform and service request data along with some Councillor offices. Customer Experience Division staff will work with councillor offices to offer training and grant access to 311 Business Intelligence for those interested in viewing this data.

### **Background Information**

(November 4, 2024) Report from the Interim Executive Director, Customer Experience on 311 Toronto - Framework for Reporting and Dashboards: Update

(<https://www.toronto.ca/legdocs/mmis/2024/se/bgrd/backgroundfile-250287.pdf>)

Appendix 1: Screenshots of the BI Tool and Dashboards

(<https://www.toronto.ca/legdocs/mmis/2024/se/bgrd/backgroundfile-250749.pdf>)