

## **311 Toronto - Framework for Reporting and Dashboards: Update**

**Date:** November 4, 2024

**To:** Service Excellence Committee

**From:** Executive Director (Interim), Customer Experience

**Wards:** All

### **SUMMARY**

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The purpose of this report is to provide an update to the Service Excellence Committee on work undertaken by the Customer Experience Division (CXD) 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.

CXD has been working on the concept of ward dashboards since March 2024. Multiple options were considered and CXD and Technology Services Division (TSD) have determined that the City's existing 311 Business Intelligence reporting tool (311 BI), is the best option to deliver Ward Dashboards. The 311 BI Tool has the required functionality to deliver the data Council members have requested be included in ward dashboards.

The 311 BI tool is preferred as it is a cost-effective solution that is already integrated with key systems. As 311 BI 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 BI is integrated with the 311 Customer Relationship Management (CRM) tool as well as with integrated divisional work management systems (WMS). While other technologies may provide more powerful visualizations, 311 BI offers a more comprehensive, end-to-end solution that better aligns with the City's needs for data consolidation, analysis, and reporting. The 311 BI 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 BI captures service request information for the following Integrated Service Divisions (ISDs): Solid Waste Management, Municipal Licensing & Standards (including Toronto Animal Services), Toronto Water, Transportation Services, and Urban Forestry (within Parks, Forestry & Recreation). ISD staff currently have access to this platform and service request data along with some Councillor offices. CXD staff will work with

Councillor offices to offer training and grant access to 311 BI for those interested in viewing this data.

## RECOMMENDATIONS

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The Executive Director, Customer Experience recommends that:

1. The Service Excellence Committee receive this report for information.

## FINANCIAL IMPACT

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There is no impact from the adoption of the recommendations in this report. The Chief Financial Officer and Treasurer has reviewed this report and agrees with the financial impact statement.

## DECISION HISTORY

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At the May 31, 2024, Service Excellence Committee, Customer Experience Division presented SE3.2, a report to update committee members on the division's plans for a new reporting framework and feature that incorporates Ward Dashboards and key performance indicator (KPI) data for 311 Toronto (311) Integrated Service Divisions, as well as a framework for future reports to highlight key trends.

[Agenda Item History - 2024.SE3.2 \(toronto.ca\)](#)

At its meeting on March 19, 2024, the Service Excellence Committee considered SE2.3 and made a recommendation to the Executive Committee to request the City Manager, in consultation with the Executive Director, Customer Experience to report back to the Service Excellence Committee on a plan to implement a new reporting feature and framework for reporting on Ward Dashboards and KPI data for 311 ISDs along with a prototype report Ward Dashboards to be demonstrated by the third quarter of 2024.

[Agenda Item History - 2024.SE2.3 \(toronto.ca\)](#)

## COMMENTS

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311 BI provides Councillor offices and City staff with access to ward dashboards, which provide insight into service requests. Information on service request volumes, service request by location, top 10 service request types and adherence to the City's service request standard can be found on this platform and can be displayed by ward. See Appendix 1: Screenshots of 311 BI Dashboards for more information.

Initially, CXD explored other options for conceptualizing ward dashboards. However, 311 BI was determined to be the best option given its cost-effectiveness, scalability, and integration with other City data sources. While other technologies may provide more

powerful visualizations, 311 BI offers a more comprehensive, end-to-end solution that better aligns with the City's needs for data consolidation, analysis, and reporting.

311 BI is integrated with the 311 CRM tool as well as with integrated divisional work management systems (WMS). This tool can be used to run reports, charts, and other visualizations to report out on Service Request volumes, trends by ward, and service standards. Service Request data can be generated by problem code type, by location (including ward) and by channel. In addition, 311 BI houses a Service Request Heat Map is a graphical representation of the Service Request volumes whereby darker shades of red characterize a denser area of Service Requests.

The 311 BI Reporting Tool provides access to many years of historical data and allows the user to conduct historical analysis by viewing past trends and changes in volumes over the years. The graphical visualizations make it easy to understand and to dissect the data.

The following summarizes how the BI tool can be used to run multi-year data and attain ward information, service request volumes, and view performance as it relates to service standards.

### **BI Reporting Tool Features:**

- *Enhanced and Interactive Data Visualization:*
  - Enables intuitive data visualization through interactive ward dashboards, allowing users to easily interpret complex data sets.
  - Customizable visual elements help convey information clearly, facilitating better decision-making.
  - Ability to generate reports with multi-year data and compare wards for comparison or aggregation.
- *Daily Data Updates:*
  - Data is updated daily ensuring that staff can monitor service requests and ward performance.
- *Integration with Existing Systems:*
  - Our integration with platforms such as Salesforce, with Maximo, IBMS, TMMS, and Chameleon allows the BI tool to pull together extensive data from various service divisions. This ensures a holistic view of operations from the ISDs, significantly driving informed decision-making.
- *Enhanced Collaboration:*
  - The tool supports collaborative features, allowing multiple users to work on reports and dashboards simultaneously.
- *User-Friendly Interface:*
  - A straightforward interface reduces the learning curve for staff, promoting widespread adoption across the organization.

- *Robust Security Features:*
  - BI offers comprehensive security measures, ensuring that sensitive data is protected while allowing appropriate access for authorized users.

As CXD envisions future iterations of the reporting tool, CXD is committed to enhancing both its aesthetics and functionality to elevate the user experience. CXD will aim to introduce a more intuitive interface that not only looks modern but also simplifies navigation, making it easier for users to access vital information at a glance and enabling them to make more informed decisions. These innovations will ensure that this reporting tool remains a powerful asset in driving productivity and effectiveness in the organization.

311 BI is currently available for Councillor use and is already used by some Councillor offices. CXD will work with Council offices to grant access to the 311 BI tool for those who are interested by arranging training and providing access to the application.

## **CONTACT**

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Roopy Chhina, Executive Director (Interim), Customer Experience, 437-778-7052  
[Roopy.Chhina@toronto.ca](mailto:Roopy.Chhina@toronto.ca)

Jag Gill, Director, Quality & Performance Management (Acting), 311 Toronto, Customer Experience, 416-397-7340, [Jag.Gill@toronto.ca](mailto:Jag.Gill@toronto.ca).

## **SIGNATURE**

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Roopy Chhina  
Executive Director (Interim), Customer Experience

## **ATTACHMENTS**

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Appendix 1: Screenshots of the BI Tool and Dashboards