



Decision Letter

Service Excellence Committee

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

SE6.3	ACTION	Amended		Ward: All
-------	--------	---------	--	-----------

Listening to Toronto Survey

Committee Decision

The Service Excellence Committee recommends that:

1. The Executive Committee request the Executive Director, Customer Experience, in collaboration with the City Manager's Office, to analyse, compare and report to the Service Excellence Committee on alignments or contrasts between 311/Customer Experience data and the Listening to Toronto Survey results, and provide recommendations on any enhanced communication opportunities.

Decision Advice and Other Information

Paul Johnson, City Manager, and Martin Hrobsky, Senior Vice President Ipsos, gave a presentation on Listening to Toronto Survey.

Origin

(November 8, 2024) Report from the City Manager

Summary

At its meeting on November 25, 2024, the Service Excellence Committee considered Item [SE6.3](#) and made recommendations to the Executive Committee.

Summary from the report (November 8, 2024) Report from the City Manager:

In support of service excellence and continuous improvement, the City Manager initiated a public opinion poll to gather feedback from Torontonians on a number of topics including City services (such as parks and social services), quality of life (such as cleanliness and public safety), and priorities for the City's budget.

The Listening to Toronto survey was conducted by Ipsos LP and in the field between August 28, 2024, to September 18, 2024. The insights from the survey will serve as baseline benchmarks against which future polling results can be measured. The results will augment data available via 311 and data collection initiatives led by City divisions. Taken together, these data

sets will provide an understanding of service performance and guide City decision-making to better meet the needs of Toronto residents.

Background Information

(November 8, 2024) Report from the City Manager on Listening to Toronto Survey

(<https://www.toronto.ca/legdocs/mmis/2024/se/bgrd/backgroundfile-250290.pdf>)

(November 25, 2024) Presentation on Listening to Toronto Survey

(<https://www.toronto.ca/legdocs/mmis/2024/se/bgrd/backgroundfile-250918.pdf>)