

# City-wide Service Promise Refresh Initiative

Appendix 1

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# ➤ What is a Service Promise?

- A **City-wide Service Promise** guides how City of Toronto staff interact with each other, Members of Council, residents, businesses, visitors and partners.
- **Service Standards** detail ways that staff can demonstrate their commitment and work together to uphold the Service Promise.
- Together, they are known simply as the **Service Promise**



➤ A guideline for professional and consistent service

# ➤ **Benefits of a City-wide Service Promise**

**Enhanced  
consistency**

**Respectful  
workplace  
culture**

**More clarity  
and  
collaboration**

**Stronger  
service  
experience**

**Deeper trust  
and  
confidence**

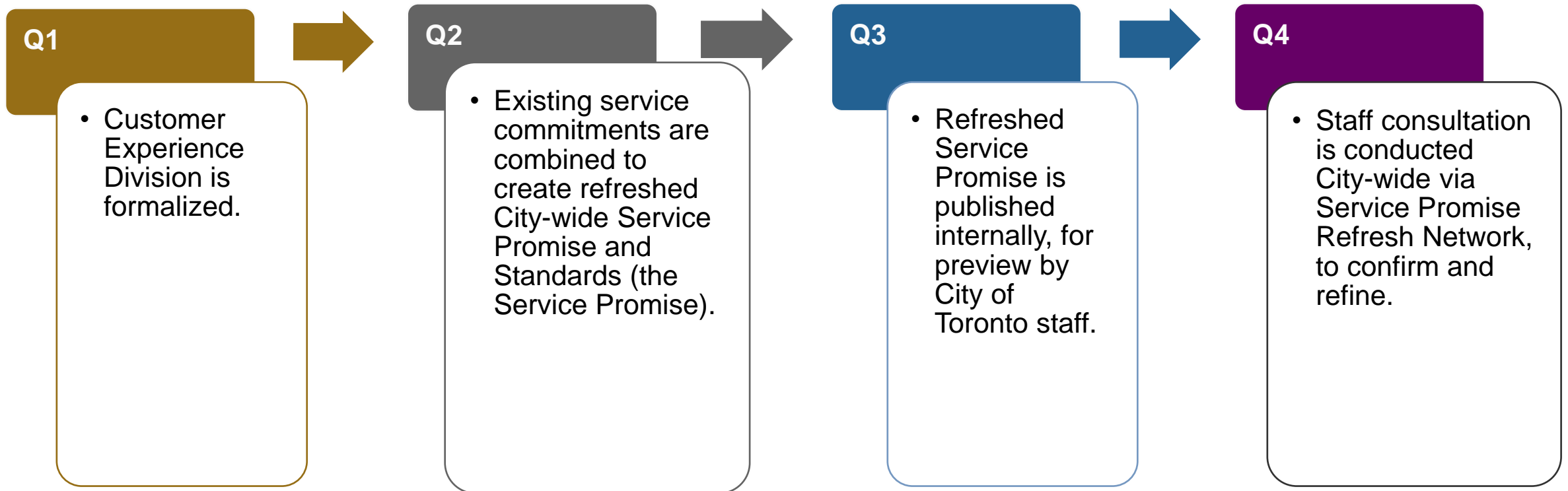
**Greater public  
accountability**

**Enhanced staff  
safety\***

\*with inclusion of  
a public-facing  
[Service User Code  
of Conduct](#)

# ➤ Background: Service Promise Refresh Initiative

- 2023



# ➤ Staff Consultation

- 40 divisions provided feedback about the Service Promise language and expectations.
- Three key themes emerged:

## 1. Support for greater internal consistency

- Staff place high value on having City-wide standards, alongside the desire to maintain room for operational realities when necessary.

## 2. Need for clearer internal service wording

- Staff indicated a desire for wording to better reflect the experiences of staff-to-staff service in addition to staff-to-Councillor and staff-to-public service.

## 3. Importance of sustainment actions

- Staff emphasized the need for intentional efforts and accountability to build and sustain awareness and application of the Service Promise over time.



# A Refreshed City-wide Service Promise

## Adjustments based on feedback and research:

- Greater clarity and consistency
- Adjusted language to apply across audiences
- Strengthened alignment to Toronto Public Service By-law
- Response time aligned to two business days/48 hours for all channels
- Aligned with recently updated email signature guidelines and Hybrid Work Program

A **Service Promise** guides how City of Toronto staff interact with each other, Members of Council, residents, businesses, visitors and partners. It serves as a guideline for delivering professional and consistent service across the organization.

While exemplifying the values and commitments within the [Toronto Public Service By-Law](#), we promise to:

1. Treat you fairly with dignity and respect.
2. Make your experience as simple and convenient as possible.
3. Provide choice, accessibility, and flexibility, where possible, in accessing our services.
4. Be knowledgeable, professional, and help you find the information you need.
5. Offer responsive and reliable services, following the City-wide Service Standards.
6. Protect your privacy and personal information.

City-wide **Service Standards** provide a guideline for delivering professional and consistent service across the organization. The following standards detail how staff can demonstrate their commitment to the customer experience and work together to uphold the City's refreshed Service Promise.

1. Inquiries and requests, including those received by phone and email, should be acknowledged within 2 business days, or 48 hours where services operate on a 24-hour daily cycle – unless business needs vary, which should be stated in staff- and public-facing service standards communications.
2. An out-of-office voicemail greeting and an automated email response message should be activated as needed, providing the name and contact information for a co-worker, or an alternative contact.
3. Email signatures will be used by staff in all internal and external communications, following the Corporate Identity Program's [email signature guidelines](#).
4. Participation in meetings should align with the [Hybrid Work Program](#), including requirements to attend in-person or on-camera, where specified.

# ➤ Phased Implementation



***Crawl***  
Complete

**Internal  
Staff**

## **Phase 1 Focus**

Consult internally with City staff to refresh language.

**Status:  
Complete**



***Walk***  
Q2-Q3 2024

**Members  
of Council**

## **Phase 2 Focus**

Share with Members of Council and build leadership support for City staff awareness and application.

**Status:  
In Progress**



***Run***  
Q4 2024+

**Public**

## **Phase 3 Focus**

Implement with the public and continue support for City staff.

**Status:  
Forthcoming**



# ➤ Next Steps

## Division-led Implementation and Sustainment

- Actions and materials to build staff awareness and application of the Service Promise in their work.

## Share with Members of Council and their Offices

- Enhance awareness of the Service Promise.

## Public Implementation

- Publish the Service Promise and Service User Code of Conduct on the City of Toronto website.

## Progress Measurement

- Work with divisions to explore opportunities for progress measurement to assess the service experience from a Service Promise lens.

# ➤ Implementation & Sustainment Plan - Recommendations

## Project Partner Divisions:

- Customer Experience Division (CXD)
- City Manager's Office (CMO)
- Strategic Public and Employee Communication (SPEC)
- People and Equity (P&E)



**Project Partners**  
(City-wide lens)

**Divisional Partners**  
(Divisional lens)

Action Areas & Purpose				
Role	Communication	Learning	Recognition	Performance
	Build and maintain awareness of the Service Promise, roles and supports	Build and maintain knowledge and ability to uphold the Service Promise	Reinforce importance of and commitment to upholding the Service Promise	Drive cultural accountability and long-term application of the Service Promise
Implementation & Sustainment Recommendations				
Steward	<ul style="list-style-type: none"> <li>• Update TAYS internal website and City of Toronto website.</li> <li>• Maintain City-wide network of divisional leads.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop Service Promise overview and related material (e.g. FAQ).</li> <li>• Integrate Service Promise into corporate Onboarding.</li> </ul>	<ul style="list-style-type: none"> <li>• Integrate Service Promise into the City Manager's Awards.</li> </ul>	<ul style="list-style-type: none"> <li>• Explore opportunities for progress measurement with divisions.</li> </ul>
Lead	<ul style="list-style-type: none"> <li>• Update Divisional websites.</li> <li>• Communicate importance of Service Promise to City staff.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop divisionally focused information that incorporates Service Promise.</li> </ul>	<ul style="list-style-type: none"> <li>• Integrate Service Promise into divisional recognition programs and showcase success stories.</li> </ul>	<ul style="list-style-type: none"> <li>• Use existing divisional tools to measure understanding and adoption of Service Promise.</li> </ul>

# Appendix

## City-wide Service Promise Statements

# Service Promise

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# Service Promise – City-Wide Service Standards

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