

Exploring Enhanced Service Partnership Opportunities for Parking Infraction Reporting Between Customer Experience Division and Toronto Police Service

Date: November 7, 2024

To: Service Excellence Committee

From: Roopy Chhina, Interim Executive Director, Customer Experience Division

Wards: All

SUMMARY

This report responds to City Council direction for the Customer Experience Division (CXD), 311 Toronto, in consultation with the Parking Enforcement Unit of the Toronto Police Service (TPS), to review and report on the possible use of 311 Toronto as an intake channel for service requests related to parking infractions, and to report back on the possibility of an integration strategy between CXD and TPS.

CXD and TPS have worked collaboratively to assess and address opportunities to enhance the customer experience. In 2024, CXD, via 311 Toronto, launched the Non-Emergency Service Steering Committee, along with TPS and other City divisions, which focuses on improving the coordination of non-emergency services to improve overall customer experience. This includes assessing and addressing opportunities regarding enhanced parking infraction reporting, and other improvements for non-emergency service coordination. Through this collaboration staff have identified, implemented, and supported:

- A new live transfer process between 311 Toronto and TPS for non-emergency issues.
- The development of the 2024 “Make the Right Call” public awareness campaign.
- Sharing additional information on City’s external website regarding reporting of parking infractions.

These enhancements have successfully supported customers in accessing the necessary services. Since January 2024, 311 Toronto has received approximately 920 calls per month regarding TPS parking infractions, which represents approximately 1% of 311 call volume. The new live transfer process allows for calls to be screened by 311 Toronto staff and be transferred in live time to the TPS Non-Emergency line, providing a “no wrong door” customer-focused approach.

Given the success of current efforts, the low volume of inquiries that require transfer, and the significant resources associated with additional integration, no further integration efforts are planned at this time. CXD will continue to work with the TPS and other City Divisions to monitor and collaborate on enhanced customer experience opportunities.

RECOMMENDATIONS

The Interim Executive Director, Customer Experience, in consultation with the Toronto Police Service, recommends that:

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

FINANCIAL IMPACT

There is no financial 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

At its meeting on December 13, 14, and 15, 2023, City Council adopted GG8.29 Parking Infractions Seamless Reporting, which directed the Executive Director, Customer Experience Division, in consultation with the Toronto Police Service, to review and report back on the possible use of 311 Toronto as an intake channel for service requests for issues related to parking infractions, in addition to other integration opportunities.

[Agenda Item History - 2023.GG8.29 \(toronto.ca\)](#)

COMMENTS

Customer Experience Division (CXD), through 311 Toronto, handles Tier 1 services, which include general information requests about City programs and services (e.g., reporting an issue, requesting maintenance, etc.) in a manner that is simple, consistent, equitable, and efficient, and ensures continuous improvement of services to meet the needs of residents, businesses, and visitors. These services are provided on behalf of integrated service divisions (ISDs), which include Solid Waste Management Services, Municipal Licensing & Standards (MLS) (including Toronto Animal Services), Toronto Water, Transportation Services, and Urban Forestry (within Parks, Forestry & Recreation), in addition to referrals to non-integrated divisions and partner programs, such as the parking enforcement services with the Toronto Police Service (TPS).

Parking Infraction Reporting

TPS Parking Enforcement Unit

The TPS Parking Enforcement Unit is responsible for parking enforcement throughout the City of Toronto in order to maintain adequate traffic flow and ensure public safety.

Residents looking to report parking infraction issues can submit requests directly through the TPS parking infraction portal on the TPS website ([Online Reporting-Toronto Police Service \(tps.ca\)](https://tps.ca)) or via phone by contacting the TPS non-emergency phone number (416-808-2222).

The TPS parking infraction portal was upgraded in 2023 to improve the customer experience for submitting parking infractions. Benefits of the enhanced portal include:

- Residents can view the status, edit, or cancel their reported infraction online.
- Residents can receive notifications by email or SMS indicating that their reported infraction has been received, resolved, or confirming if they have requested to cancel their infraction.

In 2023, a total of 109,772 parking infractions were reported by customers using the self-serve portal and 82,359 via the TPS non-emergency line, which represents approximately 12% of total calls to TPS non-emergency line. Since the upgrade of the self-serve portal, there has been an increase in the number of parking infractions that are reported via the self-serve portal. A survey conducted in the months following the re-design on the satisfaction of TPS portal users found that 81% of respondents indicated that they would use the online parking infraction portal again to report a complaint in the future. TPS continues to monitor and consider opportunities to improve parking infraction reporting processes, including reviewing existing processes, and opportunities to enhance web information.

311 Toronto

311 Toronto receives non-emergency parking related infraction information via the phone channel that falls under the scope of the TPS. Since January 2024, 311 Toronto has received approximately 920 calls per month that require redirection to the TPS Parking Enforcement Unit, which represents 1% of total calls received by 311 Toronto. The current process when these calls are received by 311 staff is to promote the TPS reporting portal [Online Reporting- Toronto Police Service \(tps.ca\)](https://tps.ca), however, if the customer's preference is to report by phone, 311 Toronto staff will live transfer them to the TPS non-emergency line for intake.

Enhancement to Parking Infraction Reporting and Other Collaborative Initiatives

In 2024, with support by the Non-Emergency Service Steering Committee, 311 Toronto collaborated with partners to enhance the type of parking infractions that can be reported via 311 Toronto (e.g., related to compliance with City bylaws), as well as information available to increase awareness and make it easier for customers to report infractions. The additional information included a variety of parking infraction matters, including:

- An enhancement to an existing Service Request type for a blocked bike lane due to an obstruction (i.e. dumpster, construction material).
- Enhanced information on the City's external website regarding different parking infractions and the process for reporting and direct links to the TPS parking infraction reporting portal Online Reporting- Toronto Police Service (tps.ca).
- Enhanced internal knowledge base information on parking infractions for 311 Toronto staff to better serve customers.
- A new live transfer process to refer calls related to TPS parking matters to the TPS non-emergency line.

Live transfer process between 311 Toronto and TPS

Through the direction of the Non-Emergency Service Steering Committee, 311 Toronto partnered with TPS to implement a process to live transfer calls that originate with 311 Toronto but fall under the scope of TPS non-emergency services. This process launched in May 2024, and aims to reduce the number of times customers bounce between organizations, increase the ease of reporting, and ensure timely service provision. The new process allows for calls to be screened by 311 Toronto staff and be transferred in live time to the TPS Non-Emergency line, enhancing the customer experience by providing a “no wrong door” customer-focused approach. As a result, CXD has transferred a total of 1,505 calls, including live transfers, to the TPS from May 21, 2024, to October 31, 2024.

Make the Right Call Campaign

This collaborative public awareness campaign, launched in October 2024, educates Toronto residents on which phone number to call in a variety of common scenarios (311, 211, TPS Non-Emergency – 416-808-2222, 911). Through this campaign, the City of Toronto and Toronto Police Service, supported by the Non-Emergency Service Steering Committee, are aiming to change call behaviours to reduce the high number of non-emergency calls to 911. Additionally, the campaign seeks to increase awareness of services, provide information to help people make the right call to get the right help, and protect emergency services for urgent needs.

Considerations for Exploring Integration of Parking Infractions Intake Process

Under the Non-Emergency Service Steering Committee, a joint CXD-TPS working group was established and met several times over 2024 to explore integration of parking infraction reporting processes, including considering whether 311 Toronto would be best positioned to intake service requests directly from residents (through all channels), including on parking related matters.

The main challenge in pursuing such an integration is that the City's 311 Toronto and TPS systems are completely independent and not linked, meaning there is no automated way for 311 Toronto staff to submit service requests into the TPS system. To pursue a service integration (including self-serve via an app or the web) between 311

Toronto and TPS systems or allow 311 Toronto staff to input directly into the TPS system, it would require both organizations to allocate substantial resources for a full assessment, including:

- Conducting Privacy Impact Assessments (PIA)
- Conducting Treat Risk Assessments (TRA)
- Reviewing record retention practices, and record retention schedules, for both voice and data recordings.
- Assessing impacts on Freedom of Information Request processes.
- Assessing business processes, communications, and other implementation considerations
- Assessing the need for capital and operational investment to support technical changes and increased staff to 311 Toronto workforce.

TPS and CXD-311 Toronto have made significant improvements to successfully streamline and improve existing processes to support customers in accessing the appropriate service. Any technical integration related to the parking service request submission process would require a dedicated project team, project plan, budget allocation, and would likely result in the re-prioritization of existing Council directed initiatives.

As both TPS and CXD-311 Toronto continue to focus efforts on in-progress organizational priority activities, including foundational program and system modernization initiatives, no additional integration efforts are planned at this time. The organizations will continue to work together, along with other City Divisions, to monitor and collaborate on enhanced customer experience opportunities.

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SIGNATURE



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