



City Councillor  
**Dianne Saxe**  
Ward 11, University–Rosedale

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26<sup>th</sup> September, 2025

Dear Executive Committee Members,

I am writing in support of item EX26.7 – Efforts to Improve End-to-End Customer Service, and a motion moved at the September 12, 2025 Service Excellence Committee, requesting staff report to the Service Excellence Committee by Q2 2025 with a plan to simplify the 311 service request intake process.

As the gateway for residents to access City services, 311 must be clear and easy to navigate. The current volume and complexity of service categories and the information needed to submit a request can cause confusion, incorrect submissions, and delays. It is critical that the Customer Experience Division, who oversees 311, and the Integrated Service Divisions, who deliver critical city services, work together to design processes and systems that are more intuitive, responsive and efficient, and put the public at the centre of service delivery.

This collaborative effort across divisions is necessary to:

- Reduce the time and steps to submit a service request;
- Minimize errors and duplication, so that requests go to the right team for action, the first time;
- Support efficiency through streamlined processes and automation; and
- Encourage civic engagement by creating a more accessible and inclusive self-serve experience.

I strongly support this motion as an important step toward better serving residents and urge you to vote in favour, reaffirming our commitment to service excellence and accessibility.

**Councillor Dianne Saxe**  
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