

## **Response to Request for Targeted 311 Enhancements**

Date: April 29, 2025

To: General Government Committee

From: Executive Director, Customer Experience Division

Wards: All

### **SUMMARY**

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The Customer Experience Division (CXD) is committed to the continuous improvement of the 311 online service experience, as well as the introduction of new features and capabilities, where feasible, that support efficient service delivery and enhance the customer experience. Improvements are informed by ongoing feedback from stakeholders, including the public and elected officials, as well as proactive and continuous reviews by City staff.

At its meeting in February 2025, a letter was submitted to the General Government Committee (GGC), outlining specific, targeted areas of functionality and usability of the City of Toronto's 311 service for review. While the City continues to advance broader continuous improvement efforts, the purpose of this report is to respond to the specific areas raised and outline steps that the City has taken or is taking to address these targeted areas, including:

1. Parks and Recreation (P&R) Integration, which is underway. Parks operations is expected to be integrated by the end of the third quarter of 2025.
2. Enhancements to the 311 self-serve experience for reporting graffiti to the City, which were implemented in the first quarter of 2025.
3. Improvements to the public-facing knowledge base articles to better direct the public to appropriate agencies to report issues with externally managed utility boxes and utility poles, which were implemented in the first quarter of 2025.
4. Removal of the optional fax number field from the contact information section of Service Request forms, implemented in the first quarter of 2025.
5. Completed investigation of reported instances of users searching the 311 application (app) for the status of Service Request Orders for "graffiti removal in progress", and instead being directed to contact 311. Staff have not been able to recreate this situation, but remain committed to addressing this issue should it arise again.

6. Feasibility assessment of introducing account functionality in the 311 app and portal, enabling users to log in, submit Service Requests, and view their request history more easily. The feasibility assessment will be completed by the end of the third quarter of 2025.

## **RECOMMENDATIONS**

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The Executive Director, Customer Experience Division recommends that:

1. The General Government Committee receive this report for information.

## **FINANCIAL IMPACT**

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There are no financial impacts from the adoption of the recommendations in this report. The funding required to conduct the feasibility assessment of proposed 311 account enhancements will be accommodated within current operating and capital budgets.

The Chief Financial Officer and Treasurer has reviewed this report and agrees with the financial impact statement.

## **DECISION HISTORY**

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At its meeting on February 25, 2025, the General Government Committee directed the Executive Director, Customer Experience Division to report back to the May 12, 2025, General Government Committee, with an update on specific areas of functionality and usability of the City of Toronto's 311 service for review, as detailed in the letter (January 28, 2025) from Councillor Paul Ainslie, [Agenda Item History - 2025.GG19.25](#)

## **COMMENTS**

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CXD, through 311, provides access to non-emergency City services, programs, and information 24 hours a day, seven days a week. 311 offers assistance in over 180 languages and allows the public to connect by phone, email, and online through self-service options on the City's website and 311 mobile app. The public can find information about City programs and services, report issues, and request service from the City.

At its meeting in February 2025, a letter was submitted to GGC, outlining specific, targeted areas of functionality and usability of the City of Toronto's 311 service for review. While the City continues to advance broader continuous improvement efforts, staff have outlined the specific steps the City has taken or is taking to address these targeted areas.

## **Parks and Recreation Service Integration:**

CXD, TSD, and P&R are working together to integrate P&R with 311, beginning with Parks, which will be integrated by the end of the third quarter of 2025. Specifically, the integration will enable the intake of Parks Operations Service Requests as well as complaints, comments and compliments via 311. This will provide P&R and 311 staff with an integrated system to view the status of requests, enabling 311 to provide status updates based on information shared by P&R to the public, when requested. It will also provide Parks & Recreation with data to track issues by location and identify trends, enabling a strengthened approach to overseeing operations and performance against service standards.

The integration of Parks with 311 will be supported by significant change management and training activities within the Parks Operations branch. These efforts will ensure that new processes and operating procedures are in place for fulfilling on-demand requests from the public and providing the necessary status updates and notes back to the public through the 311 Service Requests, that can be tracked and measured.

## **Reporting Graffiti and Graffiti Options:**

In the first quarter of 2025, the City made several updates to improve the 311 self-serve experience to report graffiti. This includes removing questions that are not necessary to file a report. Additionally, updates have been made to ensure the public is able to report graffiti on street litter bins. Finally, the submission process has been enhanced to only require information from the public that is necessary to process the request.

In addition to the changes referenced above, the City has also updated the Service Request title for users seeking to report graffiti on roads and related infrastructure, from 'Road Allowance' to 'Roads, Sidewalks, and Bridges'. This update clarifies language to make reporting more intuitive for the public.

## **Reporting Utility Box and Utility Pole Issues:**

To support the public in reporting issues with assets managed by third parties, such as graffiti on utility boxes and poles, the City updated its website and the 311 app in the first quarter of 2025 with improved instructions and links that redirect the public to the appropriate external agency for resolution.

City staff are also engaging with Toronto Hydro to explore the feasibility of posting a photo gallery on the 311 website and app to provide visuals to assist the public in identifying ownership of poles or other assets.

More broadly, staff are exploring whether it is feasible to collaborate with external agencies to intake Service Requests for these third-party assets through 311, and share with the relevant agencies to manage and resolve. The City will conduct jurisdictional scans and consultations with relevant agencies, and must prioritize privacy, data security, cost, and resource requirements in any options considered. The review is expected to be completed by the end of 2025.

### **Fax Number Prompt:**

An update was made in the first quarter of 2025 to remove the optional prompt that asked users to provide their fax number when submitting Service Requests. While this optional prompt did not impede users' ability to submit a Request, it was unnecessary and removing it allows for the experience to be streamlined. Now the public is only asked to provide their phone number or email address so that they can be reached for any additional information, if needed.

### **Service Request Orders "Contact 311" Prompt:**

Staff were advised of one experience when searching for the status of a Service Request Order, specifically for "graffiti removal in progress", where information was not readily presented and users were instead directed to contact 311. Staff have reviewed this request, and have not been able to recreate this situation. However, staff remain committed to improving user functionality, including should this issue arise again.

### **Feasibility Assessment of Proposed 311 Login Capability:**

TSD is implementing a new central login platform to allow the public to use a single login credential for several online City services and has confirmed it is feasible to use this login platform for 311. Staff are assessing how best to integrate the new central login platform with 311's existing system, in a way that delivers an appropriate user experience, and aligns with the City's accessibility requirements and other standards. TSD is targeting completion of this assessment by end of the third quarter of 2025.

### **Conclusion and Next Steps:**

CXD is committed to iterative and continuous improvement to the self-serve experience across all 311 Service Request categories. These improvements aim to increase 311 service visibility online, streamline processes, and increase clarity for those seeking to report an issue - ultimately to enhance the overall customer experience for 311 service-related items and encourage more members of the public to leverage online options. In collaboration with other City divisions, CXD continues to make regular service updates, including introducing new or clarifying existing Service Request types, providing call intake and general inquiry support for key City programs or events, and updating the 311 public knowledge base to provide clearer information. These efforts will continue in 2025 and beyond, as a key City priority.

### **CONTACT**

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### **SIGNATURE**

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