

Listening to Toronto Survey: Alignment with 311 Data

Date: November 5, 2025

To: Service Excellence Committee

From: Executive Director, Customer Experience

Wards: All

SUMMARY

As directed by the Service Excellence Committee, the Customer Experience Division (CXD) conducted a comparative analysis of 311 service request data alongside the results from the 2025 Listening to Toronto (LTT) Survey. While these datasets differ in scope and methodology, they offer complementary insights into public service demand, the public's experience with City services and perceptions of service quality.

311 data demonstrates quantitative service demand and operational performance across CXD's Integrated Service Divisions (ISDs), which include Solid Waste Management Services, Transportation Services, Toronto Water, Municipal Licensing & Standards, Urban Forestry, and Parks (Parks was integrated with 311 in September 2025). This data includes volumes of inquiries and service requests, as well as performance against defined service levels.

In contrast, the goal of the LTT Survey is to gather insights on satisfaction with select City services, perceptions of quality of life in Toronto, and residents' experiences interacting with the City. The LTT Survey was intentionally crafted to complement insights already collected by 311, providing the City with a more holistic view of how residents experience and evaluate City services. This data supports informed decision-making, resource prioritization, and improvements to better serve the needs of Torontonians.

While each data set captures different information, there are some service themes/categories in the LTT Survey where 311 service request data is also available, including:

- Streets and Transportation,
- Cleanliness,
- Parks, and
- Public Safety.

Insights from the LTT Survey highlighted the importance of clear public communication. CXD continues to strengthen its data analytics capacity to improve how City service data is communicated and shared with the public, divisional partners, and elected

officials. In October 2025, the City launched a [public-facing Service Standard Dashboard](#) and is developing an interactive dashboard, with an expected launch in Q1 2026, to provide further insight into performance against service standards and service trends. The City is ultimately working towards an automated dashboard that provide access to real-time performance data to proactively identify issues and opportunities.

In the interim, CXD's internal Business Intelligence Tool, refreshed daily, is available to ISDs to monitor performance and identify areas for improvement and proactive communication. While real-time tools are in development, CXD will report biannually to the Service Excellence Committee starting in Q2 2026, sharing key trends and insights to support evidence-based decision-making and continuous improvement in service delivery. The City's Communications Division is also leveraging 311 and LTT Survey data, working with divisions to guide proactive, evidence-based communication campaigns. These combined efforts will foster greater public trust, support responsive engagement, and drive continuous improvement in City service delivery.

RECOMMENDATIONS

The Executive Director, Customer Experience 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 September 29, 2025, the Executive Committee received the 2025 Listening to Toronto Survey for information.

<https://secure.toronto.ca/council/agenda-item.do?item=2025.EX26.1>

At its meeting on November 25, 2024, Service Excellence Committee adopted item SE6.3 - Listening to Toronto Survey, which requested 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.

<https://secure.toronto.ca/council/agenda-item.do?item=2024.SE6.3>

COMMENTS

Alignment Between Listening to Toronto Survey and 311 Service Data

The LTT Survey engaged a representative sample of 1,138 residents to capture perspectives on satisfaction with City services, perceptions of quality of life in Toronto, and the public's experiences interacting with the City.

By contrast, CXD data reflects operational feedback through service requests submitted via 311, such as reports of potholes, graffiti, or missed waste collection. This dataset provides a view of performance on service requests, including request volumes, types, and service levels. 311 data identifies where the public is requesting additional services; it does not capture where service delivery was completed as planned or is deemed satisfactory by the public. As such, this data does not provide insight into the overall performance of a service or division and cannot be used as the only metric to understand overall perceptions about City service delivery.

The LTT Survey addresses broader themes such as perceptions of housing affordability, crime and safety, and congestion, as well as satisfaction with social services, recreation programs, and libraries. CXD does not collect sentiment data on broad, city-wide issues, and 311 data is directly linked to service requests. In addition, the LTT Survey reflects a statistically representative cross-section of all Torontonians, while CXD data is limited to those who actively engage with 311.

Despite these differences, both datasets offer valuable insights into resident experiences. CXD data informs shorter-time service improvements through real-time feedback, while the LTT Survey informs long-term planning by highlighting top public concerns and priorities. Together, they contribute to a complementary view of the City, identifying how operational performance aligns with resident expectations to guide future service delivery. While both data sets capture different information, there are some service themes/categories in the LTT Survey where 311 service request data is also available:

- **Streets and Transportation:** Service requests regarding road pothole/damage, missing/damaged street or traffic signs and traffic signal repair.
- **Parks:** Service requests regarding repair and maintenance in City parks.
- **Public Safety:** Service requests regarding unlit pathways and broken lights at night in City parks.
- **Cleanliness:** Service requests regarding waste collection, graffiti removal and dead wildlife pick-up.

The following table provides data collected on these categories from the LTT Survey and 311 data:

Listening to Toronto Survey Category	Listening to Toronto Survey Results (2025)	CXD Service Data (Q1-Q3 2025)
Streets and Transportation	46% of Torontonians describe road construction and repair as a travel barrier.	111,251 service requests have been created for Transportation Services, and the top SRs are: • Sidewalk snow clearing (11,607) • Road pothole/road damage (11,191) • Cleaning up debris on road (5,378) • Traffic signal repair (5,538)
Parks	81% of Torontonians are satisfied with parks and outdoor spaces.	Parks service requests launched in September 2025, with 654 requests submitted by month-end.
Public Safety	65% of Torontonians feel safe overall in the City, however, only 37% feel safe in parks at night.	The second largest volume (13%) of all Parks-related service requests concern lighting in City parks (87), indicating that residents are actively reporting lighting as a concern to park use and safety, including at night.
Cleanliness	61% of Torontonians are satisfied with overall cleanliness, however, only 47% are satisfied with graffiti removal and only 33% with dead wildlife removal.	Residential bin lid damage (18,864), property standards and maintenance violations (13,573), and pick up dead wildlife (14,472) are some of 311's largest volume service requests, which are all related to cleanliness in the City. 311 submitted 4,936 graffiti-related service requests on behalf of residents, with graffiti on private property being the most frequently reported (1,126).

Opportunities for Enhanced Public Communications and Data-Informed Service Improvements

A New Public Dashboard on City Performance Against Service Standards

CXD continues to strengthen its data analytics capacity to improve how City service data is communicated and shared with the public, divisional partners, and elected officials. In October 2025, the City released a public-facing static Service Standard Dashboard on the [City's website](#) and is developing an interactive dashboard, with an expected launch in Q1 2026, to provide further insight into service trends and performance. The City is ultimately working towards an automated dashboard that provides access to real-time data to proactively identify issues and opportunities. These tools support clearer communication of City data and foster greater public trust in how the City monitors and responds to service needs.

Data Trends and Using Data to Drive Service Improvement

CXD will begin reporting to the Service Excellence Committee in Q2 2026 on a biannual basis, highlighting key trends, emerging issues and opportunities to enhance City service delivery; initial analysis will focus on data from 311 and the ISDs. CXD will also

continue updating its web pages monthly to highlight trending topics. These ongoing efforts will enhance communications and support evidence-based decision-making, allowing divisions, as well as the public and City Council, to assess progress and identify opportunities for continuous improvement in City service delivery.

The City and its divisions will benefit from CXD's strengthened data analytics capacity and data from the LTT Survey to understand both specific service trends and opportunities, general trends in satisfaction levels with certain City services over time, and to help inform divisions on areas for improvement.

Leveraging Data to Drive More Proactive Communications

The Communications Division, in partnership with other City divisions, are responsible for communications to the public regarding their services, and CXD's ISDs have access to CXD's internal Business Intelligence Tool, refreshed daily, to see volumes and trends on their services. Divisions can leverage CXD's internal Business Intelligence Tool to review their 311-related service data, evaluate opportunities for improvement and identify potential opportunities for more timely and proactive communication with the public and members of Council.

The Communications Division plans to leverage insights from both the LTT Survey and 311 data to inform City communications planning, with the goal of enhancing transparency and demonstrating accountability. These data sources can help take a more proactive and evidence-based approach to communications planning. For instance, since 311 data demonstrates that coyote sightings consistently peak in January, a timely and targeted public awareness campaign to address resident concerns can be planned.

To further inform communication strategies, feedback from the LTT Survey will be incorporated into planning at both the corporate and divisional levels. The LTT Survey provides valuable insights into residents' overall satisfaction with City communications, including their views on communication frequency and preferred methods of engagement. This information will help ensure that messaging is responsive to resident needs and expectations, supporting a continuous improvement cycle in public engagement.

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SIGNATURE

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