

Customer Experience Division

Service Standard Dashboard: An Update on Static and Interactive Reporting Tools

Service Excellence Committee

March 23, 2026

Service Standard Dashboard Plan

[EX21.11](#) 1. City Council direct **all City Divisions** to provide the Customer Experience Division with the necessary information to **publicly report on their performance against service standards.**

LAUNCHING NOW

COMPLETE

Phase 1: Static Public Dashboard Completed - October 23, 2025

Dashboard published on the City's website, with an initial priority list of high-volume, high-impact service categories within CXD and the Integrated Service Divisions (ISDs).

*Recently updated with Q3 & Q4 2025
Data on March 6, 2026*

Phase 2: Interactive Public Dashboard End of March

CXD is working with TSD to implement interactive dashboards that allow users to filter by ward, date, request category & division, and include an expanded data set from CXD's ISDs.

New Councillor Dashboard End of March

CXD is enhancing the internal Councillor dashboards to be more intuitive, user-friendly, ward-specific, and reflective of feedback from Councillors and their staff.

UPCOMING

Phase 3: Automated Public Dashboard End-of-Year 2026

CXD is working with TSD and its ISDs to enhance the data access capabilities and automate dashboards.

Phase 4: Expanding Dashboards to include Additional City Divisions 2027+

Onboard more divisions to CXD's dashboards, beyond CXD's ISDs, leveraging TSD's Toronto Data Platform.

Response to SE10.1

In response to [SE10.1](#) requesting CXD work with the appropriate divisions to provide greater detail on the dashboards with **an overview of each service and a description of the service levels**, CXD has:

1. Included additional information in the recently released Q3 & Q4 2025 Static Dashboard, including:

1. Clarification throughout the dashboard as to what the metrics are measuring (responded to, completed within, etc.)
2. A **glossary of terms** for every service included in the dashboard with an overview of the service and its associated standards.

2. Included similar language and a glossary of terms in the interactive dashboards, as well as data callouts to support customer understanding.

| Glossary | | 2025 Q3-Q4 | TORONTO |
|--------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|
| 311 Responsiveness | | | |
| Service | Overview of Service | Service Level and Service Standard Description | |
| Number of Phone Interactions | The total number of customer interactions handled via phone through the 311 service during the specified period. | <ul style="list-style-type: none"> The service level measures the percentage of calls which 311 answered within 75 seconds or less. The service standard is a Council-approved target to answer 80% of calls within 75 seconds or less. | |
| Status Inquiries Volume | The total number of follow-up customer interactions related to checking the status of an existing service request during the specified period. | | |
| Graffiti Removal | | | |
| Service | Overview of Service | Service Level and Service Standard Description | |
| Graffiti Removal on Private Property | Report graffiti from privately owned properties, as regulated by Toronto Municipal Code Chapter 629 (Property Standards) and Chapter 485 (Graffiti). The City does not remove graffiti on private property. Property owners are responsible for removing graffiti from their premises, even if they did not create it, to maintain a clean and graffiti-free environment. | <ul style="list-style-type: none"> The service level shows how many service requests were contacted by ML&S within the service standard. To ensure urgent issues are addressed quickly and customers receive timely support, ML&S uses a priority response model. This helps maintain a responsive and effective service request process. The service standards are: <ul style="list-style-type: none"> Priority 1: Initial contact within 24 hours of reported issue. Priority 2: Initial contact within 10 days of reported issue. Additional details can be found here: ML&S Customer Service Standards | |
| Traffic or Street Name Sign – Graffiti Complaint | Report graffiti on traffic or street name signs, including Stop, Yield, Speed, guide, and information signs. Graffiti may include drawings, paintings, stickers, or any material attached to the sign. | <ul style="list-style-type: none"> The service level shows how many graffiti complaint service requests were resolved by Transportation Services within the service standard. The service standard is to resolve graffiti complaints within 28 days. | |
| Traffic Signal Equipment – Graffiti Complaint | Report graffiti on specific traffic signal elements. This includes traffic signals, traffic signal boxes (also known as controller cabinets, which are grey boxes located at traffic-controlled intersections), and traffic signal poles, limited to octagonal poles. It also applies to stickers placed above push-button controls on traffic signal poles or crosswalk poles. | <ul style="list-style-type: none"> The service level shows how many graffiti complaint service requests were resolved by Transportation Services within the service standard. The service standard is to resolve graffiti complaints within 14 days. | |

Image: Part of the Glossary included in Q3/Q4 2025 Static Dashboard

Interactive Public Dashboards

CXD is launching interactive public dashboards by the end of March 2026, replacing the need for future iterations of the static dashboard.

What's New:

- ✓ Includes all 311-related service requests across all Integrated Service Divisions
- ✓ Data is refreshed monthly; 7 years of historical data included
- ✓ Enables filtering by ward, date, and service category
- ✓ Easier download of data
- ✓ Detailed service request index with plain-language glossary
- ✓ Direct links to 311 portal and Explore Your Neighbourhood Map

Why this Matters:



More Comprehensive Data: Integrates expanded operational and performance data from Integrated Service Divisions over many years.



Faster, More Intuitive Experience: Quicker loading, filtering, and drill-down for complex datasets, enhancing open-data sets from 311.



Greater Transparency: Enables residents, Councillors, and staff to access and explore 311 data independently.

Public Engagement & Feedback

In February 2026, CXD conducted public engagements to gather feedback on the interactive dashboard.

Digital Citizen Advisors



Civic Tech Toronto



Toronto Public Library



Build Canada



No-More Noise Toronto



Findings

What Residents Value in Public Dashboards

- Clarity at first glance
- Clear explanations of purpose and use
- Simple, plain language
- Streamlined, well-structured views
- Service categories that reflect how residents describe issues
- Mapping that shows the full picture across their area
- Access to information & data

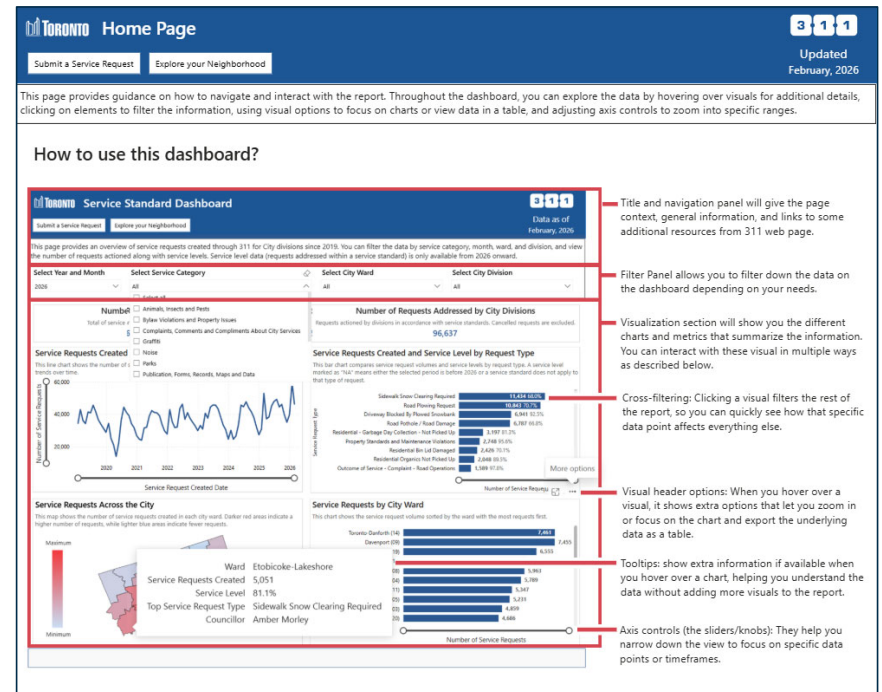
Addressing Public Feedback

Examples of Changes Based on User-Feedback:

Adding a **"How-To" Guide** to support users in understanding how to effectively use key features of the dashboard.

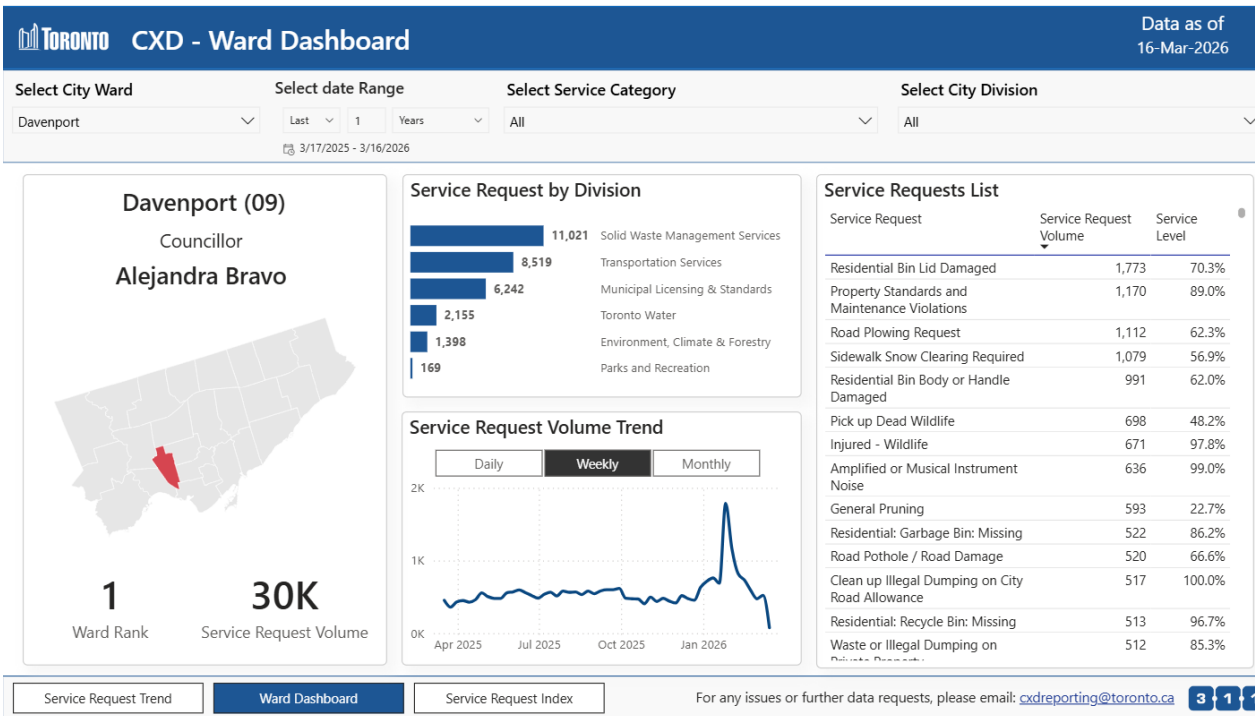
Adjusting **language** based on feedback to ensure it is simple, plain, and understandable to the general public.

Updating **maps** to include clearer legends, make visuals bigger and greater colour contrast.



CXD will continue to adjust the dashboards based on feedback provided on toronto.ca or through 311.

New Councillor Dashboards



Why this Matters:



Faster, more intuitive experience: Quicker loading, filtering, and drill-down for complex datasets, supporting better informed decision making.



Personalized Experience: Ward & issue-specific pages allow elected-officials to easily view what matters most to their constituents.

Interactive Dashboard: Video

