

# Simplifying the 311 Intake Experience

Service Excellence Committee

Customer Experience Division

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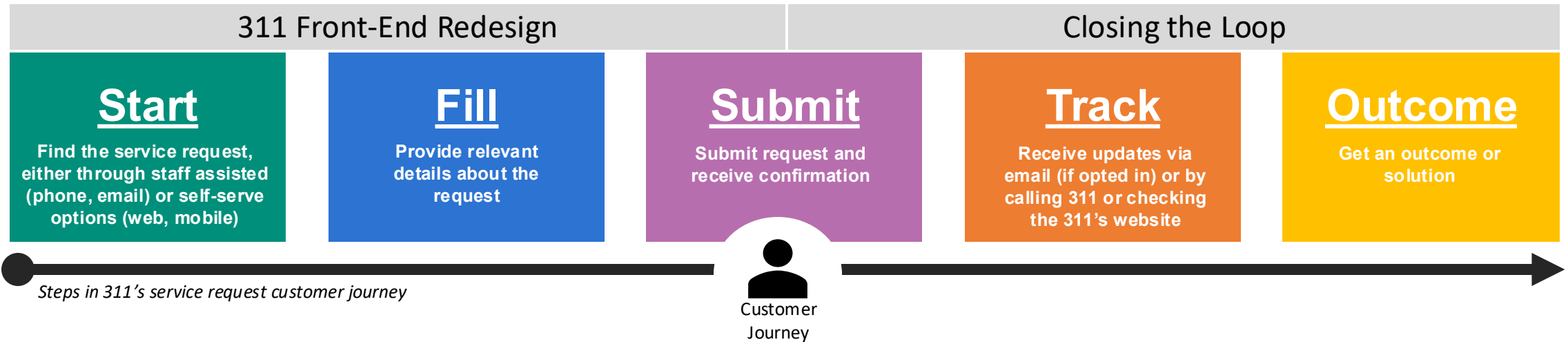


# Context

- [2025.EX26.7](#) requested CXD, PR, TW, TS, SWMS, MLS, and ECF to report back to SEC by Q2 2026 with a proposed plan and phased approach **to simplify the 311 service intake process, starting with Parks Operations, by streamlining public-facing service categories and consolidating service codes where appropriate.**

# Modernizing the End-to-End 311 Customer Journey

Two coordinated initiatives improve how customers **submit, track, and resolve** service requests through 311.



## 311 Front-End Redesign

- Customer-centred redesign of 311 web and mobile intake
- Introducing AI to help customers find the information they need
- Evaluating opportunities to streamline intake across all service requests




## Closing the Loop

- Clear milestones and status updates
- Proactive notifications to customers to reduce follow-up
- Greater transparency from request to resolution





# Strategic Approach

A strategic approach to scaling enhancements while keeping the customer at the centre of the process.

## Phased Implementation

-  **Launch, Learn & Scale**  
Start small to test improvements before scaling more broadly across integrated service divisions (ISDs).
-  **High-Impact Priority**  
Immediate focus on high-impact divisions including Parks, Municipal Licensing & Standards, Transportation Services, and Environment, Climate and Forestry.
-  **Scaling Across Partners**  
Scaling enhancements across all ISDs.

## Customer Engagement

-  **Understand Needs & Behaviours**  
Conduct user research & surveys
-  **Test Solutions**  
Usability testing with customers
-  **Launch & Learn**  
Measure uptake and gather feedback
-  **Continuous Improvement**  
Keep reviewing and improving over time

# 311 Front-end Redesign – Phase 1

Completed by the end of the year (2026)

## New 311 Homepage



A clean, modern, mobile-first design to find, submit, and track service requests.

## Improved Search



New search functionality to easily find the service request that solves their problem.

## Simplified Categories



Categories from the perspective of the public, not internal systems, for easier browsing.

## AI Chat Assistance



AI-powered chat that summarizes Toronto.ca content to quickly answer the public's general questions.

# 311 Front-end Redesign Project Roadmap

Completed	Q2 2026 (+ ongoing)	Q2 2026	Q3 2026 – Q1 2027	Q4 2026	Q3 2027
<b>Initial Data Analysis</b>	<b>Understand Users</b>	<b>Parks Intake</b>	<b>Intake Simplification</b>	<b>New 311 Homepage</b>	<b>Redesigned Intake</b>
CXD reviewed 311 service data and error logs to identify potential opportunities to streamline public-facing service codes and categories.	User interviews and current state research to understand customer needs and behaviours and define the ideal future state.  Ongoing customer engagements continue throughout.	Test Parks service codes to see if there are further opportunities to simplify intake.	Analyze opportunities to streamline intake across partner Divisions.  Start with Urban Forestry & Transportation Services, followed by Solid Waste, MLS & Toronto Water.	Launch initial version of the redesigned 311 homepage, reflective of customer needs and testing.  Launch public facing AI chatbot on 311's website to support with information finding.	Launch redesigned 311 online self-serve portal with improved search and navigation, and simpler intake of service requests.

# Closing the Loop

Goal 1

**Accurate timelines**



Goal 2

**Step-by-step progress**



Goal 3

**Clearer outcomes**



## Multiple levels of detail:

1. **Simple:** Low detail, confirmation and closure for a straightforward service request (~80%)
2. **Medium:** Multiple step-by-step completion, for high volume, predictable service requests (~15%)
3. **Complex:** In progress notes and photo, for more unpredictable service requests (~5%)

# Closing the Loop Roadmap

Completed	In Testing	Q3 – Q4 2026		By Q4 2027
<b>Notes from Parks</b>	<b>Pilot Priority Milestones</b>	<b>Photo Sharing</b>	<b>Priority Milestone Expansion</b>	<b>Onboarding Additional Service Requests Across all ISDs</b>
Customers who opt in will receive City staff-written progress notes on their submitted service requests within the Parks division.	Milestone tracking for 8 high volume, priority service requests, highlighting key steps against completing the work, making progress easy to understand for the public.	Enabling photo sharing for select Parks service requests, where applicable, for high priority service requests.	Sharing more descriptive progress updates to additional select service requests across Transportation Services, Parks & Urban Forestry, leveraging lessons learned from customer testing via the pilot.	Sharing more descriptive progress updates, notes and photos to customers across select service requests in all partner divisions, following the Closing the Loop Framework.

# Notes from Parks

As of April 28<sup>th</sup>, Parks service requests now include **City staff written notes** for status updates.

This means:

- Notes are available for all **34** Parks service requests, when appropriate.
- When customers opt-in for automated notifications, they will receive **more detailed information** about the status and outcome of their request.
- When customers call 311 for a status inquiry, 311 agents can provide more detailed information about the progress on their request.
- When customers look up their service requests on 311's website, there will be more detailed information available on the status of their request.



A screenshot of an email interface. The browser window title is "RE: Update on your service request – Park Washroom Maintenance". The email header shows "Summary by Copilot" and a "Summarize" button. The main body of the email features the Toronto logo at the top, followed by a greeting "Hello Walter," and a message: "There is new information available for your 311 Toronto service request." Below this, a table-like structure provides details: "Your Reference Number: 07980476", "Service Request Type: Park Washroom Maintenance", and "Status: In Progress". A note under the status says: "The request is being investigated, assessed and/or responded to; additional work may be required, if". A large white callout box at the bottom contains the text: "Update from City staff: 'Inspection – City staff have assessed your request. Additional materials / supplies are required. Work should be completed within 8 weeks.'" At the very bottom, there is a small note: "you'll need your reference number to check the status." and a "Visit website" button.

# SRs for Pilot: Milestones and Intake

Division	Service Request	2025 Volumes	2025 Status Inquiries
Transportation Services	Potholes	12,789	5.6%
	Sidewalk Damage	3,175	16.09%
Forestry (in Environment, Climate and Forestry)	General Pruning	13,580	15%
	Tree Emergency Clean-up	9,319	12%
Parks (in Parks & Recreation)	Park Pathway Maintenance	182	7.69%
	Playground Repairs	163	6.74%
Municipal Licensing and Standards	Dead Animal Pick-up	18,013	8.12%
	Property Bylaw	17,708	15.90%

Prioritized by high-volume, high-status inquiry, and seasonality. Combined, these 8 SRs represent **14% (75k requests) of all SR volume in 2025** and expected to be a higher proportion in 2026, given the integration of Parks.



**Status Lookup**

Enter a request reference number  
Request # e. g. 10001234

00006162

**Road Pothole / Road Damage**

Reference Number: 00006162  
Status: Completed  
Resolution Date: April 30, 2026  
Last Updated: April 30, 2026  
Submitted on: April 30, 2026  
Location: Kennedy Ave & Morningside Ave

**Status tracking**

- ✓ **Service request received**  
We received your service request and it's waiting to be reviewed. April 30, 2026
- ✓ **Inspection**  
We inspect the pothole to confirm the location and decide what repair is needed. Sometimes we mark the pothole with a cone to make the area safer. April 30, 2026
- ✗ **Repair**  
This part of the process wasn't required this time.
- ✓ **Closed**  
We closed your request. The pothole repair was completed if needed. April 30, 2026

**Location Map**

**Unique milestones, specific to the service request**

**More detailed information on each step of the process**



# Closing the Loop - DEMO

[Closing the Loop Video Demo](#)



# Questions?