311 Toronto

- Pop 2.5 million (1/2 born outside Canada)
- 6th largest government in Canada
- Part of the original application to establish 311 in Canada (2004)
- Began 311 Toronto in 2005
- Launch in June 2008
- Will be the 2nd largest 311 in North America (agents)
Where will we be in 1 year?

1. Transformation – Service Centric – vs - Customer Centric
2. Satisfying the “Tri-Actor”
3. Incorporating Web 2.0
From Service Centric to Customer Centric

- Organizational Change Management
- Service Silos
- Public sector deliveries services
- Municipalities have a monopoly
- Governments are change resistant
- What is the motive for change?
“Tri-Actors”

- **Citizen** – Role as an “advocate” – Example Believes resource are better spend on public transit than roads

- **Customer** - Role as a “consumer” – Example wants the pot hole fixed

- **Taxpayer** – Role as a “voter” - Does not want taxes to increase

- **Who is 311 responsible to?**
Web 2.0

- Facebook
- Web Collaboration
- Wikipedia
- SMS
- Photo and Video
- How do we attract the “Net Generation”??