

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”?