



SERVICE REQUEST AND SERVICE EXPERIENCE OFFICE STATISTICS

ROLE OF THE SERVICE EXPERIENCE OFFICE

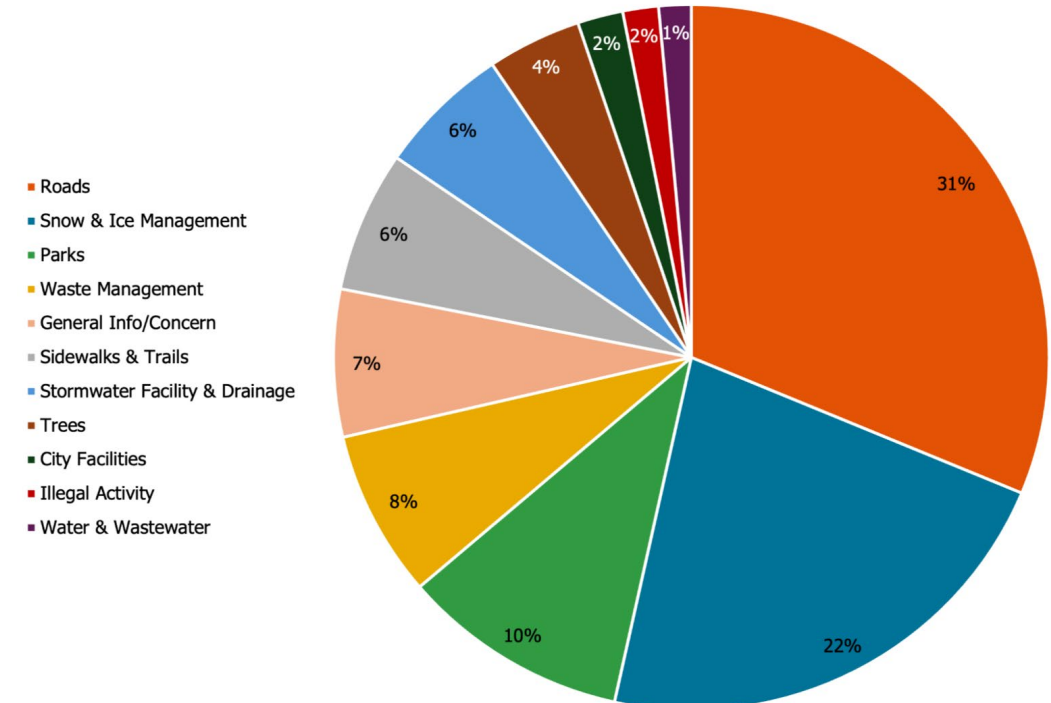
- Approved by Council - operational in spring 2024
- Central touchpoint for non-emergency requests – coordinate communication and reduce pressure on service areas
- Monitor trends and citizen feedback
- Implement organization-wide standards for citizen-centred service
- Currently manages requests for roads, parks, and business licensing and in the process of consolidating requests for waste management.

CATEGORIES OF SERVICE REQUESTS

Between December 2024 to May 2025, citizens submitted **681 service requests**. Of these, **542 were managed by the Service Experience Office (SEO)**.

Category	Percentage of Total	Examples of Services
Roads	31%	Potholes, sweeping, signage, lighting, parking
Snow & Ice Management	22%	Sidewalk and roadway clearing, ice concerns
Parks	10%	Grass cutting, litter, animal waste, washroom issues
Waste Management	8%	Missed or damaged bins, new bin requests
General Info/Concern	7%	Miscellaneous inquiries or unique concerns
Sidewalks & Trails	6%	Cracks, displacements, inspections
Stormwater Facility & Drainage	6%	Blocked catch basins, drainage flow issues
Trees	4%	Pruning, damage, replacement requests
City Facilities	2%	Issues at BSRC, CCBCC, public washrooms
Illegal Activity	2%	Graffiti, illegal dumping
Water & Wastewater	1%	Minor issues, typically handled through other channels

Service Request Categories

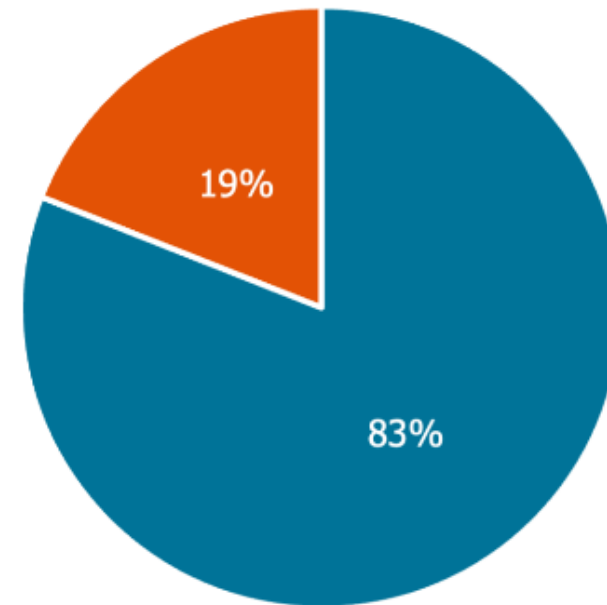


CITIZEN USAGE PATTERNS

Between December 2024 and May 2025:

- 83% of citizens submitted one request
- 19% of citizens submitted more than one request

Citizens Using the Report a Non-Emergency Tool



■ Submitted 1 Service Request ■ Submitted 2+ Service Requests

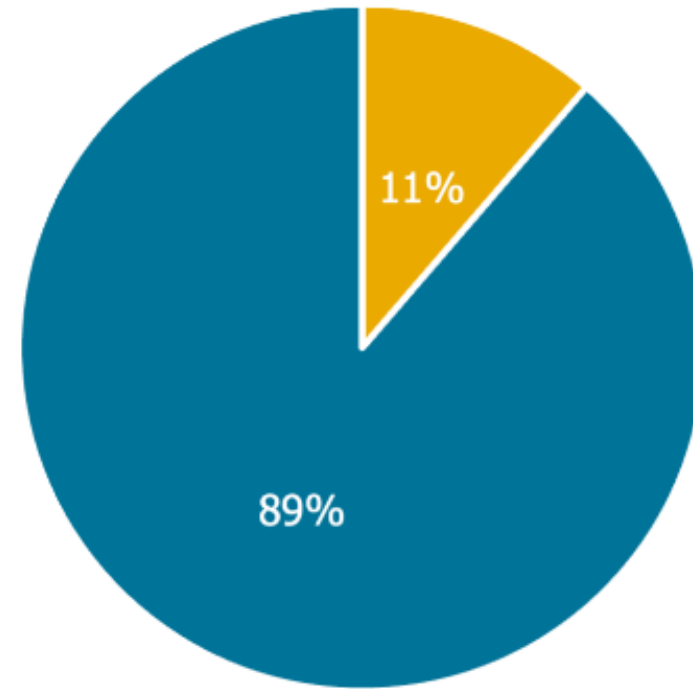
CITIZEN USAGE PATTERNS

While most users engage with the system occasionally, a small group of citizens submitted several requests on similar topics. From December 2024 to May 2025, **one individual accounted for 11% of all service requests.**

These requests:

- Were entered individually through the online Report a Non-Emergency tool.
- Often came in multiple times per day over several days.
- Generally related to fewer than a dozen unique locations, with multiple submissions per site.

Sources of Service Requests



■ One Individual ■ Others

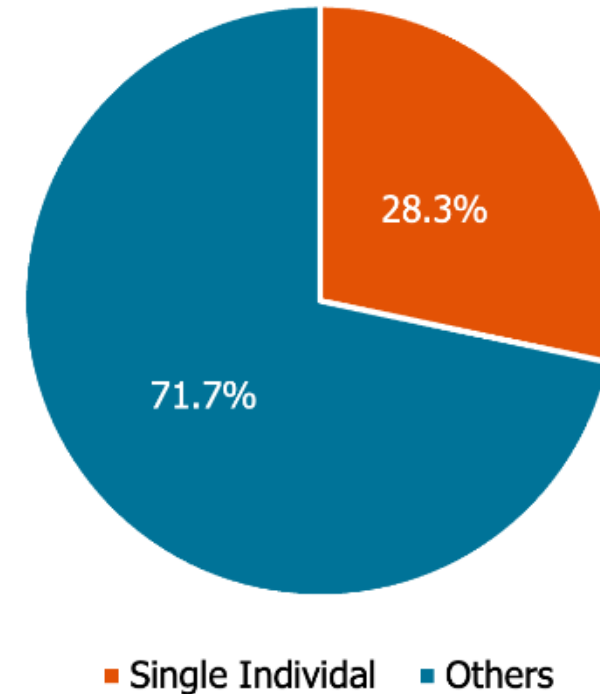
CITIZEN USAGE PATTERNS

In one instance, a single individual accounted for **more than 25% of all pothole-related requests**. Despite the volume of submissions, each request received a standardized response. For example:

- Information is provided on when potholes are typically repaired (e.g., post freeze-thaw and part of scheduled spring maintenance)
- Messaging remains clear, respectful, and aligned with operational realities.

In cases where service areas determined that work was required, the request was added to a work order. Citizens were informed once the concern was scheduled for repair, and the service request was then marked closed. The work order remains open until the task is completed.

Sources of Pothole Concerns



OPERATIONAL EFFICIENCIES GAINED

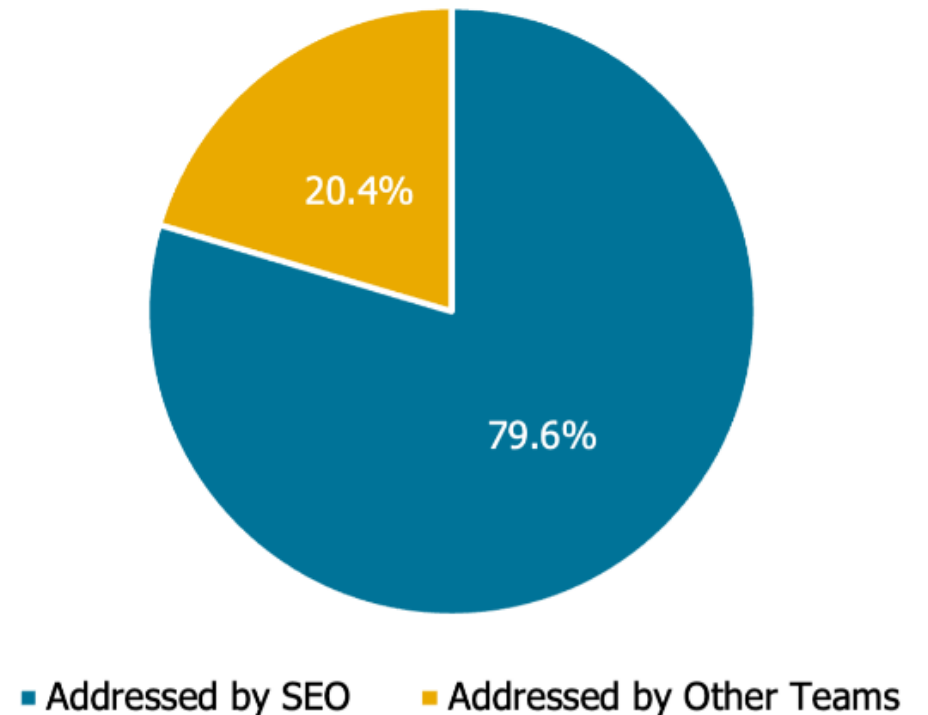
The SEO's centralized intake model improves public service delivery by reducing the communication workload for operational departments and expediting follow-up with the citizen.

Based on the volume of requests handled by the SEO between December 2024 and May 2025:

- Parks and roads staff saved an **estimated 12.5 hours per week.***

*Time savings are based on department feedback and pre-SEO workflow estimates.

Addressing Citizen Service Requests



OPERATIONAL EFFICIENCIES GAINED

Service request closure times further demonstrate the efficiency of the SEO model. According the lifecycle data from the Cityworks asset management platform and analyzed by the Corporate Analytics and Technology team:

- SEO-managed requests are closed within an average of **0.7 calendar days**
- Requests managed by other departments were closed within an average of **3.2 calendar days**

