



Exhibition Place

Item No. 28

ACTION REQUIRED

October 26, 2011

To: The Board of Governors of Exhibition Place

From: Dianne Young, Chief Executive Officer

Subject: Compliments, Feedback & Complaints Policy

Summary:

As an agency of the City of Toronto, the Board is required to follow directions of City Council including the recommendations from the Toronto's Office of the Ombudsman approved by Council regarding the development of a Public Complaints policy/process. The intent of the Public Complaints process would be to act as the initial level of review and assessment of complaints from the public concerning services delivered by the four Exhibition Place Program Areas: Allstream Conference Centre, BMO Field, Canadian National Exhibition, and Exhibition Place/Direct Energy Centre. If the public complainant is not satisfied with the response from Exhibition Place they have a right of appeal to the Office of the Ombudsman of the City of Toronto.

Exhibition Place staff have been working with the Office of the Ombudsman to draft the attached Complaints Policy and Procedure and this policy/procedure generally follows similar ones adopted by other City departments.

Financial Implications:

There are no financial implications resulting from the adoption of this report.

Recommendation:

It is recommended that the Board approve the Compliments, Feedback & Complaint Policy as provided in Appendix "A" attached to this report.

Decision History:

At its meeting of February 7, 2011, City Council approved a report from the Office of the Ombudsman of the City of Toronto which indicated that all City agencies, boards, commissions and departments adopt a public complaint process which would be the initial level of review and assessment of any such public complaints prior to appeal by the public complainant to the Office of the Ombudsman.

As part of the 2009 Strategic Plan, Exhibition Place has a Goal of *Sustaining a high-performing organization through alignment of people, processes and systems and through the recognition of our dedicated and excellent staff* and pursuant to that Goal will *continuously to improve governance mechanisms*.

Issue Background:

As directed by City Council, Exhibition Place, which includes all four Program areas, needs to have a Public Complaints Policy that will be accessible from the Exhibition Place websites and will clearly address the formal process for receiving and processing compliments, feedback and complaints from the customers, attendees, partners and visitors to Exhibition Place.

Comments:

Because of the nature of their business, both the BMO Field Program and the CNEA Program have developed formal complaints process specific to their businesses. The Allstream Program and Direct Energy / Exhibition Place Program has a more informal complaint process because these program areas act mainly as facility operators for shows/events and it is the show/event producer which carries out the function of addressing complaints. However, on its website Exhibition Place has always had a “comment” function and show / event customers / attendees have used this function to make a complaint which is always responded to through a formal reply process.

Exhibition Place staff have been working with the City of Toronto’s Office of the Ombudsman and senior management for each of the four program areas in developing the appropriate procedures and the necessary forms to suit the nature and the business of Exhibition Place, and once finalized, will post the policy to all websites associated with the four program areas, and on an annual basis report any complaints received and their resolution to the Board and to the City through the Office of the Ombudsman.

Contact:

Fatima Scagnol, Corporate Secretary/Exhibition Place

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Fax: 416-263-3690

E-mail: Fscagnol@explace.on.ca

Submitted by:

Dianne Young
Chief Executive Officer



Appendix "A" Complaints Policy for Exhibition Place

Purpose:

The Board of Governors of Exhibition Place is an agency of the City of Toronto and on behalf of the City manages the Exhibition Place grounds and all buildings and infrastructure on the grounds. Exhibition Place is made up of four functional programs: Direct Energy Centre / Exhibition Place; Canadian National Exhibition Association (CNEA); BMO Field (National Soccer Stadium); and Allstream Centre.

This policy provides for a mechanism to receive feedback and resolve issues relating to complaints about any of the Exhibition Place services and actions from customers, attendees, visitors, partners and Toronto residents that visit Exhibition Place.

Because of the nature of the business carried on during the CNE and at BMO Field, alternate complaint processes have been developed for each of the CNEA and BMO Field (National Soccer Stadium) in addition to the Exhibition Place complaint procedure. Maple Leaf Sports & Entertainment Ltd. on behalf of Exhibition Place manages BMO Field and also manages the alternate complaint process for BMO Field.

The policy outlined below guides the complaint process developed for Exhibition Place and for the alternate processes for the CNEA and BMO Field.

Policy:

1. Exhibition Place receives, reviews, records and makes every effort to promptly resolve complaints as quickly as possible, and in accordance with defined guiding principles and an established complaints procedure(s).
2. The Exhibition Place Complaints Policy is made accessible to the public on the websites for Exhibition Place and City of Toronto, along with the websites for the program areas: Allstream Centre, BMO Field, CNEA, Direct Energy Centre and Exhibition Place websites.
3. Exhibition Place staff are made aware of and receives instruction on this Policy and will act in accordance with defined guiding principles as established in the complaints procedure.
4. Exhibition Place regularly reviews the complaints log for issues and trends as a means of continually improving processes and service.
5. If appropriate, complaints may be referred to an alternate complaints process developed and managed through the CNEA program and the BMO Field (National Soccer Stadium) program.
6. A report with respect to all Complaints will be reported to the Board of Governors of Exhibition Place and to the Office of the City of Toronto Ombudsman, on a yearly basis.

EXHIBITION PLACE COMPLAINTS PROCEDURE**1. Introduction**

- The following procedure applies to complaints directly related to services and processes within the Exhibition Place program/service areas:
 - BMO Field – National Soccer Stadium
 - Canadian National Exhibition Association (CNEA)
 - Corporate Secretary/Exhibition Place
 - Event Management
 - Facility Management
 - Financial
 - Human Resources
 - Operations
 - Parking
 - Records & Archives
 - Sales & Marketing
 - Security
- Because of the nature of the business carried on during the CNE and at BMO Field, alternate complaint processes have been developed specifically for the CNEA and BMO Field (National Soccer Stadium) in addition to the Exhibition Place complaint procedure.
- Maple Leaf Sports & Entertainment Ltd. on behalf of Exhibition Place manages BMO Field and also manages the alternate complaint process for BMO Field.
- However, the principles and procedures outlined below guides the complaint processes developed for Exhibition Place, CNEA and BMO Field.

2. Guiding Principles – in managing all complaints the following principles will guide Exhibition Place and its Management Team for all program areas :

- It is in the interest of all parties that complaints are dealt with promptly and resolved as quickly as possible.
- Staff will treat complaints as confidential and protect the complainant's privacy and staff's privacy as much as possible.
- Review of complaints is fair, impartial and respectful to all parties involved.
- Complainants are advised of their options to escalate their complaint if they are dissatisfied with treatment or outcome.
- Complainants are provided clear and understandable reasons for how decisions on the complaint were made.
- Updates are provided to complainants during review processes.
- Following an initial review of complaints, complainants are advised if alternate complaint procedures apply.
- In the management of complaints the Corporate Secretary/Exhibition Place and the CNEA Guest Relations Supervisor / CNEA General Managers' Office, will ensure that all original copies of written complaints and complaint forms will be filed and locked in a

secure area on the Exhibition Place grounds. In the management of complaints, the Fan Service Area at BMO Field will ensure that all original copies of written complaints and complaint forms will be filed and locked in a secure area located at the Fan Services Department in Maple Leaf Sports & Entertainment's head office at 50 Bay Street, Suite 500, Toronto, Ontario.

- All electronic copies of written complaints and complaint forms will be password protected with only the Corporate Secretary/Exhibition Place, the CNEA Guest Relations Supervisor / CNEA General Manager's Office, and the Fan Service Supervisor and appropriate management at BMO Field will have access to these records.

3. Types of Complaints

Definition: A complaint is an expression of dissatisfaction about the service, actions, or lack of action by a service area or staff member representing Exhibition Place. Complaints may relate to the actions of an individual or to an Exhibition Place Service or Program Area policy, process or procedure.

Examples include but are not limited to:

- a perceived failure to do something agreed to do;
- a failure to observe policy or procedures;
- an error made by staff; or
- unfair or discourteous actions/statements by staff

Anyone personally affected can submit a complaint and it will be reviewed in accordance with the Exhibition Place Complaint Policy / Procedure.

4. Ways to Make a Complaint

A. Exhibition Place:

- Mail: Fatima Scagnol, Corporate Secretary/Exhibition Place, Attention: "Complaints", Queen Elizabeth Building, 200 Princes' Blvd., Exhibition Place, Toronto, ON M6K 3C3, who will record and allocate a complaint number in the data base and a copy of the written complaint will be delivered to the appropriate General Manager and Director.
- Electronic: FScagnol@explace.on.ca, Attention: "Complaints" who will record and allocate a complaint number in the data base and a copy of the written complaint will be delivered to the appropriate General Manager and Director.
- Fax: 416-263-3640 – Fatima Scagnol, Corporate Secretary/Exhibition Place Attention: "Complaints" who will record and allocate a complaint number in the data base and a copy of the written complaint will be delivered to the appropriate General Manager and Director.
- Telephone: Fatima Scagnol, Corporate Secretary/Exhibition Place, 416-263-3620 (direct line) who will record and allocate a complaint number in the data base and a copy of the written complaint will be delivered to the appropriate General Manager and Director.

B. BMO Field – National Soccer Stadium:

During Events in BMO Field:

- There are 2 Fan Services booths at every event with the hopes that fans can be assisted in person in real-time instead of the after the event has concluded.
- The “**GuestAssist Text Message Program**” is active during all BMO Field events that fans can utilize onsite. Fans simply text the keyword “**BMO**” along with their question, issue or seat location to the GuestAssist number, “**78247**” which is received by onsite staff who can provide the information or dispatch others to fan’s location.

After Events in BMO Field:

- Fans can **email** through a link on website, which link contacts a complaint tracking form http://www.mlse.com/contactus_venues.aspx
- Fan may call: 416-815-5982.
- Fans may fax: 416-815-6050
- Both the phone line and the email are “live” Monday through to Friday from 9 am to 5 pm, otherwise fans can leave a message that will be returned during the next business day

C. Canadian National Exhibition Association

During the annual Fair (mid-August to Labour Day weekend)

- Complainants are asked to visit one of onsite “Guest Relations” Kiosk who will be assisted in person in real-time instead of the after the event has concluded.
- Complainants can directly contact the Guest Relations Supervisor, Ms. Marlene Harris, at 416-263-3828 or MHarris@TheEx.com.
- Complainants can fax the General Manager’s Office: 416-263-3850

After the annual Fair

- Complainants may contact the General Manager’s office: 416-263-3841
- Complainants can email PChaisson@TheEx.com
- Complainants can fax the General Manager’s Office: 416-263-3850

Regardless of which way a complainant uses to record a complaint whether to Exhibition Place, CNEA or BMO Field, the complaint procedures outlined below will be followed.

D. **How a Complaint is Made**

- A complaint may be received verbally (by telephone) or in writing (received by hand delivery, mail, fax or electronic means).
- The complainant may use the Complaint Tracking Form to submit their complaint; however, this form is not always required for a complaint to be received or reviewed.
- Exhibition Place strives at all times to provide equal treatment and equitable benefit of Exhibition Place services, programs and facilities in a manner that respects the dignity and independence of people with disabilities.
- All complaints are taken seriously and dealt with in a manner that meet and/or exceeds customer expectations.
- All complaints will be recorded and allocated a complaint number and will be part of an Exhibition Place official records.

- Following the filing of a complaint, all details of the complaint will be reviewed, an investigation conducted and report produced.

E. Handling of Complaints

- Written complaints receive a written notice of decision unless otherwise requested by complainant.
- Verbal complaints receive written and/or verbal notice at the discretion of Exhibition Place or as requested by the complainant.
- If applicable, the complainant will be notified in writing of any corrective action taken or remedy proposed. Confidentiality will be maintained to protect the privacy of Exhibition Place staff or staff acting on behalf of Exhibition Place.

F. Logging of the Complaint & Record

- To ensure a central record for all complaints a complaint database is maintained for Exhibition Place Complaints, CNEA Complaints and BMO Field Complaints.
- Each entry is given a complaint number beginning with the year followed by the letters indicating the respective database and service area (i.e. 2011-EX-CS-001)
- The Corporate Secretary/Exhibition Place, CNEA General Manager, BMO Field General Manager are each responsible for maintaining and ensuring the respective complaints database are up-to-date.
- All hard copies of documentation for all complaints will be stored in secure files.
- Regular monitoring and review of complaints will be conducted to identify issues, trends, areas of concern and opportunities for improvement.
- On a quarterly basis the CNEA General Manager and the BMO Field General Manager will report complaint data to the Corporate Secretary/Exhibition Place who will develop a summary report to be considered quarterly by the Exhibition Place Executive Team.

G. Response Times

- The following standards for acknowledging receipt of a complaint apply unless the complainant requests a particular mode of contact:
 - Complaints are acknowledged by telephone within one (1) working day of being received.
 - Complaints are acknowledged by email within one (1) working day of being received.
 - Complaints are acknowledged by fax within two (2) working days of being received.
 - Complaints are acknowledged by mail within three (3) working days of being received.
 - Where an expanded review is required, complainants are contacted within fourteen (14) days with either a final response or update. At that time the complainant is advised of when the next contact will be – either for a proposed resolution or for the next progress update.

H. Expanded Review Process

The Expanded Review Process may be pursued at the request of the complainant or at the discretion of Exhibition Place Management Staff. The Expanded Review Process will include:

- If it is a verbal complaint, a request may be made to put the complainant to put his/her complaint in writing, especially if it involves a serious or complex matter. If the complainant declines, a note should be placed in the complaint file.
- Discussion(s) with the complainant to clarify the complaint, confirm common understanding, clarify outcome sought, and explain complaint procedures.
- Discussion(s) with staff involved to obtain their perspective (with union representative if applicable).
- Discussion(s) with witnesses to the complaint, if applicable.
- Review of background information such as policies and procedures, previous written communications and other documentation. (Confidential information such as Human Rights Office files are not included)
- Obtain and review other expert opinions or perspectives.
- Complainants will be contacted with a resolution or update. (See Response Times)
- Complainants are automatically contacted when their complaint is escalated.
- NOTE: From time to time, there may arise extraordinary circumstances where Exhibition Place may not be in a position to guarantee these standards can be satisfied (e.g. during labour disruption, emergency management situation, etc.)

I. List of Forms:

Complaint Tracking Form.

5. Decision & Resolution – Unresolved or Dissatisfied

If a complaint is not addressed to the complainant's satisfaction, the complainant can contact the Office of the Ombudsman as an office of last resort. Visit the Ombudsman's secure and independent web site for more information:

[www.toronto.ca/ombudstoronto/<http://www.toronto.ca/ombudstoronto/index.htm](http://www.toronto.ca/ombudstoronto/index.htm)

Telephone: 416-392-7062

E-mail: Ombuds@toronto.ca

Schedule 2

EXHIBITION PLACE COMPLAINT FORM

Complaint Tracking No. _____

| | | |
|--|-----------------------|---------------------|
| Date (dd-mm-yyyy) | | |
| Name of complainant (first, last) | | |
| Address | | |
| City/Town | Province | Postal Code |
| Home phone | Business Phone | Mobile Phone |
| E-Mail | | |

Channel Reported (Check one option)

| | |
|--------------|--------------------------|
| In Person | <input type="checkbox"/> |
| By Telephone | <input type="checkbox"/> |
| Electronic | <input type="checkbox"/> |
| Mail | <input type="checkbox"/> |
| Fax | <input type="checkbox"/> |

Summary of Complaint (to be completed by Complainant)

Please record information on what happened, who was involved, what actions occurred, dates, and times. Be as detailed as possible. If there is not enough space to describe the complaint, attach extra paper. Please attach any relevant documents such as letters or reports that are relevant to the complaint.

| |
|--|
| Details and Dates |
| Service area or location of problem |
| Staff persons involved (if known and if applicable) |

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| List of enclosures (include copies of any documentation in support of the complaint) |
| |

Complaint Type (check all that apply):

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|--|--|--|
| <input type="checkbox"/> Processes or Procedures | <input type="checkbox"/> Equity, Diversity & Access Standard | <input type="checkbox"/> Staff Conduct |
| <input type="checkbox"/> Access | <input type="checkbox"/> Timeliness of Service | <input type="checkbox"/> Outcome |
| <input type="checkbox"/> Other (please describe) | | |
| | | |

Desired Outcome:

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Timeline

The Senior Management Team Member involved will notify you within 1 to 3 calendar days of receiving your complaint. If this is not possible, you will be contacted and given a reason why this timeline is being adjusted.

| | | | |
|----------------------|--|---------------|--|
| Complaint Recipient: | | Service Area: | |
| Email: | | Phone No.: | |

Notice of Collection

The Exhibition Place Corporate Secretary's office collects personal information on this form under authority of the City of Toronto *Act*, 2006, s. 136 (c) and the City of Toronto Municipal Code, Chapter 169, Article 1, ss. 169-1, 169-2, and 169-4. The information you provide will be used to investigate the complaint and may be used for contact purposes. Questions about this

collection can be directed to the Freedom of Information & Privacy Officer, General Services Building, Exhibition Place, Toronto, ON, M6K 3C3 or by telephone at 416-263-3658.

While investigating your complaint, in accordance with the Municipal Freedom of Information and Protection Privacy *Act* (MFIPPA), Exhibition Place will only disclose your personal information to staff who require the information to perform the investigation and will not be shared with the person who is the subject of your complaint (if applicable). Your personal information will not be shared with anyone else unless you provide written consent for such sharing or where Exhibition Place is compelled by law to do so.

Details of Expanded Review Process

(to be completed by Senior Management Team Member)

| | | | |
|------------------|--|---------------|--|
| Date Received: | | | |
| Complaint Owner: | | Service Area: | |
| Email: | | Phone Number: | |

Note: contact information of the complaint owner should be filled out whether or not the complaint is transferred.

Was the complaint transferred to another area? If yes, check the box, explain why the transfer was made, fill out the contact details of the complaint owner, and send a copy of pages 1 and 2 to the complaint owner.

Reason for transfer if applicable:

Is the complaint misclassified (e.g. it is actually feedback, or a compliment, etc.) If yes, check the box and, notify the complainant.

Date of notification (dd-mm-yyyy) _____

Is the complaint a duplicate? If yes, check the box, and notify the complainant.

Date of notification (dd-mm-yyyy) _____

Is more detailed information required from the complainant? If yes, check the box and contact the complainant to request the necessary information.

Date of notification (dd-mm-yyyy) _____

Details of Initial Internal Investigation

Notify complainant with service standards and process details.

Date of notification (dd-mm-yyyy) _____

Investigation Notes

Date (dd-mm-yyyy)

| |
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Outcome of Initial Internal Investigation, including steps for resolution

| | | | |
|------------------------------------|--|--|--|
| | | | |
| Person & Role to Complete Outcome: | | Target Date for Resolution: (dd-mm-yyyy) | |

Upon completion of this form to this point, send notification of the outcome to complainant.

Date of Notification (dd-mm-yyyy)

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Details of Escalated Internal Investigation

Notify complainant with service standards and process details.

Date of notification (dd-mm-yyyy) _____

| | | | |
|-------------------------------|--|---------------|--|
| Senior Management Team Member | | Service Area: | |
| Email | | Phone Number | |

Reason for Expanded Review Process

Please use the space below to explain why the Complainant did not accept the outcome of the initial investigation of their complaint and therefore why they are now asking Exhibition Place to expand the review.

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Investigation Notes

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|-------------------|
| Date (dd-mm-yyyy) |
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Outcome of Escalated Internal Investigation, including steps for resolution

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| Person & Role to Complete Outcome: | | Target Date for Completion (dd-mm-yyyy) | |
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Upon completion of this form, send notification of the new outcome to the complainant.

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| Date of Notification (dd-mm-yyyy) |
|--|

Check this box if the complaint goes to external review, and attach any relevant documents.