

Scorecard - Communications

Information

Name: Communications

Description: n/a

Domain: Communications

Owners: Kim, Inson

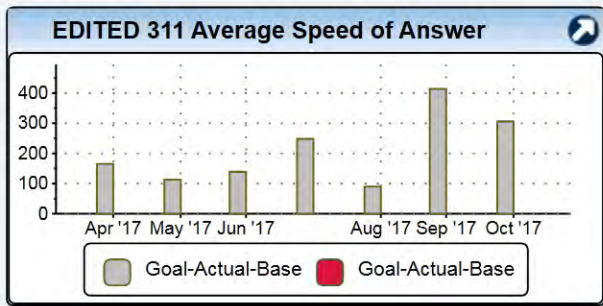
Details

	As Of	Actual	Target	FYTD Actual	FYTD Target			
1.0 Customer								
Increase Access to and quality of Government Information and Services (COM)								
Initiative Name	Type	As Of	Status	%	Owners			
Re-architect the County's Content Management System		2/1/2016	In Progress	80%	Suarez, Angelica (COM)			
Enhance 311 Mobile App SRs	Improvement	n/a	n/a		Mullins, R. Adam (COM)			
311 Average Speed of Answer		Sep '17		414seconds	n/a	242seconds	n/a	
311 Email Replies		Sep '17		2,479	2,000		n/a	
311 Service Center Walk-Ins		'17 FQ3		7,853	6,500		n/a	
311 Total Call Volume		Sep '17		186,331	127,000		131,745	127,000
Average Abandon Rate		Sep '17		39.90%	15.00%		22.59%	15.00%
Service Requests Created		Aug '17		31,095	n/a		n/a	n/a
Facebook Page Likes		May '17		53,904	61,000		51,837	61,000
Twitter Followers		May '17		46,596	49,000		42,991	49,000
County Portal Subscribers		May '17		122,868	100,000		129,076	100,000
Number of Visits to beta.miamidade.gov		May '17		63,056	n/a		249,945	n/a
Number of Visits to miamidade.gov		May '17		2,927,188	1,500,000		23,112,029	12,000,000
2.0 Financial								
Meet Budget Targets (Communications)								
Expen: Total (Communications)		'17 FQ4		\$4,972K	\$4,778K		\$16,921K	\$19,111K
Revenue: Total (Communications)		'17 FQ4		\$7,074K	\$4,779K		\$17,109K	\$19,111K
Percent of Invoices Paid within 45 calendar days		Jan '16		99%	85%		n/a	n/a
Positions: Full-Time Filled (Communications)		'17 FQ4		163	170		n/a	n/a
				(160 - 1,701)				
3.0 Internal								
Enable transparency of service delivery								
Initiative Name	Type	As Of	Status	%	Owners			
Automated Closed Loop Program	Improvement	n/a	n/a		Mullins, R. Adam (COM)			
Advertisement Value Added per Quarter		'17 FQ1		75,170	60,000		n/a	n/a
Total Tasks Requested per Quarter		'17 FQ1		2,663	1,500		n/a	n/a
4.0 Learning and Growth								
Professional Development through Training								
% Employees Using Active Training Licenses		'16 FQ1		30%	100%		n/a	n/a

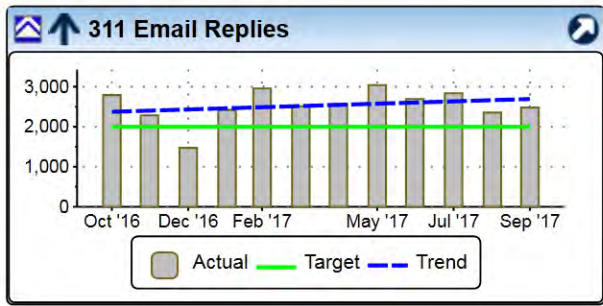
Scorecard	Description	Owners
Communications		Kim, Inson
1.0 Customer		

Objective	Description	Owners
Increase Access to and quality of Government Information and Services (COM)	Increase Access to Government Information and Services while continuously improving the quality of information delivery by making it timely, accurate, consistent, and increasingly simple to access.	Kim, Inson

Measures Linked to Objective	Period	Actual	Target	Variance	Owners
311 Average Speed of Answer	Oct '17	306seconds	n/a	n/a	Mullins, R. Adam (COM); Lopez, Kenia (COM)

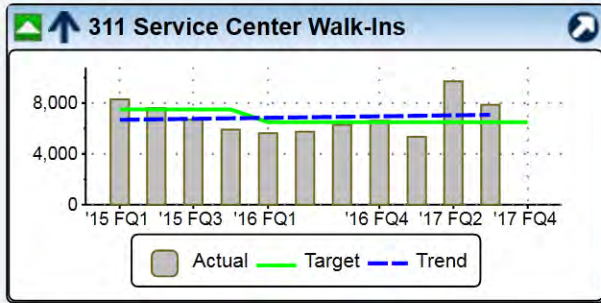


311 Email Replies	Sep '17	2,479	2,000	479	Silva, Liz (COM); Mullins, R. Adam (COM); Lopez, Kenia (COM)
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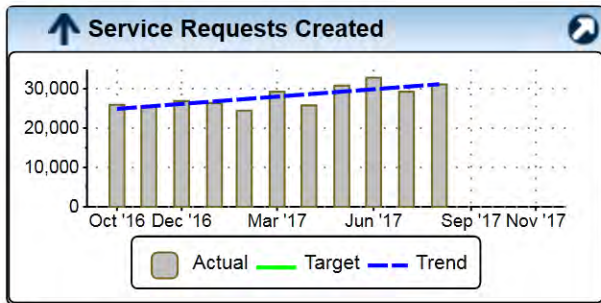


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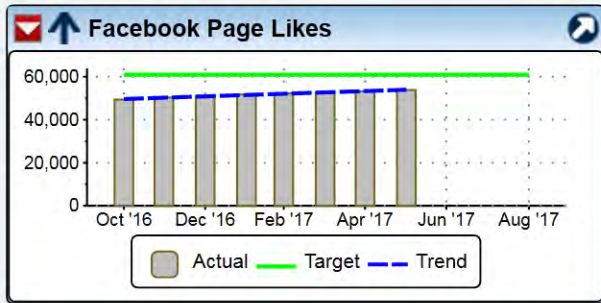
311 Service Center Walk-Ins		'17 FQ3	7,853	6,500	1,353	Lopez, Kenia (COM); Suarez, Angelica (COM)
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311 Total Call Volume		Oct '17	115,232	127,000	-11,768	Lopez, Kenia (COM); Mullins, R. Adam (COM)
Average Abandon Rate		Sep '17	39.90%	15.00%	-24.90%	Silva, Liz (COM); Lopez, Kenia (COM)
Service Requests Created		Aug '17	31,095	n/a	n/a	Lopez, Kenia (COM); Silva, Liz (COM); Mullins, R. Adam (COM)



Facebook Page Likes		May '17	53,904	61,000	-7,096	Mullins, R. Adam (COM); Lopez, Kenia (COM)
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Twitter Followers

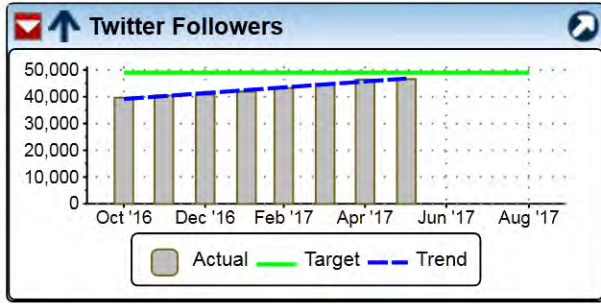


May '17

46,596

49,000

-2,404 Lopez, Kenia (COM);
Mullins, R. Adam (COM)



County Portal Subscribers

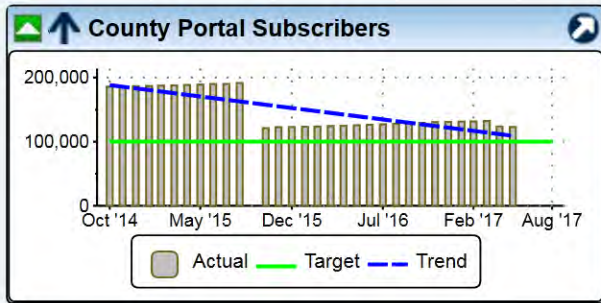


May '17

122,868

100,000

22,868 Lopez, Kenia (COM);
Mullins, R. Adam (COM)



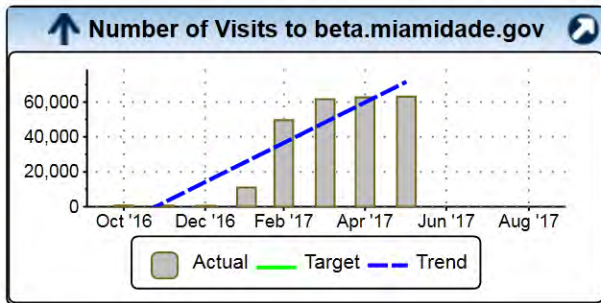
Number of Visits to beta.miamidade.gov

May '17

63,056

n/a

n/a Mullins, R. Adam (COM);
Lopez, Kenia (COM)



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Number of Visits to miamidade.gov



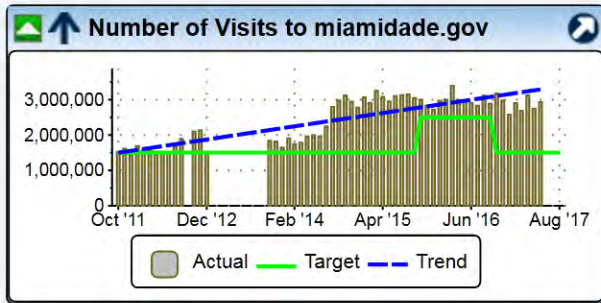
May '17

2,927,188

1,500,000

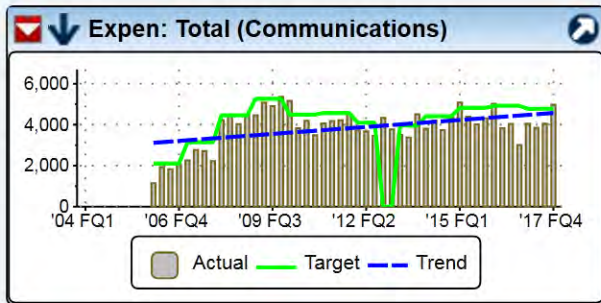
1,427,188

Lopez, Kenia (COM);
Mullins, R. Adam (COM)



2.0 Financial

Objective	Description	Owners			
Meet Budget Targets (Communications)		Suarez, Angelica (COM); Kim, Inson			
Measures Linked to Objective	Period	Actual	Target	Variance	Owners
Expen: Total (Communications)	'17 FQ4	\$4,972K	\$4,778K	-\$194K	Suarez, Angelica (COM); Lopez, Kenia (COM)



Revenue: Total (Communications)



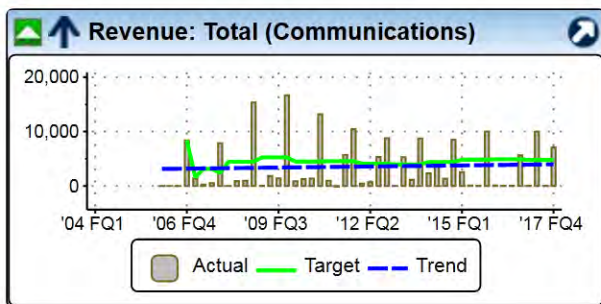
'17 FQ4

\$7,074K

\$4,779K

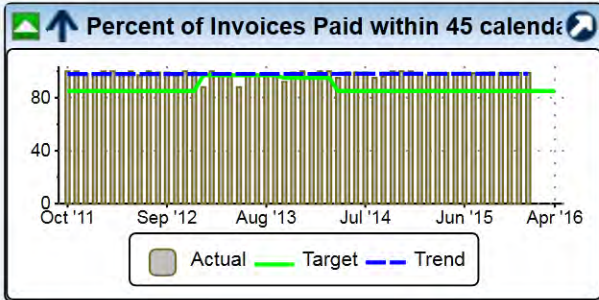
\$2,295K

Suarez, Angelica (COM); Lopez, Kenia (COM)

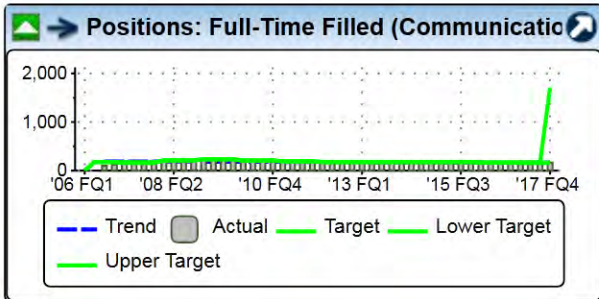


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Percent of Invoices Paid within 45 calendar days ▲ Jan '16 99% 85% 14% Mullins, R. Adam (COM); Lopez, Kenia (COM); Suarez, Angelica (COM)

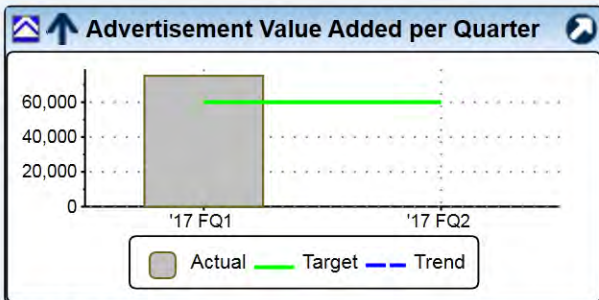


Positions: Full-Time Filled (Communications) ▲ '17 FQ4 163 170 (-160 - 1,701) -7 Lopez, Kenia (COM); Suarez, Angelica (COM)



3.0 Internal

Objective	Description	Owners			
Enable transparency of service delivery		Suarez, Angelica (COM)			
Measures Linked to Objective	Period	Actual	Target	Variance	Owners
Advertisement Value Added per Quarter ▲	'17 FQ1	75,170	60,000	15,170	Mullins, R. Adam (COM); Lopez, Kenia (COM)



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Total Tasks Requested per Quarter

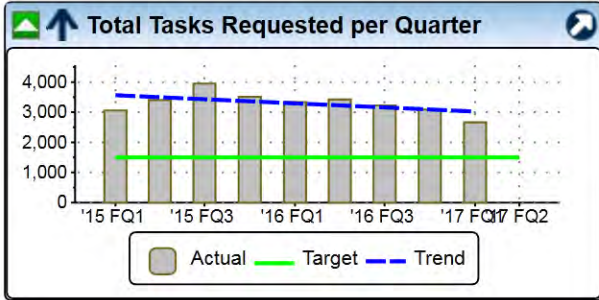


'17 FQ1

2,663

1,500

1,163 Suarez, Angelica (COM);
Lopez, Kenia (COM)



4.0 Learning and Growth

Objective	Description	Owners			
Professional Development through Training		Suarez, Angelica (COM)			
Measures Linked to Objective	Period	Actual	Target	Variance	Owners
% Employees Using Active Training Licenses	'16 FQ1	30%	100%	-70%	Suarez, Angelica (COM); Lopez, Kenia (COM)

