

Scorecard - Communications

Information

Name: Communications

Description: n/a

Domain: Communications

Owners: Kim, Inson

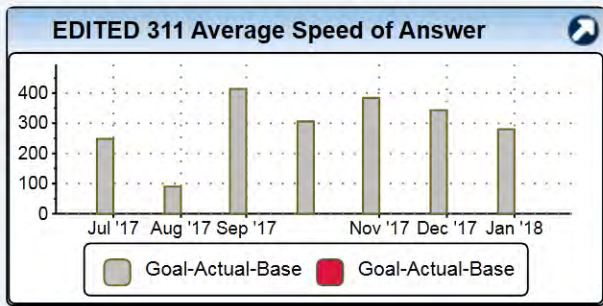
Details

	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		Dec '17		343seconds	n/a
311 Email Replies		Dec '17		2,842	2,000
311 Service Center Walk-Ins		'17 FQ3		7,853	6,500
311 Total Call Volume		Dec '17		99,776	127,000
Average Abandon Rate		Dec '17		26.84%	15.00%
Service Requests Created		Aug '17		31,095	n/a
Facebook Page Likes		Dec '17		65,491	61,000
Twitter Followers		Dec '17		66,917	49,000
County Portal Subscribers		Dec '17		121,839	100,000
Number of Visits to beta.miamidade.gov		Dec '17		87,049	n/a
Number of Visits to miamidade.gov		Dec '17		2,819,859	1,500,000
2.0 Financial					
Meet Budget Targets (Communications)					
Expen: Total (Communications)		'18 FQ1		\$3,790K	\$4,719K
Revenue: Total (Communications)		'18 FQ1		\$9,094K	\$4,719K
Percent of Invoices Paid within 45 calendar days		Dec '17		99%	85%
Positions: Full-Time Filled (Communications)		'17 FQ4		163	170
				(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 FQ4		172,919	60,000
Total Tasks Requested per Quarter		'18 FQ1		3,251	1,500
4.0 Learning and Growth					
Professional Development through Training					
% Employees Using Active Training Licenses		'17 FQ4		32%	100%

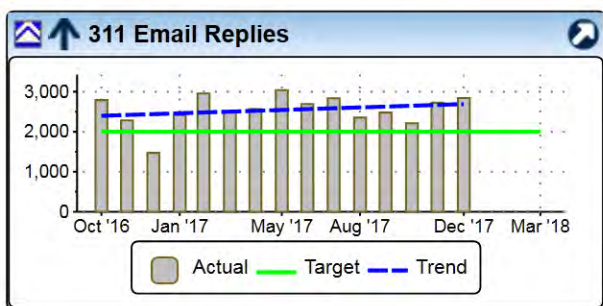
Scorecard	Description	Owners
Communications		Kim, Inson
1.0 Customer		

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	Jan '18	280seconds	n/a	n/a	Mullins, R. Adam (COM); Lopez, Kenia (COM)

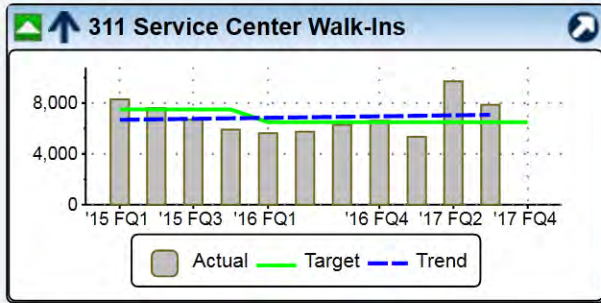


311 Email Replies	Dec '17	2,842	2,000	842	Silva, Liz (COM); Mullins, R. Adam (COM); Lopez, Kenia (COM)
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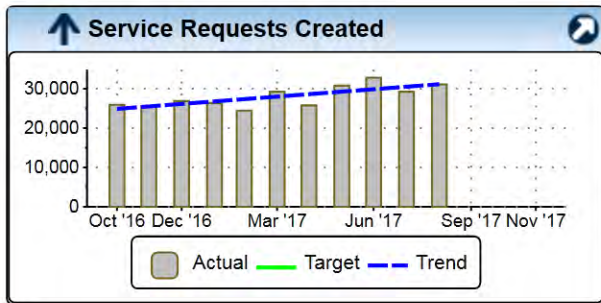


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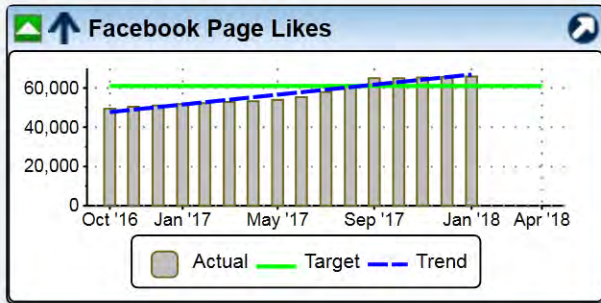
311 Service Center Walk-Ins		'17 FQ3	7,853	6,500	1,353	Lopez, Kenia (COM); Suarez, Angelica (COM)
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311 Total Call Volume		Jan '18	108,238	127,000	-18,762	Lopez, Kenia (COM); Mullins, R. Adam (COM)
Average Abandon Rate		Dec '17	26.84%	15.00%	-11.84%	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		Jan '18	65,819	61,000	4,819	Mullins, R. Adam (COM); Lopez, Kenia (COM)
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Twitter Followers

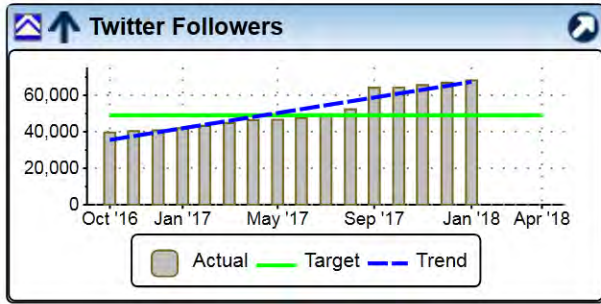


Jan '18

68,170

49,000

19,170 Lopez, Kenia (COM);
Mullins, R. Adam (COM)



County Portal Subscribers

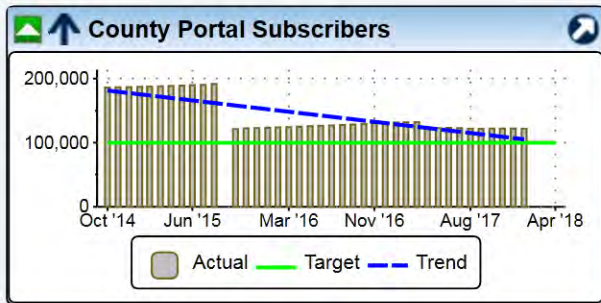


Jan '18

121,637

100,000

21,637 Lopez, Kenia (COM);
Mullins, R. Adam (COM)



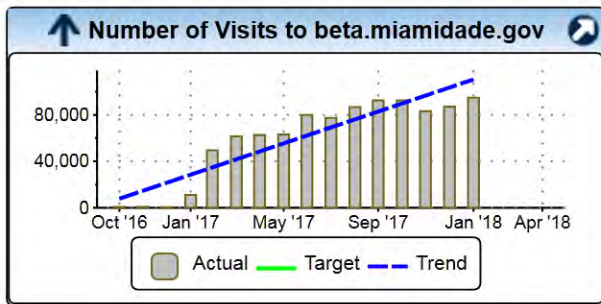
Number of Visits to beta.miamidade.gov

Jan '18

94,790

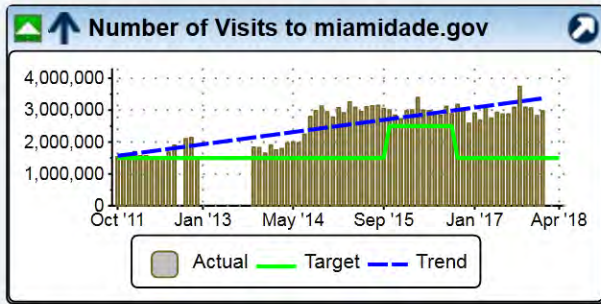
n/a

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



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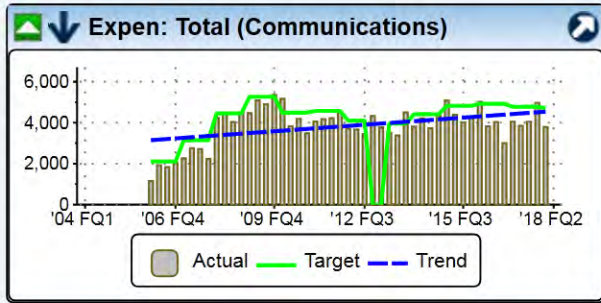
Number of Visits to miamidade.gov ▲ Jan '18 2,971,345 1,500,000 1,471,345 Lopez, Kenia (COM); Mullins, R. Adam (COM)



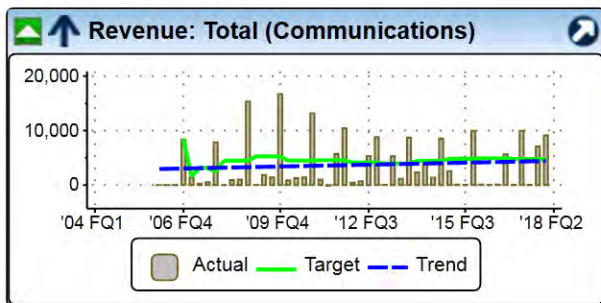
2.0 Financial

Objective	Description	Owners
Meet Budget Targets (Communications)		Suarez, Angelica (COM); Kim, Inson

Measures Linked to Objective	Period	Actual	Target	Variance	Owners
Expen: Total (Communications) ▲	'18 FQ1	\$3,790K	\$4,719K	\$929K	Suarez, Angelica (COM); Lopez, Kenia (COM)

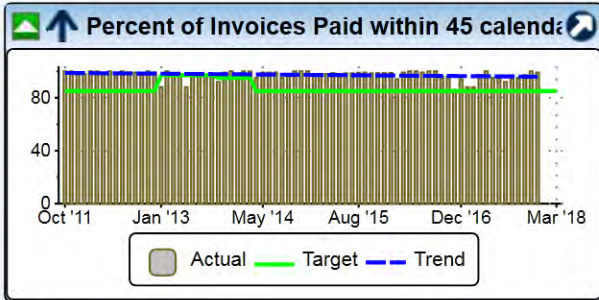


Revenue: Total (Communications) ▲	'18 FQ1	\$9,094K	\$4,719K	\$4,375K	Suarez, Angelica (COM); Lopez, Kenia (COM)
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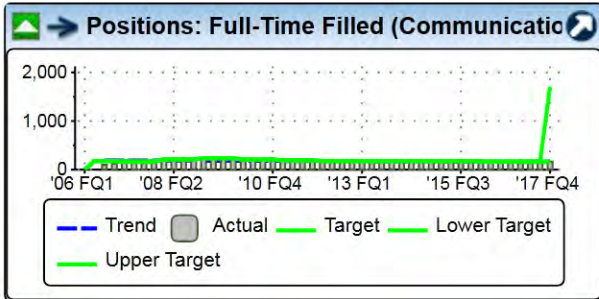


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Percent of Invoices Paid within 45 calendar days ▲ Dec '17 99% 85% 14% Mullins, R. Adam (COM); Lopez, Kenia (COM); Suarez, Angelica (COM)



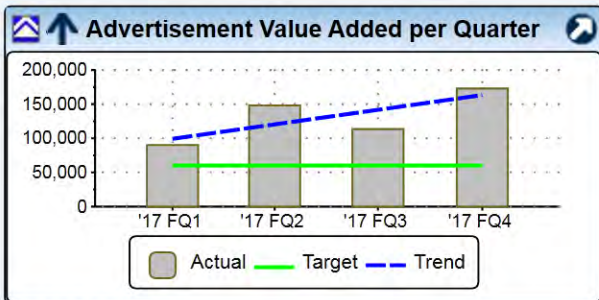
Positions: Full-Time Filled (Communications) ▲ '17 FQ4 163 170 (-160 - 1,701) -7 Lopez, Kenia (COM); Suarez, Angelica (COM)



3.0 Internal

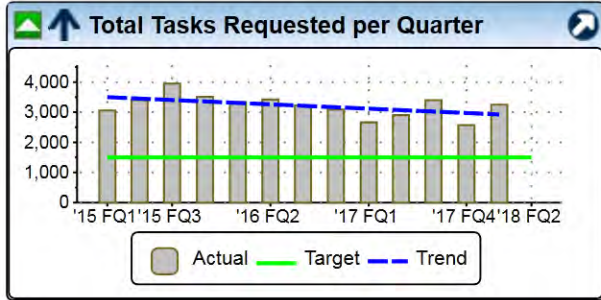
Objective	Description	Owners
Enable transparency of service delivery		Suarez, Angelica (COM)

Measures Linked to Objective	Period	Actual	Target	Variance	Owners
Advertisement Value Added per Quarter ▲	'17 FQ4	172,919	60,000	112,919	Mullins, R. Adam (COM); Lopez, Kenia (COM)



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Total Tasks Requested per Quarter ▲ '18 FQ1 3,251 1,500 1,751 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 ▼	'17 FQ4	32%	100%	-68%	Suarez, Angelica (COM); Lopez, Kenia (COM)

