

Scorecard - Communications

Information

Name: Communications

Description: n/a

Domain: Communications

Owners: Kim, Inson

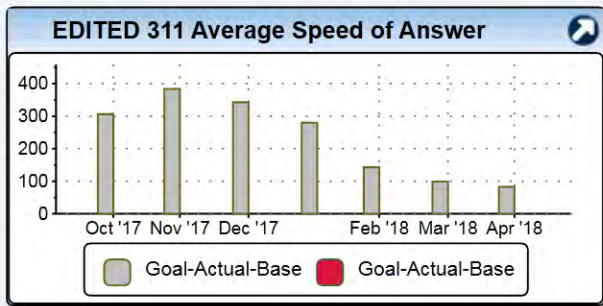
Details

	As Of	Actual	Target	FYTD Actual	FYTD Target
<b>1.0 Customer</b>					
<b>Increase Access to and quality of Government Information and Services (COM)</b>					
<b>Initiative Name</b>	<b>Type</b>	<b>As Of</b>	<b>Status</b>	<b>%</b>	<b>Owners</b>
Re-architect the County's Content Management System		1/12/2018	In Progress	95%	Suarez, Angelica (COM)
Enhance 311 Mobile App SRs	Improvement	n/a	n/a		Mullins, R. Adam (COM)
311 Average Speed of Answer		Apr '18		83seconds	n/a
311 Email Replies		Mar '18		2,396	2,000
311 Service Center Walk-Ins		'18 FQ2		10,341	6,500
311 Total Call Volume		Apr '18		119,352	127,000
Average Abandon Rate		Apr '18		9.40%	18.00%
Service Requests Created		Apr '18		23,628	n/a
Facebook Page Likes		Jan '18		65,819	61,000
Twitter Followers		Jan '18		68,170	49,000
County Portal Subscribers		Jan '18		121,637	100,000
Number of Visits to beta.miamidade.gov		Jan '18		94,790	n/a
Number of Visits to miamidade.gov		Jan '18		2,971,345	1,500,000
<b>2.0 Financial</b>					
<b>Meet Budget Targets (Communications)</b>					
Expen: Total (Communications)		'18 FQ2		\$5,071K	\$4,719K
Revenue: Total (Communications)		'18 FQ2		\$101K	\$4,719K
Percent of Invoices Paid within 45 calendar days		Apr '18		100%	85%
Positions: Full-Time Filled (Communications)		'18 FQ2		153	160
(150 - 160)					
<b>3.0 Internal</b>					
<b>Enable transparency of service delivery</b>					
<b>Initiative Name</b>	<b>Type</b>	<b>As Of</b>	<b>Status</b>	<b>%</b>	<b>Owners</b>
Automated Closed Loop Program	Improvement	2/12/2018	Not Started	50%	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
<b>4.0 Learning and Growth</b>					
<b>Professional Development through Training</b>					
% Employees Using Active Training Licenses		'17 FQ4		32%	100%

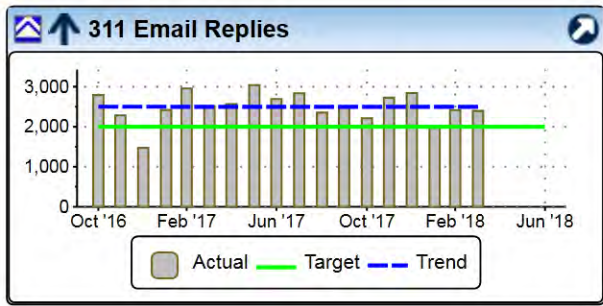
Scorecard	Description	Owners
Communications		Kim, Inson
<b>1.0 Customer</b>		

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	Apr '18	83seconds	n/a	n/a	Mullins, R. Adam (COM); Lopez, Kenia (COM)

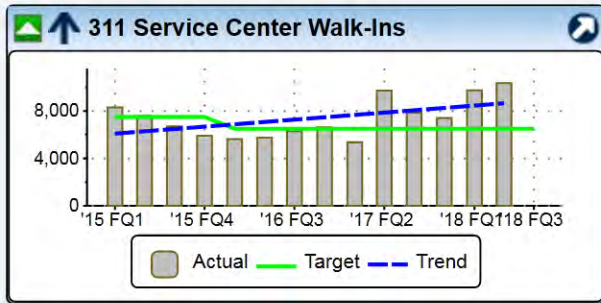


311 Email Replies	Mar '18	2,396	2,000	396	Silva, Liz (COM); Mullins, R. Adam (COM); Lopez, Kenia (COM)
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**Business Plan Report - Communications**

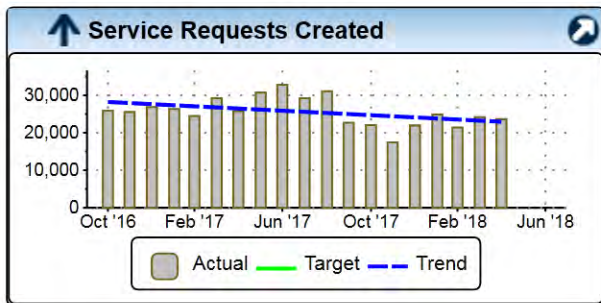
311 Service Center Walk-Ins ▲ '18 FQ2 10,341 6,500 3,841 Lopez, Kenia (COM); Suarez, Angelica (COM)



311 Total Call Volume ▼ Apr '18 119,352 127,000 -7,648 Lopez, Kenia (COM); Mullins, R. Adam (COM)

Average Abandon Rate ▲ Apr '18 9.40% 18.00% 8.60% Silva, Liz (COM); Lopez, Kenia (COM)

Service Requests Created Apr '18 23,628 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)





**Business Plan Report - Communications**

Twitter Followers

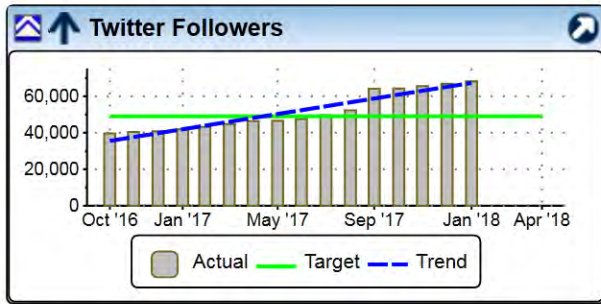


Jan '18

68,170

49,000

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



County Portal Subscribers

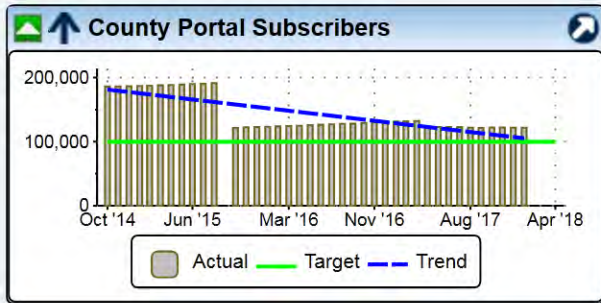


Jan '18

121,637

100,000

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



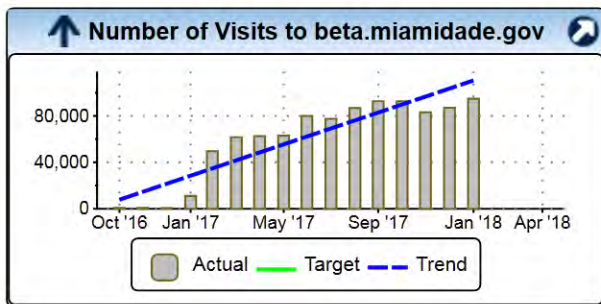
Number of Visits to beta.miamidade.gov

Jan '18


94,790

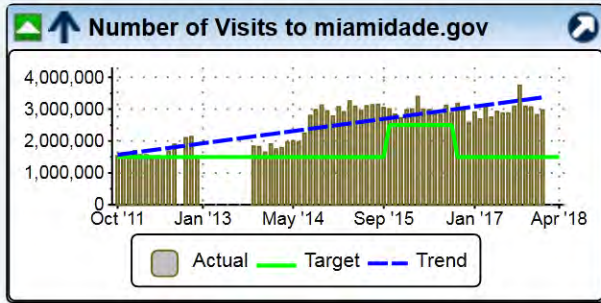
n/a

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



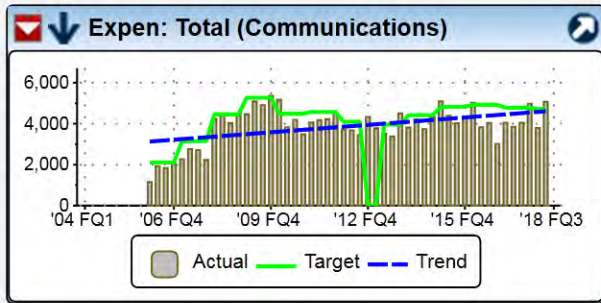
**Business Plan Report - Communications**

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

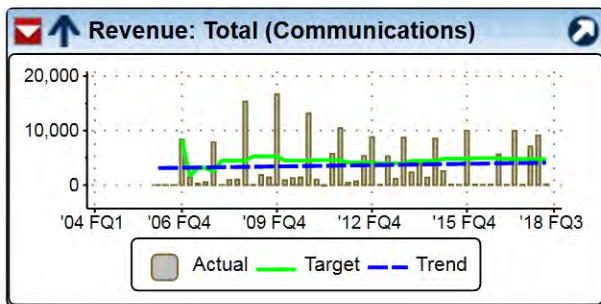


**2.0 Financial**

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 FQ2	\$5,071K	\$4,719K	-\$352K	Suarez, Angelica (COM); Lopez, Kenia (COM)



Revenue: Total (Communications)  '18 FQ2 \$101K \$4,719K \$-4,618K Suarez, Angelica (COM); Lopez, Kenia (COM)



**Business Plan Report - Communications**

Percent of Invoices Paid within 45 calendar days



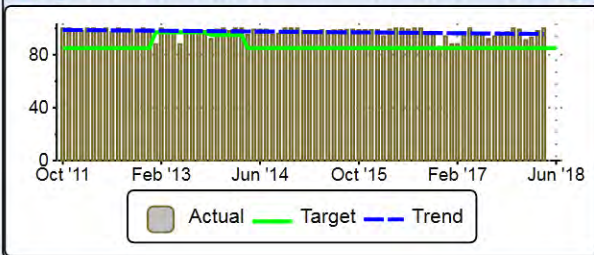
Apr '18

100%

85%

15% Mullins, R. Adam (COM);  
Lopez, Kenia (COM);  
Suarez, Angelica (COM)

**Percent of Invoices Paid within 45 calendar days**



Positions: Full-Time Filled (Communications)



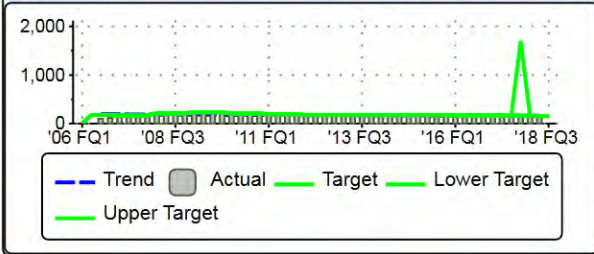
'18 FQ2

153

160  
(150 - 160)

-7 Lopez, Kenia (COM);  
Suarez, Angelica (COM)

**Positions: Full-Time Filled (Communications)**



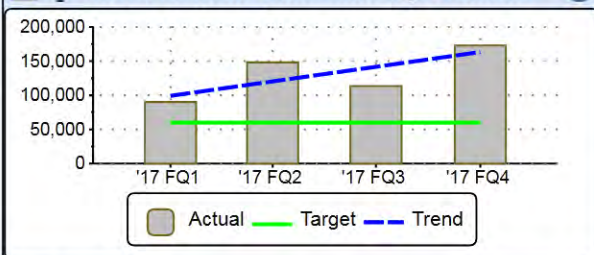
**3.0 Internal**

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)

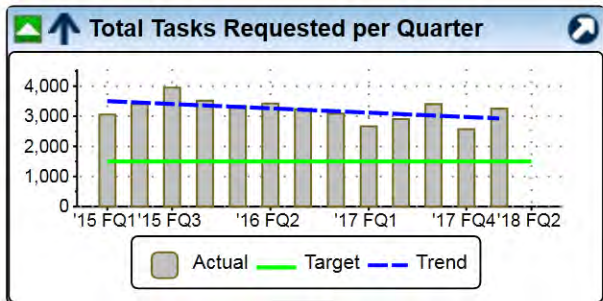
**Advertisement Value Added per Quarter**





**Business Plan Report - Communications**

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 <span style="color: red;">▼</span>	'17 FQ4	32%	100%	-68%	Suarez, Angelica (COM); Lopez, Kenia (COM)

