

**Communications**

**Owner:** Kim, Inson; Lopez, Kenia (COM); Mullins, R. Adam (COM); Suarez, Angelica (COM)  
**Department:** Communications

Perspective Name	Objective Name	Measure Name	As Of	Actual	Business Plan Goal		Actual FYTD	FYTD Goal	
Customer	<b>Increase Access to and quality of Government Information and Services (COM)</b>	311 Total Call Volume	May '20	139,168	127,000		1,053,879	1,016,000	
		311 Average Speed of Answer	May '20	424 seconds	n/a		223 seconds	90 seconds	
		Average Abandon Rate	May '20	29.20%	n/a		18.49%	15.00%	
		Twitter Followers	May '20	101,140	n/a		91,856	49,000	
		County Portal Subscribers	May '20	8,878	n/a		7,546	100,000	
		Number of Visits to miamidade.gov	May '20	1,188,953	1,500,000		8,891,730	12,000,000	
		Facebook Page Likes	May '20	92,047	n/a		82,346	61,000	
		Service Requests Created	May '20	31,614	n/a		212,977	n/a	
		311 Service Center Walk-Ins	'20 FQ2	4,948	n/a		n/a	n/a	
Financial	<b>Meet Budget Targets (Communications)</b>	Expen: Total (Communications)	'20 FQ2	\$5,135K	\$4,870K		\$9,703K	\$9,740K	
		Revenue: Total (Communications)	'20 FQ2	\$7,497K	\$4,870K		\$7,547K	\$9,740K	
		Positions: Full-Time Filled (Communications)	'20 FQ2	156	179		n/a	n/a	
		Percent of Invoices Paid within 45 calendar days	May '20	86%	n/a		n/a	n/a	
Internal	<b>Enable transparency of service delivery</b>	Total Tasks Requested per Quarter	'20 FQ2	3,234	n/a		n/a	n/a	
		Advertisement Value Added per Quarter	'20 FQ2	194,477	n/a		n/a	n/a	

Learning and Growth	Professional Development through Training	% Employees Using Active Training Licenses	'19 FQ1	35%	100%		n/a	n/a	
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### Initiatives for Objectives

Objective Name	Initiative	As Of	Status	Budget	Timing	Quality	Risk	Scope	Owners
Increase Access to and quality of Government Information and Services (COM)	Re-architect the County's Content Management System	1/12/2018	In Progress						Suarez, Angelica (COM)
	Enhance 311 Mobile App SRs								Mullins, R. Adam (COM)
Enable transparency of service delivery	Automated Closed Loop Program	2/12/2018	In Progress						Mullins, R. Adam (COM)