

As Of <= 12/31/2020

**Communications and Customer Experience**

**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	Increase Access to and quality of Government Information and Services	311 Total Call Volume	Dec '20	152,499	127,000	632,683	508,000	
		311 Average Speed of Answer	Dec '20	199 seconds	180 seconds	n/a	n/a	
		Average Abandon Rate	Dec '20	16.70%	18.00%	n/a	n/a	
		Twitter Followers	Oct '20	109,034	49,000	n/a	n/a	
		County Portal Subscribers	Jun '20	362,838	100,000	n/a	n/a	
		Number of Visits to miamidade.gov	Jun '20	13,810,507	13,000,000	n/a	n/a	
		Facebook Page Likes	Oct '20	97,628	66,000	n/a	n/a	
		Service Requests Created	Dec '20	59,418	n/a	210,749	n/a	
		311 Service Center Walk-Ins	'21 FQ1	0	7,500	n/a	n/a	
Financial	Meet Budget Targets (Communications)	Expen: Total (Communications)	'21 FQ1	\$9,418K	\$5,106K	\$9,418K	\$5,106K	
		Revenue: Total (Communications)	'21 FQ1	\$8,179K	\$5,106K	\$8,179K	\$5,106K	
		Positions: Full-Time Filled (Communications)	'21 FQ1	159	166	n/a	n/a	
		Percent of Invoices Paid within 45 calendar days	Nov '20	99%	85%	n/a	n/a	
Internal	Enable transparency of service delivery	Total Tasks Requested per Quarter	'20 FQ2	3,234	1,500	n/a	n/a	
		Advertisement Value Added per Quarter	'20 FQ4	482,344	60,000	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	Re-architect the County's Content Management System	1/12/2018	In Progress						Suarez, Angelica (COM)
Enable transparency of service delivery	Automated Closed Loop Program	2/12/2018	In Progress						Mullins, R. Adam (COM)