

As Of <= 10/01/2021

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	Sep '21	▼	109,717	127,000	1,629,803	1,524,000	▲
		311 Average Speed of Answer	Sep '21	▲	44 seconds	180 seconds	170 seconds	180 seconds	▲
		Average Abandon Rate	Sep '21	▲	5.10%	18.00%	15.23%	18.00%	▲
		Twitter Followers	Sep '21	▲	118,790	49,000	114,625	49,000	▲
		County Portal Subscribers	Sep '21	▲	478,665	100,000	445,339	100,000	▲
		Number of Visits to miamidade.gov	Sep '21	▲	13,068,516	13,000,000	n/a	n/a	
		Facebook Page Likes	Sep '21	▲	103,622	66,000	100,953	66,000	▲
		Service Requests Created	Sep '21		34,989	n/a	503,978	n/a	
		311 Service Center Walk-Ins	'21 FQ2	▼	0	7,500	n/a	n/a	
Financial	Meet Budget Targets (Communications)	Expen: Total (Communications)	'21 FQ3	▲	\$4,634K	\$5,106K	\$18,074K	\$15,318K	▼
		Revenue: Total (Communications)	'21 FQ3	▼	\$97K	\$5,106K	\$8,323K	\$15,318K	▼
		Positions: Full-Time Filled (Communications)	'21 FQ4	▲	153	166	n/a	n/a	
		Percent of Invoices Paid within 45 calendar days	Aug '21	▼	86%	96%	n/a	n/a	
Internal	Enable transparency of service delivery	Total Tasks Requested per Quarter	'21 FQ4	▲	3,100	1,500	n/a	n/a	
		Advertisement Value Added per Quarter	'21 FQ4	▲	379,397	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)