

Communications and Customer Experience

Owner: Kim, Inson (RER)
Department: Communications and Customer Experience

Perspective Name	Objective Name	Measure Name	Last Period Updated		Actual	Target	Actual FYTD	FYTD Goal	
Customer	Increase Access to and quality of Government Information and Services	311 Total Call Volume	Sep '23		101,907	127,000	1,322,804	1,524,000	
		311 Average Speed of Answer	Sep '23		209 seconds	180 seconds	186 seconds	180 seconds	
		Average Abandon Rate	Sep '23		18.90%	18.00%	17.54%	18.00%	
		Twitter Followers	Sep '23		136,094	49,000	134,040	49,000	
		Emails to 311	Sep '23		5,359	n/a	56,022	n/a	
		County Portal Subscribers	Jul '23		622,990	100,000	594,602	100,000	
		Number of Visits to miamidade.gov	Sep '23		7,286,423	13,000,000	n/a	n/a	
		Facebook Page Likes	Sep '23		108,612	105,000	107,098	105,000	
		Social Media Engagements	Sep '23		3,283,489	200,000	14,721,659	2,400,000	
		Self Service Requests	Sep '23		15,247	n/a	176,491	n/a	
		Service Requests Created	Sep '23		36,763	n/a	444,705	n/a	
		311 Service Center Walk-Ins	'23 FQ4		2,893	7,500	n/a	n/a	
		Social Media Requests	Sep '23		11	n/a	146	n/a	
Financial	Meet Budget Targets (Communications)	Expen: Total (Communications)	'23 FQ4		\$6,063K	n/a	\$21,043K	n/a	
		Revenue: Total (Communications)	'23 FQ4		\$11,719K	n/a	\$21,043K	n/a	
		Positions: Full-Time Filled (Communications)	'23 FQ4		163	178	n/a	n/a	
		Percent of Invoices Paid within 45 calendar days	Sep '23		100%	98%	99%	98%	
Internal	Enable transparency of service delivery	Total Tasks Requested per Quarter	'23 FQ2		3,970	1,500	n/a	n/a	
		Advertisement Value Added per Quarter	'23 FQ3		232,626	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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Key: - Initiative - Featured Objective

Initiatives for Objectives

Objective Name	Initiative	As Of	Status	Budget	Timing	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 (CCED)
Enable transparency of service delivery	Automated Closed Loop Program	2/12/2018	In Progress			Mullins, R. Adam (CCED)

Initiatives for Scorecard

There is no data for the selected filter