Communications and Customer Experience

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

Perspective Name	Objective Name	Measure Name	Last Period Updated		Actual	Target	Actual FYTD	FYTD Goal	
Customer	Increase access to government information and services ◈	311 total call volume	Mar '25	▼	85,530	127,000	580,155	762,000	▼
		Average call wait time (seconds)	Mar '25	▼	230	180	652	180	▼
		Average Abandon Rate	Dec '24	▼	36.40%	18.00%	37.30%	18.00%	▼
		X Followers	Mar '25	▲	193,762	100,000	196,210	100,000	▲
		ADA score for ◈ miamidade.gov web pages	'25 FQ2	▼	52.4%	75.0%	52.4%	75.0%	▼
		Emails to 311	Mar '25		652	n/a	4,611	n/a	
		Advertisement added value and in-house cost savings	'25 FQ2	⌃	508,281	150,000	1,409,748	300,000	⌃
		Number of County Portal Subscribers	Mar '25	▲	794,800	100,000	770,349	100,000	▲
		Number of visits to the internet portal (in millions)	Feb '25	▼	9	13	55	65	▼
		Number of "likes" to the Miami-Dade County Facebook page	Mar '25	▲	111,896	110,000	111,629	110,000	▲
		Social Media Engagements	Dec '24	▼	90,797	200,000	294,500	600,000	▼
		Self Service Requests	Mar '25		12,316	n/a	80,923	n/a	
		Service Requests Created	Mar '25		27,455	n/a	163,778	n/a	
		311 Service Center Walk-Ins	'25 FQ1	▼	2,869	7,500	n/a	n/a	
		Number of County Services with Opportunities for Feedback/Surveys	Dec '23		657,957	n/a	1,954,063	n/a	
		Social Media Requests	Mar '25		10	n/a	64	n/a	
	Provide quality service delivery	Average call wait time (seconds)	Mar '25	▼	230	180	652	180	▼
		Number of product translations completed (Spanish and Haitian Creole) ◈	'25 FQ2	▼	386	425	767	850	▼
		Marketing Emails Distributed	Mar '25		2,436,184	n/a	16,680,044	n/a	
Financial	Meet Budget Targets (Communications)	Expen: Total (Communications)	'25 FQ2	▲	$6,305K	$6,983K	$12,429K	$13,966K	▲
		Revenue: Total (Communications)	'25 FQ2	▲	$11,087K	$6,983K	$11,136K	$13,966K	▼
		Positions: Full-Time Filled (Communications)	'25 FQ2	▼	158	178	n/a	n/a	
		Percent of invoices paid within 45 calendar days	Mar '25	▼	96.00%	98.00%	98.67%	98.00%	▲
Internal	Enable transparency of service delivery ◈	Total Tasks Requested per Quarter	'24 FQ1	▲	3,652	1,500	n/a	n/a	
	Attract and hire new talent to support operations	Percent of recruitments processed within 60 calendar days	'25 FQ2	▼	66.67%	75.00%	46.97%	75.00%	▼

Edit Scorecard

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Key: ◈ - Initiative   ✪ - Featured Objective

* - This measure has been annualized to match the fiscal year-to-date total for this report. This year-to-date

measure is configured based on the calendar year.

Initiatives for Objectives

Objective Name	Initiative	As Of	Status	Budget	Timing	Owners
Increase access to 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 Measures

Measure Name	Initiative	As Of	Status	Budget	Timing	Quality	Risk	Scope	Owners
ADA score for miamidade.gov web pages	Equity and Engagement Program	2/21/2025	In Progress						Lopez, Kenia (CCED); Holmes, Isaiah (CCED); Mullins, R. Adam (CCED)
Number of product translations completed (Spanish and Haitian Creole)	Provide translation and interpreting services	2/19/2025	Complete						Guemes, Frank (CCED)

Initiatives for Scorecard

Initiative	As Of	Status	Budget	Timing	Owners
No Wrong Door: One County, One Customer	2/19/2025	In Progress			Mullins, R. Adam (CCED); Lopez, Kenia (CCED); Holmes, Isaiah (CCED)
Assess Current Technology Portfolio to Ensure Adequate IT Service Level	2/21/2025	In Progress			Holmes, Isaiah (CCED); Lopez, Kenia (CCED); Mullins, R. Adam (CCED)
Establishment of the Constitutional Offices	2/21/2025	In Progress			Holmes, Isaiah (CCED); Lopez, Kenia (CCED); Mullins, R. Adam (CCED)
Modernization of Broadcast TV Facility	2/21/2025	In Progress			Holmes, Isaiah (CCED); Lopez, Kenia (CCED); Mullins, R. Adam (CCED)
Enterprise Communications Guide	2/21/2025	In Progress			Holmes, Isaiah (CCED); Mullins, R. Adam (CCED); Lopez, Kenia (CCED)
Legacy CMS Replacement with a Digital Experience Platform (DXP)	2/21/2025	In Progress			Holmes, Isaiah (CCED); Mullins, R. Adam (CCED); Lopez, Kenia (CCED)
Equity and Engagement Program	2/21/2025	In Progress			Lopez, Kenia (CCED); Holmes, Isaiah (CCED); Mullins, R. Adam (CCED)
Enterprise-Wide Collaboration on Annual Marketing Plans	2/21/2025	In Progress			Lopez, Kenia (CCED); Mullins, R. Adam (CCED); Holmes, Isaiah (CCED)
Capturing the Voice of the Customer (VoC)	2/21/2025	In Progress			Holmes, Isaiah (CCED); Mullins, R. Adam (CCED); Lopez, Kenia (CCED)
Enhanced 311 Contact Center Capabilities	2/21/2025	In Progress			Holmes, Isaiah (CCED); Mullins, R. Adam (CCED); Lopez, Kenia (CCED)

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Name contains any Communications and Customer Experience