

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	Jun '25	🔻	76,752	127,000	822,963	1,143,000	🔻
		Average call wait time (seconds)	Jun '25	🟢	173	180	490	180	🔻
		Average Abandon Rate	Dec '24	🔻	36.40%	18.00%	37.30%	18.00%	🔻
		X Followers	Jun '25	🟢	193,799	100,000	195,409	100,000	🟢
		ADA score for miamidade.gov web pages	'25 FQ2	🔻	52.4%	75.0%	52.4%	75.0%	🔻
		Emails to 311	Jun '25		515	n/a	6,405	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	Jun '25	🟢	822,212	100,000	784,818	100,000	🟢
		Number of visits to the internet portal (in millions)	Jun '25	🔻	8	13	89	117	🔻
		Number of "likes" to the Miami-Dade County Facebook page	Jun '25	🟢	112,450	110,000	111,844	110,000	🟢
	Provide quality service delivery	Social Media Engagements	Jun '25	🔻	7,291	200,000	345,618	1,800,000	🔻
		Self Service Requests	Jun '25		13,958	n/a	125,226	n/a	
		Service Requests Created	Jun '25		33,887	n/a	271,804	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	Jun '25		5	n/a	82	n/a	
		Average call wait time (seconds)	Jun '25	🟢	173	180	490	180	🔻
		Number of product translations completed (Spanish and Haitian Creole)	'25 FQ2	🔻	386	425	767	850	🔻
		Marketing Emails Distributed	Jun '25		2,861,356	n/a	24,183,898	n/a	
		Financial	Meet Budget Targets (Communications)	Expen: Total (Communications)	'25 FQ3	🟢	\$6,043K	\$6,983K	\$18,472K
Revenue: Total (Communications)	'25 FQ3			🔻	\$33K	\$6,983K	\$11,169K	\$20,949K	🔻
Positions: Full-Time Filled (Communications)	'25 FQ3			🔻	156	178	n/a	n/a	
Percent of invoices paid within 45 calendar days	Jun '25			🟢	99.00%	98.00%	97.56%	98.00%	🔻
Internal	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%	🔻
		Enable transparency of service delivery	Total Tasks Requested per Quarter	'24 FQ1	🟢	3,652	1,500	n/a	n/a

[Edit Scorecard](#)

Back to Start

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); 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)
Assess Current Technology Portfolio to Ensure Adequate IT Service Level	2/21/2025	In Progress			Lopez, Kenia (CCED); Mullins, R. Adam (CCED)
Establishment of the Constitutional Offices	2/21/2025	In Progress			Lopez, Kenia (CCED); Mullins, R. Adam (CCED)
Modernization of Broadcast TV Facility	2/21/2025	In Progress			Lopez, Kenia (CCED); Mullins, R. Adam (CCED)
Enterprise Communications Guide	2/21/2025	In Progress			Mullins, R. Adam (CCED); Lopez, Kenia (CCED)
Legacy CMS Replacement with a Digital Experience Platform (DXP)	2/21/2025	In Progress			Mullins, R. Adam (CCED); Lopez, Kenia (CCED)
Equity and Engagement Program	2/21/2025	In Progress			Lopez, Kenia (CCED); Mullins, R. Adam (CCED)
Enterprise-Wide Collaboration on Annual Marketing Plans	2/21/2025	In Progress			Lopez, Kenia (CCED); Mullins, R. Adam (CCED)
Capturing the Voice of the Customer (VoC)	2/21/2025	In Progress			Mullins, R. Adam (CCED); Lopez, Kenia (CCED)
Enhanced 311 Contact Center Capabilities	2/21/2025	In Progress			Mullins, R. Adam (CCED); Lopez, Kenia (CCED)

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Name contains any Communications and Customer Experience