

Communications and Customer Experience

Owner: Kim, Inson (CITD)
 Department: Communications, Information and Technology

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	Sep '25	▼	86,833	127,000	1,081,477	1,524,000	▼
		Average call wait time (seconds)	Sep '25	▼	250	180	425	180	▼
		Average Abandon Rate	Dec '24	▼	36.40%	18.00%	37.30%	18.00%	▼
		X Followers	Sep '25	▲	193,709	100,000	195,018	100,000	▲
		ADA score for miamidade.gov web pages	'25 FQ2	▼	52.4%	75.0%	52.4%	75.0%	▼
		Emails to 311	Sep '25		675	n/a	8,209	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	Sep '25	▲	848,417	100,000	798,669	100,000	▲
		Number of visits to the internet portal (in millions)	Sep '25	▼	5	13	111	156	▼
		Number of "likes" to the Miami-Dade County Facebook page	Sep '25	▲	113,023	110,000	112,116	110,000	▲
		Social Media Engagements	Sep '25	▼	6,308	200,000	368,311	2,400,000	▼
		Self Service Requests	Sep '25		15,210	n/a	171,815	n/a	
		Service Requests Created	Sep '25		35,069	n/a	377,336	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	Sep '25		4	n/a	100	n/a		
	Provide quality service delivery	Average call wait time (seconds)	Sep '25	▼	250	180	425	180	▼
Number of product translations completed (Spanish and Haitian Creole)		'25 FQ2	▼	386	425	767	850	▼	
Marketing Emails Distributed		Sep '25		2,794,701	n/a	31,516,259	n/a		
Financial	Meet Budget Targets (Communications)	Expen: Total (Communications)	'25 FQ4	▼	\$9,156K	\$6,983K	\$27,628K	\$27,932K	▲
		Revenue: Total (Communications)	'25 FQ4	▲	\$16,459K	\$6,983K	\$27,628K	\$27,932K	▼
		Positions: Full-Time Filled (Communications)	'25 FQ4	▼	152	178	n/a	n/a	
		Percent of invoices paid within 45 calendar days	Sep '25	▼	89.00%	98.00%	97.08%	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

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Key: ♦ - Initiative * - 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 (CITD)
Enable transparency of service delivery	Automated Closed Loop Program	2/12/2018	In Progress			Mullins, R. Adam (CITD)

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 (CITD); Mullins, R. Adam (CITD)
Number of product translations completed (Spanish and Haitian Creole)	Provide translation and interpreting services	2/19/2025	Complete						Guemes, Frank (CITD)

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

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Name contains any Communications and Customer Experience