

As Of <= 09/30/2022

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 '22	117,054	127,000	1,392,518	1,524,000
		311 Average Speed of Answer	Sep '22	49 seconds	180 seconds	133 seconds	180 seconds
		Average Abandon Rate	Sep '22	6.60%	18.00%	13.05%	18.00%
		Twitter Followers	Sep '22	131,693	49,000	125,342	49,000
		County Portal Subscribers	Sep '22	564,172	100,000	895,091	100,000
		Number of Visits to miamidade.gov	Sep '22	12,291,024	13,000,000	n/a	n/a
		Facebook Page Likes	Sep '22	105,802	66,000	104,416	66,000
		Service Requests Created	Sep '22	32,663	n/a	403,227	n/a
Financial	Meet Budget Targets (Communications)	311 Service Center Walk-Ins	'22 FQ4	2,040	7,500	n/a	n/a
		Expen: Total (Communications)	'22 FQ4	\$-1,442K	\$5,394K	\$20,005K	\$21,579K
		Revenue: Total (Communications)	'22 FQ4	\$11,280K	\$5,395K	\$20,010K	\$21,579K
		Positions: Full-Time Filled (Communications)	'22 FQ4	163	166	n/a	n/a
Internal	Enable transparency of service delivery	Percent of Invoices Paid within 45 calendar days	Sep '22	99%	96%	n/a	n/a
		Total Tasks Requested per Quarter	'22 FQ4	3,371	1,500	n/a	n/a
Learning and Growth	Professional Development through Training	Advertisement Value Added per Quarter	'22 FQ4	168,702	60,000	n/a	n/a
		% 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	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)