As Of <= 06/30/2022

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	Jun		127,179	127,000	1048464	1143000	
		311 Average Speed of Answer	-		347 seconds	180 seconds	154.11111111111111111111111111111111111	180	
		Average Abandon Rate	Jun '22	▼	28.30%	18.00%	14.511111111111111111111111111111111111	18	
		Twitter Followers	Jun '22		128,402	49,000	123684.2222222222222222222222222222222	49000	
		County Portal Subscribers	Jun '22		538,953	100,000	1,008,144	100,000	
		Number of Visits to miamidade.gov	Jun '22	▼	12,790,372	13,000,000	n/a	n/a	
		Facebook Page Likes	Jun '22		104,538	66,000	104147.777777777777777777777777777777777	66000	
		Service Requests Created	Jun '22		39,245	n/a	302831	n/a	
		311 Service Center Walk-Ins	'22 FQ3	▼	2,257	7,500	n/a	n/a	
Financial	Meet Budget Targets (Communications)	Expen: Total (Communications)	'22 FQ3		\$7,208K	\$5,395K	21447	16185	
		Revenue: Total (Communications)	'22 FQ3		\$84K	\$5,396K	8730	16184	
		Positions: Full- Time Filled (Communications)	'22 FQ3		164	166	n/a	n/a	
		Percent of Invoices Paid within 45 calendar days	Jun '22		99%	96%	n/a	n/a	
Internal	Enable	Total Tasks Requested per Quarter	'22 FQ2		3,181	1,500	n/a	n/a	
		Advertisement Value Added per Quarter	'22 FQ2		543,357	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	

Edit Scorecard

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)		