As Of <= 12/31/2022

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	Last Period Updated		Actual	Target	Actual FYTD	FYTD Goal	
Customer	**Increase Access to and quality of Government Information and Services** ◈	311 Total Call Volume	Dec '22	🔻	106,784	127,000	343,733	381,000	🔻
		311 Average Speed of Answer	Dec '22	🔺	105 seconds	180 seconds	147 seconds	180 seconds	🔺
		Average Abandon Rate	Dec '22	🔺	11.50%	18.00%	14.60%	18.00%	🔺
		Twitter Followers	Dec '22	🔼	132,853	49,000	132,447	49,000	🔼
		County Portal Subscribers	Oct '22	🔺	576,868	100,000	576,868	100,000	🔺
		Number of Visits to miamidade.gov	Sep '22	🔻	12,291,024	13,000,000	n/a	n/a	
		Facebook Page Likes	Dec '22	🔺	106,250	105,000	106,125	105,000	🔺
		Social Media Engagements	Dec '22	🔺	241,407	200,000	633,521	600,000	🔺
		Service Requests Created	Dec '22		32,229	n/a	100,472	n/a	
		311 Service Center Walk-Ins	'22 FQ4	🔻	2,040	7,500	n/a	n/a	
Financial	**Meet Budget Targets (Communications)**	Expen: Total (Communications)	'23 FQ1		$4,837K	n/a	$4,837K	n/a	
		Revenue: Total (Communications)	'23 FQ1		$6,428K	n/a	$6,428K	n/a	
		Positions: Full-Time Filled (Communications)	'23 FQ1	🔻	156	178	n/a	n/a	
		Percent of Invoices Paid within 45 calendar days	Dec '22	🔺	98%	98%	n/a	n/a	
Internal	**Enable transparency of service delivery** ◈	Total Tasks Requested per Quarter	'22 FQ4	🔺	3,371	1,500	n/a	n/a	
		Advertisement Value Added per Quarter	'22 FQ4	🔼	168,702	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	

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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)