

As Of <= 03/31/2023

**Communications and Customer Experience**

**Owner:** Kim, Inson; Lopez, Kenia (COM); Suarez, Angelica (COM); Mullins, R. Adam (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	Mar '23	120,054	127,000	▼	793,922	1,524,000	▼
		311 Average Speed of Answer	Mar '23	192 seconds	180 seconds	▼	201 seconds	180 seconds	▼
		Average Abandon Rate	Mar '23	18.30%	18.00%	▼	18.59%	18.00%	▼
		Twitter Followers	Feb '23	133,611	49,000	▲	132,831	49,000	▲
		Ask311 Emails	Mar '23	0	n/a		0	n/a	
		County Portal Subscribers	Mar '23	596,666	100,000	▲	582,290	100,000	▲
		Number of Visits to miamidade.gov	Mar '23	14,238,578	13,000,000	▲	n/a	n/a	
		Facebook Page Likes	Feb '23	106,491	105,000	▲	106,242	105,000	▲
		Social Media Engagements	Feb '23	132,375	200,000	▼	1,040,752	2,400,000	▲
		Self Service Requests	Mar '23	14,856	n/a		78,806	n/a	
		Service Requests Created	Mar '23	35,377	n/a		233,125	n/a	
		311 Service Center Walk-Ins	'22 FQ4	2,040	7,500	▼	n/a	n/a	
		Social Media Requests	Mar '23	12	n/a		75	n/a	
		Financial	Meet Budget Targets (Communications)	Expen: Total (Communications)	'23 FQ2	\$4,936K	n/a		\$9,773K
Revenue: Total (Communications)	'23 FQ2			\$2,829K	n/a		\$9,257K	n/a	
Positions: Full-Time Filled (Communications)	'23 FQ2			162	178	▼	n/a	n/a	
Percent of Invoices Paid within 45 calendar days	Mar '23			99%	98%	▲	98%	98%	▲
Internal	Enable transparency of service delivery	Total Tasks Requested per Quarter	'23 FQ2	3,970	1,500	▲	n/a	n/a	
		Advertisement Value Added per Quarter	'23 FQ2	99,550	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)