

As Of <= 03/31/2024

Communications and Customer Experience


Owner: Kim, Inson (CCED)
Department: Communications and Customer Experience

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	Mar '24		107,315	127,000	678,343	762,000	
		Average Abandon Rate	Mar '24		23.90%	18.00%	26.38%	18.00%	
		Twitter Followers	Feb '24		150,667	49,000	144,215	49,000	
		Emails to 311	Mar '24		724	n/a	5,101	n/a	
		Number of County Portal Subscribers	Dec '23		657,957	100,000	651,354	100,000	
		Number of Visits the internet portal (miamidade.gov)	Mar '24		12,301,561	n/a	12,301,561	n/a	
		Number of "Likes" to the Miami-Dade County Facebook page	Feb '24		109,874	105,000	109,247	105,000	
		Social Media Engagements	Feb '24		333,582	200,000	3,045,577	1,000,000	
		Self Service Requests	Mar '24		14,158	n/a	86,602	n/a	
		Service Requests Created	Mar '24		34,741	n/a	210,893	n/a	
		311 Service Center Walk-Ins	'24 FQ2		2,726	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	Mar '24		3	n/a	56	n/a	
		Provide Quality Service Delivery	Average call wait time (in seconds)	Mar '24		264 seconds	180 seconds	340 seconds	180 seconds
Financial	Meet Budget Targets (Communications)	Expen: Total (Communications)	'24 FQ2		\$4,699K	\$6,869K	\$10,679K	\$13,738K	
		Revenue: Total (Communications)	'24 FQ2		\$57K	\$6,869K	\$10,734K	\$13,738K	
		Positions: Full-Time Filled (Communications)	'24 FQ2		153	178	n/a	n/a	
		Percent of Invoices paid within 45 calendar days	Mar '24		99%	98%	98%	98%	
		Internal	Enable transparency of service delivery	Total Tasks Requested per Quarter	'24 FQ1		3,652	1,500	n/a
		Advertisement Value Added per Quarter	'24 FQ2		61,088	150,000	137,526	300,000	

Edit Scorecard

Key: - Initiative - Featured Objective

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 (CCED)
Enable transparency of service delivery	Automated Closed Loop Program	2/12/2018	In Progress			Mullins, R. Adam (CCED)

Initiatives for Measures

Measure Name	Initiative	As Of	Status	Budget	Timing	Quality	Risk	Scope	Owners
Number of product translations completed (Spanish and Haitian Creole)	Provide translation and interpreting services	10/4/2008	Complete						Guemes, Frank (CCED)

Initiatives for Scorecard

There is no data for the selected filter