

As Of <= 06/30/2023

Communications and Customer Experience



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

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	Jun '23		111,895	127,000	1,008,072	1,143,000	
		311 Average Speed of Answer	Jun '23		234 seconds	180 seconds	193 seconds	180 seconds	
		Average Abandon Rate	Jun '23		21.31%	18.00%	17.97%	18.00%	
		Twitter Followers	Jun '23		134,813	49,000	133,539	49,000	
		Emails to 311	Jun '23		4,815	n/a	40,215	n/a	
		County Portal Subscribers	Jun '23		616,284	100,000	591,448	100,000	
		Number of Visits to miamidade.gov	Jun '23		12,933,931	13,000,000	n/a	n/a	
		Facebook Page Likes	Jun '23		107,730	105,000	106,667	105,000	
		Social Media Engagements	Jun '23		2,717,824	200,000	6,315,193	1,800,000	
		Self Service Requests	Jun '23		17,807	n/a	127,677	n/a	
		Service Requests Created	Jun '23		42,577	n/a	326,431	n/a	
		311 Service Center Walk-Ins	'23 FQ3		3,061	7,500	n/a	n/a	
		Social Media Requests	Jun '23		19	n/a	117	n/a	
Financial	Meet Budget Targets (Communications)	Expen: Total (Communications)	'23 FQ3		\$5,207K	n/a	\$14,980K	n/a	
		Revenue: Total (Communications)	'23 FQ3		\$67K	n/a	\$9,324K	n/a	
		Positions: Full-Time Filled (Communications)	'23 FQ3		161	178	n/a	n/a	
		Percent of Invoices Paid within 45 calendar days	Jun '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 FQ3		232,626	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](#)

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