

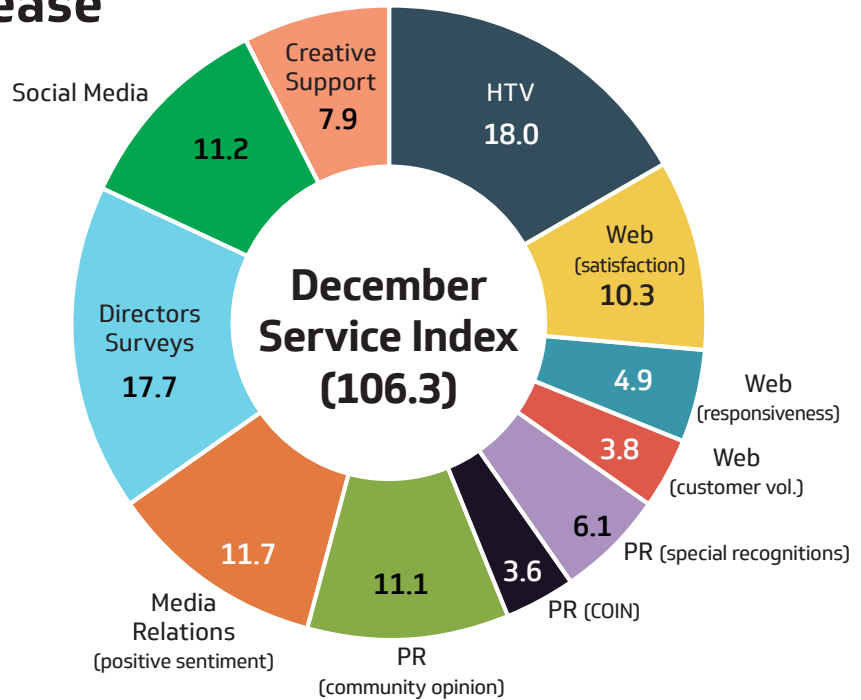


Index Shows Customer Service Efforts Ahead of Plan as Goals Increase

December 2016

The Communications & Digital Media Department's Service Index (CDMSI) for December 2016 finished at 106.3 after accounting for higher customer service goals with four of 11 indicators. For comparative month-over-month purposes, using the higher goals lowered the November 2016 CDMSI to 114.5 from 119.7. The adjustments to these four service indicators were made after six months to offer a more complete picture of customer service delivery by the CDM department. After raising the bar, December's results were still quite favorable as 10 of 11 service indicators achieved 97% of goal or better. Moreover, the one indicator that fell short on the month is to a large degree out of the department's direct control (the number of special citizen recognitions requested and produced), but still carries a high level of value for County and Community leaders.

The index's three-month moving average, CDMSI-MA3, currently stands at 111.2 using the department's adjusted monthly service goals. The CDMSI-MA3 has been increasing over recent months and remains +11.2 points above 100.0, indicating the department's combined customer service efforts are on track and continue to improve.

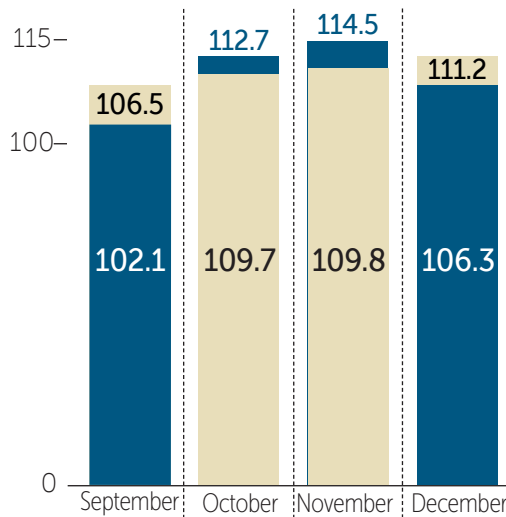


➤ **How to read the chart:** The chart illustrates the point contribution to the CDMSI for the month. For example, HTV programming quality added 18.0 points to the December CDMSI of 106.3 points. – See table on page 2.

What is the CDM Service Index?

The index is a weighted average of 11 individual indicators from CDM's four sections: HTV; Digital Engagement (Web services); Public Relations Production; and Public Relations & Marketing. The individual customer service indicators are displayed in the table below. Certain indicators carry more weight than others when the final monthly CDMSI is calculated. A reading of 100.0 for the index means that taken together with their assigned weights, the 11 CDM service indicators are meeting goal. However, the CDMSI is a composite score, and a reading of 100.0 does not infer that all nine indicators are exact-to-goal. Seldom will all 10 indicators be exactly at 100.0 points. Most often each indicator will be above (+100.0) or below (-100.0) their specific goal or historical baseline.

CDMSI and CDMSI-MA3 for the Latest Four Months



CDMSI **CDMSI MA3**
CDMSI-MA3 = Three-month moving average for the CDMSI. This helps to smooth out monthly volatility in results.

* Please note that the monthly service level targets were raised for four of 11 indicators during December. The figures above illustrate the revised CDMSI scores using these higher goals for comparative purposes.

Why are there two index values?

Each month, we provide a monthly index and its three-month moving average. The three-month moving average offers a more consistent picture of CDM's overall customer satisfaction.

What do the numbers mean?

100+ On Track

Every one point (1.0) change in the index infers a +/- 1.0% change in customer service. When the index is below 100.0 it means that overall customer satisfaction is not on track. Ideally, we would like to see the index both above 100.0 and rising over time.

Components of the CDMSI (Actual Results by Month)

	Wgt. (a)	Basis (b)	6/16	7/16	8/16	9/16	10/16	11/16
HTV: Program final ratings Median final rating for produced HTV events and shows by month. A score of 61.0 or better means exceeds goal. Source: Francesco Alessi - HTV Manager.	.165	61.0	65.7	63.7	69.1	74.3	68.4	66.7
Web: Satisfaction Score Monthly score based on surveys of individuals contacting Digital Engagement (Web services) for assistance. Source: Brian Roberts - Digital Engagement Manager.	.100	97%	100%	100%	100%	98%	100%	100%
Web: 1st reply resolution Rate at which Web-related issues/problems were resolved in the first attempt to satisfy an inbound request. Source: Brian Roberts - Digital Engagement Manager.	.050	79%	77%	75%	78%	79%	73%	77%
Web: Total customers served Total number of unique Web requests/questions received by the department. Source: Brian Roberts - Digital Engagement Manager.	.025	66	83	77	67	236	131	130
PR Prod: Special recognitions Number of special recognitions delivered by month. These support the BOCC directly and encompass a variety of initiatives, such as commendations, proclamations, congratulatory letters and Eagle Scouts. Source: Tim Davison - PR Production Manager.	.100	25	19	44	14	28	50	15
PR Prod: COIN Announcements Number of COIN News items sent to employees for the month. Source: Tim Davison - PR Production Manager.	.025	20	21	34	25	17	46	29
PR Prod: Community Surveys Average score on a 1 to 5 scale based on feedback from citizens who are the award contact. Source: Monthly PR Production customer surveys sent electronically to citizen contacts (introduced July 2016). Source: Tim Davison - PR Production Manager.	.100	4.50	5.00	5.00	5.00	5.00	5.00	5.00
Media Relations: Positive Media sentiment Meltwater News Clips analysis expressed as a 'sentiment index' (number of positive media stories on the county-to-total number of media stories on the county). Source: Tim Davison - PR Production Manager.	.100	75%	78%	81%	90%	86%	91%	88%
Public Relations: Dept. Director surveys Average score on a 1 to 5 scale based on feedback from County department managers. Source: Monthly CDM customer surveys sent electronically to random department managers	.165	4.50	4.67	4.75	4.67	4.80	3.50	4.83
Social Media: Composite Index (3) Weighted index vs. 2015 baseline for: follower growth; engagement; and reach across multiple platforms (3 units of measurement). Source: Social Media Strategist.	.100	100.0	128.9	125.9	109.3	146.7	117.9	111.6
Public Relations: Creativity	.070	4.00	-	-	-	4.60	3.83	4.50

Notes:

- a) Weights used when calculating the composite score for the monthly CDMSI by service indicator.
b) Figures represent either a goal or a baseline based on median monthly results over a recent period of consecutive months.

Comments from the December 2016 Department Directors' Surveys



Seniors took time to honor war heroes at the 2016 All-American Senior Picnic. This year's event at MacFarlane Park included a record attendance of 550 active seniors, live music, game stations, entertainment, and a myriad of interactive outdoor activities.

The current Communications team is outstanding in its response to requests, and creative in its approach to our projects. In the collective memory of the Aging Services team, this is the most cooperative and responsive Communications team yet. ~ Aging Services

I was very satisfied with the overall experience. From Glen recording the volunteers on a Saturday, to Megan and Kara working from the PR standpoint. I look forward to the event video summary. Thanks to all of the HTV crew for their help of this initiative. ~ Homeless Services

The CORE program signage and messaging was reworked, overall the graphic elements and color scheme were significantly improved over the prior signage. 100% success vs. expected outcomes! ~ Public Utilities

CDM Senior Leadership Team

Annette Spina, Communications & Digital Media Director
Terry McElroy, Digital Media Division Director
Ana Mendez, Public Relations & Marketing Division Director

In the Spotlight

How to Give this Holiday Season

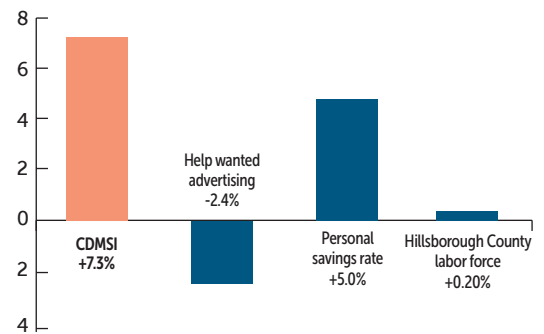
Bring joy to the lives of Hillsborough County residents this year. Find out what you can do to help seniors, children, and families in need in our community.



To learn more visit HCFLGov.net or Click Here

The Larger Picture...

For those not familiar with the CDMSI and the progress being made of late, each month we compare the CDMSI with established local and national level yardsticks. As noted above, the December CDMSI with adjusted goals did slip vs. November when compared against the same goals to 106.3 from 114.5.



* All of the comparative figures above are month-over-month

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