

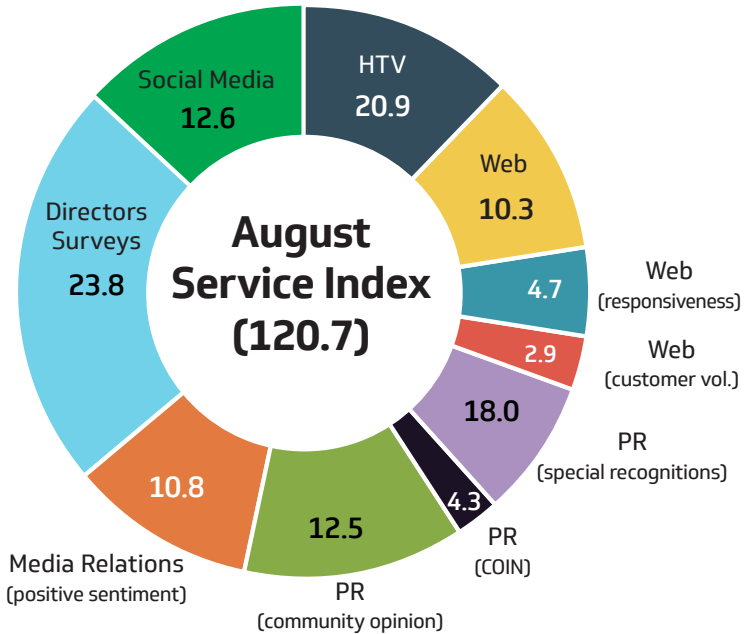


August 2016

Index shows customer service picked up in August

Led by gains in Public Relations production-related indicators, the Communications & Digital Media Service Index (CDMSI) rose +10.4% to 120.7 in August from 109.4 in July. For the month of August: 4 of 10 indicators that comprise the index improved; 4 of 10 declined; and 2 were unchanged.

The index's three-month moving average, CDMSI-MA3, increased +0.6% in August to 116.9 from 116.1 in July. August's CDMSI-MA3 suggests that overall customer service efforts are continuing to improve through the summer months. As in the past month, the largest contributor to the Communications and Digital Media Department's service score is the favorable feedback received from various department directors using CDM services.

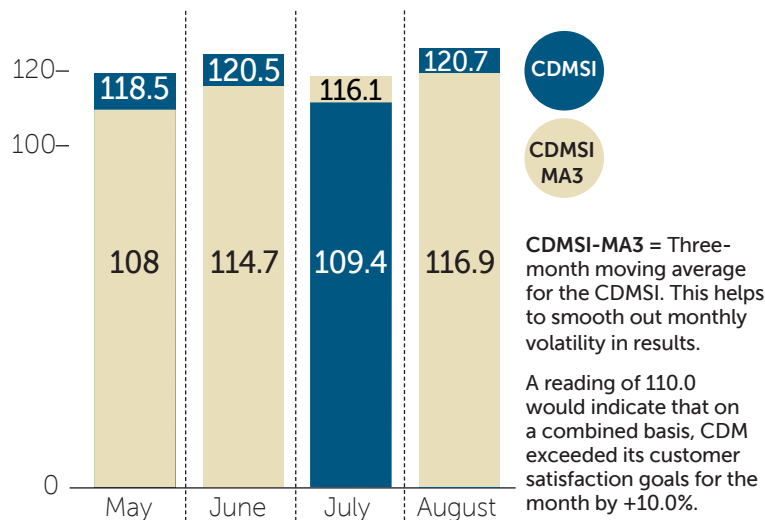


➤ **How to read the chart:** The chart illustrates the point contribution to the CDMSI for the month. For example, the views of the various department directors added 23.8 points to the August '16 CDMSI of 120.7 points. - See table on page 2.

What is the CDM Service Index?

The index is a weighted average of 10 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 nine 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 ten 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



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 look to see the index both above 100.0 and rising over time.

Components of the CDMSI (Actual Results by Month)

	Wgt. (a)	Basis (b)	2/16	3/16	4/16	5/16	6/16	7/16
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: <i>Francesco Alessi - HTV Manager.</i>	.200	61.0	64.7	61.5	63.3	56.9	65.7	63.7
Web: Satisfaction Score Monthly score based on surveys of individuals contacting Digital Engagement (Web services) for assistance. Source: <i>Brian Roberts - Digital Engagement Manager.</i>	.100	97%	100%	96%	100%	100%	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: <i>Brian Roberts - Digital Engagement Manager.</i>	.050	79%	77%	78%	79%	84%	77%	75%
Web: Total customers served Total number of unique Web requests/questions received by the department. Source: <i>Brian Roberts - Digital Engagement Manager.</i>	.025	66	81	78	79	84	83	77
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: <i>Tim Davison - PR Production Manager.</i>	.100	25	21	30	49	62	19	44
PR Prod: COIN Announcements Number of COIN News items sent to employees for the month. Source: <i>Tim Davison - PR Production Manager.</i>	.025	20	23	19	17	20	21	34
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: <i>Tim Davison - PR Production Manager.</i>	.100	4.0	---	---	---	---	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: <i>Tim Davison - PR Production Manager.</i>	.100	75%	82%	79%	87%	78%	78%	81%
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 (introduced June 2016).	.200	4.0	---	---	---	4.58	4.67	4.75
Social Media: Composite Index (3) Weighted index vs. 2015 baseline for: follower growth; engagement; and reach across multiple platforms (3 units of measurement). Source: <i>Shaun Metzger - Social Media Strategist.</i>	.100	100.0	98.2	103.0	98.9	145.6	128.9	125.9

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 August 2016 Department Directors' Surveys



Commissioners Stacy White, left, and Kevin Beckner celebrate Hillsborough County's Rapid Response team's new location during a grand opening ceremony.

Top notch support given by Mark Flynn, Todd Pratt, Andrea Roshaven, Ana Mendez, Luis Lopez, and others in Communications!

~ Rapid Response

Very creative and well thought-out.

~ Public Utilities

The Public Relations team was extremely thoughtful, engaged, and creative!

~ Operations & Legislative Affairs

Our main goal was to showcase that the library's plans and construction was a community-driven project and the ribbon-cutting was successful in that many aspects of the community were represented, recognized, and celebrated.

~ Library Services

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



From left: PR Production Manager Tim Davison, left, and Senior Computer Graphics Designer Michael Galanis, work on the FY17 Recommended Budget Book.

I wanted to give special thanks to the Communications Department. They have gone above and beyond this year in upgrading the look and feel of our documents. We have had a very productive working relationship, and they have been extremely responsive and creative. I am confident that you will be pleased with this year's documents. I also want to specifically recognize Tim Davison and Michalis Galanis. They are great additions to the County team.

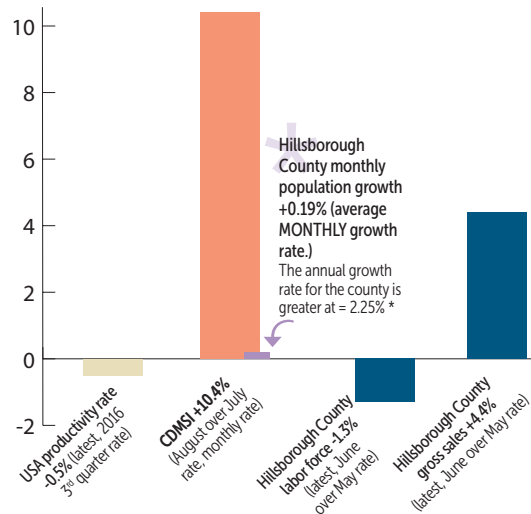
- Email excerpt received from Tom Fesler regarding this year's budget documents.

The Larger Picture...

For those not familiar with the CDMSI and the progress being made of late, we compare the CDMSI-MA3 with several other popular local and national level yardsticks.

Nonfarm business sector labor productivity in the USA decreased at a -0.5% annual rate during the second quarter of 2016, the U.S. Bureau of Labor Statistics reported earlier this month.

The CDMSI contains subcomponents that reflect the department's productivity such as the HTV program ratings score or the positive media sentiment ratio. Rising productivity is one aspect of good customer service by local government to their community as it implies a positive real return on public funds used.



* All of the comparative figures above are month-over-month except in the case of labor productivity, quarterly (closest available, acceptable here)

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