

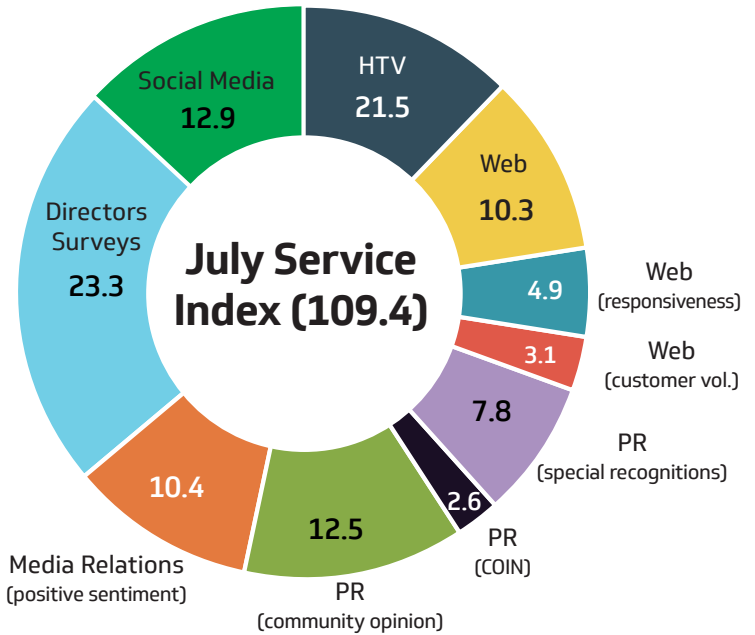


July 2016

Index shows CDM customer service above goal

Coming off a very strong set of combined results for the month of June, the Communications & Digital Media Department Service Index (CDMSI) retreated -9.3% in July closing at 109.4 points. The index's three-month moving average, CDMSI-MA3, improved from 114.7 last month to 116.1 this month. The CDMSI-MA3 rising in back-to-back months suggests continuing growth in customer service.

A new measurement was added during July to capture the opinions of community members that received service in the form of a commendation, proclamation, special letter of recognition, etc. from the Board of County Commissioners as produced through the Communications Production group. This team received perfect scores from responding citizens.*

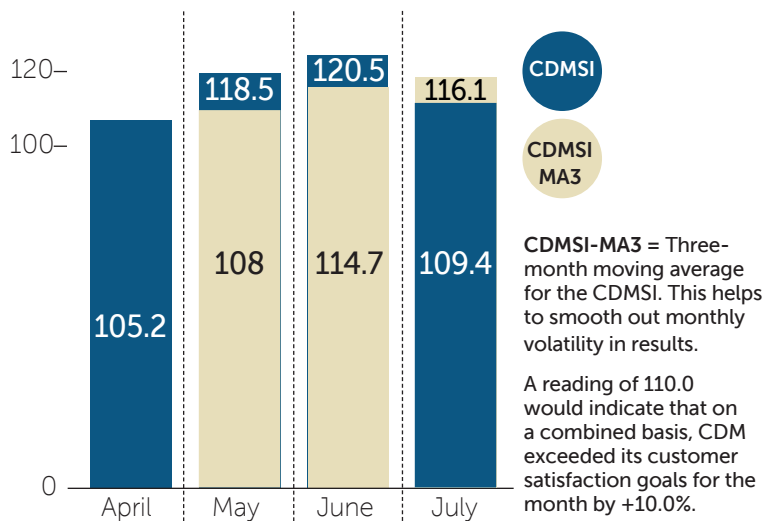


► **How to read the chart:** The chart illustrates the point contribution to the CDMSI for the month. For example, the views of the various department directors added 23.3 points to the CDMSI for July '16 or 21.3% of the 109.4 total points. - See table on page 2.

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.

* Nine surveys were electronically sent to various community members earlier this month. As of July 14, four had replied (44%) awarding the highest possible scores in terms of their experiences with the Communications Production group.

Components of the CDMSI (Actual Results by Month)

	Wgt. (a)	Basis (b)	1/16	2/16	3/16	4/16	5/16	6/16
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	67.5	64.7	61.5	63.3	56.9	65.7
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%	100%	96%	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%	80%	77%	78%	79%	84%	77%
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	77	81	78	79	84	83
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	27	21	30	49	62	19
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	14	23	19	17	20	21
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 (new indicator)
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%	80%	82%	79%	87%	78%	78%
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 (new indicator)	4.67
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	107.5	98.2	103.0	98.9	145.6	128.9

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 June 2016 Department Directors' Surveys



Opening ceremony for Hillsborough County's new Armwood Fire Station.

"Great experience. Staff was knowledgeable, proactive and always available to answer questions. We have enjoyed working with Public Relations."
~ Real Estate & Facilities

"Great minds and creative energy in the department."
~ Human Resources

"Clear, clean, professional and informative materials."
~ Fire Rescue

"The level of creativity is improving; designs seem more professional."
~ Economic Development

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



Social media strategists from left: Shaleria Faison, and Shaun Metzger (July 2016)

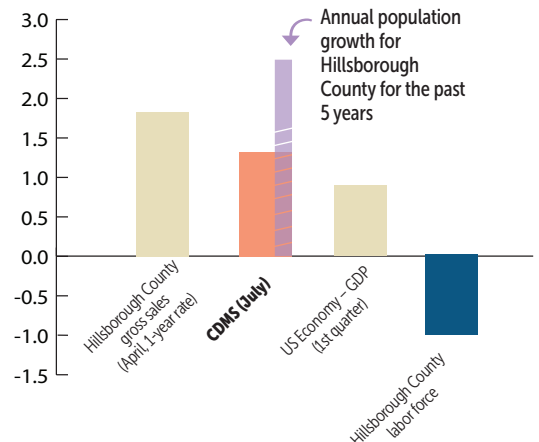
Logging onto your favorite social media platform has become a natural part of your daily routine. Whether you're checking Facebook to see the latest news or pictures of your family members on Instagram, we all use different platforms to keep in the know. The County's social media and web teams work hand-in-hand to further the mission of the County. Keeping up with trends, curating meaningful content, and the opportunity to further our message are always top of mind. This past month various campaigns were highlighted through our platforms funneling users to the County's website for more information.

Facebook referrals to our website were up 130% over last month.

The top landing pages were:

- HillsboroughCounty.org/Adopt - PRC's Adoption information
- PlanYourParks.org - Parks & Recreations Master Plan Survey page
- HillsboroughCounty.org/HCFAlert - County's Emergency Alert System

Get social with us!



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.

1) The American economy is steaming ahead at an estimated annual rate of 1.1%. This is slightly less than the current reading for the CDMSI-MA3.

2) The latest figures from the Florida Department of Revenue (April) have year-over-year growth in gross sales for Hillsborough County to be up +1.8%, slightly better than the current reading for the CDMSI-MA3. However, if we look at the annualized rate of the CDMSI-MA3 vs. just the July over June change, then the CDM Department's customer service efforts easily outdistance the growth in local consumer and business activity as measured by taxable county sales.

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