

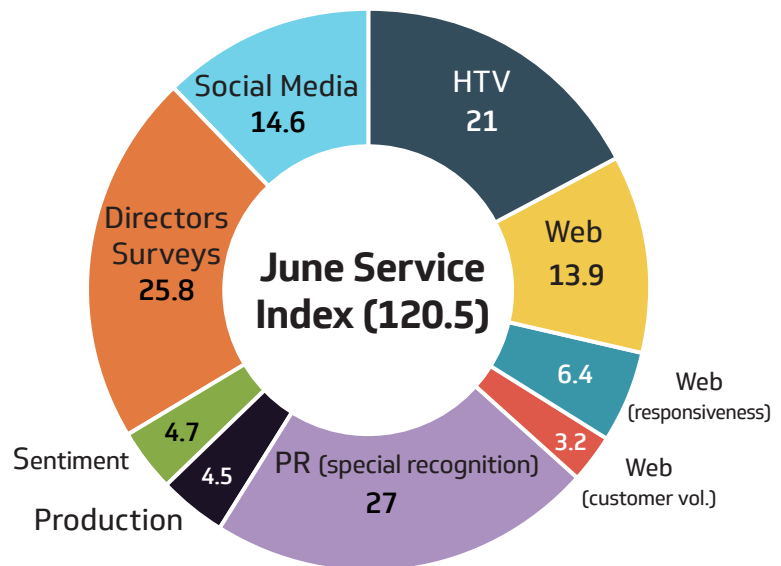
June 2016

Index shows CDM customer service efforts picked up +1.7% from last month

Led by improvements in social media activity and favorable customer service survey scores from individual department directors, the Communications & Digital Media Service Index (CDMSI) rose to 120.5 this month.

Communications & Digital Media's Service Index (CDMSI) increased +1.7% from 118.5 in May to 120.5 for June. June's index was impacted by the inclusion of an important new service indicator - surveys of department directors - which affected the overall score.*

CDMSI-MA3, the index's three-month moving average that accounts for month-over-month aberrations, improved from 108.0 last month to 114.7 this month.



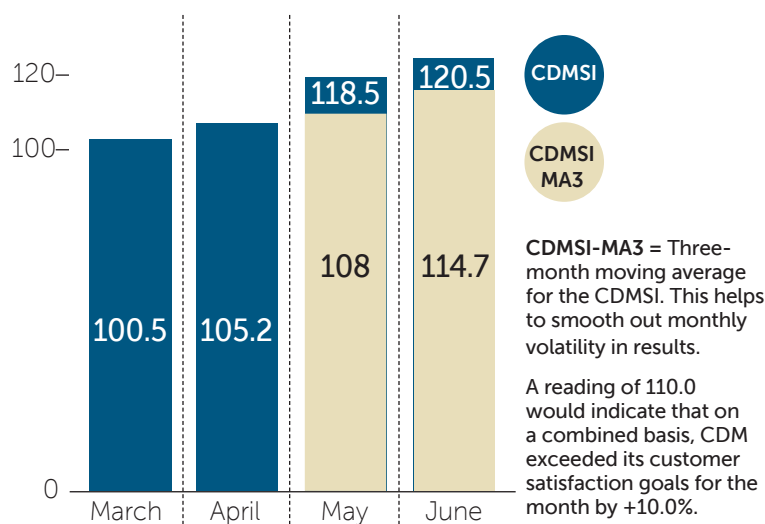
How to read the chart: The chart illustrates the point contribution to the CDMSI for the month. For example, HTV added 21.0 points to the CDMSI for June '16 or 17% of 120.5 total points. - See table on page 2.

What is the CDM Service Index?

The index is a weighted average of nine 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 nine 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.

* This is because the weights assigned to each existing CDMSI component had to be lowered in June with the increase from eight to nine customer service indicators. When comparing month-over-month change, a better measure will be July vs. June when another round of department director surveys are completed.

Components of the CDMSI (Actual Results by Month)

	Wgt. (a)	Basis (b)	12/15	1/16	2/16	3/16	4/16	5/16
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>	.225	61.0	65.5	67.5	64.7	61.5	63.3	56.9
Web: Satisfaction Score Monthly score based on surveys of individuals contacting Digital Engagement (Web services) for assistance. Source: <i>Brian Roberts.</i>	.135	97%	100%	100%	100%	96%	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>	.065	79%	87%	80%	77%	78%	79%	84%
Web: Total customers served Total number of unique Web requests/questions received by the department. Source: <i>Brian Roberts.</i>	.025	66	64	77	81	78	79	84
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>	.135	25	18	27	21	30	49	62
Media Relations: 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.</i>	.045	75%	71%	80%	82%	79%	87%	78%
PR Prod: COIN Announcements *Number of COIN News items sent to employees for the month. Source: <i>Tim Davison - PR Production Manager.</i>	.045	20	16	14	23	19	17	20
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).	.225	4.0	---	---	---	---	---	4.58 (new indicator)
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</i>	.100	100.0	90.4	107.5	98.2	103.0	98.9	145.6

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.
- * More effective metrics are being developed

Comments from the June 2016 Department Directors' Surveys

"Attendance was good at our Master Plan meetings held at various regional parks which CDM supported. Over 10 meetings, the average attendance was between 30-40 individuals."

Conservation & Environmental Lands Management

"[Our PRS] was always available whenever we ran into an issue

about setting up the Haley Park grand opening ceremony. She has been excellent in coordinating the desires of the developer with the needs of the County to put together event."

Affordable Housing

"Measurable results from our project with CDM will take significant time. In the future, a recycling sample and sort will occur to measure the results."

Public Works

In the Spotlight



Digital Engagement team from left: Manager Brian Roberts, Nicole Hutcheson, Sandi Showalter, Division Director Terry McElroy, and Kevin McCarthy. (June 2016)

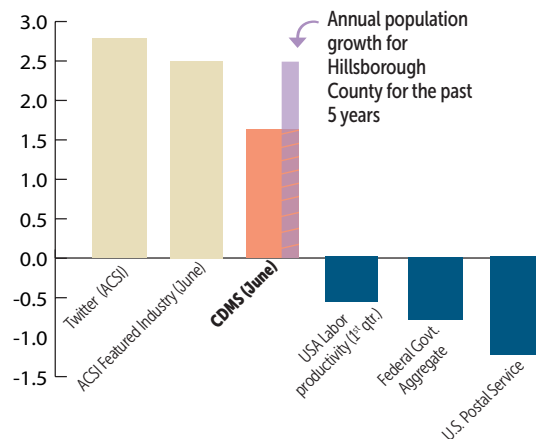
Every month, the Digital Engagement Team will run a Quality Assurance Report on behalf of all County departments checking the performance of department web pages. Each department's web pages are checked for fundamentals such as broken links, misspellings, etc. This courtesy is extended to help Hillsborough County's customer service delivery.

Credit: Mr. Terry McElroy, Division Director

The Larger Picture...

For those not familiar with the CDMSI and the strength of this month's score of +1.7% from the prior month, here are some points of reference:

- 1) The latest results from the widely followed American Customer Satisfaction Index were for the month of June 2016 and centered on restaurant related sectors of the U.S. economy. Year-over-year, these sectors improved their customer service scores by +2.6%
- 2) Nonfarm business sector productivity has actually been negative during the past two quarters



Hillsborough County's population grew about 2.5% annually over the past five years. The June CDMSI at +20.5%, means customer service delivery by the CDM team exceeds the growth of the county.

CDM Senior Leadership Team

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

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