



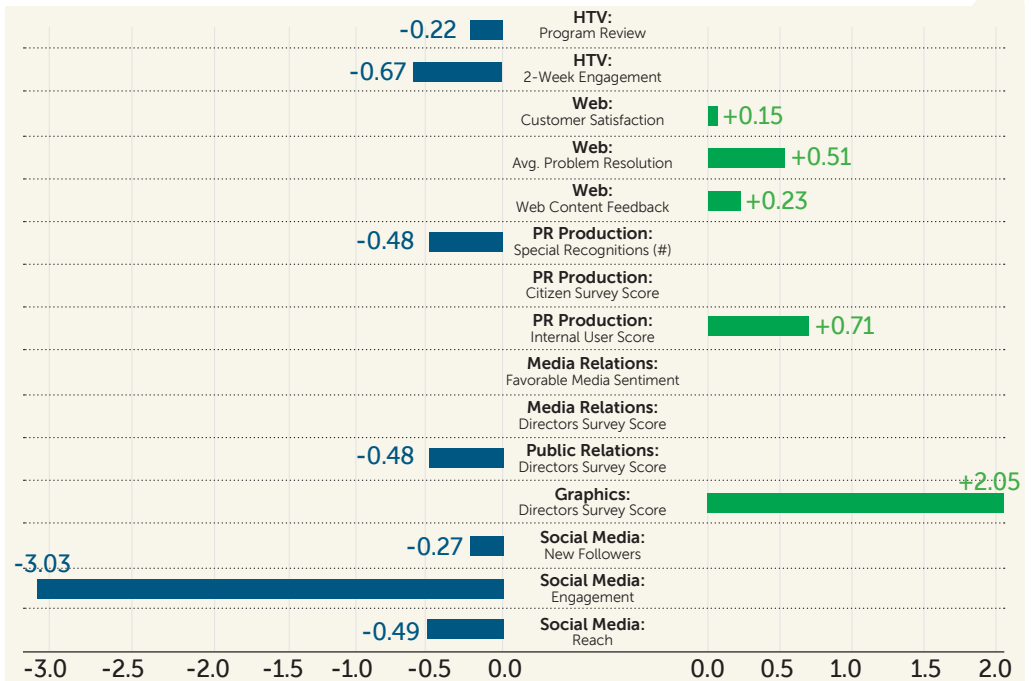
Index dips but remains above 100.0

The Communications & Digital Media Service Index (CDMSI) closed out August with a score of 101.89, off -1.92% or -1.99 points from the prior month. While the CDMSI retreated for two consecutive months, it remains well within the desired 90.0 to 110.0 range. The CDMSI-MA3 (3-month moving average) stands at 105.40 which infers that customer service delivery is steaming ahead at a rate of +5.40% above expectations over the short run. For this latest month, 11 of 15 service measurement indicators achieved 90.0% of goal or better.

What impacted the index?

August Service Index 101.87
July Service Index 103.87

-1.99 points



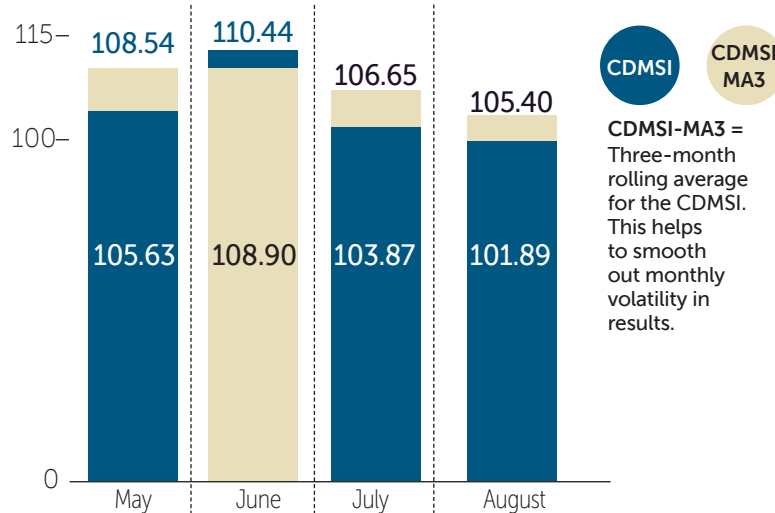
The chart illustrates the contribution to this past month's -1.99 point loss to the CDMSI by individual service indicator. A negative reading does not imply a less-than-satisfactory effort, only that for this latest period the result fell from the prior month.

What is the CDM Service Index?

The index is a weighted average of 15 individual indicators from CDM's six segments: HTV; Web services; Public Relations Production; Media & Public Relations; Graphics; and Social Media. The individual customer service indicators are displayed in the table on the next page. 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 15 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 15 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 rolling average. The three-month rolling average offers a more consistent picture of CDM's overall customer satisfaction.

What do the numbers mean?

100+ On Track

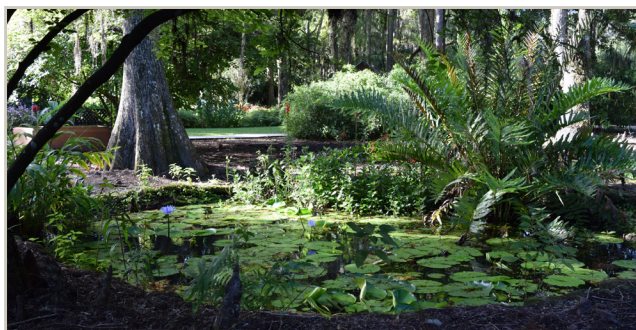
Every one point (1.0) change in the index infers a +/- 1.0% change in customer service. When the index is below 100.0 it means that overall customer satisfaction is not on track. Ideally, we would like to see the index both above 100.0 and rising over time.

Components of the CDMSI (Actual Results by Month)

	Wgt. (a)	Basis (b)	4/17	5/17	6/17	7/17
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.	0.065	61.0	65.4	80.0	75.4	73.3
HTV: Two-week engagement YouTube stats for number of followers, engagement, and likes. Source: Francesco Alessi- HTV Manager.	0.100	3.0	2.9	2.9	2.9	2.7
Web: Satisfaction Score Monthly score based on surveys of individuals contacting Digital Engagement (Web services) for assistance. Source: Brian Roberts - Digital Engagement Manager.	.050	100%	100%	98%	97%	100%
Web: Problem Resolution time 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	8.0	9.3	9.4	8.3	7.5
Web: Web page content feedback Monthly score based on web page feedback. Source: Brian Roberts - Digital Engagement Manager.	.075	75.0%	80.6%	79.7%	79.3%	81.6%
PR Production: Special recognitions Number of special recognitions delivered by month. These support the BOCC directly and encompass a variety of initiatives. Source: Tim Davison - PR Production Manager.	.060	25	33	38	20	20
PR Production: Community Survey Average score on a 1 to 5 scale based on feedback from residents who are the award contact. Source: Tim Davison - PR Production Manager	.080	4.50	5.00	5.00	5.00	5.00
PR Production: Internal User Survey Average score on a 1 to 5 scale based on feedback from Hillsborough County employees. Source: Tim Davison - PR Production Manager.	.080	4.50	5.00	4.90	4.20	4.60
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.	.030	75%	89%	92%	85%	85%
Media 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.	.075	4.50	4.58	4.67	5.00	5.00
Public Relations: Dept. Director surveys Average score on a 1 to 5 based on feedback from County department managers. Source: Monthly CDM customer surveys sent electronically to random department managers.	.165	4.50	4.67	4.67	4.93	4.80
Graphics: Creativity 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.	.070	4.00	3.40	5.00	3.50	4.67
Social Media: New followers Follower growth across multiple platforms (3 units of measurement). Source: Social Media Strategist.	.020	2,250	1,872	781	1,684	1,375
Social Media: Engagement Social Engagement growth across multiple platforms. Source: Social Media Strategist.	.050	15,342	32,219	29,809	45,757	13,690
Social Media: Reach User reach across multiple platforms. Source: Social Media Strategist.	.030	800,000	668,880	799,148	664,296	534,781

- 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.
c) Individual measurement service indexes are capped at 150.0 points to prevent runaway scores.

Comments from the August 2017 Department Directors' Surveys



Eureka Springs Park is one of the many treasured conservations parks highlighted in the new helpful Guide to Conservation Parks, recently designed by CDM staff and distributed to residents.

On Graphics Support

Originality and innovation of the creative material is always top-notch.
~ Conservation & Environmental Lands Management

On CDM Public Relations Specialists

Kat is very responsive and dependable. I can rely on her to complete work tasks and assignments, she has raised the bar for output.
~ Public Utilities

On CDM Media Relations Specialists

The level of support we are getting is outstanding. It is timely and responsive to our needs. ~ Human Resources

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

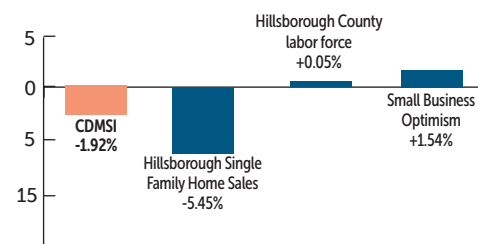


CDM's Digital Media Division recently earned national recognition for its redesign and rebranding of HCFGLGov.net. Hillsborough County was named as a finalist in The Center for Digital Government's inaugural Government Experience Awards for the website overhaul. The awards recognize the achievements and best practices of states, cities, and counties that have gone to the web and beyond to radically improve the experience of government and push the boundaries of how services are delivered across the overall experience and not necessarily just one channel.

The Larger Picture...

For those not familiar with the CDMSI and the progress being made of late, each month we compare the performance of the CDMSI with established local and national level yardsticks using the latest results.

* All comparative figures are month-over-month



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