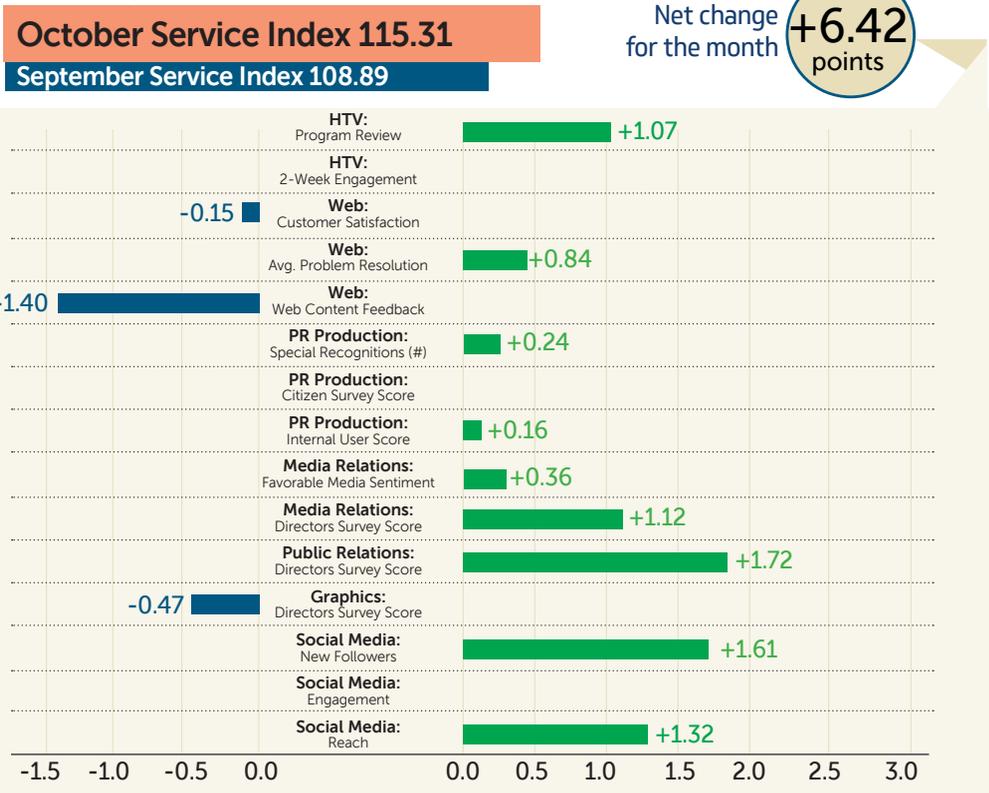




Index continues to climb into autumn

Communications & Digital Media's Service Index (CDMSI) closed out October at 115.31, up +5.90% or +6.42 points from the prior month. October was the best month on record since the CDMSI was restructured in March after its annual review. The October CDMSI-MA3 (the 3-month moving average that smooths out monthly aberrations) stands at 108.69, which infers that the department's customer service delivery is +8.69% above expectations over the short run. As a point of reference, the Hillsborough County Market Index (a variety of local and state indicators that reflect economic activity) tumbled -8.1%, primarily due to fewer single-family home sales during this same reporting period. This is in contrast with the actual customer service delivery gains of +5.9% for CDM, a +14.0 point differential.

What impacted the index?



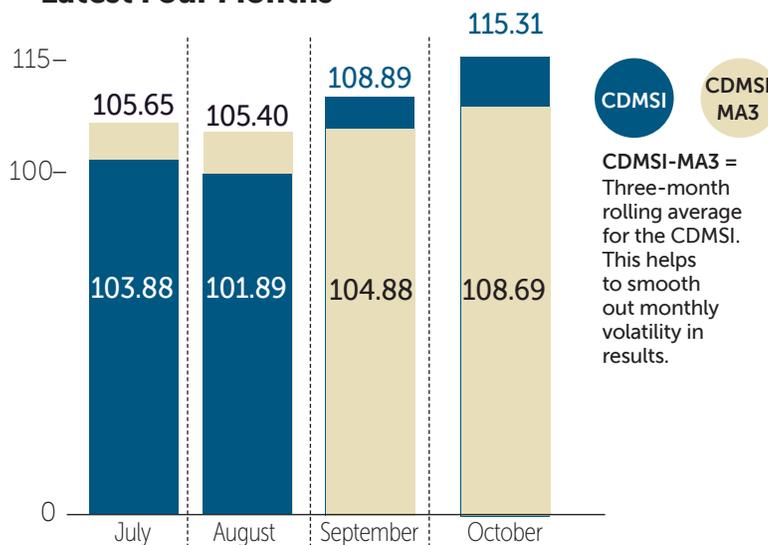
The chart illustrates the contribution to this past month's +6.42 point gain to the CDMSI by individual service indicator. A negative reading does not imply a less-than-satisfactory effort, only that for this latest period the result fell from the prior month.

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)	6/17	7/17	8/17	9/17 (c)
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	75.4	73.3	69.9	79.9
HTV: Two-week engagement YouTube stats for number of followers, engagement, and likes. Source: Francesco Alessi- HTV Manager.	0.100	3.0	2.9	2.7	3.0	3.0
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%	97%	100%	100%	97%
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	8.3	7.5	7.4	6.4
Web: Web page content feedback Monthly score based on web page feedback. Source: Brian Roberts - Digital Engagement Manager.	.075	75.0%	79.3	81.6%	83.6%	69.6%
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	20	20	36	37
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	4.20	4.60	4.71	4.80
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%	85%	85%	86%	95%
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	5.00	5.00	4.33	5.00
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	4.93	4.80	4.33	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	3.50	4.67	4.67	4.40
Social Media: New followers Follower growth across multiple platforms (3 units of measurement). Source: Social Media Strategist.	.020	2,250	1,684	1,375	1,562	9,058
Social Media: Engagement Social engagement growth across multiple platforms. Source: Social Media Strategist.	.050	15,342	45,757	13,690	36,365	80,681
Social Media: Reach User reach across multiple platforms. Source: Social Media Strategist.	.030	800,000	664,296	534,781	846,871	3,409,545

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) September 2017 was month of Hurricane Irma

Comments from the October 2017 Department Directors' and Customer Surveys



Competitors get set at the starting line for one of Parks and Recreation's 2017 Tampa Bay Senior Games track and field races. CDM provided communications, marketing, video, and media support throughout this successful event.

On Graphics Support

Especially supportive when there have been short turnaround times
~ Aging Services

On CDM Public Relations Specialists

Our PR specialist did a wonderful job on this project. This project shall impact thousands of families we interact with. ~ Children's Services

On CDM Media Relations Specialists

We have been impressed with the media coverage about our department and want to continue to be a source of fun and lighthearted stories.
~ Parks & Recreation

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

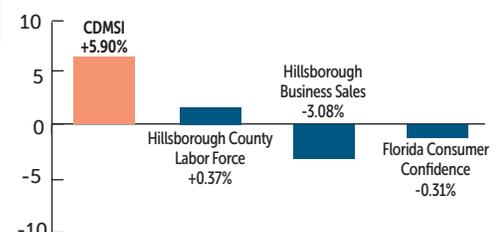


Readers of the Tampa Bay Business Journal recently selected Hillsborough Television (HTV) as the region's Best Video Production Company during the publication's annual Best in the Biz Readers' Choice Awards in the Media and Marketing category.

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



This communication may contain information that is legally privileged, confidential or exempt from disclosure, and intended only for the use of the addressee(s) named above. If you are not the intended recipient, please note that any dissemination, distribution, or copying of this communication is strictly prohibited. Anyone who receives this message in error should notify the sender immediately by telephone or by return e-mail, and delete the message from their computer and any printout thereof. Please note that the Hillsborough County Government utilizes spam and junk e-mail filtration applications in its e-mail systems. That filtering process may prevent or delay delivery of certain e-mail communications. If you do not receive a timely response to an e-mail communication, please contact the intended recipient by phone. Copyright Notice: Reproduction of this material, either written or electronically, including the general layout, graphics, analyses, and content topics without the express approval of Target Performance Systems, Inc., a Florida corporation, is forbidden without written consent. Thank you for your support of Communications & Digital Media and the Hillsborough County Government. Please contact Kimberly Howell at HowellK@HCLFLGov.net with any questions or for further information.