

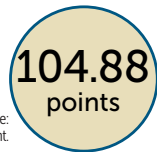
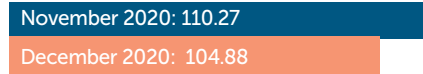


## December Index Points to Strength in Customer Service Delivery Throughout 2020

For December 2020, the Communications & Digital Media Service Index (CDMSI) closed at 104.88, indicating that CDM's customer service efforts were running +4.88% better than expected during the last month of the calendar year. For 2020, the CDMSI averaged 109.36, which is on the upper end of the 100.0 to 110.0 target range, and it was virtually unchanged from the 109.79 level in 2019 despite the COVID-19 coronavirus pandemic. As a secondary success measure during this extraordinary year, CDM's combined customer service efforts by the staff exceeded Hillsborough County's overall economic and business growth. This is determined by a comparison against the Hillsborough County Market Index (HCMI) that tracks several key local indicators which were contracted in 2020 during the pandemic. While the HCMI averaged 96.93, the CDMSI performed at the much higher 109.36 level, a significant difference that reflects positively on CDM's staff.\*

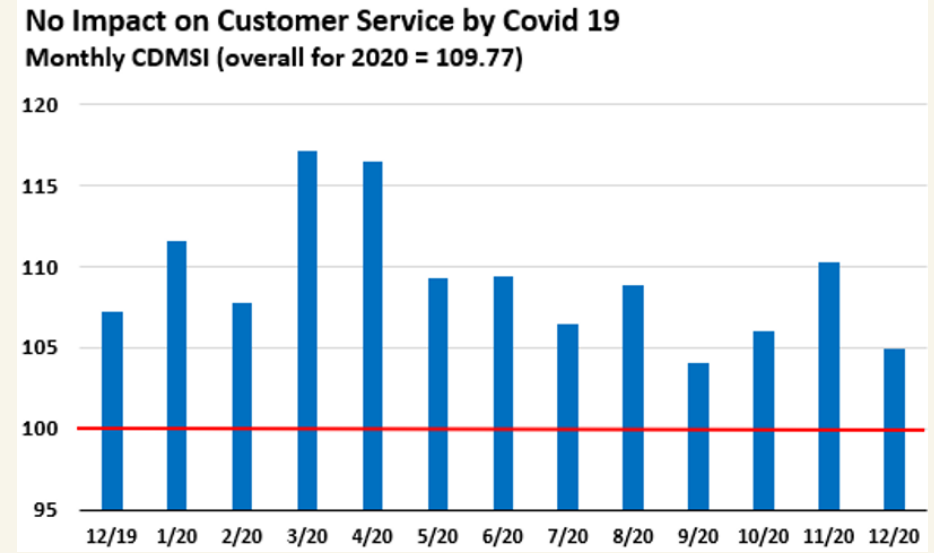
\* HCMI average for January through November, latest available. For those December 2020 market indicators that were available at the time of production, such as consumer sentiment and the small business optimism index, they had fallen off sharply from December 2019. This suggests that the gap between the customer service efforts by CDM staff and Hillsborough County's economic/business growth was even greater. For taxpayers, this infers quality customer service delivery when their public funds are being used productively.

### What impacted the index?



\* Note: One (1) basis point = 1/100 of a percent.

### Chart of the Month



### In the Spotlight

**Hillsborough County Needs Your Feedback on COVID-19 Vaccines**

Take the Hillsborough County COVID-19 Vaccine Survey

Visit [HCFLGov.net/VaccineInput](https://www.hcflgov.net/vaccineinput)

Text **Vaccine** to 73224

#StaySafe

Hillsborough County | Florida

CDM launched and promoted a survey collecting residents' opinions regarding the COVID-19 vaccine. Nearly 12,000 people provided responses to the survey, aiding the County in developing a comprehensive strategy for vaccine distribution.

### 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.

Customer Service Indicators	Latest Date	Goal	Latest Data	Prior Month	Two Months Ago	Year Ago	Year-Over-Year % Change
<b>Productivity Indicators</b>							
<b>HTV – Final rating score</b> 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.	Dec	78	88.3	87.63	86.3	90	-1.9%
<b>Web – Average problem resolution time</b> Rate at which Web-related issues/problems were resolved in the first attempt to satisfy an inbound request. (lower figures favorable) Source: Brian Roberts - Digital Engagement Manager.	Dec	<8 hrs.	8.3	7.3	7.8	7.3	13.7%
<b>PR Production – Special recognitions</b> Number of special recognitions delivered by month. These support the BOCC directly and encompass a variety of initiatives. Source: Tim Davison - PR Production Manager.	Dec	25	9	32	15	22	-59.1%
<b>Customer Feedback Indicators</b>							
<b>Web: Satisfaction Score</b> Monthly score based on surveys of individuals contacting Digital Engagement (Web services) for assistance. Source: Brian Roberts - Digital Engagement Manager	Dec	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%
<b>Web: Webpage content feedback</b> Monthly score based on web page feedback. Source: Brian Roberts - Digital Engagement Manager.	Dec	80.00%	88.7%	90.1%	89.1%	92.9%	-4.5%
<b>PR Production: Citizen Survey</b> Average score on a 1 to 5 scale based on feedback from residents who are the award contact. Source: Tim Davison - PR Production Manager	Dec	4.75	5.00	NA	4.75	5.00	0.0%
<b>PR Production: Internal User Survey</b> Average score on a 1 to 5 scale based on feedback from Hillsborough County employees. Source: Tim Davison - PR Production Manager.	Dec	4.75	5.00	5.00	5.00	5.00	0.0%
<b>Media Relations: Positive Media sentiment</b> 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.	Dec	88.0%	97.0%	98.0%	95.0%	94.6%	2.5%
<b>Media Relations: Dept. Director surveys</b> 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.	Dec	4.50	4.67	5.00	5.00	5.00	-6.6%
<b>Public Relations: Dept. Director surveys</b> 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.	Dec	4.50	4.67	4.50	5.00	4.33	7.9%
<b>Graphics: Creativity</b> Average score on a 1 to 5 scale based on feedback from County departments that have used graphic services during the month. Sources: Monthly CDM customer surveys sent electronically to random department managers. Michalis Galanis - Visual Design & Brand Identity Manager	Dec	4.75	4.88	4.88	5.00	4.88	0.0%
<b>Social Media: New followers</b> Follower growth across multiple platforms (3 units of measurement). Source: Social Media Strategist.	Dec	1,350	1,420	1,087	663	782	81.6%
<b>Social Media: Engagement</b> Social Engagement growth across multiple platforms. Source: Social Media Strategist.	Dec	25,000	124,194	57,411	78,632	59,955	107.1%
<b>Composite Indexes</b>							
<b>Communications &amp; Digital Media Service Index (CDMSI) a)</b>	Dec	≥ 100.0	104.88	110.27	106.01	107.21	-2.2%
<b>CSSSI-MA3 b)</b>	Dec	≥ 100.0	107.05	106.79	106.30	109.42	-2.2%
<b>Hillsborough County Market Index (HCMi)</b> Basket of local business & economic indicators for comparative purposes c)	Nov	≥ 100.0	100.00	101.80	100.32	102.84	-2.8%

**Notes:**

- a) A contemporaneous figure that collapses all of the most recent monthly results from the department's 13 measures of customer service delivery using relative weights of importance into a single value.
- b) Month-to-month movements can volatile, so the monthly index's three-month moving average, the CDMSII-MA3, provides a more consistent picture of customer service efforts by the staff.
- c) A contemporaneous figure that collapses all of the most recent results from several key county (3), state (1), and national (1) economic statistics using relative weights of importance into a single value. This is used to compare the growth of Hillsborough County business and economic activity vs. the customer service progress made by the Communications & Digital Media Department. (Details are available in a separate report.)

**Director's Special Feature**



As national interest in hiking and trails has peaked, Communications has been effective at drawing media attention to our own beautiful Hillsborough County parks and the Hiking Spree campaign.

**Comments from Department Directors**

**On CDM's Public Relations Specialists:**

Andrea always provides candid feedback. Very knowledgeable. – *Kim Byer, Director, Solid Waste*

**On CDM's Media Relations Strategists:**

During 2020, Todd was an integral part of initiating a number of morning (6 to 10 a.m.) segments on FOX-13 that focused on promoting the County's Conservation Parks and CELM Department as a whole. At least five FOX-13 morning shows were filmed in a Conservation Park, while other stations (WTSP -10) have recently jumped on the bandwagon with additional segments showcasing Conservations Parks and their amenities. The ratings numbers for each of these morning broadcasts were exceptional. – *Forest Turbiville, Director Conservation & Environmental Lands Management*

**CDM Senior Leadership Team**

- Terry McElroy**, Communications & Digital Media Director
- Ana Mendez**, Public Relations & Marketing Division Director
- Terri Cordova-Hewitt**, Digital Media Services Division Director

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