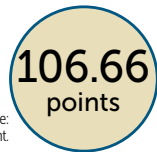
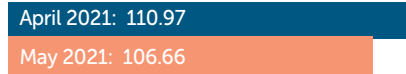




Index Suggests Moderate Customer Service Growth in May

For May 2021, the Communications & Digital Media Service Index (CDMSI) closed at 106.66, indicating that CDM’s customer service efforts were running +6.66% better than plan. While a very positive score, the index dipped from April’s 110.97 score. Twelve of the 13 customer service measurements still achieved 95% of goal or better for the month. The top performing metrics versus their goals were: 1) Social media engagement, 2) PR Production’s special recognitions and awards, and 3) the overall productivity of HTV programming. All three of these indicators address either residents’ views of CDM or the productivity of CDM. Citizen engagement is a vital customer service indicator because it illustrates that the end products created by the staff are valued. Productivity is important in that it infers a satisfactory return on investment, which, from the point of view of the residents, demonstrates quality service from their County government.

What impacted the index?



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

Chart of the Month

CDM Customer Service Index May 2019 to May 2021

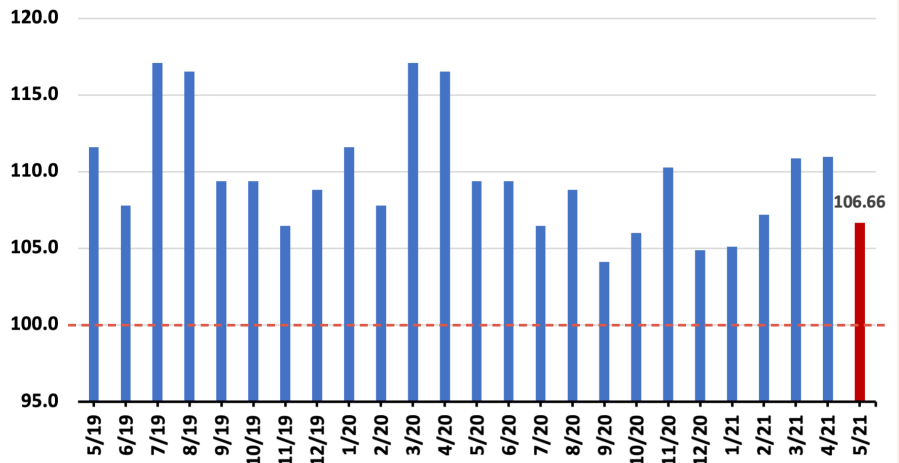


Chart Summary: Over the past two years, the CDMSI has averaged 109.60 and remained consistently above 100.0, including during the heaviest months of the COVID-19 pandemic. May 2021 closed at 106.66, which is at the upper end of the desired 100.0 to 110.0 range, suggesting that the individual customer service goals are set neither too weakly nor too aggressively.

What is the CDM Service Index?

The index is a weighted average of 13 individual indicators from CDM’s six sections: HTV; Digital Engagement; 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 13 CDM service indicators are meeting goal. However, the CDMSI is a composite score, and a reading of 100.0 does not infer that all 13 indicators are exact-to-goal. Seldom will all 13 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.

In the Spotlight

Communications & Digital Media planned and coordinated Hurricane Preparation Media Day at PSOC, where several County departments shared how they prepare for hurricanes and how residents can prepare, as well. Media got interviews and b-roll to use throughout hurricane season, which included how to prepare pets for storms and evacuations, tips for evacuation shelters, evacuation zones, and the importance of clearing large items and debris out of storm drains to prevent flooding.



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
Productivity Indicators							
HTV – Final rating score 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.	May	78	90.00	87.00	95.40	80.00	12.5%
Web – Average problem resolution time 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.	May	<8 hrs.	8.4	6.4	6.5	3.3	154.5%
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.	May	25	35	53	18	12	191.7%
Customer Feedback Indicators							
Web: Satisfaction Score Monthly score based on surveys of individuals contacting Digital Engagement (Web services) for assistance. Source: Brian Roberts - Digital Engagement Manager	May	100.0%	100.0%	100.0%	100.0%	100.0%	0.0%
Web: Webpage content feedback Monthly score based on web page feedback. Source: Brian Roberts - Digital Engagement Manager.	May	80.00%	86.6%	83.7%	88.4%	86.7%	-0.1%
PR Production: Citizen 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	May	4.75	5.00	5.00	5.00	5.00	0.0%
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.	May	4.75	5.00	4.40	5.00	5.00	0.0%
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.	May	88.0%	97.0%	93.8%	97.1%	89.8%	8.0%
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.	May	4.50	4.75	4.50	5.00	5.00	-5.0%
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.	May	4.50	4.25	4.50	5.00	5.00	-15.0%
Graphics: Creativity 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	May	4.75	4.88	4.88	5.00	5.00	-2.4%
Social Media: New followers Follower growth across multiple platforms (3 units of measurement). Source: Social Media Strategist.	May	1,350	0	1,061	1,009	2,362	---
Social Media: Engagement Social engagement growth across multiple platforms. Source: Social Media Strategist.	May	25,000	42,278	76,524	77,937	175,784	-75.9%
Composite Indexes							
Communications & Digital Media Service Index (CDMSI) a)	May	≥ 100.0	106.66	110.97	110.87	109.37	-2.5%
CSSSI-MA3 b)	May	≥ 100.0	109.50	109.68	107.72	114.33	-4.2%
Hillsborough County Market Index (HCMi) Basket of local business & economic indicators for comparative purposes c)	Apr (lags 1 month)	≥ 100.0	119.55	105.80	100.23	88.73	34.7%

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 be volatile, so the monthly index's three-month moving average, the CDMSI-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.)

Comments from Department Directors

On CDM's Public Relations Specialists:
Jacquelyn was very helpful in offering ideas and input for the Transportation Workshop BOCC Presentation and coordinating with the Graphics team to provide their content within a short time frame.
- Josh Bellotti, Director, Engineering & Operations

On CDM's Media Relations Strategists:
Chris coordinated Hurricane Season Media Day for a group of departments including ours. He brought ideas and suggestions for communicating our message and helped coordinate our participation to make the event successful.
- Josh Bellotti, Director, Engineering & Operations

Director's Special Feature



Communications & Digital Media coordinated media coverage of the inaugural Garden of Gold exhibit at Hillsborough County's Veterans Memorial Park, which was unveiled in honor of Memorial Day. The event, which featured a flags display, paid tribute to the fallen sons and daughters of Gold Star Families.

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

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@HCFLGov.net with any questions or for further information.