

**PUBLIC COMMUNICATIONS
PUBLIC INFORMATION**

**Fiscal Year 2008
2nd Quarter**

Goal Statement

To provide information to residents, businesses and employees to increase awareness of County services and programs.

Performance Measures	FY 2007 Year-to-Date	FY 2008 Year-to-Date	FY 2008 Projected	
Pages of artwork produced	3,621	4,182	5,700	
Web Site files produced/revised	6,754	9,653	15,000	
Publications developed	81	77	198	
Press releases processed	128	155	295	
Editorial Assignments (Speeches, Articles, Presentations)	118	98	240	
Events/Programs Promoted	43	148	72	
Cost per page of artwork/web file produced (\$)	53	39	51	
Internal customer satisfaction rating	N/A	N/A	N/A	1,2
External customer satisfaction rating	N/A	N/A	N/A	1,2
Number Internet web site pages viewed	60,423,735	74,006,791	96,000,000	
Number Intranet web site pages viewed	2,923,535	2,894,979	6,000,000	

Notes

- 1 The County implemented a new customer satisfaction survey in FY2008 in order to collect more actionable information. Ratings are on a scale of 5.0 (highest) to 1.0 (lowest). Prior year performance and current targets are shown as "N/A" because the survey questions and calculation methodology have changed.
- 2 Measure reported annually.

**PUBLIC COMMUNICATIONS
CALL CENTER**

**Fiscal Year 2008
2nd Quarter**

Goal Statement

To provide a one-stop customer information center that offers residents and visitors quick, easy access to accurate information on all Broward County services and programs.

Performance Measures	FY 2007 Year-to-Date	FY 2008 Year-to-Date	FY 2008 Projected	
Number of calls answered	232,527	192,687	456,000	
Average talk time per call (seconds)	107	122	106	
Calls per agent per shift	137	122	130	
Percent of abandoned calls after 24 seconds in queue	2	3	4	
Average wait time in queue (seconds)	33	46	31	
Percent of calls answered < 24 seconds	67	63	69	
External customer satisfaction rating	N/A	N/A	N/A	1,2
Number calls received (offered)	242,165	203,181	475,000	
Percent of calls resolved by Call Center	75	69	74	

Notes

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- 2 Measure reported annually.

**PUBLIC COMMUNICATIONS
PRINT SHOP**

**Fiscal Year 2008
2nd Quarter**

Goal Statement

To operate a cost effective Central Print Shop which meets the printing needs of County agencies as well as outside cities/governments.

Performance Measures	FY 2007 Year-to-Date	FY 2008 Year-to-Date	FY 2008 Projected	
Number of pages printed and duplicated	9,284,358	6,197,007	16,000,000	
Average cost per thousand pages copied or printed	37	56	50	
Internal customer satisfaction rating	N/A	N/A	N/A	1,2
External customer satisfaction rating	N/A	N/A	N/A	1,2

Notes

- 1 The County implemented a new customer satisfaction survey in FY2008 in order to collect more actionable information. Ratings are on a scale of 5.0 (highest) to 1.0 (lowest). Prior year performance and current targets are shown as "N/A" because the survey questions and calculation
- 2 Measure reported annually.