

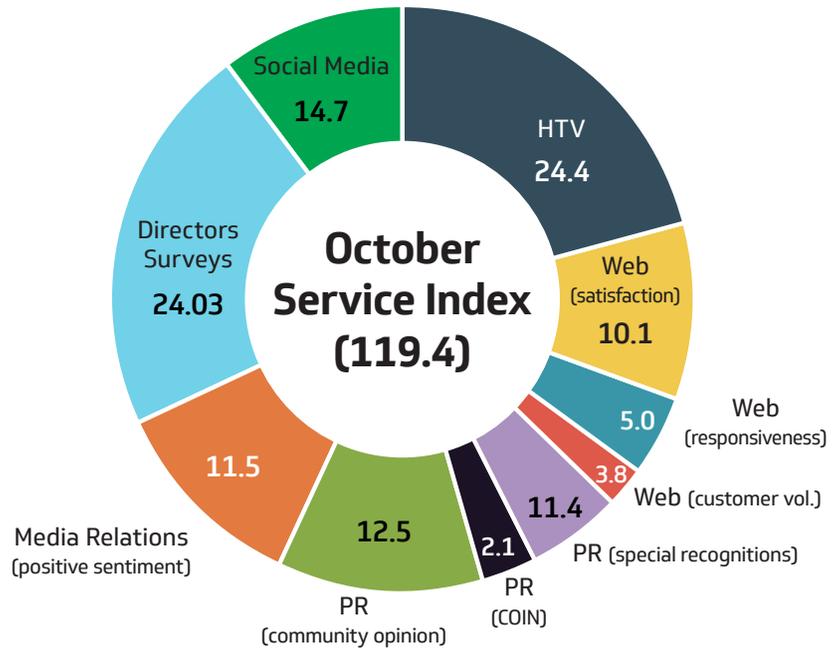


Index Shows Customer Service Up

October 2016

Led by gains in special recognitions, social media activity, and HTV programming results, the Communications & Digital Media Customer Service Index increased to 119.4 in October from 108.0 in September. For the month, seven of 10 service measurements made positive contributions to the month-over-month increase.

The index's three-month moving average, CDMSI-MA3, increased to 116.1 in October from 112.7 in September. The CDMSI-MA3, running +16.1% ahead of combined goals, suggests that customer service delivery by the Department is still well on target heading into the final months of 2016.

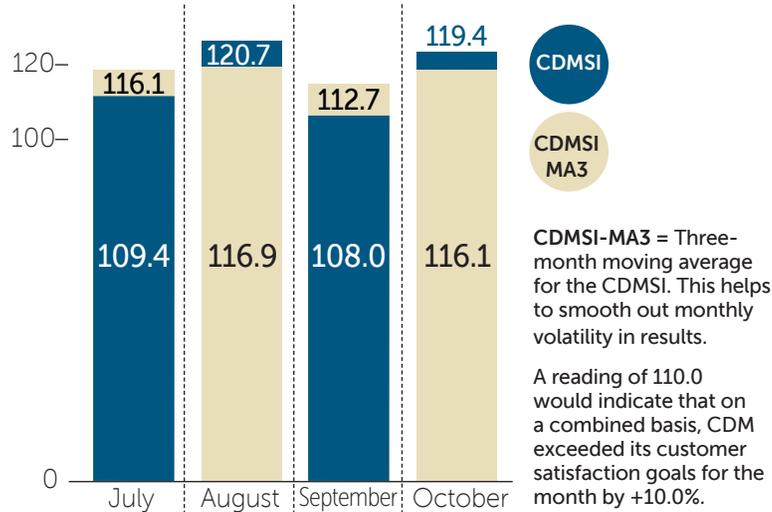


➤ **How to read the chart:** The chart illustrates the point contribution to the CDMSI for the month. For example, social media activity added 14.7 points to the October 2016 CDMSI of 119.4 points.
- See table on page 2.

What is the CDM Service Index?

The index is a weighted average of 10 individual indicators from CDM's four sections: HTV; Digital Engagement (Web services); Public Relations Production; and Public Relations & Marketing. The individual customer service indicators are displayed in the table below. 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 nine 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 10 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 moving average. The three-month moving 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)	4/16	5/16	6/16	7/16	8/16	9/16
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: <i>Francesco Alessi - HTV Manager.</i>	.200	61.0	63.3	56.9	65.7	63.7	69.1	74.3 (c)
Web: Satisfaction Score Monthly score based on surveys of individuals contacting Digital Engagement (Web services) for assistance. Source: <i>Brian Roberts - Digital Engagement Manager.</i>	.100	97%	100%	100%	100%	100%	100%	98%
Web: 1st reply resolution Rate at which Web-related issues/problems were resolved in the first attempt to satisfy an inbound request. Source: <i>Brian Roberts - Digital Engagement Manager.</i>	.050	79%	79%	84%	77%	75%	78%	79%
Web: Total customers served Total number of unique Web requests/questions received by the department. Source: <i>Brian Roberts - Digital Engagement Manager.</i>	.025	66	79	84	83	77	67	236 (d)
PR Prod: Special recognitions *Number of special recognitions delivered by month. These support the BOCC directly and encompass a variety of initiatives, such as commendations, proclamations, congratulatory letters and Eagle Scouts. Source: <i>Tim Davison - PR Production Manager.</i>	.100	25	49	62	19	44	14	28
PR Prod: COIN Announcements Number of COIN News items sent to employees for the month. Source: <i>Tim Davison - PR Production Manager.</i>	.025	20	17	20	21	34	25	17
PR Prod: Community Surveys Average score on a 1 to 5 scale based on feedback from citizens who are the award contact. Source: Monthly PR Production customer surveys sent electronically to citizen contacts (introduced July 2016). Source: <i>Tim Davison - PR Production Manager.</i>	.100	4.0	---	---	5.00	5.00	5.00	5.00
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: <i>Tim Davison - PR Production Manager.</i>	.100	75%	87%	78%	78%	81%	90%	86%
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 (introduced June 2016).	.200	4.0	---	4.58	4.67	4.75	4.67	4.80
Social Media: Composite Index (3) Weighted index vs. 2015 baseline for: follower growth; engagement; and reach across multiple platforms (3 units of measurement). Source: <i>Shaun Metzger - Social Media Strategist.</i>	.100	100.0	98.9	145.6	128.9	125.9	109.3	146.7

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) Highest score 2016 YTD

d) Influenced by the introduction of the County's new website

Comments from the October 2016 Department Directors' Surveys



Commissioner Sandy Murman (left) and Commissioner Stacy White (right) are joined by all the winners of the annual month-long Dominoes Tournament of Champions at this year's Aging Services Hispanic Heritage Celebration.

Our new strategist has done an outstanding job from the beginning. She keeps Aging Services informed and responds quickly to questions or concerns. If the answer is outside her scope, she updates the department while awaiting an answer. Her manner is pleasant, and she is very enthusiastic about supporting our department.
 ~ *Aging Services Director*

Communications was very helpful and creative in material design and in assisting to organize materials in a meaningful manner. ~ *Management & Budget Director*

With respect to originality and helpfulness, we have not received this material yet. However, Communications has asked questions, saw our older materials and has a good understanding of what we are looking to promote. Very satisfied with Public Relations overall.
 ~ *Sunshine Line Director*

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

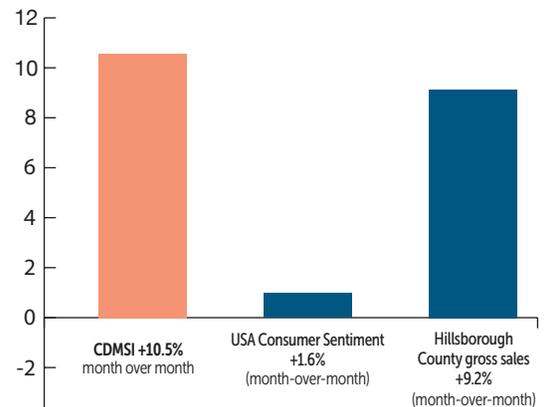


Tampa Sports Authority's (TSA) Wayne Ward and Tim Fischer donated their time and a lot of pink paint to lay out a breast cancer survivor ribbon in Joe Chillura Square.

In a unique partnership that brought together the Tampa Sports Authority, and Hillsborough County's Communications & Digital Media, Real Estate & Facilities Services, and Public Works Geomatics Section, a 30-foot-tall breast cancer survivors ribbon was carefully detailed in Joe Chillura Square. The painting was done in advance of Commission Murman's sponsored *Think Pink - Wear Pink* event in October. Participants were encouraged to wear pink for the event that brought together breast cancer survivors and their supporters.

The Larger Picture...

For those not familiar with the CDMSI and the progress being made of late, each month we compare the CDMSI with established local and national level yardsticks. As noted above, the October CDMSI advanced +10.5% from the preceding month. By comparison, the latest figures regarding Americans' views on the business climate and their personal finances is up +4.4% year-over-year, but up only +1.6% month over month. One metric that helps to measure county growth is gross business sales as per the Florida Dept. of Revenue. Gross sales for Hillsborough County were ahead +9.2% month-over-month for the most recent reporting period (July, \$6.480 billion total).



* All of the comparative figures above are month-over-month except in the case of labor productivity, quarterly (closest available, acceptable here)

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