

**PUBLIC COMMUNICATIONS  
PUBLIC INFORMATION**

**Fiscal Year 2006 - 1st Quarter**

**Goal Statement**

To increase public awareness of County services and programs through broadcast media, publications, and community outreach and to improve employee communication.

<b>Performance Measures</b>	<b>FY 2005 Year-to-Date</b>	<b>FY 2006 Year-to-Date</b>	<b>FY 2006 Projected</b>
Pages of artwork produced	1,726	1,063	7,550
Web Site files produced/revised	2,622	3,963	12,000
Number of Broward web site page views	10,001,196	14,001,124	39,811,678
Publications developed	42	40	160
Press releases processed	80	162	330
Cost per page of artwork/web file produced (\$)	N/A	54	50
Internal customer satisfaction rating (%)	N/A	N/A	93
External customer satisfaction rating (web site)	N/A	N/A	86

**PUBLIC COMMUNICATIONS  
CALL CENTER**

**Fiscal Year 2006 - 1st 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.

<b>Performance Measures</b>	<b>FY 2005 Year-to-Date</b>	<b>FY 2006 Year-to-Date</b>	<b>FY 2006 Projected</b>	
Number of calls received	173,682	321,652	535,000	
Average talk time per call (seconds)	116	97	120	
Calls per agent per shift	140	N/A	140	1
Percent of abandoned calls	11	11	6	
Average wait time in queue (seconds)	121	97	32	2
Percent of calls answered < 24 seconds	55	48	75	2
External customer satisfaction rating	N/A	N/A	95	
Percent of calls resolved by Call Center	78	N/A	78	

**Notes**

- 1 Unable to calculate due to the use of volunteers during Hurricane Wilma.
- 2 General Note: Hurricane Wilma adversely impacted all efficiency performance measures.

**PUBLIC COMMUNICATIONS  
PRINT SHOP**

**Fiscal Year 2006 - 1st 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.

<b>Performance Measures</b>	<b>FY 2005 Year-to-Date</b>	<b>FY 2006 Year-to-Date</b>	<b>FY 2006 Projected</b>
Number of pages printed and duplicated	3,275,729	2,907,904	15,200,000
Average cost per thousand pages copied or printed	56	58	51
Customer Satisfaction Rating (%)	N/A	N/A	89