

**PUBLIC COMMUNICATIONS
PUBLIC INFORMATION**

Fiscal Year 2006 - 2nd Quarter

Goal Statement

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

Performance Measures	FY 2005 Year-to-Date	FY 2006 Year-to-Date	FY 2006 Projected
Pages of artwork produced	3,957	2,988	7,550
Web Site files produced/revised	5,854	12,977	12,000
Number of Broward web site page views	9,550,676	30,251,493	39,811,678
Publications developed	83	77	330
Press releases processed	155	227	160
Cost per page of artwork/web file produced (\$)	N/A	79	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 - 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 2005 Year-to-Date	FY 2006 Year-to-Date	FY 2006 Projected	
Number of calls received	309,679	448,180	535,000	
Average talk time per call (seconds)	116	99	120	
Calls per agent per shift	142	158	140	1
Percent of abandoned calls	10	13	6	
Average wait time in queue (seconds)	87	78	32	
Percent of calls answered < 24 seconds	57	52	75	
External customer satisfaction rating	N/A	N/A	95	
Percent of calls resolved by Call Center	N/A	N/A	78	

Notes

1 Hurricane activations are excluded from this measure.

**PUBLIC COMMUNICATIONS
PRINT SHOP**

Fiscal Year 2006 - 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 2005 Year-to-Date	FY 2006 Year-to-Date	FY 2006 Projected
Number of pages printed and duplicated	7,341,419	5,506,038	15,200,000
Average cost per thousand pages copied	50	62	51
Customer Satisfaction Rating (%)	N/A	N/A	89