

**PUBLIC COMMUNICATIONS
PUBLIC INFORMATION**

Fiscal Year 2006 - 3rd 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	5,838	4,825	7,550
Web Site files produced/revised	14,921	17,749	12,000
Number of Broward web site page views	28,647,689	56,280,833	39,811,678
Publications developed	132	117	330
Press releases processed	248	312	160
Cost per page of artwork/web file produced (\$)	N/A	36	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 - 3rd 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	427,350	550,995	535,000
Average talk time per call (seconds)	110	100	120
Calls per agent per shift	140	152	140
Percent of abandoned calls	8	9	6
Average wait time in queue (seconds)	65	60	32
Percent of calls answered < 24 seconds	63	60	75
External customer satisfaction rating	N/A	N/A	95
Percent of calls resolved by Call Center	77	80	78

**PUBLIC COMMUNICATIONS
PRINT SHOP**

Fiscal Year 2006 - 3rd 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	11,105,225	11,746,289	15,200,000
Average cost per thousand pages copied or	50	43	51
Customer satisfaction rating (%)	N/A	N/A	89