

**PUBLIC COMMUNICATIONS
PUBLIC INFORMATION**

Fiscal Year 2006

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	FY04 Actual	FY05 Actual	FY06 Budget	FY06 Actual	% Change FY05-FY06	Variance Number
Pages of artwork produced	7,199	7,395	7,550	6,777	-8%	
Web Site files produced/revised	17,167	19,868	12,000	21,491	8%	
Number of Broward web site page views	N/A	37,182,196	39,811,678	122,589,561	230%	1
Publications developed	148	171	160	153	-11%	
Press releases processed	353	327	330	379	16%	2
Cost per page of artwork/web file produced (\$)	38	38	50	40	5%	
Internal customer satisfaction rating (%)	93	88	93	85	-3%	
External customer satisfaction rating (web site)	86	84	86	71	-15%	3

Explanation of variances greater than 15 percent:

- 1** The new statistical reporting system provides more accurate data.
- 2** The increase is due to higher demand for service.
- 3** The change is due to a web site customer survey impacted by 2 major issues: dissatisfaction with fees charged to pay taxes on line and dissatisfaction with personal information on County Records that are available on line.

**PUBLIC COMMUNICATIONS
CALL CENTER**

Fiscal Year 2006

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	FY04 Actual	FY05 Actual	FY06 Budget	FY06 Actual	% Change FY05-FY06	Variance Number
Number of calls received	611,636	571,401	535,000	661,572	16%	1
Average talk time per call (seconds)	111	105	120	100	-5%	
Calls per agent per shift	138	140	140	151	8%	
Percent of abandoned calls	5	7	6	8	10%	
Average wait time in queue (seconds)	30	54	32	57	6%	
Percent of calls answered < 24 seconds	75	67	75	61	-9%	
External customer satisfaction rating	94	94	95	94	0%	
Percent of calls resolved by Call Center	80	77	78	78	0%	

Explanation of variances greater than 15 percent:

1 The increased call volume is due to Hurricane Wilma.

**PUBLIC COMMUNICATIONS
PRINT SHOP**

Fiscal Year 2006

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	FY04 Actual	FY05 Actual	FY06 Budget	FY06 Actual	% Change FY05-FY06	Variance Number
Number of pages printed and duplicated	17,828,118	15,190,703	15,200,000	16,682,088	10%	
Average cost per thousand pages copied or printed	44	48	51	40	-17%	1
Customer satisfaction rating (%)	87	89	89	88	-1%	

Explanation of variances greater than 15 percent:

1 The decrease in average cost is due to the decrease in the unit cost per page.