

Office of Public Affairs

FY 2016 Adopted Budget Plan: Performance Measures

Public Affairs

Objective

To increase the County's Facebook reach (main account) by 10 percent in order to provide important information to residents, businesses and the media.

Performance Indicators

Indicator	Prior Year Actuals			Current Estimate	Future Estimate
	FY 2012 Actual	FY 2013 Actual	FY 2014 Estimate/Actual	FY 2015	FY 2016
Output					
Facebook reach (main account)	785,017	1,644,911	1,810,000 / 2,161,533	2,377,686	2,615,455
Efficiency					
Facebook reach per dedicated FTE	314,007	657,964	724,000 / 864,613	951,074	1,046,182
Service Quality					
Percent satisfied with main County Facebook information	NA	80%	80% / 92%	92%	92%
Outcome					
Percent change in Facebook reach (main account)	NA	109.5%	10.0% / 31.4%	10.0%	10.0%