

Office of Public Affairs

FY 2014 Advertised Budget Plan: Performance Measures

Public Affairs

Objective

To provide communications consulting services to County agencies without public information officers, while maintaining a 90 percent or higher satisfaction rating.

Performance Indicators

Indicator	Prior Year Actuals			Current Estimate
	FY 2010 Actual	FY 2011 Actual	FY 2012 Estimate/Actual	FY 2013
Output				
Hours spent in support of communication consulting services to other agencies	6,045	6,025	6,000 / 5,545	6,250
Efficiency				
Hours spent consulting and issues management per agency	202	211	225 / 235	200
Service Quality				
Average satisfaction with OPA's services support as assessed by customers (agencies, general public, media)	95%	92%	90% / 92%	90%
Outcome				
Percentage rating of user satisfaction for consulting services	95%	95%	90% / 95%	90%

Office of Public Affairs

FY 2014 Advertised Budget Plan: Performance Measures

Objective

To provide requested information to residents contacting customer service staff and to disseminate useful information to the general public, while maintaining a 90 percent or higher satisfaction rating.

Performance Indicators

Indicator	Prior Year Actuals			Current Estimate
	FY 2010 Actual	FY 2011 Actual	FY 2012 Estimate/Actual	FY 2013
Output				
Customer service interactions with the general public	366,060	372,255	340,000 / 366,235	170,000
New/existing webpages created, reviewed or updated (1)	5,548	5,788	5,000 / 4,755	4,000
Number of posts to social media sites (Facebook, Twitter, YouTube)	347	337	325 / 425	500
Efficiency				
Percent of time spent planning, creating, editing and updating web content and social media	88.0%	85.0%	70.0% / 75.0%	70.0%
Service Quality				
Percent of information requests from the general public answered within a day	97%	97%	95% / 98%	95%
Outcome				
Percentage rating of user satisfaction for information provided to the general public	95%	95%	90% / 95%	90%

Office of Public Affairs

FY 2014 Advertised Budget Plan: Performance Measures

Objective

To disseminate useful information to the media that earns a 90 percent or higher satisfaction rating.

Performance Indicators

Indicator	Prior Year Actuals			Current Estimate
	FY 2010 Actual	FY 2011 Actual	FY 2012 Estimate/Actual	FY 2013
Output				
Number of media interactions	383	287	400 / 315	400
Efficiency				
Total staff hours per media interaction (hours)	0.25	0.25	0.25 / 0.25	0.25
Service Quality				
Percent information requests from the media answered within a day	97%	97%	95% / 97%	95%
Outcome				
Average percentage rating from reporters who respond to media satisfaction survey	95%	95%	90% / 95%	90%

Note: The Director's time is not included in any of the performance indicators.

(1) New/existing web pages include the county's many social media sites such as Facebook, Twitter and Flickr.