

Office of Public Affairs - FY 2019 Adopted Budget Plan: Performance Measures

Public Affairs

Objective

To maintain the County's Facebook reach (main account) at 6 million in order to provide important information to residents, businesses and the media.

Performance Indicators

Indicator	Prior Year Actuals			Current Estimate	Future Estimate
	FY 2016 Actual	FY 2017 Actual	FY 2018 Estimate/Actual	FY 2019	FY 2020
Output					
Facebook reach (main account)	7,816,731	7,289,177	7,398,515 / 5,605,856	6,000,000	6,000,000
Efficiency					
Facebook reach per dedicated FTE	3,126,692	2,915,671	2,959,406 / 7,474,475	8,000,000	8,000,000
Service Quality					
Percent satisfied with main County Facebook information	97%	89%	90% / 85%	87%	87%
Outcome					
Percent change in Facebook reach (main account)	74.5%	(6.7%)	1.5% / (23.1%)	7.0%	0.0%