

# Pinal County Performance Management

## Annual Report

### FY 2012-2013

#### COMMUNICATIONS AND PUBLIC AFFAIRS

**O**  
SBP Original Channel Pinal Programs Completed per Year

	Q1		Q2		Q3		Q4	FY13 YTD
FY13 Target	Actual	YE Estimate	Actual	YE Estimate	Actual	YE Estimate	Actual	Actual
48	10	48	15	48	11	48	50	86

Exceeded by 2 the annual goal of producing 50 new, original, informative, timely and relevant Channel Pinal programs.

**O**  
SBP Press Releases Issued and Distributed to Media & Citizens

	Q1		Q2		Q3		Q4	FY13 YTD
FY13 Target	Actual	YE Estimate	Actual	YE Estimate	Actual	YE Estimate	Actual	Actual
130	43	130	17	130	35	130	131	226

Exceeded by 1 the annual goal of issuing 130 timely and relevant news releases. This does not include "From the Desk of Supervisor \_\_\_\_" messages or ADOT updates, which are in addition to these totals. Issued 22 news releases in the month of June alone. 130 remains an ambitious but achievable goal for next fiscal year.

**D**  
SBP Unique Web Visits to www.pinalcountyaz.gov

	Q1		Q2		Q3		Q4	FY13 YTD
FY13 Target	Actual	YE Estimate	Actual	YE Estimate	Actual	YE Estimate	Actual	Actual
1,000,000	278,987	1,000,000	988,685	1,000,000	843,795	2,700,000	2,954,346	5,065,813

We detected an aberration in the data beginning in October 2012, resulting in sharply higher hits. The Absolute Unique Visitors total remains high so we believe the statistical value remains relevant. We're simply seeing higher numbers, possibly due to search optimization or cross-linked data. For 2010-11, we saw 1,001,345 total unique hits. For 2011-12, that rose to 1,046,662 and this year's numbers are sharply higher due to the data aberration.

**S**  
SBP 100% of the Report to Citizens for the prior fiscal year completed and posted on the Pinal County Website by October 1

	Q1		Q2		Q3		Q4	FY13 YTD
FY13 Target	Actual	YE Estimate	Actual	YE Estimate	Actual	YE Estimate	Actual	Actual
	OT		OT		OT		OT	OT

The Report to Citizens for 2011-2012 was posted to the internet and published before October 1. This objective was met and appears achievable for 2012-13 as well.

**S**  
SBP 5% increase in survey respondents indicating they know what services the County provides

	Q1		Q2		Q3		Q4	FY13 YTD
FY13 Target	Actual	YE Estimate	Actual	YE Estimate	Actual	YE Estimate	Actual	Actual
	OT		OT		NOT		NOT	NOT

Earlier this year, it appeared that the Citizen Satisfaction Survey would be performed during this fiscal year. As the year progressed, decisions were made at the County Manager or Board level to postpone the survey indefinitely. This measure was not achieved due to decisions that were made at a higher level.

**S**  
SBP 5% increase in survey respondents indicating they value the services they receive from the County in return for the taxes they pay

	Q1		Q2		Q3		Q4	FY13 YTD
FY13 Target	Actual	YE Estimate	Actual	YE Estimate	Actual	YE Estimate	Actual	Actual
	OT		OT		NOT		NOT	NOT

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**S**  
SBP 90% or more respondents to the semi-annual Communications & Public Affairs survey answer "Yes" or "Most of the Time" when asked if they are able to find what they need quickly using the website

# COMMUNICATIONS AND PUBLIC AFFAIRS

	Q1		Q2		Q3		Q4	FY13 YTD
FY13 Target	Actual	YE Estimate	Actual	YE Estimate	Actual	YE Estimate	Actual	Actual
	OT		OT		OT		OT	OT

The semi-annual Communications & Public Affairs Survey indicated that 26.9 percent of respondents answering "Yes" and 64.5 percent of respondents indicating "Most of the Time" for a total of 91.4% of people finding what they need quickly using the website. This objective was achieved.