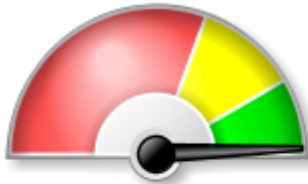


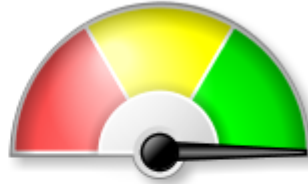
Council Goal: Professionally Manage a High Performing Organization



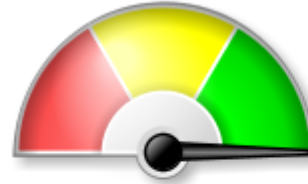
Department Goal: Use electronic tools and other methods to communicate with and obtain actionable feedback from customers



AD.I.1 Total # of followers on all social media sites
 Actual Value: **12,447**
 Worst: **8,000**
 Red Flag: **10,750**
 Goal: **11,750**
 Best: **12,500**



AD.I.2 Total # of Facebook users reached with VOP posts
 Actual Value: **2,184,704**
 Red Flag: **489,999.96**
 Goal: **549,999.96**



AD.I.3 # of Facebook engaged users (clicks, comments, and shares)
 Actual Value: **100,833**
 Red Flag: **34,999.99**
 Goal: **43,999.99**



AD.I.4 # of Open Village Hall topics posted
 Actual Value: **10**
 Worst: **0**
 Red Flag: **10**
 Goal: **12**
 Best: **16**



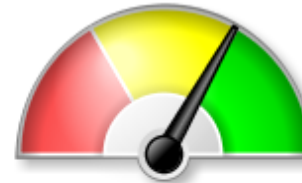
AD.I.5 # of subscribers who view Open Village Hall topics
 Actual Value: **3,889**
 Worst: **2,000.04**
 Red Flag: **3,000**
 Goal: **3,600**
 Best: **5,000.04**



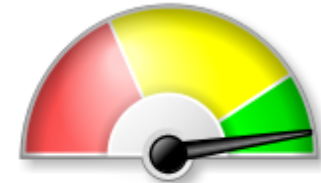
AD.I.6 # of website sessions
 Actual Value: **183,013**
 Worst: **140,000**
 Red Flag: **160,000**
 Goal: **180,000**
 Best: **200,000**



AD.I.9 % of residents satisfied with Village efforts to keep residents informed on local issues
 Actual Value:
 Worst: **70%**
 Red Flag: **85%**
 Goal: **95%**



AD.I.7 % of quarterly newsletters produced and distributed according to schedule
 Actual Value: **100%**
 Red Flag: **75%**
 Goal: **100%**

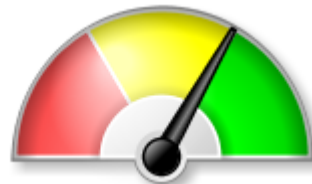


AD.I.8 # of mobile app downloads (cumulative)
 Actual Value: **1,147**
 Worst: **100**
 Red Flag: **500**
 Goal: **1,000**
 Best: **1,200**

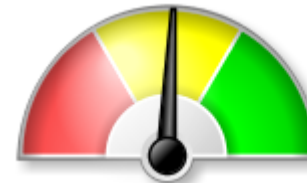
Council Goal: Professionally Manage a High Performing Organization



Department Goal: Department Goal: Communicate Village Council meeting information in a timely manner



AD.I.10 % of Council agendas with supporting materials posted to the Village website 5 days in advance of meetings
Actual Value: **100%**
Red Flag: **90%**
Goal: **100%**



AD.I.11 % of Council meeting videos posted to the Village website within 24 hours of the meeting
Actual Value: **95.45%**
Red Flag: **90%**
Goal: **100%**