

CITY OF SHEBOYGAN

REQUEST FOR FINANCE AND PERSONNEL COMMITTEE CONSIDERATION

ITEM DESCRIPTION: Benchmark Measurements for Cable TV (WSCS) Department, for period commencing January 1, 2021 and ending December 31, 2021.

REPORT PREPARED BY: Eric Bushman, Director of Information Technology

REPORT DATE: February 8, 2022

MEETING DATE: February 14, 2022

FISCAL SUMMARY:

Budget Line Item: N/A
Budget Summary: N/A
Budgeted Expenditure: N/A
Budgeted Revenue: N/A

STATUTORY REFERENCE:

Wisconsin Statutes: N/A
Municipal Code: N/A

BACKGROUND / ANALYSIS:

These are the benchmark measurements as defined in the 2021 strategic plan for WSCS

STAFF COMMENTS:

The following are the YTD measurements and 2021 goals.

Measurements	2018 Actual	2019 Actual	2020 Actual	2021 YTD	2020 Goals
<u>Workload</u>					
Number of Programs Produced	622	622	638	649	500
Number PSAs Produced	0	1	8	1	9
Number of televised Common Council and Committee of the Whole meetings\Missed	29	20\9	33\1	32\0	29\0
<u>Effectiveness</u>					
On-Demand Viewing	3,778	4,375	3,334	1,173	4,000
On-Demand Unique Visitors	3,254	2,359	2,924	967	3,500
Number of Film Awards	8	7	8	7	8

ACTION REQUESTED:

For informational purposes only.

ATTACHMENTS:

None