

MFP Committee #2  
March 22, 2010

**MEMORANDUM**

March 18, 2010

TO: Management and Fiscal Policy Committee

FROM: Dr. Costis Toregas, Council IT Adviser *CT*

SUBJECT: Cable Quarterly Review

Expected to attend:

Steven Emanuel, Chief Information Officer, DTS  
Mitsuko R. Herrera, Cable Communications Administrator, DTS  
John Cuff, Office of Management and Budget  
Joshua Bokee or Representative, Comcast  
Tara Potter and Paul Miller, Verizon  
Richard Beville, RCN  
PEG Network Stakeholders

Summary of staff recommendations to the MFP Committee:

1. **Discuss** cable operator performance **concerns** from 4<sup>th</sup> Quarter.
2. Request a **plan of action that will improve the customer service outcomes** over time. This plan should be based on Cable Office and operator collaboration.
3. Follow up on December 7, 2009 Committee discussions to improve the Score Card by **including performance targets** for the four Customer Service outcome measures selected (resolution of complaint, timeliness of resolution, outcome satisfaction, and Cable Office assistance satisfaction). A preliminary set of target goals should be developed by the Cable Office and approved in the next quarterly meeting.
4. Review and comment on new procedures and workplan provided by the Cable Office on ©6 regarding the timing and oversight necessary to fix cable inspection violations in a timely manner.
5. Review programming (*County Report This Week*) and multicultural effort (*Your County, Your World*) innovations within PEG network and provide appropriate feedback.

## Operator Discussion

The Committee chair has articulated a desire to use the quarterly cable review sessions as a way to encourage dialogue amongst the Committee, the Cable Communications Office, and Cable operators. In order to support this goal, the quarterly review **worksessions include an element of information sharing**. During this element of the agenda, stakeholders are asked to present accomplishments, challenges, and concerns for the future. In this way, a better context for the statistical analysis of performance in the Score Card is provided, as well as opportunities for new partnerships explored in the telecommunications arena.

New marketplace initiatives in the last Quarter, such as the rebranding of Comcast's service offering or the RCN transfer of ownership (see ©7 for details on the latter), as well as **efforts to improve systemic consumer complaint areas** from the Operator end can be discussed during this portion of the worksession.

## Score Card Results

The Committee holds quarterly worksessions to review customer service performance for Comcast Cable Communications, RCN, and Verizon Communications, the three cable franchisees operating within the County boundaries. These reviews ensure that performance measures established by the County's franchise agreements and FCC compliance targets are being met. In order to track and evaluate operator performance, the Cable Office has developed a "Cable Operator Customer Service Score Card", with several performance statistics on which the operators report periodically. This is the third quarterly Score Card being reviewed by the Committee, and is on ©2.

The four statistics currently in use to reflect adherence to FCC standards are:

<b>FCC Compliance statistic</b>	<b>Minimum standard</b>	<b>In compliance for third quarter</b>
Telephone answered in 30 seconds	90%	All
Call transferred to agent in 30 seconds	90%	All
Service within 24 hours	95%	All
Installation within 7 days	95%	All

All companies have been in compliance for all quarters in which statistics have been reported. This suggests that, while measuring important factors, the FCC standards are not sufficient to differentiate operator performance and measure meaningful aspects of customer concern. For example, the FCC standards measure the ability of the operators to answer phone calls within given timeframes, but place no goal as to the outcome of these phone calls or eventual customer satisfaction.

For this reason, the Cable office has wisely included a section reporting on customer service **outcomes** regarding complaint calls received by the County. In the fourth quarter, 351 complaints were received. The Score Card does not require a minimum standard for performance, nor an indication of which operator has met it. This makes it difficult to evaluate their performance on a comparative basis, so the

Committee should continue to ask both the Cable Office and the operators to discuss and agree on such a useful framework. However, certain trends are readily observed from the table of performance statistics provided by the Cable Office on ©2:

- The statistics for Verizon continue to deteriorate, especially in customer perception of timely completion (**only 37%** of survey respondents think Verizon **resolved** their complaint in a **reasonable time**, almost half the percentage in the 2<sup>nd</sup> Quarter. **What are the reasons?**
- The number of days needed to resolve a complaint continues to be extremely high for Comcast: **18.5 days** vs. 2.9 for RCN and 4.6 for Verizon. **Why is this statistic so high and so out of line with other operators?**
- The Cable office continues to receive high marks for satisfaction from customers surveyed who received assistance.
- Averaging the performance of all 3 operators over the entire reporting year, only 57% of customers surveyed are satisfied with the timeliness of the resolution of complaints, and 78% are satisfied with the outcomes of the complaints. The last statistics can be said in a different way: 22% of customers still are not satisfied after they have contacted the operator and received some sort of answer to their complaint. This statistic should be explored further, and procedures developed to help reduce it from current levels.

### **Cable Construction Inspections**

At the request of the Committee, the Cable Office has provided a new process for inspections and compliance verification (see ©6). The Committee should review the experiences in the field from the Cable Office and operator perspectives, and provide guidance on the new approach.

The number of inspections has declined significantly in the second fiscal quarter; it is suggested that this reduction (over 70% for Comcast sites) is due to weather and other factors. The numbers of outstanding repairs for Comcast and Verizon are both over 20%, and the Cable office will be prepared to comment on reasons for this delay and ways to improve it. However, it should be noted that the new unrepaired violation levels are a significant improvement from prior periods (see ©6 for a discussion)

### **Improving Performance Through Enforcement Procedures and Fines**

Performance problems for customer service levels and construction violations can be handled in a variety of ways that encourage subsequent compliance. Some of the **enforcement** mechanisms available to the County are:

- the cable franchise provisions
- inspector citations and follow up
- fines
- the Cable Compliance Commission
- the “bully pulpit”, which can bring unwanted attention to laggards in the improvement process

Council staff is preparing a review of the current provisions in the franchises as written and enforced that will be discussed during the next Quarterly Review worksession. Regarding fines, it is Council staff’s understanding that **no fines** have been assessed over the last 12 months.

The Cable Compliance Commission (CCC) has not recently met, and its workload is unclear. By design, the staffing for this Commission is not part of the Cable Office work program, and having an explicit set of targets must await a strong disposition of the CCC's work program, budget, and leadership that is currently unclear.

It is important for the Cable Office to reflect on this partial list of enforcement tools, add to it, and be prepared to develop and implement a management process that will help all parties reach higher levels of performance.

### **PEG Network Update**

The Committee encouraged the PEG network stakeholders to rethink the programming processes with a special focus on the growing multicultural nature of the County. In addition, Committee members voiced concerns regarding the seeming abandonment of local and regional news by the traditional press, and suggested that the PEG network consider ways to fill this void. ©7 and ©8 provide two specific responses to these Committee concerns, and stakeholders will be present to describe them and to hear Committee reactions and additional suggestions.



DEPARTMENT OF TECHNOLOGY SERVICES

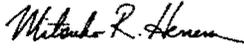
Isiah Leggett  
County Executive

E. Steven Emanuel  
Chief Information Officer

MEMORANDUM

March 18, 2010

**TO:** Management and Fiscal Policy Committee

**FROM:** Mitsuko R. Herrera   
Cable Communications Administrator

**SUBJECT:** 2009 Fourth Quarter Cable Report & PEG Network Update

The report below addresses the Cable Customer Service Scorecard, Cable Inspections, RCN's Acquisition by ARBY Partners, and a brief PEG Network Programming Update.

**I. Customer Service Scorecard**

**A. Federal Telephone Answering Standards**

Cable providers Comcast, RCN, and Verizon, continue to report that they are largely meeting the Federal Communications Commission customer service standards. In the Fourth Quarter 2009:

- All providers reported that they answered at least 90 percent of telephone calls within thirty seconds. This statistic includes calls answered by automated software.
- All providers reported that after callers selected an option in an automated telephone menu, at least 90 percent of these calls were transferred to a live agent within 30 seconds.
- All providers reported that in at least 95 percent of instances, they responded to service outages within 24 hours.
- All providers reported that in at least 95 percent of instances, they offered an installation within seven days. Actual installations may have occurred in later than seven days to accommodate customer scheduling requests (such as for weekend appointments).

See attached scorecard for specific compliance data for each cable provider.

# 2009 - Fourth Quarter Montgomery County, MD\*

<b>Montgomery County Cable Operator Customer Service Score Card</b>																	
<b>FCC Compliance Statistics</b>																	
		Telephone Answering								Service				Installation			
		Answered in 30 Seconds				Transferred to Agent in 30 Secs				Service within 24 Hours				Installed within 7 Days			
		Minimum FCC Standard 90%								Minimum FCC Standard 95%				Minimum FCC Standard 95%			
		1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr
<b>COMCAST</b>		99.0%	96.5%	99.0%	99.0%	93.0%	94.7%	96.0%	92.7%	98.0%	98.8%	98.6%	98.8%	97.4%	97.4%	95.9%	98.6%
<b>RCN</b>		99.3%	100.0%	99.0%	99.0%	90.7%	91.9%	88.3%	90.3%	100.0%	95.0%	98.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>VERIZON</b>		100.0%	100.0%	100.0%	100.0%	96.5%	96.9%	97.9%	97.3%	100.0%	100.0%	100.0%	100.0%	92.7%	99.4%	99.5%	99.3%
<b>Customer Service Outcomes</b>																	
<b>Of Customer Complaints Reported by the Provider to Have Been Resolved</b>																	
	Cumulative Survey Response Rate	Percentage That Agree Complaint Was Resolved				Percentage That Agree Complaint was Resolved in a Reasonable Period of Time				Percentage Satisfied with Outcome of Complaint				Percentage Satisfied with Cable Office Assistance to Resolve Complaint			
		1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr
<b>COMCAST</b>	2009	74.6%	76.7%	85.5%	83.1%	56.3%	54.4%	61.4%	56.2%	74.6%	80.6%	84.3%	80.8%	94.4%	98.1%	94.0%	96.2%
	302/629	53/71	79/103	71/83	108/130	40/71	56/103	51/83	73/130	53/71	83/103	70/83	105/130	67/71	101/103	78/83	125/130
<b>RCN</b>	51%	69.2%	69.2%	83.3%	83.3%	38.5%	53.8%	83.3%	75.0%	61.5%	76.9%	83.3%	91.7%	100.0%	92.3%	100.0%	100.0%
	40/79	9/13	9/13	5/6	10/12	5/13	7/13	5/6	9/12	8/13	10/13	5/6	11/12	13/13	12/13	6/6	12/12
<b>VERIZON</b>	48%	68.8%	65.4%	50.0%	63.0%	59.4%	65.4%	40.0%	37.0%	71.9%	80.8%	60.0%	66.7%	96.9%	96.2%	100.0%	100.0%
	277/582	22/32	17/26	10/20	17/27	19/32	17/26	8/20	10/27	23/32	21/26	12/20	18/27	31/32	25/26	20/20	27/27
<b>TOTAL</b>	48%	72.4%	73.9%	78.9%	79.9%	55.2%	56.3%	60.4%	54.4%	72.4%	80.3%	79.8%	79.3%	95.7%	97.2%	95.4%	97.0%
	619/1290	84/116	105/142	86/109	135/169	64/116	80/142	64/109	92/169	84/116	114/142	87/109	134/169	111/116	138/142	104/109	164/169

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### B. Resolution of Complaints Received by Cable Office

The Office of Cable and Communication Services (“Cable Office”) received 351 complaints in the Fourth Quarter, of which, 218 or 62.1 percent were reported by the cable providers to have been resolved. The average number of days to resolve such complaints was 8.6 days. For the year, all cable operators made improvements in the number of days to resolve complaints. Some decline in resolution rates may be related to weather as construction complaints received in the Fourth Quarter may not be able to be resolved until the following quarter when snow has melted and weather warms to permit grass to grow. The Cable Office will continue to work with the cable providers to improve on these performance results.

<b>COMPLAINTS RESOLVED</b>	<b>1Q-2009</b>	<b>2Q-2009</b>	<b>3Q-2009</b>	<b>4Q-2009</b>	<b>2009</b>
<b>COMCAST %</b>	<b>60.7%</b>	<b>67.8%</b>	<b>57.9%</b>	<b>60.0%</b>	<b>61.7%</b>
Received	283	292	292	275	1142
Resolved	172	198	169	165	704
# of days to Resolve	23.9	19.4	20.9	18.5	20.7
<b>RCN %</b>	<b>71.1%</b>	<b>75.9%</b>	<b>81.3%</b>	<b>68.4%</b>	<b>73.5%</b>
Received	38	29	16	19	102
Resolved	27	22	13	13	75
# of days to Resolve	17.5	11.1	9.1	2.9	10.2
<b>VERIZON %</b>	<b>95.6%</b>	<b>84.5%</b>	<b>68.3%</b>	<b>70.2%</b>	<b>80.1%</b>
Received	68	58	63	57	246
Resolved	65	49	43	40	197
# of days to Resolve	11.3	5.9	8.9	4.6	7.7
<b>TOTAL %</b>	<b>67.9%</b>	<b>71.0%</b>	<b>60.6%</b>	<b>62.1%</b>	<b>65.5%</b>
Received	389	379	371	351	1490
Resolved	264	269	225	218	976
# of days to Resolve	17.6	12.1	12.9	8.6	12.8

Complaints are tracked by the quarter in which the complaint is received. The resolved rate is affected by the date on which complaints are received and by any lag by the cable provider in notifying the Cable Office that the complaint has been resolved. Verizon and RCN routinely notify the Cable Office that complaints have been resolved within a few weeks of the resolution date. Comcast is working to address internal issues so that it is also able to report resolution within a similar time frame.

### C. Customer Satisfaction Regarding Complaints Received by Cable Office

The Cable Office sends a customer satisfaction survey to every consumer whose complaint has been reported by the cable providers to have been resolved within the past three months. About half of all such consumers return the survey. At the request of the MFP Committee, information regarding raw survey numbers has been added to the scorecard.

- **Comcast.** The large majority of survey respondents reported that they agreed the complaint was resolved (83.1%) and that they were satisfied with the outcome (80.8%). These results are slightly down from results in the Third Quarter but represent an over increase from the First Quarter. However, only a small majority of respondents continue report that they agree the complaint was resolved in a reasonable period of time (56.2%).
- **RCN.** A large majority of survey respondents reported that they agreed the complaint was resolved (83.3%), that they were satisfied with the outcome (91.7%), and that the complaint was resolved in a reasonable period of time (75.0%). The first two outcomes are the same or a small improvement over the Third Quarter outcomes and all three results are a significant improvement since the First Quarter.
- **Verizon.** A small majority reported that they agreed that the complaint was resolved (63.0%). Most respondents reported that they were satisfied with the outcome (67.7%). Both of these outcomes are a slight improvement over the Third Quarter but represent a slight decline since the First Quarter. However, very few respondents agreed that the complaint was resolved in a reasonable period of time (37.0%). While there was an increase in this last satisfaction outcome in the Second Quarter, overall, the Fourth Quarter results are a significant decline from the First Quarter.
- **Cable Office.** The majority of respondent (97.0%), reported that they were satisfied with the assistance provided by the Cable Office to resolve their complaint.

See attached scorecard for specific compliance data for each cable provider and the Cable Office. The cable providers will be prepared to address their data trends at the MFP work session.

## II. Cable Inspections

Beginning in FY10, the Cable Office fundamentally restructured the Cable Inspection Program. The Cable Inspection Program was restructured to focus on current construction. Each day, the cable providers report where their construction and installation crews will be working. The Cable Office assigns contract cable inspectors to inspect a random sample of these work sites to ensure compliance with applicable safety and construction codes. Violations found inspecting these work sites are reported as “Construction Violations” in the table below. However, the inspectors working in the field may encounter additional violations (homeowner complaints, exposed drops, low hanging wires, restoration work needed, broken pedestals, etc.). These violations are reported as “In-Field Violations” in the table below.

By focusing inspection efforts on new construction and installations, the goal is to permit the cable providers to hold their subcontractors accountable in a timely manner. The Cable Office notifies cable provider of violations within one week of the occurrence. This enables the cable provider to follow-up with the subcontractor to perform the repair. If the subcontractor feels that there is reasonable chance that non-compliant construction will be cited as a violation, and that the cable subcontractor will have to repair the violation, then the subcontractor has a greater incentive to ensure on its own that work is performed in compliance with application codes in the first place. However, when cable inspectors respond to a homeowner complaint and see similar issues in nearby houses, they also proactively address these similar violations rather than requiring other homeowners on the same block to file separate complaints. In addition, recent

winter storms have increased the amount of storm-related damage to cable systems that may occurs many years after initial construction and follow-up maintenance.

In FY10, the cable inspection data is as follows:

	COMCAST INSPECTIONS AND VIOLATIONS					
	FY10					
	First Quarter		Second Quarter		TOTAL	
	#	%	#	%	#	%
<b>Total Sites Inspected</b>	2,799	NA	843	NA	3,642	NA
<b>Total Construction Violations</b>	236	8%	151	18%	387	11%
<b>Total In-field Violations</b>	710	25%	566	67%	1,276	35%
<b>TOTAL Violations</b>	946	34%	717	85%	1,663	46%
<b>Total Repaired</b>	814	86%	565	79%	1,379	83%
<b>Repairs Outstanding</b>	132	14%	152	21%	284	17%
<b>Re-Inspections</b>	0	0%	0	0%	0	0%
<b>% Found Corrected</b>	NR	NA	NR	NA	NR	NA

	RCN INSPECTIONS AND VIOLATIONS					
	FY10					
	First Quarter		Second Quarter		TOTAL	
	#	%	#	%	#	%
<b>Total Sites Inspected</b>	23	NA	6	NA	29	NA
<b>Total Construction Violations</b>	0	0%	0	0%	0	0%
<b>Total In-field Violations</b>	22	96%	5	83%	27	93%
<b>TOTAL Violations</b>	22	96%	5	83%	27	93%
<b>Total Repaired</b>	22	100%	5	100%	27	100%
<b>Repairs Outstanding</b>	0	0%	0	0%	0	0%
<b>Re-Inspections</b>	0	0%	0	0%	0	0%
<b>% Found Corrected</b>	NR	NA	NR	NA	NR	NA

	VERIZON INSPECTIONS AND VIOLATIONS					
	FY10					
	First Quarter		Second Quarter		TOTAL	
	#	%	#	%	#	%
<b>Total Sites Inspected</b>	3,294	NA	2,339	NA	5,633	NA
<b>Total Construction Violations</b>	908	28%	664	28%	1,572	28%
<b>Total In-field Violations</b>	112	3%	118	5%	230	4%
<b>TOTAL Violations</b>	1,020	31%	782	33%	1,802	32%
<b>Total Repaired</b>	887	87%	565	72%	1,452	81%
<b>Repairs Outstanding</b>	133	13%	188	24%	321	18%
<b>Re-Inspections</b>	0	0%	0	0%	0	0%
<b>% Found Corrected</b>	NR	NA	NR	NA	NR	NA

NR = Data Not Reported; NA = Data Not Available

During the FY10 Second Quarter, or 2009 calendar year Fourth Quarter, the total sites inspected remained high but decreased over the First Quarter. As previous years have shown, the amount of construction work and active work sites declined at the end of the year due to weather conditions. The Washington Metropolitan area has also had a very harsh winter and the numerous snow storms have shut down work crews for many weeks in Montgomery County in the Second and Third Quarters of FY10.

As the data shows, Comcast and RCN have had very few construction violations. Comcast and RCN have had very few active work sites throughout the County. Most of their construction work is maintenance and installation. Verizon on the other hand is very actively constructing its cable system throughout the County and the vast majority of their violations are found where the construction and installation crews are working.

During the last MFP quarterly review on December 7, 2010, the Cable Office was asked to develop a work plan detailing the timing and oversight to fix the violations in a timely manner. At that time, the Repairs Outstanding were as follows:

- Comcast 847
- RCN 22
- Verizon 879
- TOTAL 1,748 Unrepaired Violations

The Cable Office met with each of the cable providers beginning in January. A new reporting structure was developed to streamline the violation reporting process. Each Monday morning, the Cable Office generates a weekly report to each cable provider detailing the violations that were found the previous week by our inspectors. The cable providers then provide a report of violations that have been completed each Friday to the Cable Office.

Using this new reporting system has proved to be very beneficial to both the Cable Office and the providers and has resulted in the violations being resolved in a more timely fashion. As of March 12, 2010, the Repairs Outstanding are as follows:

- Comcast 132 (*84% improvement*)
- RCN 0 (*100% improvement*)
- Verizon 133 (*85% improvement*)
- TOTAL 265 Unrepaired Violations (*85% improvement*)

In addition, many of these outstanding violations are lawn restoration complaints that could not be corrected due to the winter weather conditions. The cable operators will be correcting these restoration complaints during the Spring and the Cable Office inspectors will be monitoring the progress.

The cable providers began submitting weekly violation completion reports to the Cable Office in the third quarter of FY10. Re-inspections are currently taking place in this quarter and will be reported during the next quarterly review for the period ending March 30, 2010.

The Cable Office's inspection program is ensuring that a reasonable percentage of all worksites are inspected on a daily basis, requiring repairs to be completed within a reasonable period of time, and seeking to re-inspect a minimum of 30 percent of all corrected violations.

### **III. Acquisition of RCN by ABRY Partners**

On March 5, 2010, RCN Corporation informally notified the County of its decision to be acquired by the Massachusetts-based private equity firm ARBY Partners. The transaction is expected to be completed in the second half of 2010, subject to receipt of stockholder approval and regulatory approvals, including required consents and approvals by the Federal Communications Commission, Montgomery County, and other local regulators and federal agencies.

In addition, under the terms of the transaction agreement, RCN may solicit proposals from third parties for 40 days through April 14, 2010. This is intended to permit RCN shareholders to determine whether they are receiving a fair market price. Under the terms of the deal, RCN shareholders are expected to receive \$15 per share, but some market analysts suggest that RCN's shares may be worth as much as \$18 per share based on RCN's presence in competitive markets and its current building access agreements.

Under the terms of the Montgomery County RCN franchise, RCN and the County and participating municipalities have built a public private partnership under which RCN is the Internet access service provider for FiberNet and certain participating municipalities. RCN's limited access to capital has limited its ability to expand its system to reach more County households.

Upon receipt of a formal application for transfer of control of the franchise, the County Executive will consider the legal, financial, technical and character qualifications of the transferee to operate the System, and whether operation by the proposed new entity will adversely affect the cable services to Subscribers or otherwise be contrary to the public interest. The County Executive will make a formal recommendation to the Council regarding the transaction, a public hearing must be held, and the Council must take final action on the transfer. The County does not anticipate receiving a formal request for transfer of control prior to April 14, 2010.

### **IV. PEG Network Update**

#### **A. "County Report This Week" – Weekly News Update**

CCM, MCPS-ITV, MC-ITV, AMTV, and Rockville 11 will be collaborating to produce, "County Report This Week," a thirty minute weekly news program. The premiere is slated for April 2010. A new program will air each Friday and will be carried in different time slots by the aforementioned stations. Takoma Park City-TV and the Maryland Municipal Channel are also considering joining this collaborative production. The program will be closed captioned in English and Spanish to provide access to the news to the County's non-native residents and hearing impaired residents.

The goal is to launch this new program using existing staff and funding resources. No one station has enough resources to independently produce the program and thus the program is made possible by the commitment and contributions of the individual PEG channels managers and their production personnel. Collaborative production of this program, with content encapsulated from the variety of existing PEG programs, makes this weekly news program a cost-effective solution that responds to our community's need for access to local news and also supports the efforts of the County to use the PEG channels as an effective communications tools to promote awareness of County and other Agency services. As the PEG Network upgrade is completed over the next 90 days, FiberNet will be used to deliver individual station content to CCM as well as to distribute the final edited version of the program back to each station.

“County Report This Week” will highlight:

- County wide news headlines from County government, MCPS, MC, and local municipalities.
- Weekly features on police and public safety, consumer information, transportation, and arts and entertainment and community interests will be included. In addition, efforts are underway to determine if bi-weekly features on the Environment, Parks and Recreation, Libraries, Pet Adoptions, and Volunteer Opportunities can be regularly included.
- Information and announcements on school closings, important dates to remember, job skills and career development opportunities, volunteer and personal enrichment events, promotion of local community events, promotion of specific programs available on PEG Network stations, and public service announcements.

#### **B. New International PEG Channel: AMTV 21 “Your Community, Your World”**

In partnership with the PEG Network, Access Montgomery Television will undergo the most significant change to its programming in its 25 year history. AMTV 21 will become Montgomery County's 24/7 on-air and on-line source of local educational, public affairs, entertainment and events programming for the diverse communities that make up today's Montgomery County.

Anchored by a daily block of Spanish-language and Latino cultural programming, AMTV 21 will also provide content for the array of local Asian communities as well as African-American, Jewish, Arabic, African and many others audiences. The majority of AMTV21's programming will air in languages other than English. While AMTV will schedule, produce and operate this new service, the PEG Network partners will also contribute their foreign-language and international audience programming to maximize the quality of programming available on AMTV 21.

Current and projected demographics reveal that 30 percent of county residents originate from other countries. Understanding the demands of an evolving demographic, the PEG Network finds itself in a unique position to provide programming content that addresses the specific concerns and points of interests of each of these communities, thereby adding value to the residents of Montgomery County.