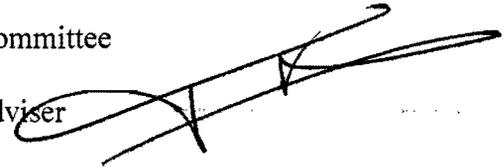


MEMORANDUM

April 14, 2010

TO: Management and Fiscal Policy Committee

FROM: Dr. Costis Toregas, Council IT Adviser 

SUBJECT: FY11 Cable Communications Plan , Section 65 in the Executive's Recommended Operating Budget

The following are expected to attend:

- E. Steven Emanuel, Chief Information Officer, DTS
- Helen Ni, Mitsuko Herrera, DTS
- Representatives of the Public Education Government (PEG) network
- Alex Espinosa and John Cuff, Office of Management and Budget (OMB)

The relevant pages from the recommended FY11 operating budget are attached on ©1-9. The organizational chart showing the Cable Office staffing is on ©10.

Summary of Staff Recommendations

1. Approve the Executive's Cable Communications Plan with the following adjustments:

- a. \$522,000 be withheld from MC and MCPS Cable Plan transfers by reducing each allocation by 18%.
- b. The reporting responsibilities of the Program Manager I and two Visual Information Specialists be clarified in relation to the Legislative Information office, where the original contract for support services and scheduling resided.
- c. Provide a programmatic budget document parallel to the Cable Plan that lays out the intended goals for FY11, the allocations to various stakeholders towards each goal, and people responsible for goal accomplishment.
- d. Request that performance metrics be developed for all major allocations in the Cable Plan, so they can be incorporated into the final budget recommendations to full Council.

2. The Executive must provide an amended repayment schedule for \$3,728,000 due the Cable Plan from prior investments in technology projects. This clarification is required by the FY10 Budget Resolution, and needs to be part of the Cable Plan.

Overview

The FY11 Cable Communications Plan shows expected revenues of \$20,385,000, pass through payments to municipalities of \$2,427,000 and expenditures of \$11,539,130. The balance is transfers to various funds. It should be noted that DTS decided to reformat the Plan this year, and to separate expenditures that are non-discretionary from allocations over which the Executive and the Council indeed have the authority to vary. Details and a comparison with the FY10 Cable Communications Plan are provided in the table below.

	FY10 Budget	FY10 Estimated	FY11 CE Recommended	Change from FY10 Operating Budget to FY11 Recommended	
				Amount	%
Revenues	17,484,000	19,199,000	\$20,385,000	\$2,901,000	+16.6 %
Expenditures	\$19,091,000	\$22,652,000	\$20,778,000	\$1,687,000	+8.8 %
Positions in Cable Office	11	11	17	6	+54.5%
Workyears in Cable Television	19.2	19.2	25.8	+6.6	+34.4

The Cable **Fund balance** is shown to be \$520,000 on ©9, which is **51% of the level designated by policy** approved by the Committee. While this is understandable in times of fiscal downturn, it deserves a discussion by the Committee. Assumptions on revenues derived from franchise fees are not provided, but it is possible that the revenues from cable fees may well continue to increase as they did in FY10, providing additional revenues for investing in worthy projects. Revenues for FY10 are already running 6.2% ahead of levels scheduled in the Plan (the difference between the approved level of Cable Fund revenues and the Estimated FY10 year-end levels), and this number could be revised again. This additional \$1.1m in revenue can be re-programmed in ways that the Committee aspires, since it represents unanticipated revenues not yet programmed to be spent. The Executive may have already assumed some or all of this excess revenue in his fund transfers, so OMB should be able to clarify the disposition during the Worksession.

Personnel

The following Table shows staffing allocations across the various Cable Plan entities. Organizational plans for the Cable Office and for MCT (the major human resource allocations in the Cable Plan) are provided on ©10 and ©11. Although other PEG members also have staffing complements, these are not included in the Cable Plan, (perhaps for historical reasons, or because of the complex funding base for them).

Work Years by program	FY10	FY11	CHANGE	% CHANGE
Cable Franchise Administration	6.7	9.2	2.5	+37.3%
Community Access to Cable	0	0		
County Cable Montgomery	10.8	14.9	4.1	+38.0%
Cable Programming for MCPS	0	0		
Cable Programming for MC	0	0		
Municipal Support	0	0		
PEG Network	0	0		
FiberNet Operations	1.7	1.7	0	0%
Other Cable Activities	0	0		
Totals	19.2	25.8	6.6	+34.4%

The net increase of 6 positions represents a conversion from contract employees to in-house permanent employee positions in two areas- cable inspections and Council TV production, with a stipulated savings according to the following figures.

	Contract costs	County Position Costs	Savings per year
Franchise Administration: Engineering support for Cable Inspections	\$240,000	\$210,880	\$29,120
County Cable Montgomery: CCM- Council TV Production	\$279,660	\$224,300	\$55,360
Totals	\$519,660	\$435,180	\$84,480

The collective savings of \$84,480 should continue to accrue in subsequent years, as DTS has confirmed that the County position costs are inclusive of all benefits,

There are no details provided as to a **transition strategy** for these contract employees. Their contracts presumably will expire at the end of the fiscal year, and then the positions will be advertised; whether the current performers will be allowed to compete for the positions is unclear. However, of some concern is the fact the Council and Committee meeting schedule depends on the Production crew scheduled for conversion, and if there is any “down time” in this conversion the summer meetings broadcast schedule may suffer. The Committee should verify that there is a **transition strategy in place to ensure that the Council broadcast schedule will not be disrupted**. If no such transition strategy is clear, **funds should be transferred to the County**

Council Office to ensure that contractors can continue their work in the summer while the personnel hiring process moves forward.

In addition, the supervisory and scheduling aspects for the Council Production staff are also unclear. Council staff suggests that the Cable Plan reflect the direct supervisory and work scheduling responsibilities that the Legislative Information Office has over these three employees. As the conversion from contract to in-house employees proceeds, it should be **made clear that these three employees work for the Council and derive their assignments and priorities from the Legislative Information Office.**

In order to measure the impact of this Cable Plan investment, select “program performance measures” are given. Only two performance measures are offered in the entire Cable Plan, one for each of the Cable Franchise Administration and one for County Cable Montgomery. Although it is not clear why other elements of the Cable plan are not tied to explicit measures for evaluation that are visible in the Plan, the two cited measures are as follows:

	Measure	FY10	FY11
Cable Franchise Administration	% Customers satisfied with complaint handling	95%	95%
County Cable Montgomery	# of remote production events	34	30

Additional measures for the balance of the Cable Plan objectives would be a welcome enhancement and could provide leverage to management in order to ensure progress towards publicly visible and agreed-upon goals, as well as permit the Committee to appreciate current and future directions of the effort.

A review of the Cable Office Organizational Chart on ©10 suggests that the increase in personnel may bring with it a need to rebalance staff allocations. Currently there appear to be 3 program manager II positions, with two of them supervising 4 and 7 persons respectively, and one supervising no one. This seems to be a mismatch, and the Committee may want to make sure that this position is both needed and well-utilized before approving it.

The same Program Manager II position that has no staff management responsibilities has been vacant for over a year now. The same is true for several other positions in the Cable Office. With the addition of 6 full time employees, it is timely to explore work loads, management responsibilities and understand the potential for streamlining the work flows. The Committee may want to **ask for a definition of work team assignments and work load distributions** which are not at all evident in the budget document nor in the Cable Plan, and **ensure that the continued investment in 11 existing and 6 new positions is justified.**

Detailed questions arising from the Executive's recommended budget

In order to better understand the Executive's strategy behind the Cable Plan, two questions were prepared for DTS leadership. They were as follows:

The Cable Plan does not appear to assume a consolidated model of programming operations as discussed by MFP. When will such a plan be available, and at what cost savings?

In the Cable Plan, MCPS and MC are funded at the same level as last year. Why, at a time when DTS is absorbing an 18% cut? An 18% cut to those agencies based on equity, as well as prior history, would yield \$522,000 of savings.

The DTS responses are on ©12-16. In addition, two unsolicited documents were submitted, and attached in this packet for information purposes. They are a letter with attachments from Montgomery College Instructional Television on © 17-25 received on April 8, 2010, and a FY11 Cable Plan MFP presentation received on April 12, 2010 on ©26-56. What follows are staff comments on the DTS responses to the questions that were posed.

Question 1: The Cable Plan does not appear to assume a consolidated model of programming operations as discussed by MFP. When will such a plan be available, and at what cost savings?

It is clear from the DTS response that much is being currently accomplished through collaborative operations, and all stakeholders should be commended. However, as DTS notes, "the Cable Plan document does not provide the robust evidence of the constant improvements and collaborative successes through the PEG organizations". It is essential that the joint operations model and the collaboration so evident in personal presentations also be reflected in the budget document submitted (the Cable Plan) so that resources are allocated and monitored to ensure this collaboration is on target and that desired outcomes are achieved. Lacking this unified budget presentation, the joint operations are relegated to ad-hoc strategies that must be continuously rebuilt and re-presented to the Committee- not an enviable prospect.

The operational descriptions for collaboration provided by DTS could be reflected in a document parallel to the Cable Plan this year, and by next year perhaps replace the current configuration. Rather than stove-pipe allocations to individual organizations, the Plan should provide programmatic investments and clearly articulate outcomes and responsible parties for those outcomes.

Question 2: In the Cable Plan, MCPS and MC are funded at the same level as last year. Why, at a time when DTS is absorbing an 18% cut? An 18% cut to those agencies based on equity, as well as prior history, would yield \$522,000 of savings.

The tabular information provided by DTS does not appear to relate to any particular element of the Cable Plan. Therefore, it is difficult to analyze its content and help shape an opinion as to the

fairness of the MC and MCPS even funding support this year compared to FY10. The actual fiscal transfers to MC and MCPS are as stated: unchanged from FY10. It is the Cable Fund support to MC and MCPS which is in question here, not the over all budget of diverse programs. While the outcomes for both programs is laudable (see ©XX-XX for MC presentation), the equity question remains.

During last year's FY10 budget discussions, the Committee engaged in the same discussion, and the result was a reduction in the support to MC and MCPS that matched reductions in other PEG stakeholders. There is nothing different this year. It is the recommendation of Council staff that the Committee approve a cut of 18% to MC and MCPS matching the average reduction in DTS budgets this year, and freeing \$522,000 to be reallocated for needy programs elsewhere. A more moderate cut of 9% would free up \$261,000 for allocating to other pressing needs.

Other Considerations

The Cable Plan has carried a balance from prior investments it has made in County modernization efforts; this balance is identified in the FY10 Council Budget resolution, where the Executive is asked to provide explicit reconciliation for these balances.

Resolution 16-978

In FY 2004, \$2,636,000 was appropriated from the Cable TV Special Revenue Fund to the General Fund to finance general government operations. This was the first year that the Executive recommended transferring funds derived from franchise fees for unspecified general government operations.

In FY 2006, the Council allocated \$1,241,000 to fund the County's Automated Traffic Management System.

In FY 2007, the Council allocated \$284,000 to fund technology projects for the Montgomery County portion of the Maryland-National Capital Park and Planning Commission Operating Budget.

In FY 2009, the Council transferred \$250,000 to the General Fund in order to support County operating expenses, and indicated their desire to ensure that this transfer will improve the technology infrastructure and productivity support for all County departments.

In FY 2010, \$3,235,830 is transferred from the Cable TV Special Revenue Fund to the General Fund to finance general government operations. The Council intends that this transfer will improve the technology infrastructure and productivity support for all County departments. The FY 2004 General Fund transfer, the FY 2006 funding for the Automated Traffic Management System, and the FY 2007 funding for technology projects for the Montgomery County portion of the Maryland-National Capital Park and Planning Commission must be repaid without interest according to the following schedule: \$432,000 was paid in FY 2008, \$0 will be paid in FY 2009, and \$0 will be paid in FY 2010. As a part of the FY 2011 Recommended budget, the Executive must propose an amended repayment schedule.

No such amended repayment schedule has been proposed.

Cable Communications Plan

MISSION STATEMENT

The mission of the Cable Communications Plan is to effectively manage the County's cable television and telecommunications franchise agreements and the Cable Special Revenue Fund to ensure that: cable services in Montgomery County are of high quality; cable and telecommunications providers comply with applicable safety and construction codes; cable customer service requirements and applicable consumer protection provisions are enforced; quality Public, Educational, and Governmental (PEG) cable programming is provided; and to provide a reliable and expedient process for telecommunication carriers to site transmission facilities in the county to speed deployment of services for residents while maintaining adequate public protection.

BUDGET OVERVIEW

The Cable Communications Plan consists of three elements: the Cable Office appropriation (\$11,539,130), transfers to the County General Fund (\$7,228,020), and transfers to the County Capital Improvements Program (CIP) (\$2,012,000) for a total use of fund resources of \$20,779,150. Within the Cable Office appropriation of \$11,539,130, Personnel Costs comprise 24.4 percent of the budget for seventeen full-time positions at 25.8 workyears. Operating Expenses account for the remaining 75.6 percent of the FY11 budget.

In FY11, there are several transfers to the General Fund for the following:

- Montgomery College - Funds are transferred from the Cable Fund to the General Fund and then to the Montgomery College Cable Fund. This transfer of \$1,319,940 represents no change from the FY10 amount of \$1,319,940.
- Montgomery County Public Schools - Funds are transferred from the Cable Fund to the General Fund and then to the Montgomery County Public Schools Cable Fund. This transfer of \$1,581,510 represents no change from the FY10 amount of \$1,581,510.
- Other - Funds are transferred to the General Fund to cover the cost of certain administrative services provided by the County to the Cable Fund (\$359,840), costs related to Technology Modernization (\$33,670), and other contributions to the General Fund (\$3,933,060).

LINKAGE TO COUNTY RESULT AREAS

While this program area supports all eight of the County Result Areas, the following are emphasized:

- ❖ ***A Responsive, Accountable County Government***
- ❖ ***An Effective and Efficient Transportation Network***
- ❖ ***Children Prepared to Live and Learn***
- ❖ ***Healthy and Sustainable Neighborhoods***
- ❖ ***Strong and Vibrant Economy***
- ❖ ***Vital Living for All of Our Residents***

DEPARTMENT PERFORMANCE MEASURES

Performance measures for this department are included below, with multi-program measures displayed at the front of this section and program-specific measures shown with the relevant program. The FY10 estimates incorporate the effect of the FY10 savings plan. The FY11 and FY12 targets assume the recommended FY11 budget and FY12 funding for comparable service levels.

PROGRAM CONTACTS

Contact Mitsuko R. Herrera of the Office of Cable and Communications Services at 240.777.2928 or John Cuff of the Office of Management and Budget at 240.777.2762 for more information regarding this department's operating budget.

PROGRAM DESCRIPTIONS

Cable Franchise Administration

The Office of Cable and Communication Services in the Department of Technology Services is responsible for administering the cable television Agreements for the County and participating municipalities. The budget for franchise administration includes funds for cable management and enforcement staff, including cable complaint investigation staff, and office operating expenses. Funds will be used to pay for engineering consulting services for work which requires special expertise, such as engineering review of tower siting applications, inspection of cable construction, analog and digital testing of franchised cable systems, PEG cable programming, transmission facility digital and engineering upgrades, and the identification and provision of future technologies. Funds will also be used to pay legal and financial consultants for work which requires special expertise, such as preparation of filings on behalf of the County before the Federal Communications Commission, analysis of legislative proposals, and County representation in negotiations with cable and telecommunications service providers, rate regulation, and franchise compliance matters.

The responsibilities associated with franchise administration include:

- Ensuring cable operator compliance with franchise financial, technical, and construction requirements and managing the franchise renewal and transfer process;
- Investigating and resolving subscriber complaints;
- Administering the contracts to provide for public access to cable production services;
- Providing liaison, support, and record keeping on performance of the PEG channels;
- Preparing the annual Cable Communications Plan;
- Collecting franchise fees, grants, and other payments to the County;
- Distributing franchise fees, grants, and other payments to participating municipalities;
- Directing and coordinating the Transmission Facilities Coordinating Committee;
- Supporting the Cable and Communications Advisory Committee;
- Strategic planning for Montgomery County government cable and communications technology;
- Monitoring and commenting on changes in State and Federal telecom regulations, rate structure, and related legislative issues;
- Encouraging entry of competitive providers of telecommunication services and negotiating and reviewing proposed telecommunications franchises for use of the public rights-of-way.

<i>Program Performance Measures</i>	Actual FY08	Actual FY09	Estimated FY10	Target FY11	Target FY12
Percent of Customers Satisfied with Cable Office Complaint Handling	94	96	95	95	95

<i>FY11 Recommended Changes</i>	Expenditures	WYs
FY10 Approved	1,752,000	6.7
Increase Cost: Franchise Administration-Personnel by Converting Contract Cable Inspections Positions to More Cost-Effective County Positions	210,880	3.0
Increase Cost: Transmission Facilities Coordinating Group - TFCG Application Review of Increased Number of Applications	75,000	0.0
Increase Cost: Franchise Administration-Legal & Professional Services to Fund Federal Broadband and Cable Renewal Initiatives	50,000	0.0
Increase Cost: Franchise Administration Operating Expenses	6,850	0.0
Decrease Cost: Printing and Mail Adjustment	-480	0.0
Decrease Cost: Franchise Administration-Engineering for Cable Inspections	-240,000	0.0
Miscellaneous adjustments, including furloughs, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting more than one program	-45,120	-0.5
FY11 CE Recommended	1,809,130	9.2

Community Access to Cable

The Office of Cable and Communication Services in the Department of Technology Services administers a contract with Montgomery Community Television (MCT) through which MCT operates two public access channels. MCT's primary mission is to provide video production facilities, equipment and training to County residents and community organizations in order to provide County residents and organizations with a public forum that encourages diversity of opinion and a marketplace of ideas. MCT staff also produces local community programming designed to address community needs.

FY11 Recommended Changes	Expenditures	WYs
FY10 Approved	2,562,440	0.0
Increase Cost: Community Access - Personnel and Rent to Fund Contract Increases	34,550	0.0
Decrease Cost: Community Access - Operating Expenses by Enhancing Productivity	-3,990	0.0
Decrease Cost: Community Access - Personnel Costs of a Fulltime Marketing/Outreach Staff Member	-16,000	0.0
Decrease Cost: Community Access - Operating Expenses - One-Time Reduction of Access Montgomery TV's Operating Reserve Fund	-90,790	0.0
Miscellaneous adjustments, including furloughs, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting more than one program	-21,210	0.0
FY11 CE Recommended	2,465,000	0.0

County Cable Montgomery

The Cable Office manages CCM (County Cable Montgomery), the government access channel. CCM programming includes live Council meetings, press conferences, town hall meetings, special events, and programs highlighting County services and activities. Funding is provided to the Cable Office, County Council, Office of Public Information (PIO), and Maryland National Capital Park and Planning Commission (M-NCPPC) to develop programming for CCM. Funding to provide engineering personnel for the Mobile Production Vehicle for the PEG Network and other digital media services for the Executive and Legislative Branches is also included in the allocation to the Cable Office. Over 99 percent of all CCM programming is presented with closed captions, highlights of programs are available on the County's YouTube channel, and all programming is web-streamed to the County's website.

Program Performance Measures	Actual FY08	Actual FY09	Estimated FY10	Target FY11	Target FY12
Number of Remote Production Events Supported by DTS Mobile Production Vehicle	31	33	34	30	30

FY11 Recommended Changes	Expenditures	WYs
FY10 Approved	2,669,350	10.8
Increase Cost: CCM-Media Services TV Production Positions to More Cost-Effective County Positions	224,300	3.0
Increase Cost: CCM-Public Information Office Personnel Charges to Cable Fund to Replace Contract Costs for Editing and Production of County Executive Cable Programs, and News Gathering For CCM	59,460	0.6
Increase Cost: Annualization of FY10 Personnel Costs	30,970	0.0
Increase Cost: Annualization of FY10 Lapsed Positions	18,290	0.2
Increase Cost: CCM - Public Information Office Personnel charges to Cable Fund	16,390	0.3
Increase Cost: Group Insurance Adjustment	15,590	0.0
Increase Cost: Retirement Adjustment	2,390	0.0
Decrease Cost: Public Information Office Operating Expenses	-2,260	0.0
Decrease Cost: Elimination of One-Time Items Approved in FY10	-10,000	0.0
Decrease Cost: CCM-Public Information Office Television Production Contracts Expenses by Converting Contract Positions to More Cost-Effective County Personnel Positions	-48,110	0.0
Decrease Cost: CCM TV Production Contracts	-61,440	0.0
Decrease Cost: CCM-production contracts, webstreaming, and operating supplies	-140,050	0.0
Decrease Cost: CCM-Council TV Production Contracts by Converting Contract Positions to More Cost-Effective County Positions	-279,660	0.0
Technical Adj: Inter-program transfer from CCM to PEG network (multi-channel closed captioning and technical operations center)	-318,000	0.0
Miscellaneous adjustments, including furloughs, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting more than one program	10,780	0.0
FY11 CE Recommended	2,188,000	14.9

Cable Programming for Public Schools

The Montgomery County Public Schools (MCPS) Department of Communications and Family Outreach (Instructional TV Unit) has the responsibility for producing programming two educational cable channels. Funds are used for production of instructional, community-based, staff development, and training television programs, as well as for engineering, channel management, and programming acquisition. Additional funds are requested in the operating budget of the public schools. MCPS regular programming includes Board of Education meetings, Homework Hotline Live!, staff training and development, live call-in programs, in-class

student programs, student-produced programs, technology training, and televised instruction in a variety of academic content areas. Many programs are translated and transmitted in multiple languages and most programs are presented with closed captioning.

FY11 Recommended Changes	Expenditures	WYs
FY10 Approved	0	0.0
FY11 CE Recommended	0	0.0

Notes: Funds for these services (\$1,581,510) are not appropriated in the Cable Office, but are transferred from the Cable Fund to the General Fund and then to the Montgomery County Public Schools Cable Fund.

Cable Programming for Montgomery College

The Instructional Television and Media Production Services Unit of Montgomery College is responsible for the cable programming available on the Montgomery College channel. Additional funds are requested in the Montgomery College operating budget. Funds are used to provide for staff, equipment, and operating expenses and provides digital media support services to support student success, academic excellence, and for the entire College community. The channel features acquired and originally produced educational, informational and instructional programming which directly supports the College's distance learning and instructional programs, and provides professional and workforce development and self-enrichment opportunities for community subscribers.

FY11 Recommended Changes	Expenditures	WYs
FY10 Approved	0	0.0
FY11 CE Recommended	0	0.0

Notes: Funds for these services (\$1,319,940) are not appropriated in the Cable Office, but are transferred from the Cable Fund to the General Fund and then to the Montgomery College Cable Fund.

Municipal Support

Franchise and PEG fees owed by cable operators to participating municipalities within Montgomery County are paid by cable operators to the County for administrative convenience and then redistributed by the County to the City of Rockville, the City of Takoma Park, and the Montgomery County Chapter of the Maryland Municipal League (MML). The County has a contractual obligation to pass through fees owed to municipalities and no discretion to alter these payments. Municipalities may use franchise fees for any purpose. Under the terms of the franchise agreements, participating municipalities must use PEG Operating Support funding to support PEG programming operations and PEG capital support must be used for PEG and institutional network equipment, facilities and related capital expenditures.

FY11 Recommended Changes	Expenditures	WYs
FY10 Approved	1,851,000	0.0
Increase Cost: Municipal Capital Support	539,000	0.0
Increase Cost: Municipal Operating expenses	71,220	0.0
Increase Cost: Municipal Franchise Fee Sharing	6,760	0.0
Miscellaneous adjustments, including furloughs, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting more than one program	-40,980	0.0
FY11 CE Recommended	2,427,000	0.0

PEG Network

The mission of the PEG Network is to facilitate collaboration among the local access operators in providing and promoting the most effective public access, educational and government programming and media services to the Montgomery County community using current and emerging technologies.

The budget for the PEG Network includes funds for the purchase of equipment and an emergency reserve to be used in the event of imminent system failure for certain PEG operations; PEG engineering support; promotion/outreach support to increase channel awareness and viewership; operational and maintenance support for the mobile production vehicle; and general operating and administrative expenses.

FY11 Recommended Changes	Expenditures	WYs
FY10 Approved	1,267,000	0.0
Technical Adj: Inter-program transfer from CCM to PEG network (multi-channel closed captioning and technical operations center)	318,000	0.0
Increase Cost: PEG Network - Equipment Warranties	30,590	0.0
Decrease Cost: "Coming Attractions" Arts Community Media Programming	-5,000	0.0
Decrease Cost: Youth Media Programming	-5,000	0.0

	Expenditures	WYs
Decrease Cost: PEG Network Equipment Emergency Repair Reserve	-80,000	0.0
Decrease Cost: PEG Equipment Replacement-Cameras, Digital Storage, Studio Equipment	-407,280	0.0
Miscellaneous adjustments, including furloughs, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting more than one program	155,690	0.0
FY11 CE Recommended	1,274,000	0.0

Institutional Telecommunications - FiberNet Operations

Monies from the Cable Special Revenue Fund are used to support Montgomery County's private communications network – FiberNet. FiberNet is a critical infrastructure asset that provides carrier class voice, video Internet access and data network services for Montgomery County Government and Public Schools, Montgomery College, Housing Opportunities Commission (HOC), the Maryland-National Park and Planning Commission (M-NCPPC) and the Washington Suburban Sanitary Commission (WSSC). Additionally, FiberNet provides private network access to the State of Maryland and all of the local counties, municipalities and the District of Columbia. Expenditures cover the cost of network expansion, monitoring, management, and maintenance services. FiberNet is a countywide multi-million dollar investment that is crucial to the daily operation of local government within Montgomery County and with its citizens, neighboring governments and business partners.

<i>FY11 Recommended Changes</i>	Expenditures	WYs
FY10 Approved	1,433,680	1.7
Decrease Cost: FiberNet DTS Operating and Maintenance Support	-1,170	0.0
Miscellaneous adjustments, including furloughs, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting more than one program	-95,510	0.0
FY11 CE Recommended	1,337,000	1.7

Other Cable Activities

Grants are provided to outside organizations for cable programming and equipment.

<i>FY11 Recommended Changes</i>	Expenditures	WYs
FY10 Approved	39,000	0.0
FY11 CE Recommended	39,000	0.0

BUDGET SUMMARY

	Actual FY09	Budget FY10	Estimated FY10	Recommended FY11	% Chg Bud/Rec
CABLE TELEVISION					
EXPENDITURES					
Salaries and Wages	1,237,199	1,760,060	1,412,470	2,148,360	22.1%
Employee Benefits	389,265	531,880	442,800	667,300	25.5%
Cable Television Personnel Costs	1,626,464	2,291,940	1,855,270	2,815,660	22.9%
Operating Expenses	10,185,173	9,282,530	9,744,010	8,723,470	-6.0%
Capital Outlay	0	0	0	0	—
Cable Television Expenditures	11,811,637	11,574,470	11,599,280	11,539,130	-0.3%
PERSONNEL					
Full-Time	10	11	11	17	54.5%
Part-Time	0	0	0	0	—
Workyears	16.9	19.2	19.2	25.8	34.4%
REVENUES					
Franchise Fees 5%	11,281,722	11,280,000	12,015,000	12,533,000	11.1%
Gaithersburg PEG Contribution	182,555	187,000	182,000	164,000	-12.3%
PEG Capital Revenue	193,593	1,990,000	2,892,000	3,484,000	75.1%
PEG Operating Revenue	3,908,383	2,080,000	2,069,000	2,111,000	1.5%
I-Net Operating Revenue	1,589,012	1,637,000	1,628,000	1,660,000	1.4%
Tower Application Fees	180,500	80,000	203,000	203,000	153.8%
Investment Income	67,830	30,000	10,000	30,000	—
Verizon-Grant	200,000	200,000	200,000	200,000	—
Miscellaneous Charges for Services	3,142	0	0	0	—
Cable Television Revenues	17,606,737	17,484,000	19,199,000	20,385,000	16.6%

FY11 RECOMMENDED CHANGES

	Expenditures	WYs
CABLE TELEVISION		
FY10 ORIGINAL APPROPRIATION	11,574,470	19.2
Other Adjustments (with no service impacts)		
Increase Cost: Municipal Capital Support [Municipal Support]	539,000	0.0
Technical Adj: Inter-program transfer from CCM to PEG network (multi-channel closed captioning and technical operations center) [PEG Network]	318,000	0.0
Increase Cost: CCM-Media Services TV Production Positions to More Cost-Effective County Positions [County Cable Montgomery]	224,300	3.0
Increase Cost: Franchise Administration-Personnel by Converting Contract Cable Inspections Positions to More Cost-Effective County Positions [Cable Franchise Administration]	210,880	3.0
Increase Cost: Transmission Facilities Coordinating Group - TFCG Application Review of Increased Number of Applications [Cable Franchise Administration]	75,000	0.0
Increase Cost: Municipal Operating expenses [Municipal Support]	71,220	0.0
Increase Cost: CCM-Public Information Office Personnel Charges to Cable Fund to Replace Contract Costs for Editing and Production of County Executive Cable Programs, and News Gathering For CCM [County Cable Montgomery]	59,460	0.6
Increase Cost: Franchise Administration-Legal & Professional Services to Fund Federal Broadband and Cable Renewal Initiatives [Cable Franchise Administration]	50,000	0.0
Increase Cost: Community Access - Personnel and Rent to Fund Contract Increases [Community Access to Cable]	34,550	0.0
Increase Cost: Annualization of FY10 Personnel Costs [County Cable Montgomery]	30,970	0.0
Increase Cost: PEG Network - Equipment Warranties [PEG Network]	30,590	0.0
Increase Cost: Annualization of FY10 Lapsed Positions [County Cable Montgomery]	18,290	0.2
Restore: PEG Network closed captioning reductions taken to fund Mandatory Municipal payments (M26a)	18,200	0.0
Increase Cost: CCM - Public Information Office Personnel charges to Cable Fund [County Cable Montgomery]	16,390	0.3
Increase Cost: Group Insurance Adjustment [County Cable Montgomery]	15,590	0.0
Increase Cost: Franchise Administration Operating Expenses [Cable Franchise Administration]	6,850	0.0
Increase Cost: Municipal Franchise Fee Sharing [Municipal Support]	6,760	0.0
Increase Cost: Retirement Adjustment [County Cable Montgomery]	2,390	0.0
Technical Adj: Misc true up work years (+.5wy)	0	0.5
Decrease Cost: Printing and Mail Adjustment [Cable Franchise Administration]	-480	0.0
Decrease Cost: FiberNet DTS Operating and Maintenance Support [Institutional Telecommunications - FiberNet Operations]	-1,170	0.0

	Expenditures	WYs
Decrease Cost: Public Information Office Operating Expenses [County Cable Montgomery]	-2,260	0.0
Decrease Cost: Community Access - Operating Expenses by Enhancing Productivity [Community Access to Cable]	-3,990	0.0
Decrease Cost: "Coming Attractions" Arts Community Media Programming [PEG Network]	-5,000	0.0
Decrease Cost: Youth Media Programming [PEG Network]	-5,000	0.0
Decrease Cost: Elimination of One-Time Items Approved in FY10 [County Cable Montgomery]	-10,000	0.0
Decrease Cost: Community Access - Personnel Costs of a Fulltime Marketing/Outreach Staff Member [Community Access to Cable]	-16,000	0.0
Decrease Cost: CCM-Public Information Office Television Production Contracts Expenses by Converting Contract Positions to More Cost-Effective County Personnel Positions [County Cable Montgomery]	-48,110	0.0
Decrease Cost: Furlough Days	-54,550	-1.0
Decrease Cost: CCM TV Production Contracts [County Cable Montgomery]	-61,440	0.0
Decrease Cost: PEG Network Equipment Emergency Repair Reserve [PEG Network]	-80,000	0.0
Decrease Cost: Community Access - Operating Expenses - One-Time Reduction of Access Montgomery TV's Operating Reserve Fund [Community Access to Cable]	-90,790	0.0
Decrease Cost: CCM-production contracts, webstreaming, and operating supplies [County Cable Montgomery]	-140,050	0.0
Decrease Cost: Franchise Administration-Engineering for Cable Inspections [Cable Franchise Administration]	-240,000	0.0
Decrease Cost: CCM-Council TV Production Contracts by Converting Contract Positions to More Cost-Effective County Positions [County Cable Montgomery]	-279,660	0.0
Technical Adj: Inter-program transfer from CCM to PEG network (multi-channel closed captioning and technical operations center) [County Cable Montgomery]	-318,000	0.0
Decrease Cost: PEG Equipment Replacement-Cameras, Digital Storage, Studio Equipment [PEG Network]	-407,280	0.0
FY11 RECOMMENDED:	11,539,130	25.8

PROGRAM SUMMARY

Program Name	FY10 Approved		FY11 Recommended	
	Expenditures	WYs	Expenditures	WYs
Cable Franchise Administration	1,752,000	6.7	1,809,130	9.2
Community Access to Cable	2,562,440	0.0	2,465,000	0.0
County Cable Montgomery	2,669,350	10.8	2,188,000	14.9
Cable Programming for Public Schools	0	0.0	0	0.0
Cable Programming for Montgomery College	0	0.0	0	0.0
Municipal Support	1,851,000	0.0	2,427,000	0.0
PEG Network	1,267,000	0.0	1,274,000	0.0
Institutional Telecommunications - FiberNet Operations	1,433,680	1.7	1,337,000	1.7
Other Cable Activities	39,000	0.0	39,000	0.0
Total	11,574,470	19.2	11,539,130	25.8

FUTURE FISCAL IMPACTS

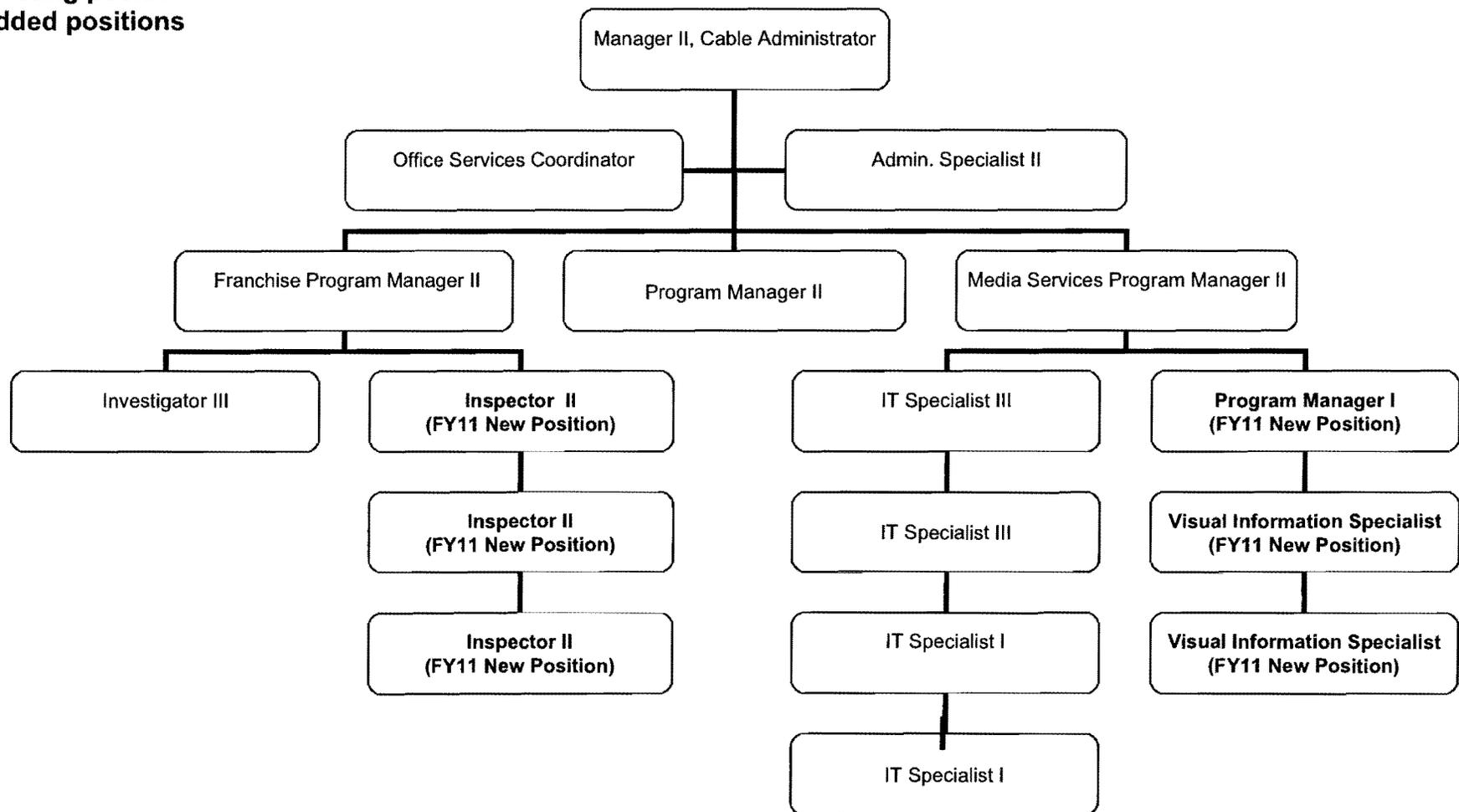
Title	CE REC.					
	FY11	FY12	FY13	FY14	FY15	FY16
(5000's)						
This table is intended to present significant future fiscal impacts of the department's programs.						
CABLE TELEVISION						
Expenditures						
FY11 Recommended	11,539	11,539	11,539	11,539	11,539	11,539
No inflation or compensation change is included in outyear projections.						
Elimination of One-Time Items Recommended in FY11	0	-18	-18	-18	-18	-18
Personal computer equipment for new positions recommended for one-time funding in FY11, will be eliminated from the base in the outyears.						
Restore Personnel Costs	0	55	55	55	55	55
This represents restoration of funding to remove FY11 furloughs.						
Subtotal Expenditures	11,539	11,576	11,576	11,576	11,576	11,576

FY11 CABLE COMMUNICATIONS PLAN (\$000's)									
	Actual FY09	Approved FY10	Est'd FY10	REC FY11	FY12	FY13	FY14	FY15	FY16
BEGINNING FUND BALANCE	3,949	2,069	4,809	914	520	1,043	549	576	1,401
REVENUES									
5% Franchise Fee	11,282	11,280	12,015	12,533	12,784	13,039	13,300	13,566	13,837
Gaithersburg PEG Contribution	183	187	182	164	152	155	158	160	162
PEG Operating Support	2,020	2,080	2,069	2,111	2,174	2,240	0	0	0
PEG Capital Equipment	2,082	1,990	2,892	3,484	3,589	3,660	6,260	6,385	6,513
Verizon - Facilities Grant	200	200	200	200	0	0	0	0	0
FiberNet Operating & Equipment Support	1,589	1,637	1,628	1,660	1,710	1,761	0	0	0
Interest Earned	68	30	10	30	70	130	170	200	220
TFCG Application Review Fees	182	80	203	203	180	150	140	140	140
Miscellaneous	2	0	0	0	0	0	0	0	0
Transfer from the General Fund	0	0	0	0	0	0	0	0	0
TOTAL ANNUAL REVENUES	17,608	17,484	19,199	20,385	20,658	21,135	20,028	20,452	20,873
TOTAL RESOURCES-CABLE FUND	21,557	19,553	24,008	21,299	21,179	22,179	20,577	21,027	22,273
NON-DISCRETIONARY EXPENDITURES (a)									
A. MUNICIPAL EQUIPMENT & OPERATIONS									
Municipal Franchise Fee Sharing									
City of Rockville	437	460	451	464	473	483	492	502	512
City of Takoma Park	189	199	191	196	200	204	208	212	216
Other Municipalities	145	152	155	159	162	165	169	172	176
SUBTOTAL	771	812	797	819	835	852	869	887	904
Municipal Capital Support									
Rockville Equipment	296	276	402	466	475	562	574	585	597
Takoma Park Equipment	348	276	402	466	475	562	574	585	597
Municipal League Equipment	348	276	402	396	404	412	420	429	437
SUBTOTAL	992	828	1,206	1,328	1,355	1,537	1,567	1,599	1,631
Municipal Operating Support									
Rockville PEG Support	67	70	69	70	71	73	0	0	0
Takoma Park PEG Support	67	70	69	70	71	73	0	0	0
Muni. League PEG Support	67	70	69	140	143	146	0	0	0
SUBTOTAL	201	211	207	280	286	291	0	0	0
SUBTOTAL	1,964	1,851	2,210	2,427	2,476	2,680	2,437	2,485	2,535
NET TOTAL ANNUAL REVENUES	15,644	15,633	16,989	17,958	18,183	18,455	17,592	17,966	18,338
NET TOTAL RESOURCES-CABLE FUND	19,593	17,702	21,798	18,872	18,703	19,498	18,141	18,542	19,738
EXPENDITURES									
A. Transmission Facilities Coordinating Group									
TFCG Application Review	244	180	293	275	293	280	270	270	270
SUBTOTAL	244	180	293	275	293	280	270	270	270
B. FRANCHISE ADMINISTRATION									
Personnel Costs - Cable Administration	550	705	623	875	893	919	938	956	976
Personnel Costs - DTS Administration	52	69	69	69	69	72	73	75	75
Personnel Costs - Charges for County Atty	76	95	95	95	97	99	101	103	103
Operating	94	73	73	80	84	88	93	97	102
Engineering Services	92	50	20	50	75	75	50	50	50
Inspection Services	385	270	187	10	25	26	27	27	20
Legal and Professional Services	254	310	310	355	500	400	416	429	429
SUBTOTAL	1,503	1,572	1,377	1,534	1,742	1,680	1,697	1,737	1,754
SUBTOTAL	1,747	1,752	1,670	1,809	2,035	1,960	1,967	2,007	2,024
C. MONTGOMERY COUNTY GOVERNMENT - CCM									
Media Production & Engineering									
Personnel Costs	399	533	483	766	781	797	813	829	846
Operating	19	25	25	40	40	43	48	52	56
Contracts - TV Production	0	63	63	63	78	90	120	150	180
New Media, Webstreaming & VOD Services	40	48	94	38	39	40	42	43	44
SUBTOTAL	458	669	665	907	938	970	1,022	1,074	1,126
Public Information Office									
Personnel Costs	389	560	563	705	719	529	510	500	510
Operating Expenses	1	12	12	0	30	31	32	32	32
Contracts - TV Production	263	210	210	88	99	110	124	138	155
SUBTOTAL	653	782	785	793	848	671	666	671	697
County Council									
Personnel Costs	53	74	74	65	92	99	107	116	118
Operating Expenses	63	28	28	28	30	31	32	32	32
Contracts - TV Production	448	516	516	187	193	198	204	210	220
SUBTOTAL	564	618	618	280	314	328	343	359	370
MNCPCC									
Personnel Costs	101	101	78	83	90	97	100	108	116
Operating Expenses	0	21	21	0	0	0	0	0	0
Contracts - TV Production	127	117	117	101	111	114	118	121	125
New Media, Webstreaming & VOD Services	117	47	24	24	25	25	26	27	28
SUBTOTAL	345	286	240	208	225	237	244	256	269
SUBTOTAL	2,020	2,355	2,308	2,188	2,326	2,206	2,275	2,359	2,463

FY11 CABLE COMMUNICATIONS PLAN (\$000's)									
	Actual FY09	Approved FY10	Est'd FY10	REC FY11	FY12	FY13	FY14	FY15	FY16
D. MONTGOMERY COLLEGE - MC ITV									
Personnel Costs	1,103	1,141	1,141	1,174	1,315	1,473	1,649	1,847	2,069
Operating Expenses	219	179	179	140	241	248	256	263	271
New Media, Webstreaming & VOD Services				6	7	7	8	8	9
SUBTOTAL	1,322	1,320	1,320	1,320	1,563	1,728	1,913	2,119	2,349
E. PUBLIC SCHOOLS - MCPS ITV									
Personnel Costs	1,309	1,385	1,385	1,393	1,610	1,803	2,020	2,262	2,534
Operating Expenses	274	197	197	189	301	310	320	329	339
New Media, Webstreaming & VOD Services									
SUBTOTAL	1,583	1,582	1,582	1,582	1,912	2,114	2,340	2,592	2,873
F. COMMUNITY ACCESS PROGRAMMING (b)									
Personnel Costs	2,004	1,871	1,871	1,869	2,056	2,097	2,139	2,182	2,225
Operating Expenses	146	195	189	83	250	250	260	260	270
Rent & Utilities	496	496	496	507	507	522	538	554	571
New Media, Webstreaming & VOD Services	6		6	6	7	8	9	9	10
SUBTOTAL	2,652	2,562	2,562	2,465	2,820	2,877	2,946	3,005	3,076
G. PEG NETWORK									
PEG Equipment Replacement	925	940	890	691	1,200	1,000	1,000	1,000	1,000
PEG Network Operating	82	125	100	165	215	240	250	270	270
Youth and Arts Community Media	76	90	64	80	100	100	100	110	110
Closed Captioning	237	291	267	283	361	422	431	439	452
Technical Operations Center (TOC)	14	23	23	23	24	25	26	27	27
PEG Network Mobile Production Vehicle	25	32	32	32	35	37	39	41	41
Emergency Equipment Reserve	3	80	0	0	80	80	80	80	80
SUBTOTAL	1,367	1,581	1,376	1,274	2,016	1,904	1,925	1,967	1,980
H. FIBERNET									
FiberNet - Personnel Charges for DTS	183	177	177	193	197	201	205	209	213
FiberNet - Operations & Maintenance DTS	852	1,013	1,013	900	907	935	963	992	1,021
FiberNet - Personnel Charges for DOT	46	46	46	46	46	46	46	46	46
FiberNet - Operations & Maintenance DOT	198	198	198	198	203	210	215	220	273
OPERATING SUBTOTAL	1,279	1,434	1,434	1,337	1,353	1,392	1,429	1,467	1,553
FiberNet - CIP	1,641	1,041	1,041	2,012	2,706	4,378	2,375	1,225	1,225
SUBTOTAL	2,920	2,475	2,475	3,349	4,059	5,770	3,804	2,692	2,778
TOTAL EXPENDITURES - PROGRAMS	15,575	15,477	15,503	16,414	19,206	21,239	19,606	19,225	20,078
I. OTHER									
Indirect Costs Transfer to Gen Fund	254	302	302	360	370	353	357	362	369
Indirect Costs Transfer to Gen Fund (ERP & MCTime)	27	36	36	33	21	0	0	0	0
Transfer to the General Fund	250	3,236	5,929	3,932	500	0	0	0	0
Grants to Organizations (Friendship Hts)	39	39	39	39	39	39	39	39	39
Consolidated Multiuse Technology Facility	0	0	0	0	0	0	0	0	0
Advanced Traffic Management over FiberNet - CIP	45	0	0	0	0	0	0	0	0
COB Renovations - CIP	109	0	843	0	0	0	0	0	0
Park & Planning Technology Projects	600	0	0	0	0	0	0	0	0
SUBTOTAL	1,324	3,613	7,149	4,364	930	392	396	401	408
TOTAL EXPENDITURES	16,899	19,091	22,652	20,778	20,136	21,630	20,001	19,626	20,485
J. ADJUSTMENTS									
Prior Year Adjustments	(144)	0	(41)	0	0	0	0	0	0
Encumbrance Adjustment	295	0	0	0	0	0	0	0	0
CIP - Designated Claim on Fund	0	0	(401)	0	0	0	0	0	0
TOTAL ADJUSTMENTS	151	0	(442)	0	0	0	0	0	0
FUND BALANCE	4,809	462	914	520	1,043	549	576	1,401	1,788
FUND BALANCE PER POLICY GUIDANCE	923	911	978	1,021	1,043	1,066	1,089	1,112	1,136
K. SUMMARY - EXPENDITURES BY FUNDING SOURCE									
Transfer to Gen Fund-Indirect Costs	281	338	338	393	391	353	357	362	369
Transfer to Gen Fund-Mont Call Cable Fund	1,322	1,320	1,320	1,320	1,563	1,728	1,913	2,119	2,349
Transfer to Gen Fund-Public Sch Cable Fund	1,583	1,582	1,582	1,582	1,912	2,114	2,340	2,592	2,873
Transfer to CIP Fund	1,795	1,041	1,884	2,012	2,706	4,378	2,375	1,225	1,225
Transfer to the General Fund-Other	250	3,236	5,929	3,932	500	0	0	0	0
FUND TRANSFERS SUBTOTAL	5,231	7,517	11,053	9,239	7,071	8,573	6,984	6,297	6,816
Municipal Franchise & PEG Payments	1,964	1,851	2,210	2,427	2,476	2,680	2,437	2,485	2,535
Fran Admin, PEG & FiberNet Op (excl Muni, GF, CIP)	12,890	12,963	12,629	12,407	14,454	14,572	15,190	15,916	16,725
Cable Fund Direct Expenditures	11,812	11,574	11,599	11,539	13,064	13,057	13,017	13,329	13,670
NOTES:									
(a) Municipal Franchise Fee, PEG Capital and PEG Operating payments are contractually required by franchise, municipal, and settlement agreements, and by the County Code.									
(b) Currently Montgomery Community Television, Inc., d/b/a Access Montgomery									
These projections for the Cable TV Fund incorporate assumptions of annual resources and resource usage as well as projected end-of-year reserves available based on these assumptions. This scenario assumes that operating expenditures will experience net increases as a trend. Factors contributing to the assumed rate of increase include compensation adjustments, program and productivity improvements, and cost increases driven by inflation. The County Executive presents these fiscal projections as a tool for thinking about the future fiscal policy implications of the recommended program of expenditures and resources. Other scenarios would occur if the County Executive and County Council adopted a different program plan or if the future brings different trends than presumed in the incorporated assumptions.									

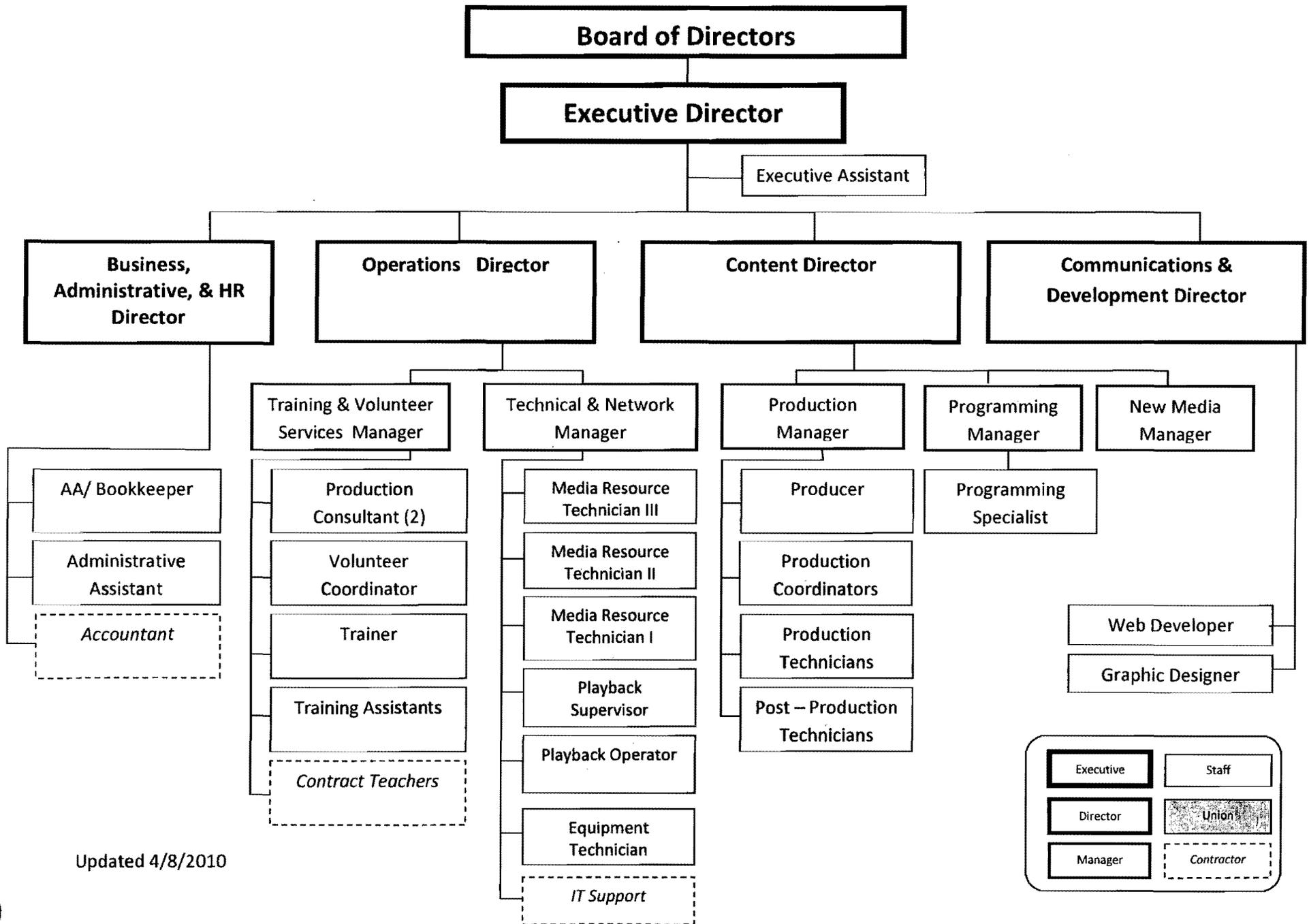
Cable Office
17 FT Positions

Remarks:
Existing positions
Added positions



Montgomery Community Television

Organizational Structure



Updated 4/8/2010



DTS Responses to Council Staff Questions for FY11 Budget

~~the potential adoption of an external Cloud solution include network redundancy, geographic location of data, security controls, performance, supportability, ease of use, and positive Return on Investment. These challenges will continue to be researched throughout FY11. As solutions are identified that address current and future business needs as well as production impacts, are found to be cost effective and improve County productivity, plans and a complete scope of the final deliverables will be developed for their introduction and adoption in the County.~~

6. The Cable Plan does not appear to assume a consolidated model of programming operations as discussed by MFP. When will such a plan be available, and at what cost savings?

Response:

As discussed in prior MFP meetings, the Cable Plan document does not provide the robust evidence of the constant improvements and collaborative successes through the PEG organizations. However, the Cable Plan includes the budget aspects of the coordinated program operations between CCM, MCPS ITV, MC ITV and AMTV. These include:

Shared Contracts

- In FY10, large dollar-value equipment purchases for these County-funded stations were aggregated into a single order using the IT Commodities Contract, resulting in a 20 percent savings. This savings was used to meet mid-year FY10 reductions and will be used to extend the purchasing power of reduced proposed FY11 equipment funding.
- The Granicus contract will be leveraged to expand Internet streaming of all PEG channels.
- The NCI closed captioning contract is being leveraged to provide closed-captioning for CCM and MCPS, as well as for a shared news program air on multiple stations. Due to FY11 budget cuts, closed captioning will not be expanded. However, when the budget outlook improves, this contract will be used to provide closed captioning for additional original MCPS, MC, and AMTV programming.

Shared Technology

- The PEG Interconnection project will be completed in FY10 and will permit all Montgomery County PEG Network members in FY11 to:
 - Use FiberNet to route IP-video files to FTP and file sharing sites;
 - Build shared file libraries using a Shared Area Network solution;
 - More easily simulcast key events across multiple channels.
- All PEG Network signals will be monitored using automated software and CCM engineering staff in the COB Technical Operations Center.
- Engineering solutions have been implemented to permit simulcast cable casting with a few days lead time, of select programs, such as the County Executive Budget press conference and County Council Teen Town Hall on MC, MCPS, and CCM.

DTS Responses to Council Staff Questions for FY11 Budget

- Text crawl messages run horizontally at the bottom of the screen on several different channels to promote live events that will be carried on other PEG Network channels.
- In FY11, technical solutions will be engineered to permit live cablecasts on any Montgomery County PEG Network channel from almost any FiberNet site.

Shared Support Staff

- CCM engineers are lending their expertise to assist the City of Rockville with its RFP process to replace its analog master control with a digital system.
- MCPS and MC graphic artists have contributed staff time to develop a new WatchLocalTV.com logo and bus stop promotional campaign.
- MCPS has provided discounted print services through its on-site print shop to permit printing of a limited run of PEG Network promotional brochures.
- The Mobile Production Vehicle (MPV) is staffed by CCM and used as a shared resource by the four County-funded stations as well as the Rockville 11 and Takoma Park CityTV to enable live and recorded taping of events at remote sites.

Shared Production Support

- MC and MCPS have provided production staff to assist AMTV, CCM, and Rockville 11 in the production of events from remote local events that would otherwise not be covered due to reduction in contract production support.
- In April 2010, a collaborative hyper-local news program, "County Report This Week" will be launched which will:
 - Include contributions from CCM, MCPS ITV, MC ITV, AMTV, and Rockville 11.
 - Air on CCM, MCPS ITV, MC ITV, AMTV, Rockville 11, and Takoma Park CityTV, with a possibility of additional playback on MMC.
 - Permit cross-channel, cross-promotion of specific programs and PEG Network channels.
 - Expand coverage of County news and events, particularly actions taken by the County Council, Montgomery County Government agencies, the Montgomery County Public School Board and system.

These coordinated approaches have enabled all the PEG stations as a whole to realize cost efficiencies which have in turn been used to support mid-year budget reductions and to offset the impacts of further FY11 proposed budget reductions.

The PEG Network has reviewed other consolidation suggestions including any opportunities for a common, consolidated studio. Based on an exhaustive investigation, it has been determined that this opportunity is not a feasible option at the present time:

- Logistically, it would be difficult for Council members to find additional time to tape interviews at an off-site studio. Conversely a significant portion of CCM production personnel time is spent filming Council sessions in the 3rd floor location.

DTS Responses to Council Staff Questions for FY11 Budget

- MC ITV's mission is to train students to become video professionals. MC has an on-campus studio to provide students with hands-on training. Moving MC to an off-campus location would create a significant hardship for students and adversely impact MC's ability to fulfill its teaching mission.
- MCPS must be able to film the Board of Education meetings at the Carver center and use the Carver Center phone bank to support student call-in shows, such as Homework Hotline.
- AMTV is designed to be a public access center, making edit bays and studio space available on a first-come, first-serve basis for the public. Reserving significant time in the shared studio or edit suites for PEG Network use would adversely impact AMTV's ability to perform its mission. Additionally, regulatory issues create reasons for public access and government facilities.
- Rockville 11's studio space is still analog and too small to support use by other entities.
- MMC's studio is in use 4-6 hours per day and does not have enough available hours accommodate extensive use by other entities.
- Takoma Park CityTV does not have a studio facility but rather a public hearing room that doubles as a community space. In addition, its location in the far southern end of the County makes it an unsuitable location for a shared facility.
- Other facilities that exist are either too small or would provide hardships due to geographic location for their usefulness.

While the practicality of a single physical location can not be demonstrated at this time, we believe the actions that support the logical aspects of collaboration will continue as demonstrated by the accomplishments listed above.

7. **In the Cable Plan, MCPS and MC are funded at the same level as last year. Why, at a time when DTS is absorbing an 18% cut? An 18% cut to those agencies based on equity, as well as prior history, would yield \$522,000 of savings.**

Response:

The Cable Fund is a non-tax supported fund. Ninety-five percent of the Cable Fund revenues are generated from cable subscriber fees and in the CE Recommended budget, sixty-six percent of expenditures are directed towards cable services. As noted in the Cable Plan, excluding municipal payments, General Fund transfers and CIP funding established by the FiberNet CIP, overall cable expenditures were reduced by four percent in the FY11 CE Recommended Budget.

As the table below demonstrates, AMTV has absorbed a three percent reduction, MCPS a four percent reduction, CCM a six percent reduction, and MC a twenty-one percent reduction. The Cable Fund provides funding to the four County-funded PEG stations as direct individual line items and also provides funding for equipment purchases for each of these stations through the PEG Network. In developing the budget, each of the four stations was asked to provide a budget reduction through a combination of cuts to direct line items for personnel and operating and/or cuts to a proportionate share of PEG Network Equipment Replacement funding. MCPS and MC opted to significantly reduce PEG equipment funding to meet the budget reduction.

DTS Responses to Council Staff Questions for FY11 Budget

FY10	AMTV	CCM	MC	MCPS
Cable Fund – Personnel	\$1,871,440	\$1,171,659	\$1,140,940	\$1,384,510
Cable Fund – Operating	\$195,000	\$951,848	\$179,000	\$197,000
Cable Fund – Rent	\$496,000			
Cable Fund – New Media		\$95,800		
Cable Fund – PEG Network Equipment	\$220,000	\$220,000	\$220,000	\$220,000
Cable Fund – Closed Captioning	\$0	\$312,350		
MC/MCPS – Closed Captioning			\$2,300	
MC/MCPS – Support			\$927,813	\$635,869
TOTAL	\$2,782,440	\$2,751,657	\$2,470,053	\$2,437,379

FY11 CE REC	AMTV	CCM	MC	MCPS
Cable Fund – Personnel	\$1,869,210	\$1,614,389	\$1,173,940	\$1,392,510
Cable Fund – Operating	\$83,000	\$506,350	\$140,000	\$189,000
Cable Fund – Rent	\$507,000			
Cable Fund – New Media	\$6,000	\$62,330	\$6,000	
Cable Fund – PEG Network Equipment	\$220,717	\$187,017	\$98,927	\$73,000
Cable Fund – Closed Captioning	\$0	\$224,988	\$18,200	\$40,000
MC – Closed Captioning			\$2,300	
MC Support			\$508,160	
MCPS Support				\$635,869
TOTAL FY11	\$2,685,927	\$2,595,074	\$1,947,527	\$2,330,379

FY11 Reduction	(-\$96,512)	(-\$156,582)	(-\$522,525)	(-\$107,000)
% Reduction	(-3%)	(-6%)	(-21%)	(-4%)

Council Analyst Proposed FY11 18% Reduction	AMTV	CCM	MC	MCPS
Cable Fund – Personnel	\$1,869,210	\$1,614,389	\$936,350	\$1,107,838
Cable Fund – Operating	\$83,000	\$506,350	\$140,000	\$189,000
Cable Fund – Rent	\$507,000			
Cable Fund – New Media	\$6,000	\$62,330	\$6,000	
Cable Fund – PEG Network Equipment	\$220,717	\$187,017	\$98,927	\$73,000
Cable Fund – Closed Captioning	\$0	\$224,988	\$18,200	\$40,000
MC – Closed Captioning			\$2,300	
MC Support			\$508,160	
MCPS Support				\$635,869
TOTAL FY11	\$2,685,927	\$2,595,074	\$1,709,938	\$2,045,707

FY11 Reduction	(-\$96,512)	(-\$156,582)	(-\$760,114)	(-\$391,671)
% Reduction	(-3%)	(-6%)	(-31%)	(-16%)

DTS Responses to Council Staff Questions for FY11 Budget

As a direct result of the individual reductions across the PEG channels, the PEG budget has been reduced by almost \$900K. The ability for the reductions taken by the PEG partners is a direct result of the collaborative efforts that no longer look at the budgets as a silo, but simply categorize how these partners will use the allocated funds. This method is in direct response to Council's recommendations to continue the promotion of shared solutions while providing the funding necessary to continue to accomplish each channels core missions.

If the Council implements an additional 18% reduction of the budget for MC and MCPS, it would place a disproportionate burden on MC and MCPS, who parent entities are also facing significant budget cuts, and will result in significant staff and service reduction:

- The 21 MC staff members provide 6,463 hours of direct hands-on, on the job training for students. And 18% cut would eliminate 6 positions and result in the elimination of Spanish language programming and voiceovers, reduced student training, elimination of coverage of MC Athletics, reduce Art & Humanities coverage by 65%, and reduce MC's ability to collaborate with other PEG Network members.
- The 13 MCPS full-time employees would be reduced by 3.5 positions and result in the elimination of production of the Cultural Competencies program series, Spanish language talk show "Diez Minutos," Education Matters and Our Schools Today. These two later programs are presented in 6 languages with closed captioning.

8. Given the 47% reduction in DCM, what will be the oldest computers at the end of FY2011? Oldest servers? Oldest equipment line replaced through DCM? And are these ages sustainable? What is expected cost to repair/keep them going, and how do the expected higher maintenance costs over the life time compare with the short term savings?

Response:

The 47% reduction in DCM is comprised of several elements, including deferral of PC and enterprise server acquisitions, DCM contract reductions with service level impacts, and IT contractor and software maintenance reductions. The projected inventory ages are as follows:

Projected Computer Age at the end of FY11				
2years	3 years	4 years	5 years	over 5 years
3%	17%	34%	32%	14%

Projected Server Age at the end of FY11					
2 years	3 years	4 years	5 years	6 years	over 6 years
10%	5%	7%	10%	19%	49%

DCM maintains that long-standing best practices for PC replacement – every 4 years – should not change for long-range budget planning. Industry research from Gartner indicates that longer replacement cycles lead to higher total costs of ownership and complexity, due to the need to support and maintain a greater number of hardware models and numerous versions of software applications, operating systems, and system images, and to provide staff training for these platforms. Further, enterprise servers,

April 8, 2010



Members of the Management & Fiscal Policy Committee, Montgomery County Council
The Honorable Duchy Trachtenberg, Chair
The Honorable Valerie Ervin
The Honorable Nancy Navarro
Council Office Building, 6th Floor
100 Maryland Avenue
Rockville, MD 20850

Dear Ms. Trachtenberg, Ms. Ervin and Ms. Navarro:

First and foremost, please accept my thanks to you and to the Council for your support of Montgomery College Instructional Television and the PEG Network.

MC-ITV, in partnership with the County Cable Office and the PEG Channels, has truly endeavored to support the directives and ideas received from the MFP Committee and Council members. I am proud to say that the hard work and collaboration of CCM, MCPS-ITV, AMTV, Rockville 11 and MC-ITV will eminently result in **COUNTY REPORT THIS WEEK**, 30 minutes of Montgomery County-centric news and information, airing multiple times on six channels!

I am also pleased to share a summary of the number of hours of professional training students received from 21 members of the nationally recognized and award-winning MC-ITV staff:

- During the Fall '09 and Spring '10 semesters, **44 students received on the job mentoring** in a real-life, professional work environment;
- **6,463 hours of training** were received by the group of students, which includes 4 MC graduates who have gone on to transfer to George Washington University, UMBC, Towson and Bowie State;
- Supplemental training, above and beyond the academic curriculum, included student interaction at MC-ITV studio facilities and in the field for **5 to 20 hours per week per person**;
- Areas of **hands on training**: editing, graphics, animation, engineering, media management, live and taped production, directing, technical directing, audio, lighting, camera operation, teleprompter, master control, writing, sound studio, DVD authoring, podcasting and more;
- Metrics for direct impact upon the success of student learning and faculty teaching, both in and out of the classroom, are not available.

In FY10, the PEG Channels collaborated with the County Cable office, and each other, to coordinate and share purchasing power (saving 20% on equipment), manpower, increase cross-promotion and improve marketing planning. PEG Channel Managers, along with the Legislative Information Office staff and the Cable Office staff spent hours analyzing the section of the Cable & Communications Plan budget that affects the members of the PEG Network. As this is an extremely challenging economic environment, we collaborated to make painful but strategic cuts to many areas of the proposed FY11 Cable Plan. I hope you can appreciate the expertise of the stakeholders involved and the professionalism by which these strategic cuts were made which resulted in the County Executive's recommendation.

(h)

So to respond to question #7 in the analyst section of the packet, I would like to put the suggested budget cut of 18% to MC-ITV in context with the bigger picture. As you are aware, the reduction put forth by the County Executive for Montgomery College will have a substantial impact on students.

- The magnitude of this cut, nearly **\$15 million**, is about the same as the annual cost of all academic programs and student services at the Germantown Campus;
- MC enrollment has grown by more than 7% in Fall '09 & Spring '10;
- Student growth over the last 4-5 years is the equivalent of TWO high schools, and is expected to continue to grow in FY11.

Montgomery College has seen a new surge of students who in years past might never have considered college, but are now proudly enrolling as the first generation in their families to attend college. Adults in need of retraining are coming to MC. The adjunct teaching and learning resources MC-ITV provides are particularly important to the academic success of these growing student segments which, along with non-English speakers and the disabled, relies more heavily upon developmental and supplemental digital media tools to succeed.

Dr. Toregas accurately points out that the MCPS-ITV and MC-ITV components in the Cable Plan budget are funded at the same levels as last year in the CE's recommendation. While this may appear at first glance to be out of order, the comparison to the 18% cuts facing DTS is not the only basis by which reductions should be considered, and would not point to any equity within the PEG Network, nor prior history of how the PEG Channels have collaborated over the years to allocate funds strategically based on the needs of the entities. The fact that MCPS-ITV and MC-ITV both received additional cuts from parent organizations was also considered.

Considering the existing and expected cuts at Montgomery College, MC-ITV's FY11 proposed budget **already includes a 21% reduction.**

Specifically, if MC-ITV's allocation from the Cable Plan gets cut an additional 18%, what would be the impact?

An 18% cut to MC-ITV on top of the reductions the College, the supporting agency, is already facing would be doubly devastating, and would result in eliminating six (6) positions.

The result of losing six (6) positions at MC-ITV would be:

- **No Spanish-speaking production staff resulting in no more locally produced College Spanish programming or voiceovers, cancellation of Mi Escuela Es Su Escuela 30 minute video program and elimination of Spanish information/interstitials;**
- **Inability to provide County residents with County and MC news and information via MC-ITV news ticker;**
- **Reduced student training and job readiness (staff available for hands on, real-life student training and mentoring will be significantly diminished as staff size would reduce from 21 to 15 and remaining staff would need to spend fewer training since they will be required to spend more time on projects previously assigned to the lost six (6) positions);**

- *Elimination of MC athletics coverage (which has directly aided numerous MC student athletes in securing an opportunity to play at a four-year college level);*
- *Reduction of MC and community arts and humanities coverage by 65% - Loss of nearly all evening and weekend events & programs, including performing arts, guest lectures, alumni and student awards, Spectrum science lecture series and community partnerships (such as with MD Humanities Council, County Libraries and Veterans Commission);*
- *Elimination of acquired program licenses and renewals on all foreign language programs, closed captioned programs and educational programs;*
- *Reduced collaboration with PEG Network members and community organizations*

Montgomery College students who have enrolled for the Summer 2010 semester, and beyond, deserve to receive those **6,463 hours** of hands on, real-life training and mentoring, earning that edge over another candidate to land a good position in their chosen field of study, and secure their job readiness and career success. I hope you can take a moment to look at their stories in the following letters, and also consider the positive impact that MC-ITV has on so many more students, faculty and County residents.

Thank you so much for your consideration and service to the Montgomery County community.



Melissa Pace

Chair, PEG Network

Manager, Montgomery College Instructional Television & Media Production Services

Copy to:

Mr. E. Steven Emanuel, Chief Information Officer, Department of Technology Services

Ms. Mitsuko Herrera, Cable Communications Administrator

Dr. Mike Russell, VP and Chief Information Officer, Montgomery College

Mrs. Vicki Duggan, Deputy Chief Information Officer, Montgomery College

April 8, 2010

Members of the Montgomery County Council, MFP Committee
The Honorable Duchy Trachtenberg, Chair
The Honorable Valerie Ervin
The Honorable Nancy Navarro
Council Office Building
100 Maryland Avenue
Rockville, MD 20850

Dear Ms. Trachtenberg, Ms. Ervin and Ms. Navarro:

I just wanted to take this time to thank you for supporting the PEG Network. I have had a great experience at MC's Channel 10. It's been a great addition to my education in the last 2 years. I came to Montgomery College 3 years ago to study Television Production. I worked in the construction field for close to 10 years. But due to the financial climate I found myself reevaluating my life. Starting school again at 30 was a very new experience. I found the professors at Montgomery College to be very understanding and were willing to work hard to make my dreams of an education come true. I quickly learned about the internship that students were being offered at the station.

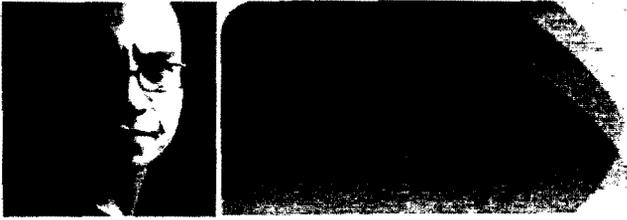
Students can get real world experience before even graduating. This gave me a real leg up in the work force. I, like a lot of adults, know how wonderful the professors are to the students. This also goes for the staff at MCTV. The staff is very hands on with students. I found this to be very helpful and I'm very grateful for the experience I have been given.

At MCTV, I have learned more about editing and shooting than I would have in the classroom, and getting a chance to see how a real TV station works. I have worked very closely with Producer Stan Jones on a variety of music performances. Since high school I have had a love for music. I started recording at age of 16. One of the problems I had was never getting the chance to get more experience in the field. When I learned MCTV has a complete ProTools audio suite, I jumped at the chance to work on such an advanced system. This type of set up is similar to the one at Discovery Channel, which I got a chance to see earlier that year. This type of setup is rarely found at local TV stations much less a community college. Here at MCTV I have been given the chance to work on my Audio Engineering skills, scoring music, as well as helping the Producers and other students on voice-overs.

This past August I was given the chance to work in the MCTV engineering department, seeing a new aspect of how a TV station gets the shows into your home. After my graduation this Spring, I'm continuing my education in the Broadcast Engineering field. I have spoken to many different stations in the D.C. Area and none of them offer this type of educational opportunity. I can truly say that my life has been changed by my experience at MCTV. Thanks to the MFP Committee and all the Council Members for all your support.

Steven Burdette





Pete Vidal

4800 Kemper Street

Rockville, MD 20853

Phone: 301 385-2817

E-Mail: petevidal@yahoo.com

April 4, 2010

Montgomery County Council, MFP Committee
Honorable Duchy Trachtenberg, Chair
Honorable Valerie Ervin
Honorable Nancy Navarro
Council Office Building, 6th floor
100 Maryland Ave.
Rockville, MD 20850

Dear Councilmembers:

Thank you for your support of the PEG Network and the opportunity to contribute to the social wellbeing of my community by utilizing my skills and knowledge, in the field of multi-media production, at the production facilities at Montgomery College. As a husband, father, and currently a full time graduate student at Bowie State University (a member institution of the University System of Maryland), my time is extremely limited. Thanks to the MCTV production supervisor, Tom Cook, Montgomery College Instructional Television has been very accommodating to my hectic schedule. Mr. Cook has carefully analyzed my strengths and weaknesses, in both television pre-production and post-production, and has designed a work environment that caters to both my strengths and time availability. This arrangement has allowed me to participate in multiple field productions, studio productions, and advanced digital post-production work. Another added benefit of this arrangement is the ability to share my strengths in multi-media production with MC students in the advanced television production class as well with the various volunteers and student helpers employed by MCTV.

MCTV provides hands on experience and instructional television to the local community, while providing social awareness through intercultural communication. Social awareness and student success can visibly be seen through the diverse programming MCTV offers. One example is the Montgomery College sponsored radio program at Radio America, *Mi Escuela es su Escuela* (My School is your School), which MCTV records, edits and airs in Spanish on Channel 10. This type of programming strongly encourages intercultural communication and student success for the Latino community.

My father, a professor, until the day he passed away, imparted a philosophy that I have carried with me, all of my adult life; A person should always seek knowledge, but then, to increase the educational worth of that knowledge, should pass on the knowledge to another person. This is exactly the organizational environment and climate MCTV has carefully created and continues to foster. As I learn, and eventually master, how to operate a new type of equipment or computer software, I get the opportunity to pass on my knowledge to another College employee, student or volunteer and help enhance social awareness and student success through MCTV, and therefore throughout the County.

As you review the budgetary issues and decisions facing the County and the Council, I hope you will remember what a valuable resource Montgomery College Instructional Television is for so many student and residents.

Sincerely,

Pete Vidal

April 8, 2010

To the Members of the Montgomery County Council, MFP Committee
The Honorable Duchy Trachtenberg, Chair
The Honorable Valerie Ervin
The Honorable Nancy Navarro
Council Office Building
100 Maryland Avenue
Rockville, MD 20850

Hello Ms. Trachtenberg, Ms. Ervin and Ms. Navarro:

I wanted to write to let you all know how much I have gotten from my experience at Montgomery College Television and being included in the PEG Network.

MCTV taught me how to be professional in ways that I didn't think I could be doing. I really like working with the staff who gave me hands on training. These skills got me a lot of great jobs, and a lot of great experience that I don't think I would have gotten any other way. I've now been able to freelance for MASN, the Nationals, Comcast, the Orioles, Verizon Center, and News Chopper 4. I even was a part of the network news pool for President Obama's Inauguration and got to stand on the steps inside the Capitol as President Obama walked to the podium to take his oath. I am pretty sure none of that would have happened if I hadn't gotten the real-life work experience at MCTV.

I also want to tell you what great job I think MCTV does on programming. MCTV shows a variety of shows – sports, educational programs, live student newscasts and starting April 9, local Montgomery County news. MCTV and the PEG Network really have something for everyone.

Montgomery College was the right fit for me. I am so glad I came here to go to college. I hope in these hard times that the County can still support all the good things that come from the public, educational and government channels.

Regards,



Garrett Quinn

March 23, 2010

Melissa Pace
Montgomery College Instructional Television & Media Production Services
51 Mannakee Street, Macklin Tower 226
Rockville, MD 20850

Dear Melissa:

On behalf of the Montgomery College Women's Soccer team student athletes, thank you to the talented and professional staff at MCTV for your support and coverage of MC athletics. MCTV has been extremely helpful in taping our games and broadcasting them to the public. Producer Michael Brown did an amazing job covering all of the accomplishments and hard work of the soccer team this year. It truly was a historic year and you did a fine job capturing and preserving that history. Without your coverage the team would not have these great memories and the campus would be much less aware of what took place at MC with women's soccer this year.

This has given the players, and me, a chance to be recognized by the people outside of MC, especially the Montgomery County Public School system, which causes students to inquire more about Montgomery College. This edge causes some students to choose Montgomery College instead of a state school because they know that athletics are available here. That kind of exposure helps the overall athletic interest and enrollment at MC a great deal.

Being on MCTV has also been a great tool for the athletes in their pursuit of a four-year degree. MCTV had the most comprehensive coverage of our season in comparison to any other media. MCTV showcases the complete college experience. All of the programs I have seen here have been very professionally done and for those who don't have cable TV, it is great that they can see the programs on the internet.

When you have a season where you are number two in the nation the MC website does a good job of advertising that, but having the games on television is just great! I look forward to continuing to work with your staff next season!

Kelly Wakeman

Head Women's Soccer Coach
Montgomery College- Rockville

From: Mann, Mimi
Sent: Thursday, January 28, 2010 9:00 AM
To: hilbigv@si.edu
Cc: WilsonC@si.edu; Pace, Melissa
Subject: Smithsonian Faculty Fellowship

Dear Ms. Hilbig:

Dr. Chris Wilson suggested I contact you about a project I'm completing for the Smithsonian Faculty Fellowship, a special program between the Smithsonian Institution and Montgomery College (MC). I am a Faculty Fellow for 2009.

The subject of our Fellowship is "Lens on Social Justice," and from the moment I applied for the Fellowship last fall, I knew my focus. I am native North Carolinian, and I believed that I best could involve my EN101 (college level English) students with an object or exhibit at one of the Smithsonian museums by helping them to understand the significance of an object that tells an incredible story from 50 years ago, the section of the Greensboro Lunch Counter in the National Museum of American History. During the summer, I met with Dr. Harry Rubenstein and Dr. Chris Wilson and explained what I wanted to do: take a standard definition of social justice and let the students expand their understanding of the term by studying the events before, on, and after February 1, 1960, in Greensboro, North Carolina, when four, young, black, college students made history. They were basically the same age then as many of our students.

I talked with Dr. Wilson again during the fall to inform him of the date of our visit to the Lunch Counter, and I asked him for any help he might give my two classes in understanding more fully the events themselves at the Greensboro Lunch Counter and the significance and legacy of the Greensboro Four. He has been incredibly knowledgeable and helpful to us.

We are encouraged in our Fellowship to use technology, and since I have an extensive, non-technical journalism background, I talked with Melissa Pace, Manager, Instructional Television, Media Production Services, for our college television station MCTV, which has worked on at least one project with the Smithsonian Institution. When Melissa heard this was to be the 50th anniversary of the sit-in, she was very excited that MCTV could share with the local community some insights into the events as part of Black History Month at the College as well as giving viewers some understanding of what a Smithsonian Fellowship involves and the importance of the Smithsonian Institution to visitors. Of the almost 50 students I took to the Lunch Counter, fewer than 10 had been inside any Smithsonian museum. The focus always was on the events at Greensboro and later elsewhere and on our students' interpretation of those events and the importance of the Greensboro Four and their brave decision to sit down at the Lunch Counter. Most of the video for the Smithsonian Fellowship was shot here on campus, in the classrooms and studio of MCTV, where Garrett Quinn, a very capable young producer and graduate of MC, talked in depth with my students. I took my two classes to the National Museum of American History, where one of my students shot some film of Xavier Carnegie's very impressive drama, some remarks by Dr. Wilson, and student reactions to the visit and to the Lunch Counter.

I have seen the Rough Draft, and I believe the DVD will demonstrate to anyone viewing it the incredible impact a well-placed and well-documented object can have on a museum viewer as well as remind our MC family how valuable the Smithsonian Institution is to our community. When I shared the DVD with Esther Schwartz-McKenzie, the director of the Paul Peck Institute and a coordinator for the Smithsonian Fellowship, both of us had tears. It's short, 10 minutes, but we think it's very powerful.

This experience has been life changing for many of my students. I saw one young man on campus yesterday who said: "Remember when I was too afraid to visit the Museum? Now, I'm going on my own." Sometimes we get so busy we tend to forget the importance of what we do, and this DVD shows how students and visitors truly can benefit from a Smithsonian experience.

I'm going to contact Melissa Pace and give her your e-mail, so you can understand a little more about MCTV and its educational, non-commercial status and how she plans to incorporate the video into our Black History Month coverage at the College. I deeply appreciate all the cooperation I've received from the Smithsonian for this project, and I look

forward to working with you as we head toward February 11, when I share it with other Fellows, and February 25, when it is scheduled to be shown at the opening of the Smithsonian Fellowship showcase at the Castle. The DVD also will be available on our MC 2009 Smithsonian Faculty Fellowship web page.

Thank you for all your help.

Professor Mimi Mann

From: Mann, Mimi

Sent: Thursday, February 04, 2010 9:23 AM

To: Pace, Melissa

Subject: Hi

Hi, Melissa,

You're going to get sick of so much praise, but I wanted to share with you what a wonderful MC-ITV representative Garrett Quinn was last night at the awards ceremony at the Smithsonian National Museum of American History for the Greensboro Four 50th lunch counter sit-in anniversary event. Garrett has no clue I'm writing this, but I wanted you to know we met the producers of the *February One* documentary and had such great discussions. They found out a lot about MC, and they seem thrilled you like their programs. Garrett also met each of the Greensboro Three and the son of the fourth. Dr. Chris Wilson, who is in charge of much of the African American education at the Museum, congratulated Garrett on the DVD.

The citywide Town Hall Meeting about the Greensboro Four was attended by more than 300 local high school students and teachers—and MC was the only college invited, Dr. Wilson showed part of the MCTV video and later told the audience about our students and Montgomery College. After a few opening remarks, the program opened with excerpts from *February One*. Suddenly, on the huge screen came images and excerpts from our video of our MC students experiences visiting the lunch counter at the Smithsonian, and talking about the impact of the racial bias reenactment. I hope the Smithsonian can provide you some good video of yesterday and today's meetings.

Also, the program, which now is available on the Smithsonian site for the 50th anniversary ceremonies, was broadcast to classrooms around the country for a live feed. It was wonderful for so many of us and, I believe, a great public relations coup for the College.

Hopefully, for you and for MCTV, this doorway should mean a strong and profitable relationship between the Channel and the Smithsonian.

Thanks again, Mimi

***County Executive Recommended
FY11 CABLE PLAN
MFP Presentation***

April 15, 2010

Department of Technology Services
Office of Cable and Communication Services

Cable Plan – FY 11 Updates

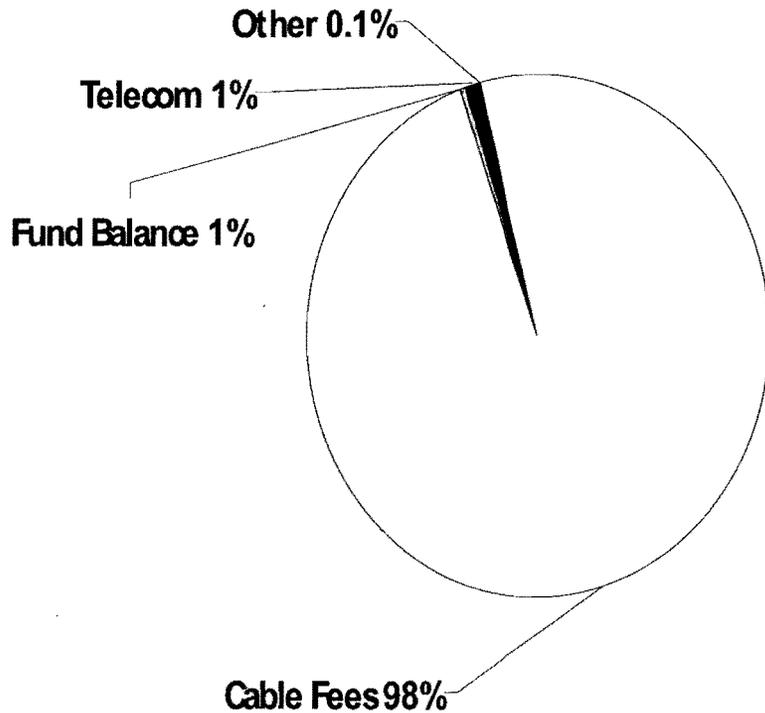
- On March 25, 2010, County Executive recommended accelerating transfer of \$800,000 from Cable Fund into General Fund in FY10
- Revised 6-year Cable Plan is attached
- Cable Office also requests that Council Budget Resolution adopt FY11 Cable Fund spreadsheet that displays budget allocations to actual dollar amount, rather than rounded to nearest 1,000, to facilitate:
 - ERP budget allocation hard caps
 - Real dollar budget allocation amounts

CABLE FUND

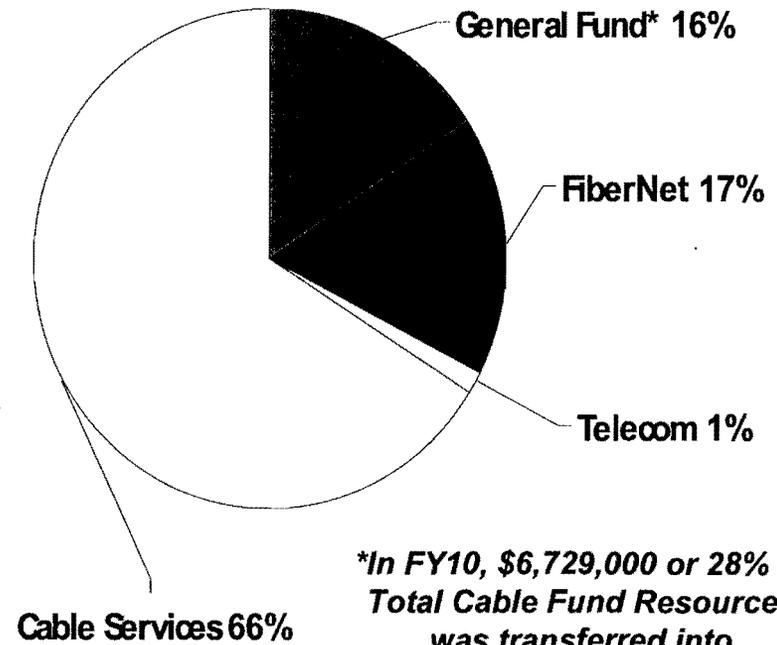
- **FUNDING**
- **FRANCHISE ENFORCEMENT**
- **PRODUCTION**
- **FIBERNET**

Cable Plan – FY11 Revenue & Expenditures

Cable Revenue - By Source



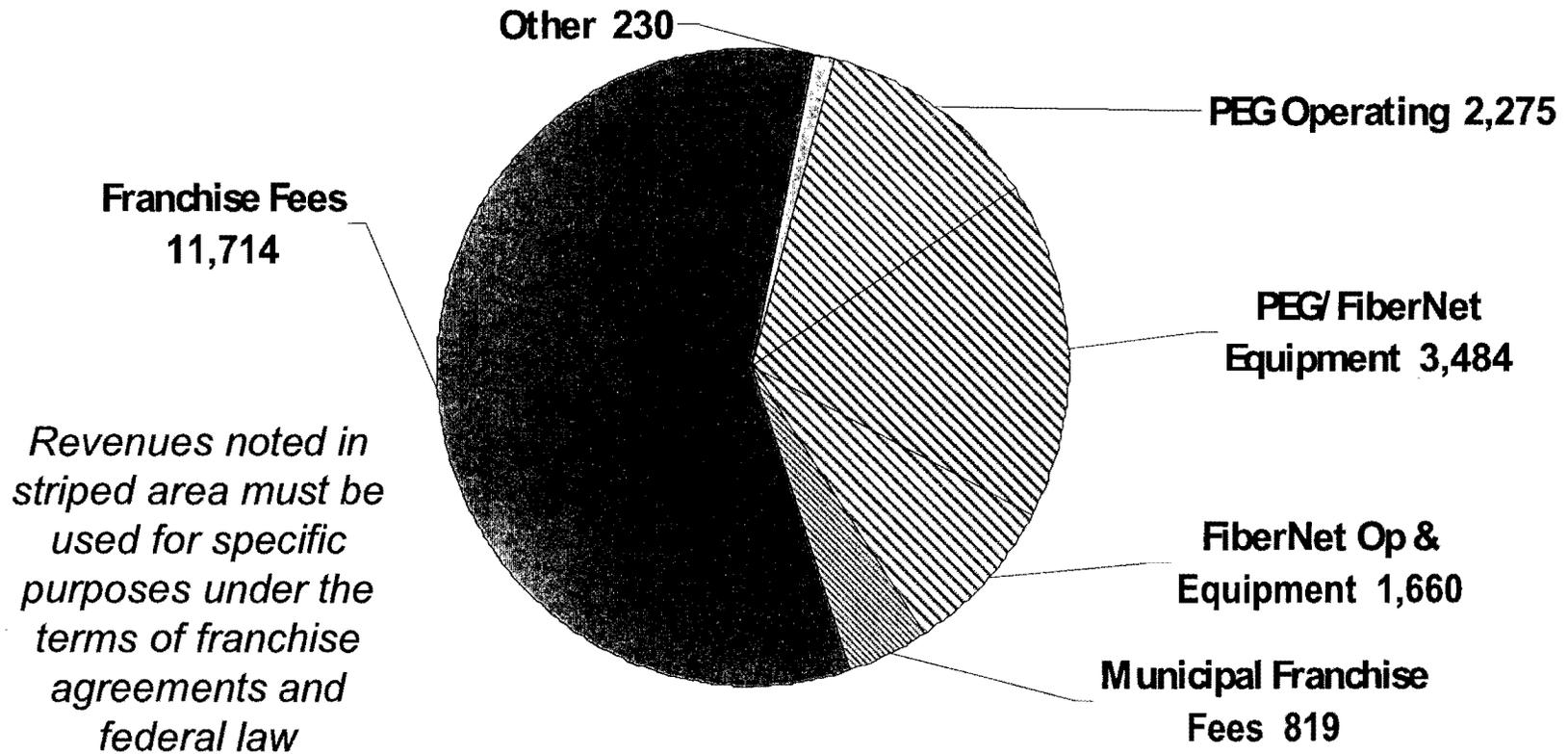
Cable Plan Expenditures - By Area



**In FY10, \$6,729,000 or 28% of Total Cable Fund Resources was transferred into General Fund.*

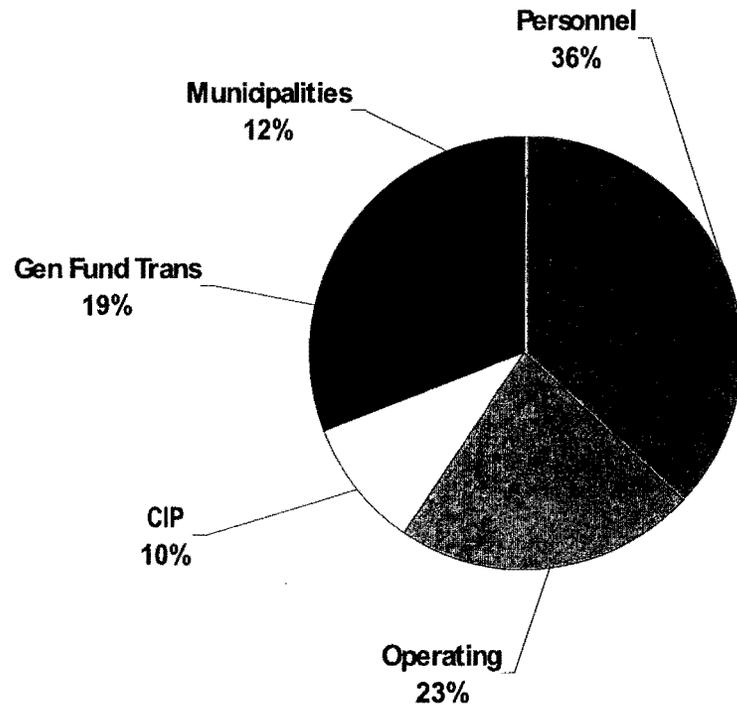
Cable Plan – Restricted Revenue

Unrestricted (Solid) and Restricted (Striped) FY11 Revenue (in 1,000's)

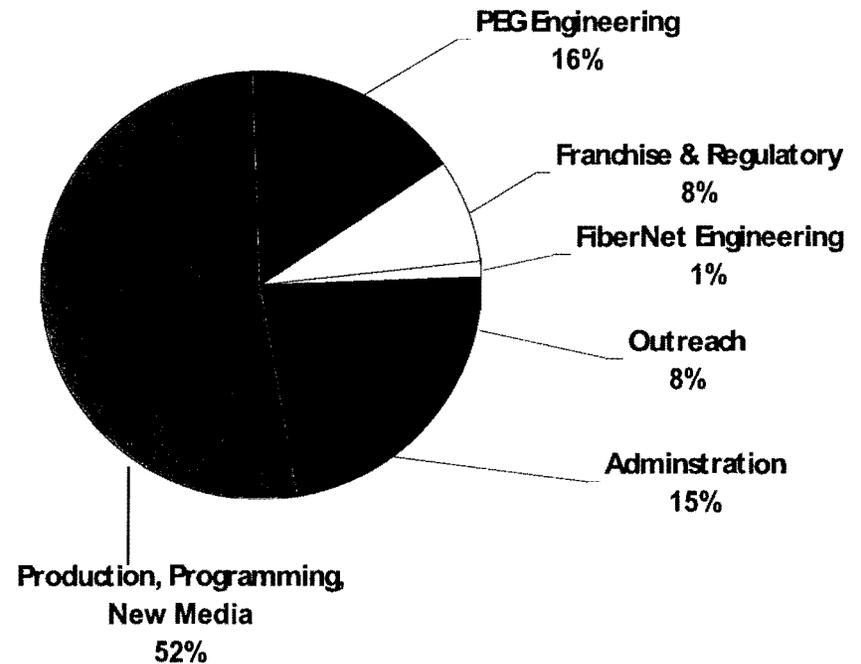


Cable Plan - Expenditures by Type

All Expenditures By Type



Personnel by Category



**Includes as personnel all costs for staff positions*

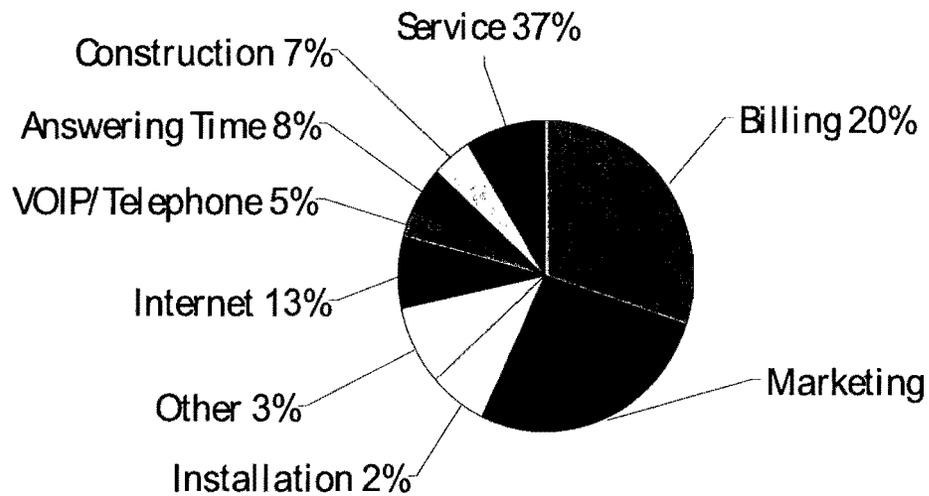
31

FRANCHISE ENFORCEMENT

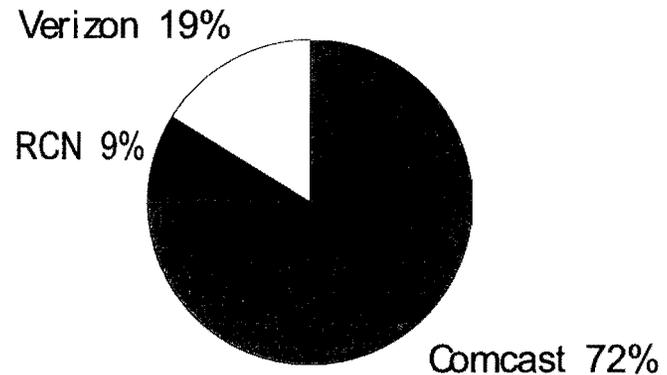
- **COMPLAINTS**
- **INSPECTIONS**
- **TRANSMISSION FACILITIES
COORDINATING GROUP (TFCG)**
- **REGULATORY**

Franchise Enforcement - Complaints

FY09 Complaints by Type

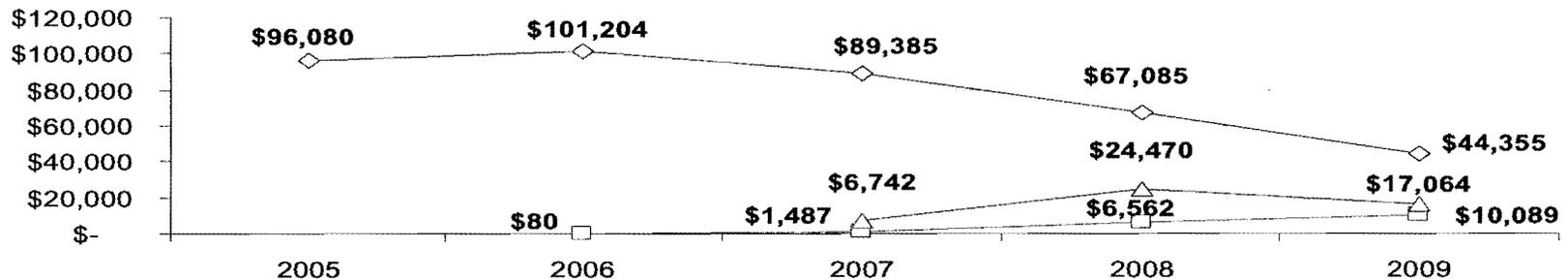


FY09 Complaints by Provider



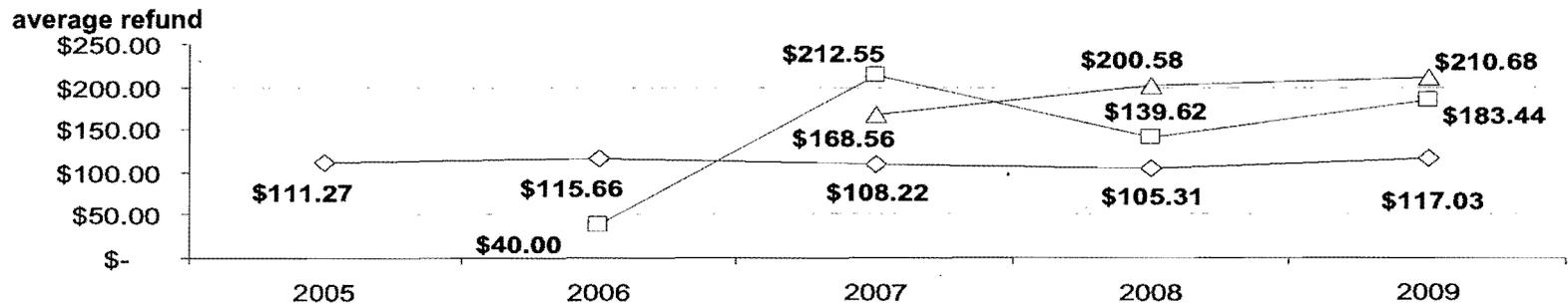
Franchise Enforcement - Complaints

Total Refunds - Annually By Provider



Higher number of complaints about problems receiving high dollar value promotional offers (such as \$200 gift card) may explain drop in total refunds and increase in

Average Refund - Annually By Provider



Franchise Enforcement - Complaints

FY09 Accomplishments

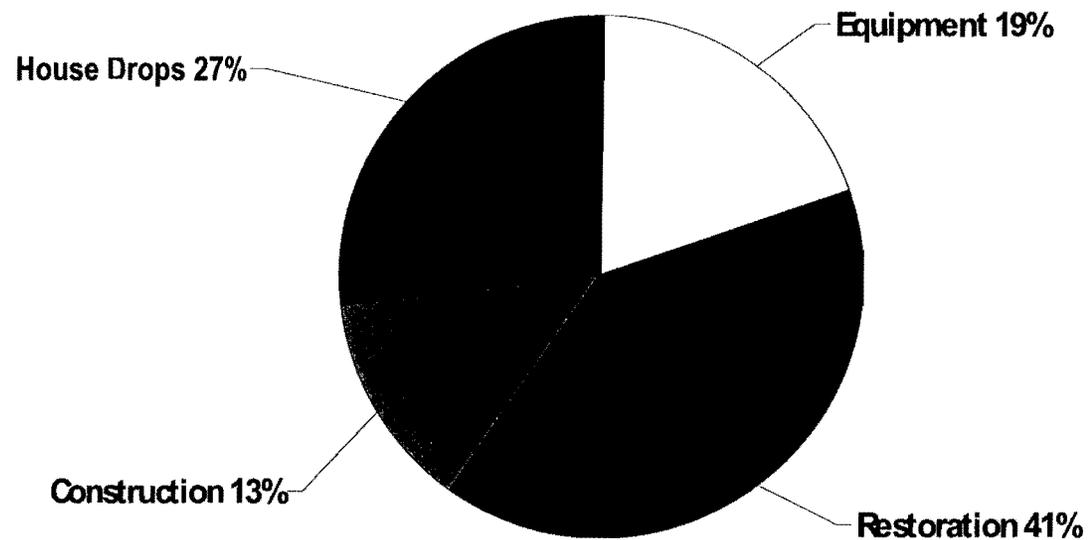
- Filed 1,361 complaints resulting in \$89,000 in refunds for subscribers
- Implemented Cable Score Card
- Provided extensive DTV consumer education

FY11 Goals

- Expand cable service and rate comparison information on Cable website and social media sites
- Support MC311 implementation

Franchise Enforcement - Inspections

Types of Cable Inspection Violations FY10



Franchise Enforcement - Inspections

FY10 Accomplishments

- Designed and implemented new inspection program focused on:
 - Incentivizing construction compliance
 - Reducing delays in repairing construction violations
 - Improving responsiveness to residential construction complaints
- Improved violation correction rate by 85%

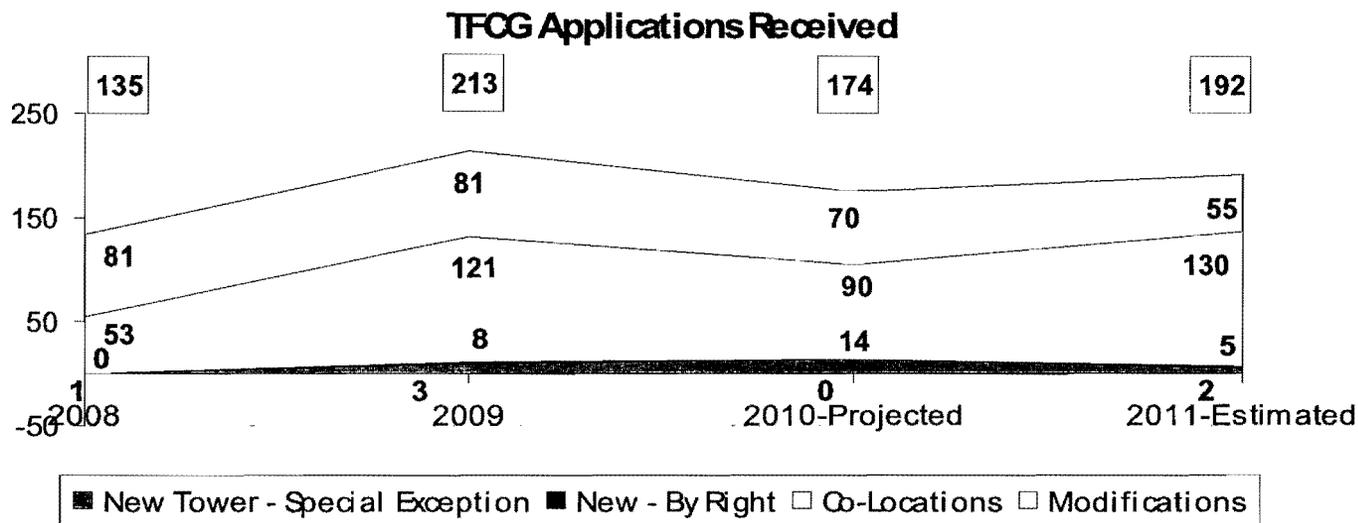
Franchise Enforcement - Inspections

FY11 Goals

- Convert contract inspectors to staff for cost savings
 - Staff costs presume hiring at mid-point salary, benefits and 5% annual salary increase
 - Contract costs assume 2% CPI increase
- Implement consumer education campaign addressing cable construction, cable rate comparison and available consumer services

	FY10	FY11	FY12	FY13	FY14
Contract	\$ 270,200	\$285,320	\$296,336	\$303,276	\$310,424
Staff		\$237,039	\$248,891	\$261,335	\$274,402
SAVINGS		\$48,281	\$47,445	\$41,941	\$36,002

Franchise Enforcement – TFCG (Transmission Facilities Coordinating Group)



- 4G wireless services will continue to generate new FY11 applications
- New monopole and tower applications may increase as providers seek to expand coverage in western portions of the County

Franchise Enforcement – TFCG

FY09 Accomplishments

- Reviewed 226 applications:
 - 105 Modifications, 107 Co-Locations, 14 New Monopoles
- Average Time to Process:
 - 58.6 days (44.9 days excluding incomplete applications)

FY11 Goals

- Implement procedures to reduce and recover application review costs and length of time to process
- Review County property and zoning to establish additional by-right locations in underserved areas

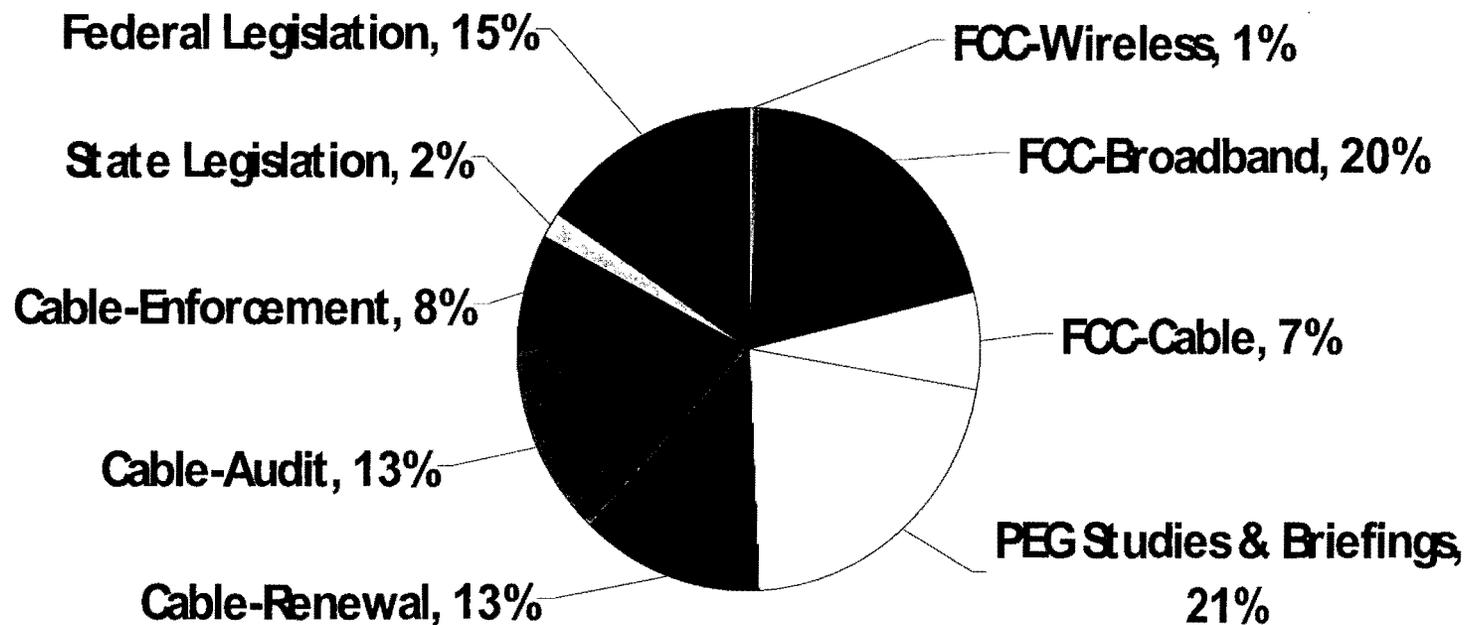
Franchise Enforcement – TFCG

- *FY11 funding increase is fully supported by increased revenue from increased application fees*
- 2007 policy decision to encourage deployment of wireless services established fees to recover 75% of consultant and 0% of staff costs
- 2009 FCC Order established 150 review period for co-locations and 180 days for all others – as a result County will no longer keep incomplete applications open or cover cost of re-reviewing substantially revised applications without requiring separate fee

AVG REVIEW COST	Average Fee	FY08	FY09	FY10
Modification	\$500	\$638	\$231	\$436
Co-Location	\$1,000	\$2,000	\$792	\$1,548
New – By Right	\$2,000	--	\$5,440	--
New – Special Ex.	\$2,500	\$18,904	\$2,307	\$7,255
TOTAL REV. COSTS		\$174,566	\$181,500	\$247,666
% Recovered by Fees		55%	74%	59%

Franchise Enforcement - Regulatory

FY10 Projected Legal & Professional Services



Franchise Enforcement - Regulatory

FY09 Accomplishments

- **Cable Service and Rates**

- Successfully lobbied against MD State franchising bill that would have reduced County Cable revenues by \$12 million per year
- Reduced regulated cable service rates by 10% and obtained a total refund of \$637,756 for subscribers
- Provided 3 Quarterly Cable Customer Service & Compliance MFP briefings
- Filed 3 FCC comments opposing imposition of equipment fees to receive public, educational and government access programming, noting rise in cable prices despite growth in cable competition, and requesting FCC to revise technical and customer service standards, as well as address rising equipment costs

Franchise Enforcement - Regulatory

FY09 Accomplishments

- **Broadband**
 - Applied for \$14 million ARRA grant as part of multi-County and Maryland statewide application
 - Jointly-supported or separately filed 7 FCC & NTIA comments regarding broadband mapping, BTOP funding rules, broadband standards, Universal Service Fund and e-Rate reform, local right-of-way management, and the FiberNet community broadband network.
 - Provided 3 briefings for MFP and ED regarding Broadband for Schools, FiberNet, and the Kennedy Cluster Broadband Project.

Franchise Enforcement - Regulatory

FY11 Goals

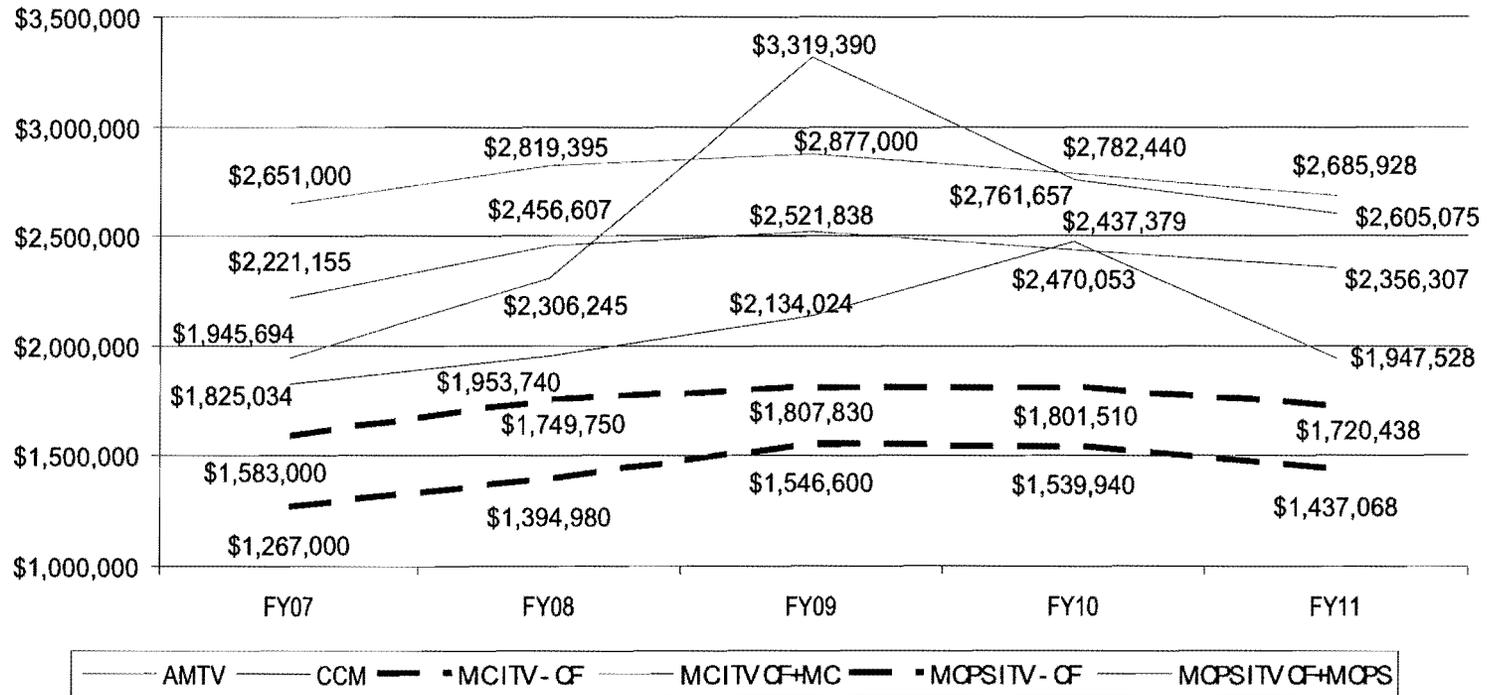
- Support strong local government leadership on implementation of National Broadband Plan
 - Right-of-way best practices and fees
 - Pole attachment rate reform
- Advocate for reform of FCC:
 - Digital testing standards
 - Cable and broadband customer service standards
 - Navigation and Gateway device regulations
- Perform surveys and technical assessments for Comcast renewal

PRODUCTION

- **ANNUAL FUNDING LEVELS**
- **PROGRAM HOURS**
- **TYPES OF PROGRAMMING**
- **INTERNET VIEWERSHIP**
- **COLLABORATION**
- **FY11 GOALS**

Production – Annual Funding Levels

TOTAL FUNDING FOR AMTV, CCM, MC ITV and MCPS ITV



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Production – Program Hours

	FY08	FY09	FY10-Prj	FY11-Prj
AMTV Program Hours*	5,876	5,557	5,700	5,780
AMTV Volunteer Hours Creating Programming	10,250	9,526	10,442	10,600
CCM Program Hours*	3,587	2,901	2,926	2,952
MC ITV Program Hours* **	769	711	750	685
MC Student-Assisted Original Program Hours	46	112	92	85
MCPS ITV Program Hours*	5,103	5,202	5,306	5,412
MPV-Supported Remote Production Events	31	33	34	30

**First Run Locally Produced, Block & Acquired Programming **No Block Programming*

Production – Types of Programming

(Programs meet multiple criteria and program categories are condensed.
Categories totals will be greater than total number of programs.)

	Total Programs	Locally Produced	CC-English	CC-Spanish	CC-Other Language	Public Meetings/ Public Affairs	Public/ Non-Profit Services	Education/ Job Training	Science & Health	Growth, Economic Dev., Transportation	Consumer/ Public Safety	Arts, Entertainment, Recreation	Local Figures	Community & Special Interest
AMTV	141	138	116	3	8	24	54	97	24	17	16	69	23	256
CCM	42	39	42	5	0	31	44	24	48	26	24	28	11	108
MC ITV	433	191	85	36	0	21	257	533	135	30	29	115	40	533
MCPS	299	112	162	1	1	13	28	274	62	2	12	22	5	247
TOTAL	915	480	405	45	9	89	383	928	269	75	81	234	79	1144

PRODUCTION – Internet Viewership

- Internet media provides an economical means of measuring video viewership
 - AMTV – 10,000 daily hits; more than 300,000 per month (equivalent to 40,000 visits per month)
 - CCM – 218,848 visits in 2009; 102,490 visits in 2010
 - MCPS ITV – 20,000 visits to “The Math Dude”
 - MC ITV – in 5 months 215,000 hits on 300 programs
- Youtube viewership continues to grow exponentially
 - CCM – 17,594 visitors viewed 31,099 videos
 - MC ITV – 22,131 visitors viewed 161,476 videos (video view total exceeds those of UM, John Hopkins, NVCC, NOVA, George Mason and Maryland Public Television)

Production – Collaboration

FY10 Results

- **20% equipment savings by consolidating station equipment purchases**
- **\$22,000 savings using MCPS print shop and graphic artist**
- **Expanded live event coverage using FiberNet & shared staff**
- **Expanded information cross-promotion on multiple channels**

- **“County Report This Week”**
 - **30 minute weekly hyper-local newscast**
 - **5 station collaboration airing on 6 channels**
 - **Expanded MCG, MCPS, MC and community coverage**



Production – FY11 Goals



FY11 Goals

- Promote *WatchLocalTV.org*
- Survey viewers to improve use of PEG channels as communications tools
- Convert 3 CCM contractors to staff for cost savings
 - Staff costs presume hiring 2 at mid-point salary and 1 videographer at below mid-point, benefits and 5% annual salary increase
 - Contract costs assume 6% CPI increase every two years

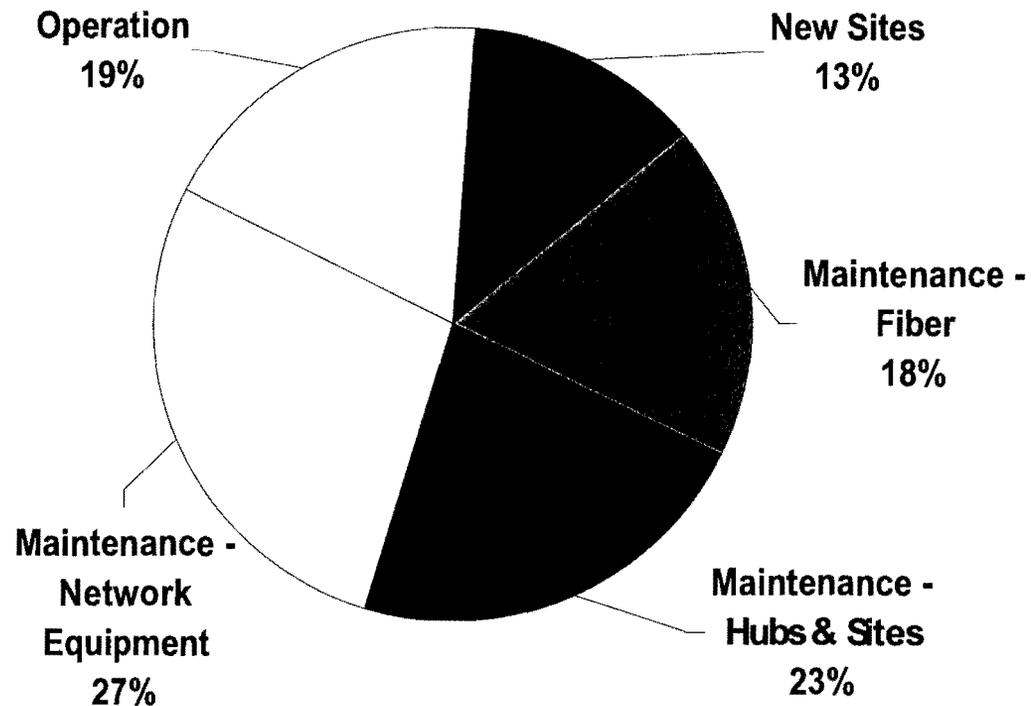
	FY10	FY11	FY12	FY13	FY14
Contract	\$ 279,657	\$279,657	\$296,436	\$296,436	\$314,223
Staff		\$237,857	\$249,750	\$262,238	\$275,349
SAVINGS		\$41,800	\$46,686	\$34,199	\$38,873

FIBERNET

- **FY11 OPERATIONS**
- **FY11 CIP**
- **FY11 ACCOMPLISHMENTS**

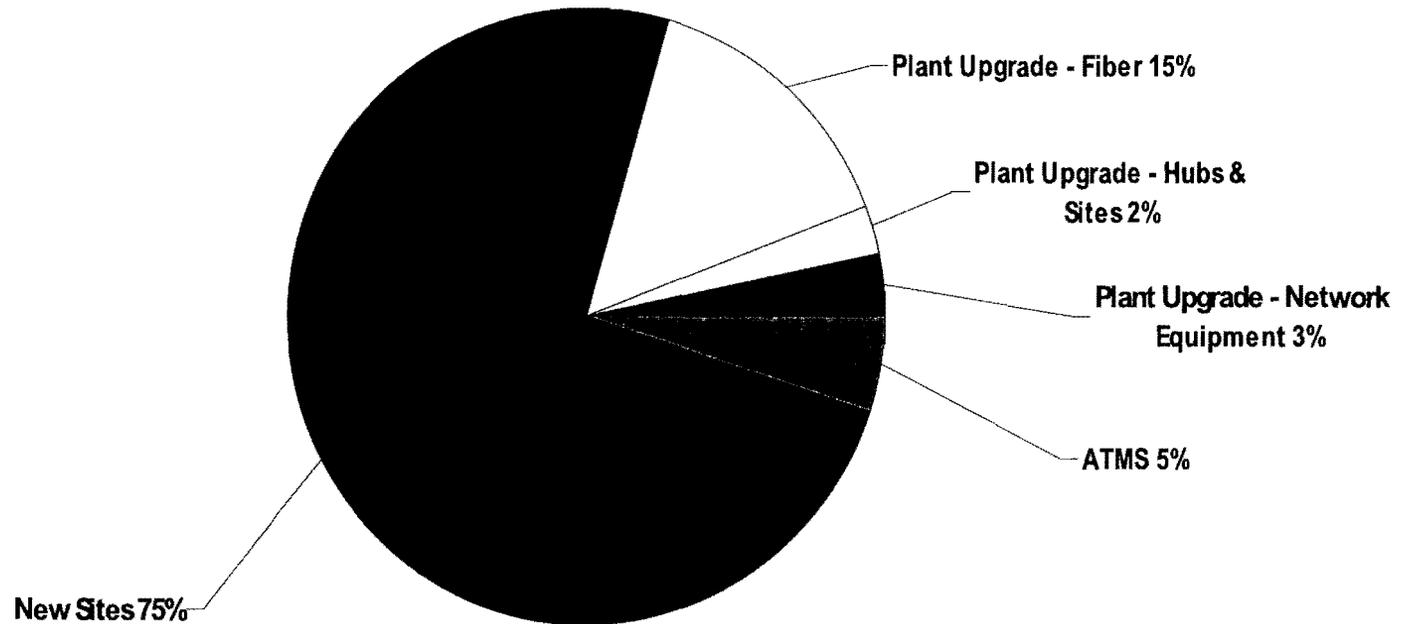
FiberNet – FY11 Operations

FiberNet Projected Operations Budget FY11



FiberNet – FY11 CIP

FiberNet FY11 Projected CIP Budget



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FiberNet – Accomplishments

NEW SITES ADDED TO FIBERNET	Actual FY08	Actual FY09	Projected FY10	Projected FY11
	31	17	17	28

FY09-FY10 Accomplishments

- 28 new sites added, bringing total FiberNet site to 301
- 34 new sites in construction pipeline, including 31 elementary schools
- Provided technical support for Council briefings and ARRA grant applications

FY11 Goals

- Continue construction of 10 sites added to construction pipeline in FY10.
- Complete migration of all sites to FiberNet II
 - Only 800 MHz public safety communications traffic will remain on FiberNet I