

Worksession

MEMORANDUM

February 9, 2012

TO: Government Operations and Fiscal Policy Committee
FROM: Dr. Costis Toregas, Council IT Adviser *CT*
SUBJECT: Review - Preliminary Cable Television and Communications Plan

Expected to attend:

Dieter Klinger, Acting Chief Information Officer, Department of Technology Services
Mitsuko R. Herrera, Cable and Broadband Administrator, Department of Technology Services
Representative from the Office of Management and Budget
Members of the Public Education and Government (PEG) Network
Richard Wells, Chair of the Cable Communications Advisory Commission

Staff Recommendations:

1. Engage the PEG network in a dialogue regarding new mechanisms for allocating and managing Cable Plan resources, self governance of the PEG network, and the development of strong leadership that can change the PEG direction and tangible outcomes.
2. Indicate preferences for the FY13 Cable Plan programs and suggested approaches to PEG governance; the efforts of the PEG members, articulated in their two planning documents, should be endorsed and supported for additional development and implementation.
3. Encourage the increased use of shared infrastructure and shared outcomes from Cable Plan investments.

Background

The authorizing legislation for the FY12 Operating Budget contains the following paragraph in the Cable Plan Resolution:

“ ... General Provisions p. 5-89 FY2013-2018 Cable Plan The Executive must submit a preliminary 6-year Cable Communications Plan for FY 2013 through FY 2018 to the Council no later than January 15, 2012...”

The County Executive submitted a document titled “Preliminary FY2013 Cable Communications Plan” to the Council President on January 24, 2012 (see © 1-18 for this submission). In addition, three other documents have been submitted to the Council IT Adviser as additional input and detail for this Plan:

- The Public, Governmental and Educational network (PEG) provided a draft report on January 27, 2012, titled “The New PEG Network (WatchlocalTV.org) – The next six years” (© 19-22).
- The PEG network also submitted a draft report titled “PEG Governance Advisory Board”, dated February 7, 2012, in response to a request by the Committee in its February 6, 2012 worksession. This report is on © 23-27.
- Finally, the chair of the Cable Communications Advisory Committee, Richard Wells, submitted a copy of an email and position paper that was originally sent to Timothy Firestine, CAO; Ramona Bell Pearson, ACAO; Jennifer Hughes, Director, Office of Management and Budget; and Alex Espinosa, Operations Manager, Office of Management and Budget. This email and position paper are on © 28-31.

The current worksession will enable the Committee and stakeholders to amplify on this information to provide early reactions and guidance before the Executive’s final Cable Plan is developed and released on March 15, 2012.

Staff comment regarding each input document

Preliminary FY2013 Cable Communications Plan

The document provided by the Executive in response to the requirement for a 6-year Cable Plan is not fully responsive to this requirement. Indeed, there is no 6-year Plan, nor is there information, regarding revenues and expenditures over an extended period of time. Staff understands that the reason for this is the delay in obtaining FY11 final financial numbers (CAFR), and that the soonest OMB states that this may be available will be the end of the month.

Instead, the Executive has provided a very useful and much needed re-casting of the Cable Plan in a programmatic (rather than organizational) manner, and provided figures for County investments in specific areas of concern to residents (such as public safety and transportation). The document stops short of projecting program and organizational priorities over the upcoming six years, something that the Committee could use to establish useful input for the formulation of the final FY2013-2018 Cable Plan.

The tables on © 2-3 are extremely instructive. They provide a picture of the de facto priorities within the FY12 Cable Plan, as well as a high-level explanation of where the major portions of the \$25 million fund are allocated and being spent this year. In addition, the total number of work years (WYs), 81.1, broken down by program function and program area on © 2, permits not only a review and appreciation of where employees are assigned to work, but also suggests that future Plans may reverse the process and suggest personnel allocations not by agency but by program function and area. For example, two high resident-interest areas, Youth, Seniors & Accessibility and Transportation & Mass Transit, receive 4.7 WYs and 1.6 WYs (from the total pool of 81.1 WYs that the Cable Plan funds). The question of whether this allocation is adequate or needs bolstering (at the expense of another area of focus, since there is a finite number of WYs to be disbursed) is a fertile one but has never been asked, since this type of data breakdown was not available. It is now possible to ask these “what if” questions and organize

the investments of the Cable Plan in a manner that reflects the preferences of the Committee. The Committee should be prepared to review such program allocations in the Executive's final Plan and to suggest modifications if they do not match the Committee's own perspectives and priorities.

The document provides detailed descriptions of how the Cable Plan revenues are spent by program area on © 6-14, as well as a list of expected FY13 "future innovations" by these categories. However, it is not clear how these programmatic priorities are developed, monitored, and successfully deployed across the many organizations receiving funding and assignments in the areas. The management strategy to deliver the results across network members is not documented and suggests more work is needed. For this reason, the governance of the PEG network has become a high priority for the PEG members and is addressed in some of the other submissions.

Finally, © 15-16 has a 3-year plan for one specific project that the Executive is highlighting - that of upgrading the signal transmission facilities across the network to High Definition (HD). The evaluation of this particular project must await the cost and benefit parameters that should be included in the final Cable Plan submission expected on March 15, 2012. The Committee has reviewed this project idea in prior submissions, and should be in a position to make a final determination on the efficacy and desirability of such a plan after reviewing the final Cable Plan.

"PEG Governance Advisory Board"

This document reflects the first effort of the PEG network to document major accomplishments and articulate a set of Guiding Principles (see © 21) which it believes are important to drive the creation of a Plan. The major accomplishments are listed as:

- Weekly news
- Social media
- Video on demand
- Foreign language programming
- Live
- Feedback
- Annual retreat

In addition, a series of hoped-for new strategies for FY13 are detailed; they include:

- PEG shared governance
- Accountability
- Clarity
- Cooperation
- Staff training
- Replacement equipment
- Website

These Guiding Principles have been expanded and detailed in the next document to be reviewed.

“PEG Governance Advisory Board”

This document begins the difficult process of creating a new governance structure for the PEG network. It is very challenging to reach consensus amongst the nine very different entities that make up the PEG network, more so since there is no explicit, visible governance mechanism. This document begins by stating the desire of the PEG members to have a “more formal organization of its members to oversee certain issues that directly or indirectly impact all nine channels of the organization”. An explicit governance model with a four member Governance Board, a board chair and vice chair, a financial distribution and quality evaluation function, and a single spokesperson for the network, are all suggested in this document. While it is only a draft, the document makes significant inroads in designing a governance structure that will eventually be implemented and serve all PEG members. Elimination of duplication and the development of incentives for each member to perform against collective goals are but two expected outcomes from the joint strategy defined and agreed to by all four of the major stakeholders (MCM, MCPS, MCTV and CCM).

Circle 26 suggests a change in the way the PEG budget is disbursed. While there are details to be worked out, Council staff is supportive of this approach, as the ultimate driver for any significant change within an organization is aided or impeded by a budgetary influence. The County Charter will define the details of any budgetary shift; however, the principle of shared budget authority against focused outcomes and quality results is an option whose time may have arrived in the Cable Plan framework.

Finally, © 27 gives a series of high-level goals to be accomplished over the next six years. While the details of such priority lists cannot be made available before the issuance of the final Plan by the Executive, nevertheless the Committee may want to review them carefully and indicate preferences and concerns if they were all to be endorsed and included in the final version of the 6-year Plan.

CCAC email and Position Paper

The Cable and Communications Advisory Committee provides advice to the Executive and Council on matters involving telecommunications. It is made up of volunteer residents, many of whom have technical backgrounds and all of whom have a deep interest in Cable and, more broadly, telecommunications issues. The document they have transmitted to the CAO and his staff makes four specific points:

Transfers to the County General Fund should be reduced and balances used not for cable purposes but to lower Cable Fees

Although the topic of restrictions on Cable Fund revenue use has been debated over the years, it appears that the major bulk of the revenue stream (the 5% franchise fee which generates \$15 million of the \$24 million revenues budgeted for FY12) is totally unrestricted and not tied to any prior condition on its use. Therefore, staff does not find merit in the argument, and would expect that the CAO will reach a similar finding.

Cable set-top boxes and FCC perspectives

The ability for subscribers to buy set-top boxes outright rather than to have to pay fees which total many times the actual box cost, and the energy efficiency ratings of these boxes, are two areas where the CCAC has been a pioneer in shining the light on important consumer issues. It will be interesting to see whether the FY13 budget will allow a response to these two important and justified requests.

Franchise Enforcement

The Committee is interested in supporting the Cable Office's efforts in the refranchising process for Comcast, as well as advocating for additional resources within the Cable office to bolster their enforcement function. It maybe that CCAC member participation in public hearings may argue for such support most effectively.

Lack of online PEG channel programming guide

The Committee has focused for some time now on the lack of online information regarding PEG channel programs; this lack may be due to technology or to financial constraints on the part of the franchisees, but the Committee makes the excellent argument that such discriminatory treatment should not exist. The Committee discussed this issue in its February 6 worksession and is familiar with the position taken by some of the franchisees. A more comprehensive picture may emerge during the Operating Budget process.

Staff Suggestions for Discussion

The Committee will have a chance to discuss the budget details of the Cable Plan after the Executive submits his FY13 budget on March 15, 2012. However, it is critical that an effort be made to identify early priorities at the strategic level and share these with the PEG members and Executive staff. In order to do so, two presentations might be helpful: a look forward into the revenue expectations from Cable franchises and other similar sources, and a consideration of the dilemmas of individual and collective requirements of the PEG members.

To address the first, an analysis is made difficult by the delay which the Executive has found necessary to impose on the delivery of a full 6-year Plan, including revenue estimates. However, the current FY12 Cable Plan (see © 32-33) has such estimates which, although a year old by today's standards, still give an impression of where things may end up. From © 32, one can see that revenues from this important source are expected to continue their increase over the next few years. Revenues might go from \$25m in FY13 to \$28.3m in FY17, the last year where forecasts were provided in the FY12 Cable Plan. This means that the Committee may expect a cautious increase in available revenues to allocate to desired projects (or transfers to the General Fund as has happened in years past).

However, the biggest challenge is to view this complex Plan, with many moving parts, estimates, and stakeholders with different internal expectations for performance and investment, in a coherent manner. To help do this, © 34 provides a visual representation of the inputs, as well as outcomes, of the Cable Plan process. In this image, the budgetary inputs from the Cable Plan are absorbed by the 9 PEG members in both common infrastructure (such as FiberNet, the high speed network used by all PEG members) and unique infrastructure investments driven by each entity. On the outcome side, there are similar allocations following mission-driven outcomes desired by each organization and a smaller

number of common, shared initiatives that may be shared County-wide. This picture may not provide much useful content by itself, but allows for fertile discussion when contrasted by the picture on © 35. There, in some distant future, the allocation between stand alone and collaborative inputs, as well as outputs, have been reversed, reminding PEG members of the importance of shared action and shared governance in the area of common outcomes and the reduction of inefficient spending on the input side.

Which of the two visuals defines a more desirable future for the County residents? The Committee may want to take a position on this question and help define a future strategy that will take the Cable Fund and its stakeholders from the current role of an agent for supporting “what is” to a far more dynamic role of asking “what should be”, and then driving the necessary change to accomplish it.

Attachments:

1. Executive Plan © 1-18
2. PEG report 1 © 19-22
3. PEG report 2 © 23-27
4. CCAC © 28-31
5. FY12 Cable Plan © 32-33
6. Two Images © 34-35



OFFICES OF THE COUNTY EXECUTIVE

M E M O R A N D U M

Isiah Leggett
County Executive

Timothy L. Firestine
Chief Administrative Officer

January 24, 2012

TO: Roger Berliner, President
County Council

FROM: Isiah Leggett, County Executive 

SUBJECT: Preliminary FY2013 Cable Communications Plan

Pursuant to Montgomery County Council Resolution 17-157, General Provision Section 8, the County Executive hereby submits a Preliminary Cable Communications Plan. Attached is:

- An estimated distribution of the FY12 Approved Budget, broken out into program functions and program areas;
- FY12 highlights and current initiatives;
- FY13 future initiatives (initiatives requiring additional funding in FY13 are noted with an *);
- Current and potential future performance measures; and
- HD transition strategic equipment plan for County-supported public, educational, and government access channels.

FY11 expenditures and anticipated future revenues will be submitted as part of the FY13 budget on March 15, 2012. Information about the FiberNet CIP, which is also funded by the Cable Fund, will be provided separately as part of the County's Executive's CIP submission.

The information provided here has been developed by staff from the Office of Cable and Broadband Services, the Department of Technology Services, the Department of Transportation, Montgomery College, Montgomery County Public Schools, and Montgomery Community Media, in consultation with County Council staff, and is intended to provide the Council with information about the services supported by the Cable Fund. On March 15, 2012, I will recommend to the Council my FY2013 Operating Budget for the County. At that time, I will also recommend resource allocations for the Cable Fund for FY2013.

For additional information, please contact Mitsuko R. Herrera, Cable and Broadband Communications Administrator at 240-777-2928 or Mitsuko.Herrera@MontgomeryCountyMD.gov.

Attachment

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PRELIMINARY FY2013 CABLE COMMUNICATIONS PLAN

PROGRAM FUNCTION ESTIMATES	FY12 Approved				
	WYs	Personnel*	Operating	Total	%
Information	20.4	\$ 1,950,703	\$ 746,174	\$ 2,696,877	25.3%
Infrastructure Operation & Maintenance	6.7	\$ 567,420	\$ 1,277,265	\$ 1,844,685	17.3%
Community Engagement	18.1	\$ 1,142,282	\$ 435,678	\$ 1,577,960	14.8%
Mgmt, Oversight & Prof Dev	12.2	\$ 1,113,077	\$ 280,869	\$ 1,393,946	13.1%
Enforcement, Regulation & Policy	5.2	\$ 479,042	\$ 536,022	\$ 1,015,064	9.5%
Transparent Government	9.1	\$ 860,514	\$ 90,288	\$ 950,802	8.9%
Multiculturalism & Accessibility	6.4	\$ 537,727	\$ 319,419	\$ 857,146	8.0%
Technology Investment	3.0	\$ 265,819	\$ 62,080	\$ 327,899	3.1%
Subtotal (Program Expenditures)	81.1	\$ 6,916,583	\$ 3,747,795	\$ 10,664,378	100.0%

PROGRAMS AREA ESTIMATES	FY12 Approved				
	WYs	Personnel*	Operating	Total	%
1. General Government & Operations	16.5	\$ 1,494,422	\$ 1,652,054	\$ 3,146,476	29.5%
2. Education	14.6	\$ 1,516,146	\$ 161,630	\$ 1,677,776	15.7%
3. Job Creation, Economic Empowerment & Dev.	15.1	\$ 808,092	\$ 412,293	\$ 1,220,385	11.4%
4. Public Affairs	8.6	\$ 751,226	\$ 234,557	\$ 985,783	9.2%
5. Youth, Seniors, and Accessibility	4.7	\$ 381,292	\$ 321,795	\$ 703,087	6.6%
6. Housing & Community Infrastructure	2.1	\$ 220,424	\$ 440,050	\$ 660,474	6.2%
7. Consumer Protection	4.2	\$ 440,000	\$ 157,350	\$ 597,350	5.6%
8. Public Safety	2.4	\$ 243,140	\$ 110,880	\$ 354,020	3.3%
9. Technology & Science	3.5	\$ 320,556	\$ 5,000	\$ 325,556	3.1%
10. Arts & Entertainment	3.5	\$ 225,268	\$ 92,043	\$ 317,311	3.0%
11. Environment & Energy	2.5	\$ 196,823	\$ 70,655	\$ 267,478	2.5%
12. Transportation & Mass Transit	1.6	\$ 168,376	\$ 28,680	\$ 197,056	1.8%
13. Faith & Community Organizations	1.8	\$ 150,818	\$ 24,958	\$ 175,776	1.6%
14. Health & Nutrition	-	\$ -	\$ 35,850	\$ 35,850	0.3%
Subtotal (Program Expenditures)	81.1	\$ 6,916,583	\$ 3,747,795	\$ 10,664,378	100.0%

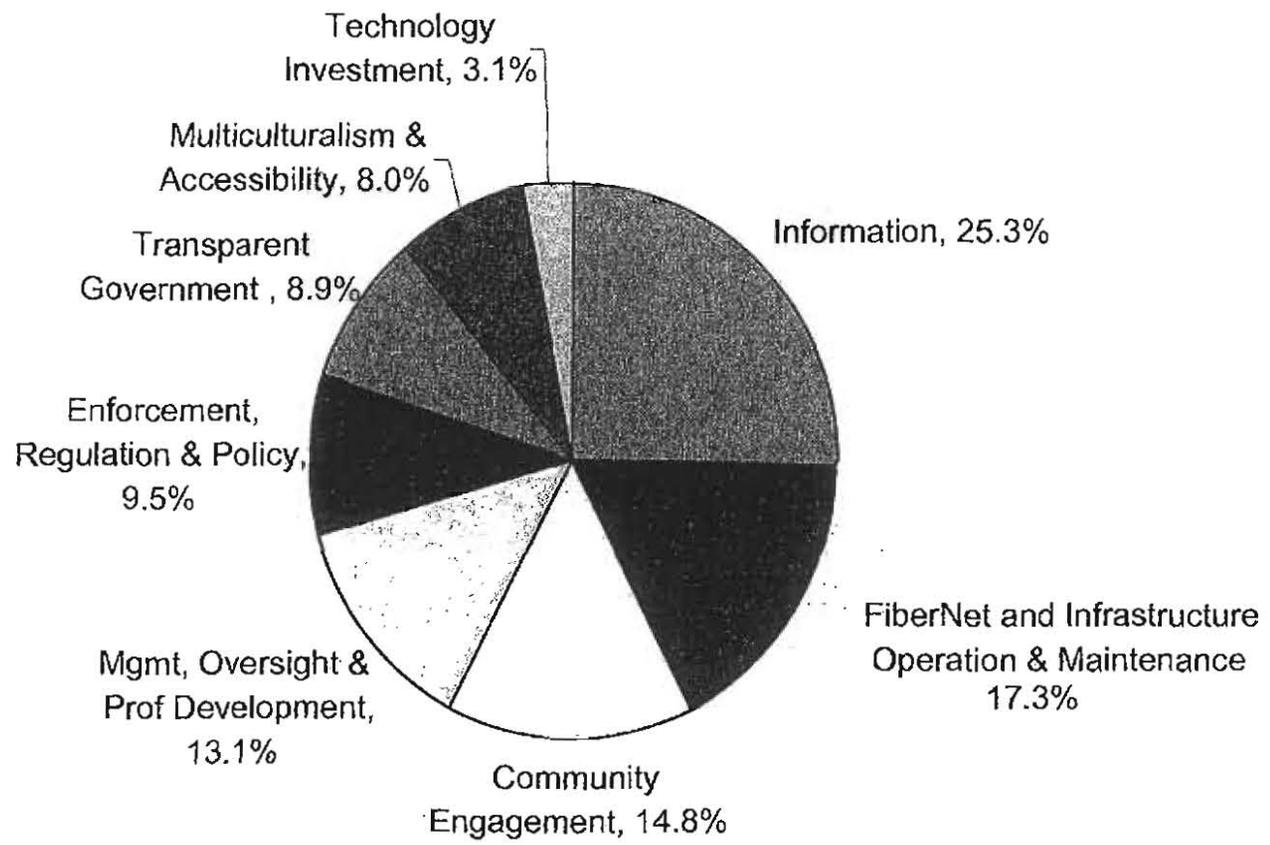
FY12 APPROVED CABLE FUND	FY12 Approved			
	WYs	Personnel*	Operating	Total
Program Expenditures	81.1	\$ 6,916,583	\$ 3,747,795	\$ 10,664,378
Subtotal (Program Expenditures)	81.1	\$ 6,916,583	\$ 3,747,795	\$ 10,664,378
Municipal Pass Through				\$ 1,273,000
General Fund Transfer				\$ 8,086,000
Subtotal (All Non-Capital)				\$ 9,359,000
CIP Capital (FiberNet CIP)				\$ 2,140,000
PEG Capital (Production Equipment & Facilities)				\$ 955,000
Municipal Capital Pass Through				\$ 1,976,000
Subtotal (Capital)				\$ 5,071,000
TOTAL	81.1	\$ 6,916,583	\$ 3,747,795	\$ 25,094,378

*Personnel costs are prorata distribution of total costs, not allocation of specific personnel costs. Personnel costs include benefit costs.

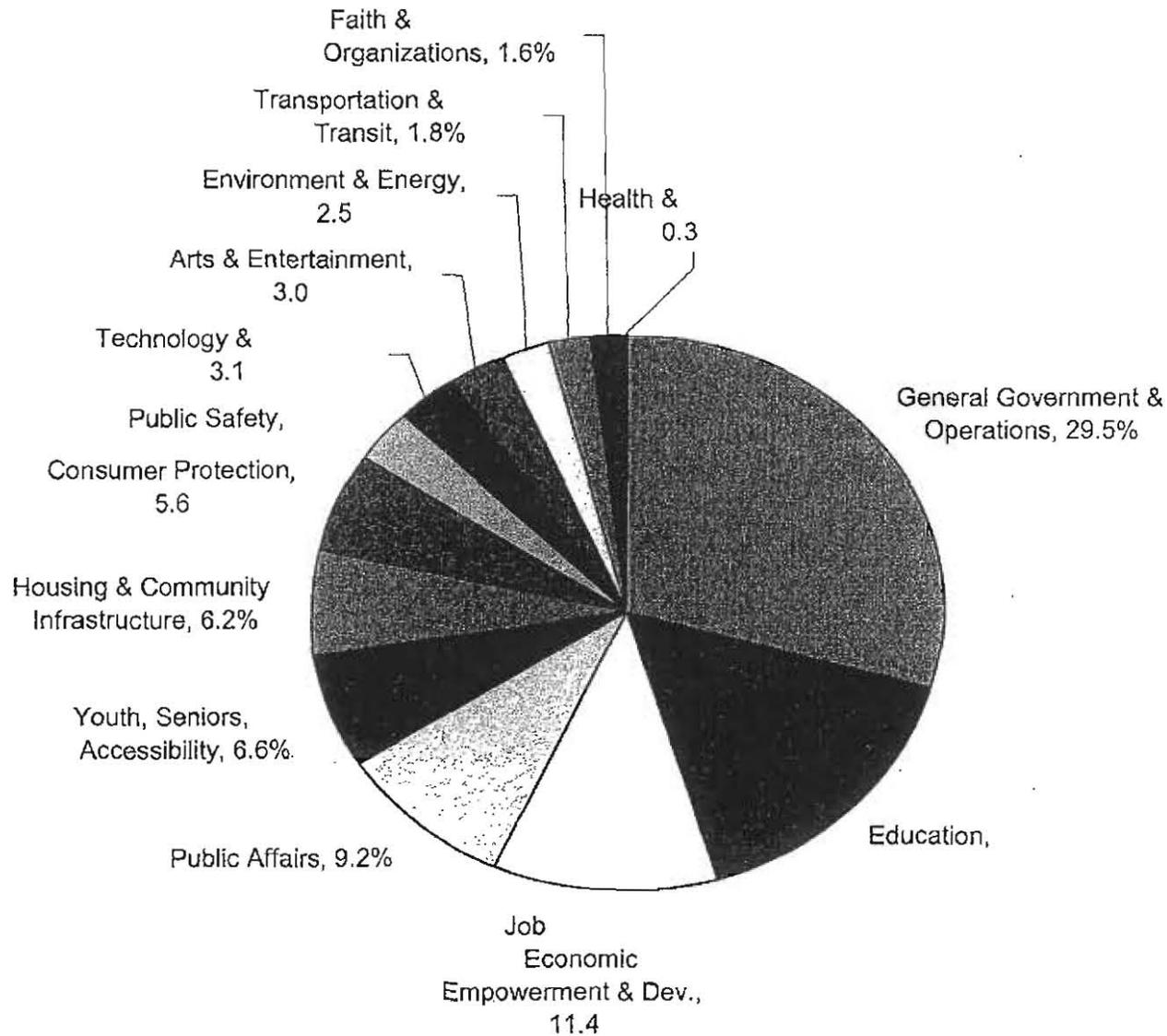
PROGRAM FUNCTIONS - Legend	
Transparent Government	Raw content, such as council, school board and agency meetings
Information	One-way communications, such as PSAs, programs, panels, lectures
Community Engagement	Two-way communications, call to action, community training, new media distribution, media literacy, broadband training
Multiculturalism & Accessibility	Specialized access, including language, closed captioning; other specific cultural or demographic focus
Infrastructure Operation & Maintenance	Operation and maintenance of infrastructure and equipment, including FiberNet operations and maintenance
Technology Investment	Labor and contract costs related to capital purchases of equipment or infrastructure construction.
Enforcement, Regulation & Policy	Cable regulation, complaint resolution, FCC, federal & State legislation, tower & antenna siting
Mgmt, Oversight & Professional Development	Internal reporting, contract and budget development and administration, grant writing and implementation, staff training

PROGRAM AREA definitions are provided below in individual sections.

FY12 Estimate Budget Distribution by Function



FY12 Estimate Budget Distribution by Area



1. General Government & Operations			
<i>General operations, general County coverage, FiberNet and overall institutional support (e-mail, Internet, phones, etc)</i>			
FY12 Work Years	16.5	FY12 Total	\$ 3,146,476 Percentage of Cable Fund 29.5 %
FY12 Highlights	Current Priorities		FY13 Future innovations
--Televised, Internet streaming and video-on-demand coverage of <i>County Council meetings, Town Hall Meetings, County Executive announcements (press events, budget releases and forums); summaries of Council actions, One-on-One (monthly County Executive), In the Loop (Agency/Dept Heads), Community Connection (community information), President Pollard's video blog, 24/7 MC News Ticker, Montgomery College Commencement</i> -- Twitter, Facebook, YouTube -- FiberNet Operation	--Launch MCM Word Press 3.0 broadband video and social media website with full search engine optimization --Expand coverage of Council Committee sessions --Redesign CCM and Cable Office website and add key work tags to make information more accessible and searchable --ARRA implementation, FiberNet backbone and hub improvements and security enhancements --Comcast cable renewal government and education content needs assessment --Finalize WatchLocalTV.org governance structure		--Complete implementation of ARRA grant to expand FiberNet to all elementary schools and 19 HOC sites* --Develop automated process to transcode television media into Internet media (i.e., reduce the labor required to convert content and make more content available on-line content)* --Develop MCM mobile application mobile video applications and additional video pod casts --Miss Utility Compliance*
FY12 Performance Measures Hours of Council and Committee Meetings Number of Council Committee Sessions Televised Number of County Executive Press Events with Video Coverage Hours of volunteer MCM Studio Usage (2,572) MCM Studio Production Sessions (412) FiberNet Sites (383) Number of YouTube Channel Visitors and Video Views (182,987 / 222,753) Unique Visitors to Channel Home Page, Hits to Channel Webpage Content & Video-on Demand Views (670,407 / 4,332,370 / 37,547)			

*Denotes additional funding required to implement new initiative.

2. Education			
<i>Board of Education, Coursework, STEM (science, technology, engineering, math), reading, language instruction, Homework Hotline, personal development</i>			
FY12 Work Years	14.6	FY12 Total	\$ 1,677,776
		Percentage of Cable Fund	15.7 %
FY12 Highlights		Current Priorities	FY13 Future Innovations
Board of Education meeting coverage and wrap-up, Homework Hotline Live!, Math Dude (Algebra 1), Mi Escuela Es Su Escuela, County ED Committee, MCCPTA monthly meetings, MC In Focus (student produced weekly newscast), MC Instructional podcasts, Campus Conversations (studio interview series)			--Aggregate Public Schools and parenting content on MCM community website --Instructional videos and multimedia learning objects that compliment curriculum and help spoken word concepts "stick" for visual learners, ESOL and DSS students --Lecture capture pilot*
FY12 Performance Measures Hours of Board of Education Meetings Homework Hotline Live! Student Inquiries (2,798) Hours of Spanish Language Life-long Learning Programs (850) MC Students Provide Media Training Instruction MC Media Training Interns			

3. Job Creation, Economic Empowerment & Development			
<i>Vocational media training, small business, business improvement districts, large employers or employment fields</i>			
FY12 Work Years	15.1	FY12 Total	\$ 1,220,385
		Percentage of Cable Fund	11.4 %
FY12 Highlights	Current Priorities		FY13 Future Innovations
<p><i>Montgomery Works (job tip videos and on-air campaign), Rockville Rewards media partner, MC career training program (health science, automotive, computer, web, etc.), press coverage of MC and County/business economic development partnerships), Crossroads Café ESOL (series provide life skills information to help recent immigrants assimilate in Montgomery County)</i></p>			<p>--Las Compañías Hispanas Hoy (Montgomery County Hispanic Business News) --MCM Digital Media Lab for broadband training* --WebLEAP internship program (stipends for interns in digital technology study/work placement program at MC) --Hands on training for MC students in fields of Communication Arts, Engineering, Journalism, Film, Marketing, as well as placing MCTV student interns at other government agencies & local businesses --Video Resumes for MC Students, Alumni and County residents --Sportscaster Immersion Camp - offering for Workforce Development & Continuing Education students & general public</p>
<p>FY12 Performance Measures Number of Media Training Citizen Graduates (904) Number of Media Training Professional Certifications (503) Hours of Media Training and Instruction Provided to Residents & Professionals (16,000) Number of Volunteer Hours Contributed to Create Community Programming (15,000) Hours of First Run Community Produced Programming (1,580)</p>			

4. Public Affairs			
<i>General lectures, elected official dialogues, independent news and analysis, human rights and veterans</i>			
FY12 Work Years	9.7	FY12 Total	Percentage of Cable Fund
		\$ 985,783	9.2 %
FY12 Highlights	Current Priorities		FY13 Future Innovations
<i>County Report This Week ("CRTW") (weekly information, also includes segments about education, green energy, police, pet adoption, and recreation), 21 This Week (weekly public affairs), No Boundaries (County leaders exchange views with leaders from other governments), Bottom Line (in-depth look at current and future County issues), Did You Know (Montgomery County informational shorts), How County Budget Works, Budget Bites educational PSAs, MCM Cultural Heritage Month PSAs (Asian-Pacific, Black, Caribbean, and Hispanic), Our Veterans, Our Warriors, American-Indian Past Present, Egyptian Revolution, MC veterans programs, American Veteran, candidate forums</i>	<ul style="list-style-type: none"> --Vote 2012 Election multiplatform coverage with free airtime and web video for 100 Montgomery County candidates --Revista Semanal Montgomery (Spanish language public affairs series) --Cable renewal viewer survey and information assessment 		<ul style="list-style-type: none"> --Launch MoCo public affairs program block, video blog, and aggregate content on MCM community website -Partner with non-English language media outlets --Knight Foundation Community Information Assessments
FY12 Performance Measures			
Hours of Public Affairs Programming (1,397)			

5. Youth, Seniors, and Accessibility			
<i>Programs targeted to children or parents, seniors, disability community, youth produced programs, stipends and internships</i>			
FY12 Work Years	4.7	FY12 Total	\$ 703,087
			Percentage of Cable Fund
		6.6 %	
FY12 Highlights		Current Priorities	FY13 Future Innovations
<i>Backpack Beat (youth short subject programs), Agricultural Fair (PSAs, specials, outreach booth), Seniors Today, Did You Know? (episodes featuring questions asked by seniors), Gateway to College High School Drop Out Crisis program, Fit, Fabulous & over 50 (exercise series), Oral Histories of Ross Boddy Community Center Seniors, Latino Klds: Video Youth Training Workshop</i>		--Screen Gandhi Brigade youth-produced documentaries	--Girl Scout Digital Media Badge program --Teen Week In Review (English & Spanish) --Digital Media Lab* --Restore closed captioning for MCPS BOE and MC programs* --Youth media training support* --MCPS paid student media internships* --Partnerships with non-English language media outlets --On-air/on-line series on student success profiles wrapped with MC information that appeals to young adult students and prospective students
FY12 Performance Measures			
Hours of quality Spanish language children's programming (3,152)			
Hours of VVB/Washington Ear programming (audio news and commentary for the visually impaired) (1, 299)			
Number of youth media summer camp attendees			
Hours of Original Programming Closed Captioned (First Run)			
Hours of Acquired Programming Closed Captioned (First Run)			
Percentage of Original and Acquired Programming Closed Captioned (First Run)			

6. Housing & Community Infrastructure			
<i>Affordable housing, libraries, parks, code enforcement, livable communities, planning</i>			
FY12 Work Years	2.1	FY12 Total	Percentage of Cable Fund
		\$ 660,474	6.2 %
FY12 Highlights	Current Priorities	FY13 Future Innovations	
MNCPPC Meetings (live Internet coverage), Montgomery Plans (Planning board summaries and community highlight), Mortgage Solutions (Mark Rigney series), PHED Committee coverage, Urban Flow (show about urban living), Paths to Present (history of neighborhoods and businesses) -- Transmission Facilities Application Review	--Open Government Socrata pilot (towering siting data) --Revise Tower Ordinance --Revise Cable Ordinance	--Lobby FCC to update RF emission information --Silver Spring Digital Media Library Support Planning --Silver Spring Civic Center Audio-Video Upgrade* --In-field electronic inspection violation filing	
FY12 Performance Measures Number of MNCPPC Meetings Number of Transmission Facilities Applications Processed (200) Average Days to Process Transmission Facilities Applications (30)			

7. Consumer Protection			
<i>Consumer education and advocacy, including regulatory enforcement and complaint resolution</i>			
FY12 Work Years	4.2	FY12 Total	Percentage of Cable Fund
		\$ 597,350	5.6 %
FY12 Highlights	Current Priorities	FY13 Future Innovations	
Cable complaint handing and inspections, on-line complaint filing, Cable Communications Advisory Commission and Cable Compliance Commission staffing support, federal regulatory filings regarding increasing cable rates and escalating equipment requirements and costs, cable rate regulation, Comcast "truck trip fee" disclosure and settlement --Consumer Compass	--Comcast renewal customer satisfaction survey --Energy efficiency information for cable boxes --Open Government Socrata pilot (provider complaints and inspections) --On-line cable satisfaction and viewer surveys	--Cable Office website FAQs --Local channel electronic program guide information on Verizon -- Consumer Watch video blog content partnership*	
FY12 Performance Measures Number of Cable Providers Complaints Handled (1,200) Amount of Refunds and Credits Secured Through Complaint Resolution (\$ 71,000) Percent of Customers Satisfied with Cable Office Complaint Handling (95 %) Percentage of Daily Cable Work Sites Inspected Percentage of Daily Cable Work Sites Found to Be Code Compliant (90 %)			

8. Public Safety			
<i>Police, fire and rescue, fire and crime awareness and prevention</i>			
FY12 Work Years	2.4	FY12 Total	\$ 354,020 Percentage of Cable Fund 3.3 %
FY12 Highlights	Current Priorities		FY13 Future Innovations
<i>Public Safety County Committees, Perils for Pedestrians, Distracted Driver Course (PSAs), Cybersecurity Awareness, Emergency messaging and weather closures, Crime Solvers (CRTW segment)</i>			<i>--Policia y Usted (MCM Spanish language County Police access series and blog posts) --Crime prevention programming</i>
FY12 Performance Measures (Develop -- Crime Solvers: Number of Tips Phoned In From CRTW Viewers)			

9. Technology & Science			
<i>Technology training, astronomy, computer science, physical sciences, media literacy, broadband training</i>			
FY12 Work Years	3.5	FY12 Total	\$ 320,556 Percentage of Cable Fund 3.1 %
FY12 Highlights	Current Priorities		FY13 Future Innovations
<i>MC Science, Technology, Engineering & Math series and instructional podcasts, distance learning educational technology showcase series, Future Scientist Video and MD Science Bowl keynote speakers</i>	<i>--Obtain statistics for Comcast low income broadband training program --Advocate for performance measures and outcomes for federal-private cable industry broadband adoption programs</i>		<i>--Seek funding for broadband training programs --Broadband availability and wi-fi use survey</i>
FY12 Performance Measures			

10. Arts & Entertainment			
<i>Art & performance events, artist and venue profiles, general human interest, quirky, author series</i>			
FY12 Work Years	3.5	FY12 Total	\$ 317,311
		Percentage of Cable Fund	3.0 %
FY12 Highlights	Current Priorities		FY13 Future Innovations
<i>Silver Spring Jazz Festival and Blues Festival (10-part mini-series), Mid-Atlantic Jazz Academy and Festival (6-part mini-series), MC Performing Arts Series, State of the Arts (magazine show), MC Humanities authors and guest lecture series, Hidden Treasures (little known gems in Montgomery County), weekly arts events calendars (Arts and Humanities Council weekly, Do & Go Minutes, AFI Minute, Community Connections, CRTW, Around County), Smithsonian Fellows programs and presentations, F. Scott Fitzgerald Literary Conference, Holocaust Commemoration (annual event coverage)</i>	--Capture and broadcast all major Montgomery County arts festival events		--Feature stories of successful pet adoptions
FY12 Performance Measures (Develop – Pet-of-the-Week: How Many Featured Pet Have Been Adopted or Increase in Pet Adoptions)			

11. Environment & Energy			
<i>Environment health, green initiatives, biofuels, community gardens, energy efficiency</i>			
FY12 Work Years	2.4	FY12 Total	\$ 267,478
		Percentage of Cable Fund	2.5 %
FY12 Highlights	Current Priorities		FY13 Future Innovations
<i>Think Green! (County's only environmental TV series), Think Green Minutes (tip on living 'green'), Parks, Rec and Roll (County uses of preserved environmental spaces), Montgomery County Green Gala Awards, live coverage of Chesapeake Bay Volunteer-a-thon, Transportation, Infrastructure, Energy & Environment Council Committee Meetings, MC Green on the Scene</i>	--Media partnership with Bethesda Green		--Aggregate local environmental news on MCM community website
FY12 Performance Measures			

12. Transportation & Mass Transit			
<i>Roads and public transportation, bicycling, pedestrian safety</i>			
FY12 Work Years	1.6	FY12 Total	\$ 197,056
		Percentage of Cable Fund	1.8 %
FY12 Highlights	Current Priorities		FY13 Future Innovations
Live traffic camera coverage (35 hours weekly), <i>Transportation, Infrastructure, Energy & Environment Council Committee Meetings, Montgomery Plans</i> (planned transportation improvement projects), <i>Bus Rapid Transit Special</i>	--Upgrade and group traffic camera coverage into 4 major routes/County areas		--FiberNet support for bus rapid transit and 'next bus' notification system
FY12 Performance Measures			

13. Faith & Community Organizations			
<i>Religious programming, general non-profit support and partnerships</i>			
FY12 Work Years	1.8	FY12 Total	\$ 175,776
		Percentage of Cable Fund	1.6 %
FY12 Highlights	Current Priorities		FY13 Future Innovations
--Non-Profit Day Professional Media Training --Studio 501-C3 (series features Montgomery County NPO business leaders), <i>Pledge 25 media sponsor (PSAs, TV specials, news briefs), Make a Difference (highlights volunteer opportunities)</i> --Free cable service to County non-profits	--Develop Google/YouTube Choir (faith organization-based broadband training) curriculum proposal --Launch Spanish language inspirational 5-hour weekly programming block		--Obtaining foundation funding for Google/YouTube Choir
FY12 Performance Measures Hours of Inspirational Programming (2,633) Hours of Community Programming (1,755) (Develop – How has media campaign improved NPO outcome)			

14. Health & Nutrition			
<i>HHS initiatives, public health, fitness, local foods, community gardens, gardening, sports</i>			
FY12 Work Years	0.0	FY12 Total	\$ 35,850
		Percentage of Cable Fund	0.3 %
FY12 Highlights	Current Priorities		FY13 Future Innovations
MC athletic events coverage, <i>Deak's Fitness, Getting Fit, Healthy Living, Jazz Cardio Stretch, Food for Thought (nutrition series), Feel the Burn Exercise series, Parks Rec and Roll (featuring County recreation information)</i>			
FY12 Performance Measures Hours of Health Programs (302) Hours of Sports Programs (260)			

HD Transition: Equipment Upgrade Plan			
	FY13	FY14	FY15
Field Acquisition (ENG cameras & equipment)	* Field camera storage cards, scan converter (MC)	* Mobile transmission system, monitor (MC)	* Field cameras (CCM) * Field/studio cameras, viewfinders and cables (MC)
Studio Acquisition (Cameras & equipment)	* Cameras for hearing rooms (CCM) * Scan converter (MC) * Replace/upgrade studio B lighting and microphones (MCM)	* Scan Converters (CCM) * BOE Meeting Room cameras (MCPS)	*EOB studio cameras or COB Auditorium cameras, audio and lights * Robotic Camera Pedestal to Studio Camera #2 (MCPS) * Studio A Cameras & Equipment (MCM) * Virtual set in main studio (MCPS)
Studio Control / Control Room	* 2d Control Room (CCM) * Switchers, waveform monitor, video recording system, multiviewer, monitors (MCPS) * Studio B Router, Recording Decks and Up-Conversion Cards (MCM)	* Virtual set, switcher (CCM) * Switcher, controller, multiviewer, monitors, waveform monitor for BOE control room (MCPS) * Switcher, monitors, router, graphics/still store for Studio A Control Room (MCM)	* EOB control room upgrade (router, switcher, and character generators)(CCM) * Waveform monitor, frame synchronizer, graphics and still store (MCM)
Master Control	* Waveform monitor, frame synchronizers, test signal generator *Router cards, infrastructure, graphics and automation systems (MC) * Media players, conversion boxes, waveform monitor, channel branding (MCM) * Graphic and motion video branding system, test signal generator (MCPS)	* Headend video interface for tapeless media storage (MC) * Video/audio monitoring (MCM) * Waveform monitors, multi-viewer monitor, failover switch, router control panels, bulletinboard scan converters (MCPS)	
Post Production (editing)	* Editing monitors, burner/duplicators (MCM)		

HD Transition: Equipment Upgrade Plan			
	FY13	FY14	FY15
Storage, Archive & Retrieval (SAN & Media Management)	<ul style="list-style-type: none"> * Magnetic tapes storage system (MC) * Storage & archiving system and building electrical work for same (MCM) * Upgrade storage with larger hard drives (MCPS) 	<ul style="list-style-type: none"> * 48TB storage expansion (MCPS) 	<ul style="list-style-type: none"> * 48TB storage expansion and magnetic tape storage (MCPS) * 48TB storage expansion (MCM)
Transport & Infrastructure	<ul style="list-style-type: none"> * SD-HD upconverters, closed-captioning encoder (CCM) * Monitor and audio channel monitor (MC) * Upgrade Repair Bench to Digital/HD Test & Evaluation Equipment (MCM) * HD/SD upconverters and downconverters, production computers (MCPS) 	<ul style="list-style-type: none"> * Fiber transmitters/receivers, IP streaming device, automation system (CCM) * Satellite dish and equipment (MCM) * HD/SD upconverters and downconverters, production computers, frame synchronizers, distribution amplifiers (MCPS) 	<ul style="list-style-type: none"> * HD upconverters and downconverters, frame synchronizers, production computers (MCPS)

This strategic plan assumes approximately \$1 million annual investment in production equipment. These purchases are funded using restricted equipment purchase funds. The County-funded public, education, government access facilities have engaged in an engineering peer-review process to review HD equipment transition plans, share experience and offer cost-saving alternatives. The entities also aggregate purchases and use the County's IT Commodities contract. Savings have generally averaged 20 percent over anticipated non-profit, educational and government pricing.

LEGEND

Field Acquisition: Equipment for doing shoots away from the Studio. Includes ENG (Electronic News Gathering) cameras and associated equipment.

Studio Acquisition: Equipment located within the studio itself for production. Includes cameras, lighting, microphones, etc.

Studio Control/Control Room: Equipment necessary for controlling how a production is made. (e.g. which camera is on air, insert of titles on lower 1/3 of screen, insertion of power point presentation on video screen, etc.)

Master Control: *The area where the program signal is generated and sent out over the air.*

Post-Production: Includes editing equipment, audio and video playback/record equipment.

Storage, Archive & Retrieval: The equipment that is used to physically store video for use either now or later. Video can be stored as electronic files on Storage Area Networks, cards, disks or tapes.

Transport & Infrastructure: Equipment that is used to move video signals from one location to another. Also basic equipment that is used for reference, support and monitoring of other equipment.

GLOSSARY

Router: Takes a signal (source) and sends it to one or more pieces of equipment (destination). For example, a camera signal and routes it to a monitor and switcher.

Automation System: A system that records, stores and plays back shows according to a daily program schedule.

Branding System: Displays on the program signal a logo that will identify what the channel being watched. This can be either static or animated.

Distribution Amplifier: A device that takes one signal and produces multiple identical signals. For example, the County Program Distribution Amplifier (DA) distributes the County's Program Output signal to the three Cable providers and to Granicus for Internet streaming. This ensures they are all displaying the identical signal.

Downconverter: A device which converts HD video signal to SD video signals.

Frame Synchronizer: For proper display, all video signals in a broadcast facility must be locked (synchronized) to the facility timing reference signal (Genlock). The Frame Synchronizer takes a signal that is not locked to this reference and synchronizes it to the house timing reference. If signals are not locked, they will be unstable and "float" across, or up and down, the screen.

Graphics Still Store: A device that captures an image, such as a person's photo, and stores it in a graphic format to display later.

Magnetic Tape Storage System: A place to store video tapes in an orderly manner so they can be quickly retrieved when needed.

48TB Storage Expansion: Increases the capacity of the current Storage Area Network (SAN) by 48 terabits.

Scan Converter: A device that converts an image displayed on a computer monitor to a broadcast video signal

Test Signal Generator: Equipment that generates a variety of video test signals for use in verifying the quality of broadcast circuits.

Upconverter: Equipment that converts a Standard Definition (SD) video signal to a High Definition (HD) video signal.

Waveform Monitor: A visual display of what the electronic video signal looks like. It is critical for ensuring the video signal is within proper specifications.

January 27, 2012

TO: Dr. Costis Toregas, Council IT Adviser

From: PEG Managers
Neil Greenberger, PIO - County Council
Melissa Pace, Montgomery College
Merlyn Reineke – MCM
Dick Lipsky, MCPS

Subject: Six year plan for PEG channels – DRAFT

The New PEG Network (WatchlocalTV.org) -The Next Six Years

The PEG Network (WatchlocalTV.org) in Montgomery County is at a crossroads. With these economically-challenging times, it is imperative for the evolving PEG Network to continue to build upon efforts each station has already started to create new types of programming and to deliver that programming in manners that place a huge stake in the changing world of communications. The PEG Network over the next six years must better define its role around providing clear, concise and updated information for our citizens while also addressing the void left by the traditional Washington area media that County residents could not find elsewhere. The long-term goal of the PEG Networks must be to not only produce packages of information, but to strive to deliver it in ways that will reach new audiences-with even more impact.

The age of “digital literacy” is upon us. More efficient forms of information, arranged by topics and interest points, should be available to residents at a moment’s notice. Accessing information that is accurate and useful are essential parts of the democratic process. Publicizing where residents can find information they need and deciding how it is gathered, disseminated and posted among County residents is a prime part of the mission for all PEG channels—including those that are funded by the County and those that are not.

There is a sea change underway in what was once thought of only as television technology. These changes have affected how and when we view media on television, using mobile devices, online through VOD (Video on demand) webcasts, and podcasts and utilizing social networking sites such as YouTube, Facebook and Twitter for outreach. To access the new media programming, new content must be scripted, produced, edited and posted for a world that no longer has time for a one-hour nightly news show and instead often insists on news in two-minute clips accompanied by flashy video. Our messages must be immediate and the impact must be measurable.

The channels of the PEG Network have made sweeping changes over the past year to meet their revised mission. This six-year plan is a guide to sustain that momentum that

will include increased cooperation between the stations, more efficiency in their operations and a self-appointed PEG governance body that will act to ensure the stations are working in a manner that will achieve these goals.

The Comcast renegotiation presents an opportunity for the County to expand the quality and quantity of our services to the community. An increase in the implementation of Fibernet to County office buildings and schools and a smooth transition to HD channels for the PEG network will allow all PEG channels to offer a higher quality signal that will be comparable to the commercial channels.

In the past year, among the efforts started by PEG entities that will be used as models to achieve the goals of this six-year plan include:

- **Weekly News** - Creation of "County Report This Week," a half-hour weekly local news show that is a cooperative effort of all PEG channels. It provides news and views that are not regularly covered by private media.
- **Social Media** - All stations now post entire shows and isolated clips on YouTube, Facebook and Twitter. Trends for the viewing of these programs have been positive.
- **Video on Demand** - Web sites have become the partners of television stations, with most PEG members making broadcast shows available online live or via delayed broadcast "On Demand."
- **Foreign Language Programming** - PEG members have greatly increased efforts to reach audiences whose first language is not English. Montgomery Community Media (MCM) has dedicated one of its two channels to cultural broadcasts. County Cable Montgomery provides television and radio clips in Spanish directly to television and radio stations that broadcast in Spanish.

MC produces a monthly 30 minute program in Spanish specifically for Latino outreach.

MCPS has for many years produced programs in multiple languages for its audience. Over the last 5 years, the MCPS series *Our Schools Today* has produced 43 episodes of original programs, each in 6 different languages for a total of 258 foreign language programs. Languages: Spanish, Vietnamese, Korean, Mandarin, French, and English (The English version is captioned.)

- **Live** - More immediacy, such as the 2010 live broadcasts of the County primary and general elections and the 2011 Rockville City elections (carried by Rockville 11).
- **Feedback** - An annual survey will be conducted each March throughout the County to determine viewer needs and help with planning for the following year

- **Annual Retreat** – An annual retreat will be held each year to realign priorities and analyze performance measures and annual surveys to determine needs for the next fiscal year.

The PEG Network has reorganized itself and how it does its business to help determine effectiveness for future funding. Being accountable for our programming and outreach efforts is a challenging but necessary part of today's ever-expanding and changing global village. It has become apparent that change is challenging--but needed for survival in any form of today's media world. Multimedia companies like Blockbuster, Borders Books, Tower Records and Kodak didn't adapt and either no longer exist, or barely do so. The public went elsewhere to find the products or information that they needed. The PEG Network (WatchlocalTV.org) is intent on responding to this same type of change that is needed on a local level in order to meet the demands of County residents.

Starting in Fiscal Year 2013, among the changes the PEG Network intends to implement are:

- **PEG Shared Governance.** Committees will report and determine paths for future coverage and products that are topical and functional for different audiences.
- **Accountability.** New accountability measures that are meaningful will be created and instituted and visible for the public to see results.
- **Clarity.** Selection of a single PEG spokesperson that will be available to speak on behalf of the PEG Network to Council members and the County Executive, staff members and Council analysts.
- **Cooperation.** Joint programming and production efforts will be determined and set throughout the year.
- **Staff Training.** Cross training of staff will be implemented among different segments of staff to include producers, editors, camerapersons and engineers. Feedback will help determine effectiveness for future training sessions.
- **Replacement Equipment.** Large equipment purchases (over 25K) will be monitored by PEG governance committee to ensure compatibility, training needs and maintenance contracts.
- **Website.** A vibrant and clear website for the County will be updated on a regular basis. This new website will be monitored and maintained by the PEG Network.

The revamped and evolving PEG Network will continue working to become an innovative, vibrant and thoughtful group of cable channels that reach many different audiences with original local programming that is clear, informative and engaging. It is our collective goal that over the next six years, these stations will combine their efforts to demonstrate why Montgomery County is considered the premier "Digital County" in the United States.

Copy: Ms. Mitsuko R. Herrera, Cable and Broadband Administrator, DTS
Ms. Donna Keating, Media Services Manager for CCM
Ms. Donna Bigler, Assistant Director of PIO for County Executive

PEG GOVERNANCE ADVISORY BOARD

The PEG organization has operated for more than 15 years in various states as the constantly evolving world of communications has changed. The economically-challenging times of the past few years makes it imperative for the PEG organization to continue to build upon efforts each channel has already started to create new types of programming and to deliver that programming in forms that accommodate all types of communications. All channels have greatly expanded their delivery of products to also include the expanding forms of media.

However, the PEG members believe current times call for a more formal organization of its members to oversee certain key issues that directly or indirectly impact all nine channels of the organization—particularly the four channels that are primarily Cable Plan funded.

This document provides a structure for a new PEG Governance Advisory Board. This structure has been approved by the managers of Montgomery Community Media, Montgomery County Public Schools Instructional TV, Montgomery College TV and County Cable Montgomery.

PEG MEMBERS

- Montgomery Community Media
- Montgomery County Public Schools TV
- Montgomery College TV
- County Cable Montgomery

PEG ADVISORY GROUP

- City of Rockville
- City of Takoma Park
- Montgomery Municipal Cable
- University of Maryland University College
- University of Maryland

GOVERNANCE BOARD MEMBERSHIP

- Four voting members. They will represent:
 - Montgomery Community Media
 - Montgomery County Public Schools TV
 - Montgomery College TV
 - County Cable Montgomery

- Board chair and vice chair to be elected by the voting members
- Chair and vice chair will serve one year terms. No term limits.

- Election of officers will take place by June 15 of each year. Officers will serve terms from July 1 to June 30 of each year.
- Chair will be designated spokesperson on behalf of the PEG Network Governance Board to the County Executive, departments of the Executive Branch of County government, the County Council, to the Council staff director, to the Council legislative analyst assigned to cable issues, to individual Councilmembers, to the County Cable Administrator and to the Cable Communications Advisory Committee.

GOVERNANCE BOARD MISSION

The PEG Governance Board will make recommendations and guide the member stations in a number of shared issues to ensure:

- Priorities and performance measures are set—and analyzed—annually for the collaborate efforts of the PEG organization
- Maximum cooperation between the members
- Efficient use of funds devoted to the communications needs of the County
- That a wide array of programming options are available to viewers
- That all members take advantage of the constant changes in communications
- Expanding audiences for PEG programming are continually addressed, including those that speak languages other than English
- Opportunities to take on larger challenges can be met through cooperative efforts of the PEG members
- Duplication of efforts is avoided

GOVERNANCE BOARD ISSUES OF OVERSIGHT

The PEG Governance Board will make recommendations and guide the member stations in regard to shared issues that will include the following:

- **Programming.** The board will review the variety of total programming on all member stations. The board will not order any station to create any specific type of programming, but will work with members to fill voids in programming types. The board also will work to ensure that member stations, in their independent operations, are not duplicating efforts.
- **Cooperative programming.** The board will encourage, and in working with the coordination of the Cable Office, cooperative efforts of member stations to enable coverage of major events, and production of certain programming, that could not be done by a single entity. Cooperation would include assignment of equipment and personnel. These projects could include:
 - Continuation of “County Report This Week.” The half-hour weekly news show is a cooperative effort of all PEG channels. It provides news and views that are not regularly covered by private media.
 - County and city election night live coverage
 - Festivals
 - Parades

- Special events, such as County Executive or County Council town hall meetings, special addresses, community forums
- **Purchase of equipment.** The PEG members will work together to coordinate the types of equipment they purchase so that all channels will eventually be using similar equipment. This will lead to the ability to share equipment when needed and to work together more easily on major projects.
 - Since stations currently have different types of equipment, much of which is costly and some of which have extended life spans, the members have agreed to work toward a goal of synchronized equipment. The goal for all channels to be using similar equipment is by FALL 2016.
 - Large equipment purchases (over \$15,000) will be monitored by the PEG Governance Board to ensure compatibility, training needs and maintenance contracts.
 - **ACCOUNTABILITY:** The Governance Board will have the authority to recommend to the Cable Office that the funds not be released for purchase if the board determines that a purchase is not justified and does not meet the goals of the PEG organization.
- **Measurement of audiences.** Each year, an annual survey of audiences will be conducted, with results posted publicly as part of the PEG commitment to open government.
- **Social media usage.** The Governance Board will schedule regular reviews with all members to ensure that they all are taking maximum advantage of evolving types of media, including social media.
- **Training.** Cross training of staff will be implemented among different segments of staff to include producers, editors, camerapersons and engineers. Feedback will help determine effectiveness for future training sessions.
- **Communicating the PEG organization's goals and efforts:** The Governance Board is committed to making sure residents are aware of the communications and information available to them.
 - A vibrant and clear website for the PEG Network will be created and updated on a regular basis. This new web site will be monitored and maintained by the PEG organization
 - Weekly news releases and electronic messages will link to highlights of PEG programming
 - **One spokesperson.** Chair will be designated spokesperson on behalf of the PEG Governance Board to the County Executive, departments of the Executive Branch of County government, the County Council, to the Council staff director, to the Council legislative analyst assigned to cable issues, to individual Councilmembers, to the County Cable Administrator and to the Cable Communications Advisory Committee.

The member stations are committed to reviewing their goals and progress on an annual basis. This review will take place in June of each year.

PEG GOVERNANCE BUDGET AUTHORITY

As part of the joint determination process of the PEG Governance Board, the group will take over from the Cable Office budget authority for the following FY '13 expenditures:

- PEG Equipment/Digital Transition expenses
- Youth Initiatives
- PEG Network Operations
- Foreign Language programming
- Closed Captioning
- Mobile Production Vehicle
- Emergency Equipment Reserve
- Audience Research
- New Media

This reallocation of existing expenses will begin in FY 13, and the Governance Board will look to expand this budget authority in future years.

PEG Six-Year Plan (FY13-18)

The PEG organization is committed to serving residents for the present, while also planning on how residents will be best-served in the future. The following are the key elements of the organization's goals to accomplish over the next six years:

- Broadcast all channels in High Definition (HD) format—pending cooperation of providers—by FY16
- All channels will close caption all local programming in English and Spanish by FY15
- County will complete fibernet wiring system to all County government buildings and public schools
- Establish trends in PEG audiences through annual information gathering (starting in FY12)
- All PEG stations will have their programming viewable through On Demand and Streaming capability by FY14
- Establish PEG web site that would provide links to all member stations, provide immediate highlights of significant shows and enable residents to provide online feedback in FY13
- Support County efforts in franchise renewal negotiations with Comcast, Verizon and RCN
- Increase community engagement and visibility in regard to programming
- Pursue mobile apps for all PEG stations
- Increase amount of programming to address the increasing number of residents who speak a language other than English, as reflected in the 2010 Census (effort already started and will expand)

From: Richard Wells [rwells@verizon.net] Sent: Sat 2/4/2012 9:36 AM
To: Ike Leggett; County Executive
Cc: Firestine, Timothy; Bell-Pearson, Ramona; Hughes, Jennifer; Espinosa, Alex; andreoli3@gmail.com; kc8905@yahoo.com; ccacc@hotmail.com; cdrzyzgula@gaithersburgmd.gov; j@sorjon.org; jonkeisenberg66@gmail.com; pgoldberg@comcast.net; j_zegarra@yahoo.com; Theola.Poole@yahoo.com; mdreiter@gmail.com; apsimmons86@gmail.com; sjwassoc@comcast.net; zonegray@verizon.net; rwells@verizon.net; Herrera, Mitsuko; Watkins, Keith; Williams, Marjorie; Toregas, Dr. Costis
Subject: Meeting Request - FY13 Budget, Cable Plan and Communication Issues
Attachments:  CCAC Position Paper 2.3.12.doc(59KB)

My last message to County.Executive@montgomerycountymd.gov bounced so allow me to try this again with the public address oemail@montgomerycountymd.gov.

-----Original Message-----

From: Richard Wells
Date: Feb 3, 2012 11:06:54 PM
Subject: Fwd: Meeting Request - FY13 Budget, Cable Plan and Communication Issues
To: County.Executive@montgomerycountymd.gov
Cc: Timothy.Firestine@montgomerycountymd.gov, Ramona.Bell-Pearson@montgomerycountymd.gov, Jennifer.Hughes@montgomerycountymd.gov, Alex.Espinosa@montgomerycountymd.gov

MEMORANDUM

February 3, 2012

TO: Isiah Leggett, County Executive
Timothy Firestone, Chief Administrative Officer
Ramona Bell-Pearson, Assistant Administrative Officer
Jennifer Hughes, Director of Management and Budget
Alex Espinosa, Office of Management and Budget, Operations Manager

FROM: Montgomery County Cable and Communications Advisory Committee
Richard Wells, Chair

SUBJECT: Meeting Request - FY13 Budget, Cable Plan and Communication Issues

In accordance with Sec. 8A-30 of the County Cable Act, our committee is working to provide advice and recommendations to the County Executive, County Council and Department of Technology Services on all telecommunications issues. We respectfully request the opportunity of a short 10 minute meeting to discuss some major points of the pending Cable Plan that make up a portion of the FY13 budget. We think such viewpoints are missing from the plans and this is for the public good.

The matters are a bit more detailed than can be covered during an open mike session of the pending BCC or public meetings. Attached is a 2012 Position Paper with some of our issues.

I would like to offer an invitation for you and any staff to join us during our next regular meeting February 22nd at 7 PM in COB Room 225. Of course I will otherwise be happy to come to your office at your convenience and bring as many members as are available.

Yours,

Richard Wells
301-384-3036
rwells@verizon.net
<http://www.montgomerycountymd.gov/mcqtmpl.asp?url=/content/cableOffice/ccac.asp>

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Cable and Communications Advisory Committee of Montgomery County, Maryland 2012 Position Paper

The Cable and Communications Advisory Committee (CCAC) would like to bring to the attention of the County Executive, the County Council and the Council's Government Operations Committee our concerns regarding issues of public interest in our committee's purview in preparation for the budget process.

1. Transfers to the County General Fund from the special Cable Fund

As you are aware, the special Cable Fund derives from a special communications services fee included with county cable service payments earmarked to assist payment for county cable services and related activities. It is not a tax; therefore should not be handled like a tax.

In recent time, money from the Cable Fund has been redirected to the General Fund as a means to balance the General Fund's deficit, exacerbated by the area's special economic conditions. This may be considered a special loan to the county, but there is no commitment to repay the funds or supplement future cable-related expenditures.

The Cable Fund was not created for this use. The fund has historically been designated by the budget process for communication and cable related purposes, such as FiberNet transport of government information between schools and public buildings. It has been used by the Cable Office to assist the protection of consumer rights; to aid in franchise operation legal costs to protect public rights of way; to assist operation of the Public, Education, and Government (PEG) channels in helping educate our children, and communicating government and civic activities, if needed. If other equally legitimate communications projects have not consumed the balance of the Cable Fund, then the fund's balance is carried forward to the next year.

We believe that funds received for the Cable Fund are not extra revenue. This is a fee assessed on Cable users in Montgomery County for a designated purpose and is not free money meant to handle offsets in the budget's other portions.

Accordingly, we request that any Cable Fund balances not needed specifically for cable and communications purposes be used to lower Cable Fee imposed on Cable Users.

2. FCC issues

The 1997 Federal law required the FCC to adopt regulations permitting consumers to purchase cable set-top boxes instead of leasing them; this would reduce monthly cable fees. The typical subscriber pays equipment rental fees of between 8% to 17% of their total bill. Most equipment could be paid for with one to two years of rental fees, or less. The FCC has not yet issued standards enabling development of a market for devices capable of interactive features for consumers such as security, video-on-demand, program guides and more. Under Federal law, Montgomery County, a local government, may enforce Federal technical cable standards, but may not create local technical cable standards. As a result, the current standards are based on antiquated analog performance testing standards, while our providers are progressing to almost 100% digital. The FCC has not yet created digital performance test standards that can measure service quality relevant to what the majority of subscribers purchase today. Analog broadcast television has been replaced 100% by digital.

It is time that our standards by which we measure the providers' technical performances are brought up-to-date. The County Attorney should place a priority on the importance of such issues to cable subscribers and thus including legal expenses is essential use of cable funds.

Cable services require the use of set top boxes. These boxes draw power, whether on or off. In many cases, the Cable providers actually require the boxes to be powered on continually. The power consumption of these boxes vary greatly. Consumers should have the option of which boxes they utilize with full disclosure of the associated costs and energy usage. While recent advertisements have said some units are Energy Star compliant, we note that our Cable office has experienced difficulties in getting real power specifications; providers are therefore also unable to publish comparisons that can show consumers what the costs for power consumption will be for each. We continue to strongly encourage each cable provider to disclose the power usage of each hardware item, along with the anticipated average energy usage.

3. Cable Office & Franchise Enforcement

In addition to the myriad of functions in running the overall Cable program, coordinating with the PEG channels, overseeing cable-related construction and services, the County Cable Office also acts as an intermediary for County residents experiencing concerns with their provider. They have a sound history of resolving outstanding issues. We strongly commend the Cable Office staff on their consistent success with this, and would like to see a broader promotion of this function to better serve our County. CCAC supports the Cable Office's efforts to produce real and measurable results that include savings to subscribers. During 2012 and into 2013 the CCAC will work with the Cable Office on the major project of the renewal of Comcast's franchise. The franchise is updated every fifteen years. It is imperative that additional resources and support be allocated to make every effort to get this done most comprehensively and accurately.

4. Public, Education, and Government (PEG) Channels

The PEG channel providers are truly local television. Public school, college and university generated programs, local government hearings, and Council session broadcast similar to local C-Span, along with publicly produced community programs of special interest, news, entertainment and music are provided by the PEG channels. Volunteers, interns, students all produce hours of programming, with the studios providing training and educational opportunities in the broad field of communications.

CCAC has been engaged in a strong attempt is to correct what it sees as an barrier to the public receiving the maximum benefit from the PEG stations. Most users of today's video programming find what they want to view by checking the on-screen, interactive program guide. A number of PEG channels do not have programming listed in the on-screen, or on-line, guides. Who would get on a Ride-On bus without any knowledge of the schedule or the route, when it will arrive, where it is? There are no provisions in the provider program guide listings for PEG channels. All other programs and channels have guides, PEG channels may not. Members of the CCAC think PEG channels are being treated unequally. This action by the providers is both discriminatory as well as not in the public interest. We have been diligently pursuing a change on behalf of the PEGs and have recently seen some slow progress, but providers have not been very responsive. Further, the Comcast franchise renewal process should require a survey of the public to see how aware viewers are of the PEG channels.

In addition, the reduction of closed caption service on PEG programming must be addressed. Rather than increasing the availability of captioning, CCAC understands that funding for CC service has been redirected. Hearing impaired residents of our community have been impacted by this limitation. We

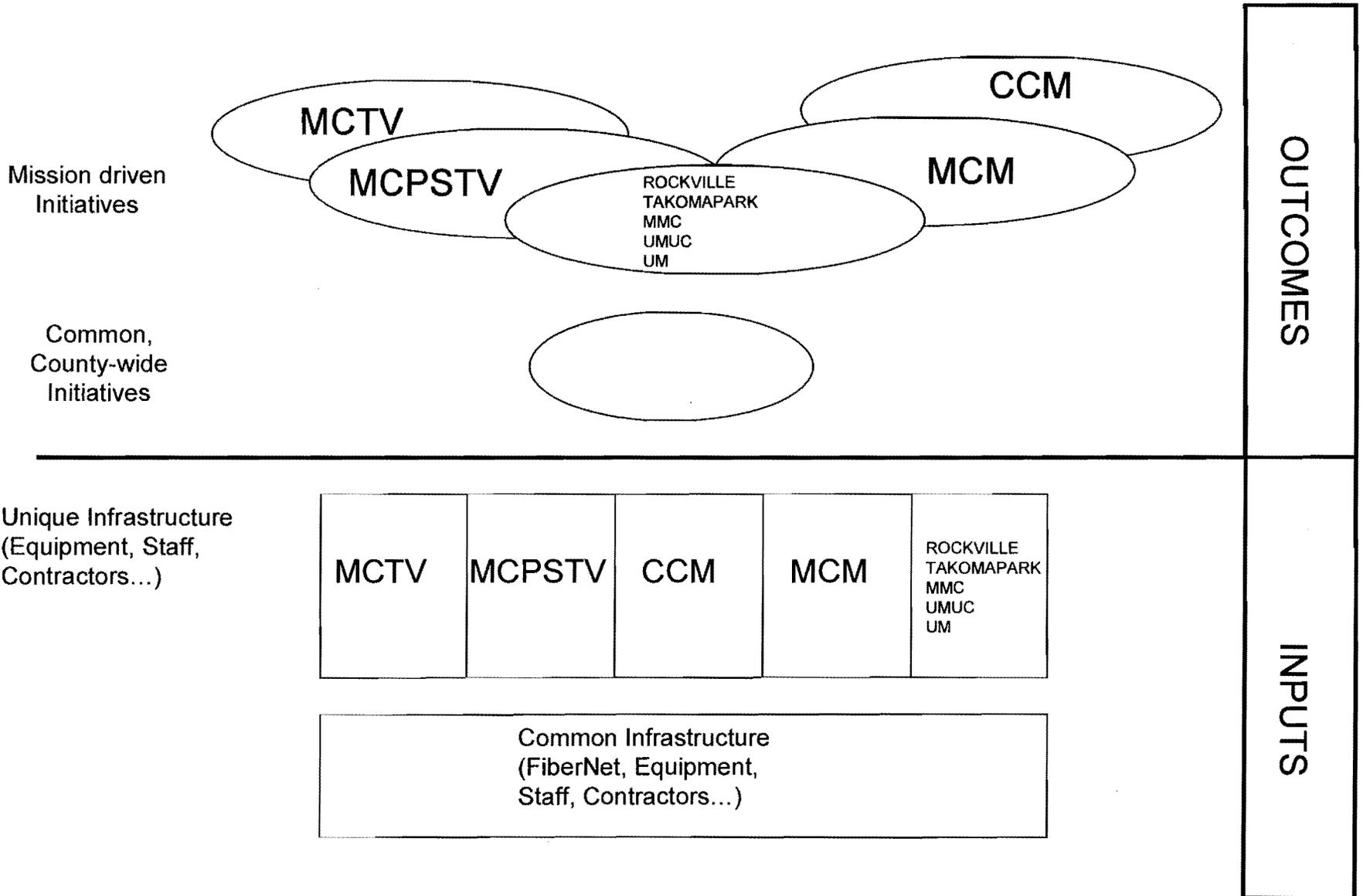
encourage the County to review current closed caption services to make sure we are providing the maximum amount of programming to all of our residents.

In conclusion, the CCAC very much supports the expansion of cable and communication services within the County, especially in view of the speed of today's changing technology. We support retaining the Cable Fund towards that goal, in conjunction with the PEG channels and additional support from the providers with regard to more comprehensive programming guides, energy consumption, equipment purchase options, and improved customer services. Further, with the rapid changes in technology, combined with the diminished economic resources of the consumers, it is highly likely that the Cable Fund contributions will suffer a considerable decline. We therefore have a heightened need to conserve the resources for cable-related purposes. If the County will no longer commit to segregate or repay these funds, we then request that any Cable Fund balances not utilized specifically for cable and communications purposes be used to lower Franchise Fee imposed on Cable Users.

FY12 CE RECOMMENDED CABLE COMMUNICATIONS PLAN (\$000's)													
		Approved FY10	Actual FY10	Approved FY11	Est'd FY11	Approved FY12	Change fr FY11 App \$\$	%	FY13	FY14	FY15	FY16	FY17
1	BEGINNING FUND BALANCE	2,069	4,809	114	2,736	1,129	1,015	890%	113	3,452	2,412	2,401	1,711
2	REVENUES												
3	5% Franchise Fee	11,280	12,435	12,533	13,939	14,997	2,464	20%	15,629	16,261	16,667	16,998	17,338
4	Gaithersburg PEG Contribution	187	140	164	197	197	33	20%	199	203	207	211	215
5	PEG Operating Support	2,080	2,069	2,111	2,092	2,134	23	1%	2,176	0	0	0	0
6	PEG Capital Equipment Grant	1,990	3,148	3,484	4,169	4,809	1,325	38%	5,149	9,757	10,000	10,199	10,403
7	Verizon - Facilities Grant	200	200	200	200	0	(200)	-100%	0	0	0	0	0
8	FiberNet Operating & Equipment Grant	1,637	1,828	1,660	1,646	1,678	18	1%	1,712	0	0	0	0
9	Interest Earned	30	9	30	10	20	(10)	-33%	50	120	170	230	270
10	TFCG Application Review Fees	80	194	203	172	246	43	21%	150	140	140	140	140
11	Miscellaneous	0	9	0	23	0	0	0%	0	0	0	0	0
12	Transfer from the General Fund	0	0	0	0	0	0	0%	0	0	0	0	0
13	TOTAL ANNUAL REVENUES	17,484	19,830	20,385	22,448	24,081	3,696	18%	25,065	26,481	27,184	27,778	28,366
14	TOTAL RESOURCES-CABLE FUND	19,553	24,639	20,499	25,164	25,210	4,711	23%	25,178	29,933	29,596	30,179	30,877
15	NON-DISCRETIONARY EXPENDITURES (a)												
16	A. MUNICIPAL EQUIPMENT & OPERATIONS												
17	Municipal Franchise Fee Distribution												
18	City of Rockville	460	459	484	543	559	95	21%	590	619	649	682	717
19	City of Takoma Park	199	192	196	216	195	(1)	-1%	198	202	206	209	213
20	Other Municipalities	152	157	159	189	221	62	39%	236	245	254	264	274
21	SUBTOTAL	812	808	819	948	975	156	19%	1,024	1,065	1,109	1,156	1,205
22	Municipal Capital Support												
23	Rockville Equipment	276	487	466	586	682	216	48%	732	787	846	910	978
24	Takoma Park Equipment	276	487	466	586	682	216	48%	732	787	846	910	978
25	Municipal League Equipment	276	487	396	516	612	216	55%	662	787	846	910	978
26	SUBTOTAL	828	1,461	1,328	1,689	1,976	648	49%	2,127	2,361	2,536	2,729	2,935
27	Municipal Operating Support												
28	Rockville PEG Support	70	26	70	74	76	6	8%	77	80	84	86	92
29	Takoma Park PEG Support	70	26	70	74	76	6	8%	77	80	84	88	92
30	Muni. League PEG Support	70	26	140	144	146	6	4%	147	80	84	86	92
31	SUBTOTAL	211	78	280	293	298	18	6%	302	240	262	264	276
32	SUBTOTAL	1,851	2,347	2,427	2,930	3,248	821	34%	3,454	3,667	3,899	4,148	4,416
33	NET TOTAL ANNUAL REVENUES	15,633	17,483	17,958	19,518	20,833	2,875	16%	21,611	22,814	23,285	23,830	23,950
34	NET TOTAL RESOURCES-CABLE FUND	17,702	22,292	18,072	22,254	21,962	3,890	22%	21,724	26,266	25,697	26,031	25,661
35	EXPENDITURES												
36	A. Transmission Facilities Coordinating Group												
37	TFCG Application Review	180	43	275	141	225	(50)	-18%	225	225	225	225	225
38	SUBTOTAL	180	43	275	141	225	(50)	-18%	225	225	225	225	225
39	B. FRANCHISE ADMINISTRATION												
40	Personnel Costs - Cable Administration	705	562	794	794	794	(0)	0%	833	980	1,029	1,080	1,134
41	Personnel Costs - DTS Administration	69	60	69	69	69	(0)	-1%	71	71	71	73	73
42	Personnel Costs - Charges for County Atty	95	74	95	95	98	3	3%	100	100	102	102	105
43	Operating	73	79	80	80	70	(10)	-13%	100	100	70	70	70
44	Engineering Services	50	10	50	50	30	(20)	-40%	70	70	50	50	50
45	Inspection Services	270	40	10	10	0	(10)	-100%	10	10	10	10	10
46	Legal and Professional Services	310	227	300	300	280	(20)	-7%	450	350	300	300	300
47	SUBTOTAL	1,572	1,053	1,398	1,398	1,340	(58)	-4%	1,634	1,682	1,633	1,686	1,743
48	SUBTOTAL	1,752	1,096	1,673	1,539	1,565	(108)	-6%	1,859	1,907	1,855	1,911	1,968
49	C. MONTGOMERY COUNTY GOVERNMENT - CCM												
50	Media Production & Engineering												
51	Personnel Costs	533	461	781	781	780	(21)	-3%	798	998	1,048	1,100	1,155
52	Operating	25	11	40	40	35	(5)	-13%	35	35	35	35	35
53	Contracts - TV Production	63	18	40	40	32	(8)	-20%	32	32	32	32	32
56	New Media, Webstreaming & VOD Services	48	30	38	38	38	0	0%	38	38	38	38	38
57	SUBTOTAL	669	520	899	899	865	(34)	-4%	903	1,103	1,153	1,205	1,260
58	Public Information Office												
59	Personnel Costs	560	551	705	705	704	(1)	0%	529	556	583	613	643
60	Operating Expenses	12	13	0	0	0	0	0%	40	40	40	40	40
61	Contracts - TV Production	210	128	83	83	83	0	0%	83	83	83	83	83
62	SUBTOTAL	782	692	788	788	787	(1)	0%	652	679	706	736	766
63	County Council												
64	Personnel Costs	74	64	154	154	157	3	2%	195	205	215	226	237
65	Operating Expenses	28	11	18	18	13	(5)	-28%	40	40	40	40	40
66	Contracts - TV Production	516	466	164	164	164	0	0%	164	164	164	164	164
67	SUBTOTAL	618	541	336	336	334	(2)	-1%	399	409	419	430	441
68	MNCPPC												
69	Personnel Costs	101	141	83	78	0	(83)	-100%	0	0	0	0	0
70	Operating Expenses	21	0	0	0	0	0	0%	0	0	0	0	0
71	Contracts - TV Production	117	97	81	81	81	0	0%	81	81	81	81	81
72	New Media, Webstreaming & VOD Services	47	0	24	24	24	0	0%	24	24	24	24	24
73	SUBTOTAL	286	238	188	183	105	(83)	-44%	105	105	105	105	105
74	SUBTOTAL	2,355	2,011	2,211	2,206	2,091	(120)	-5%	2,059	2,295	2,383	2,476	2,573

FY12 CE RECOMMENDED CABLE COMMUNICATIONS PLAN (\$000's)													
		Approved FY10	Actual FY10	Approved FY11	Est'd FY11	Approved FY12	Change fr FY11 App \$\$	%	FY13	FY14	FY15	FY16	FY17
75	D. MONTGOMERY COLLEGE - MC ITV												
76	Personnel Costs	1,141	1,141	1,174	1,174	1,144	(30)	-3%	1,271	1,410	1,481	1,555	1,632
77	Operating Expenses	179	179	108	108	86	(22)	-20%	129	194	197	201	205
78	New Media, Webstreaming & VOD Services		0	6	6	0	(6)	-100%	6	6	6	6	6
79	SUBTOTAL	1,320	1,320	1,288	1,288	1,230	(58)	-4%	1,406	1,610	1,684	1,762	1,844
80	E. PUBLIC SCHOOLS - MCPS ITV												
81	Personnel Costs	1,385	1,385	1,393	1,364	1,308	(85)	-6%	1,464	1,627	1,708	1,793	1,883
82	Operating Expenses	197	197	98	127	117	19	19%	176	263	289	274	279
83	New Media, Webstreaming & VOD Services								0	0	0	0	0
84	SUBTOTAL	1,582	1,582	1,491	1,491	1,425	(66)	-4%	1,639	1,890	1,977	2,067	2,163
85	F. COMMUNITY ACCESS PROGRAMMING (b)												
86	Personnel Costs	1,871	1,871	1,888	1,869	1,708	(161)	-9%	1,793	1,883	1,977	2,076	2,180
87	Operating Expenses	195	195	33	33	124	91	275%	149	152	155	158	161
88	Rent & Utilities	496	496	457	457	407	(50)	-11%	427	449	471	495	519
89	New Media, Webstreaming & VOD Services			6	6	6	0	0%	6	6	6	6	6
90	SUBTOTAL	2,562	2,562	2,385	2,385	2,245	(120)	-5%	2,375	2,489	2,609	2,734	2,866
91	G. WATCHLOCALTV.ORG												
92	PEG Equipment Replacement	940	1,093	40	32	955	915	2288%	938	2,000	2,000	2,000	2,000
93	PEG Network Operating	125	57	80	80	48	(34)	-43%	80	82	84	86	88
94	Youth and Arts Community Media	90	50	50	50	0	(50)	-100%	75	95	125	125	125
95	Foreign Language Production Services					91	91		96	100	105	111	116
96	Closed Captioning	291	109	225	225	130	(95)	-42%	225	275	325	325	325
97	Technical Operations Center (TOC)	23	8	13	13	10	(3)	-23%	20	20	25	25	28
98	PEG Network Mobile Production Vehicle	32	15	32	32	16	(16)	-50%	24	28	32	32	36
99	Emergency Equipment Reserve	80	0	0	0	0	0	0%	0	0	0	0	0
100	SUBTOTAL	1,581	1,331	440	432	1,248	808	184%	1,458	2,809	2,896	2,704	2,718
101	H. FIBERNET												
102	FiberNet - Personnel Charges for DTS	177	198	193	193	181	(12)	-6%	400	420	441	463	486
103	FiberNet - Operations & Maintenance DTS	1,013	1,085	900	900	931	31	3%	950	969	988	1,008	1,028
104	FiberNet - Personnel Charges for DOT	48	46	48	46	46	0	0%	47	48	49	50	51
105	FiberNet - Operations & Maintenance DOT	198	198	198	398	258	60	30%	308	358	365	372	380
106	OPERATING SUBTOTAL	1,434	1,507	1,337	1,537	1,416	79	6%	1,704	1,794	1,843	1,893	1,945
107	FiberNet - CIP	1,041	1,715	515	515	2,140	1,625	316%	2,084	4,646	4,212	4,220	4,768
108	SUBTOTAL	2,475	3,222	1,852	2,052	3,556	1,704	92%	3,788	6,440	6,055	6,113	6,712
109	TOTAL EXPENDITURES - PROGRAMS	15,477	15,471	13,747	14,302	16,808	2,861	21%	18,039	22,888	23,181	23,915	25,259
110	I. OTHER												
111	Indirect Costs Transfer to Gen Fund	302	302	359	359	369	10	3%	370	375	376	390	395
112	Indirect Costs Transfer to Gen Fund (ERP & MCTime)	36	36	34	34	34	(0)	-1%	36	38	38	38	40
113	Transfer to the General Fund	3,236	6,786	6,157	8,750	8,086	1,929	31%	3,242	3,422	2,329	2,836	2,874
114	Grants to Organizations (Friendship Hts)	39	39	39	39	0	(39)	-100%	40	40	40	40	40
115	Digital Media Technology Center	0	0	0	0	0	0	0%	0	250	750	750	200
116	Alternate Data Center	0	0	0	0	0	0	0%	0	500	500	500	500
117	SUBTOTAL	3,813	7,163	6,589	8,182	8,489	1,900	29%	3,688	4,623	4,035	4,554	4,049
118	TOTAL EXPENDITURES	19,091	22,634	20,336	23,484	25,097	4,761	23%	21,726	27,521	27,196	28,469	29,308
119	J. ADJUSTMENTS												
120	Prior Year Adjustments	0	1	0	0	0	0	0%	0	0	0	0	0
121	Encumbrance Adjustment	0	730	0	0	0	0	0%	0	0	0	0	0
122	CIP - Designated Claim on Fund	0	0	0	(570)	0	0	0%	0	0	0	0	0
123	TOTAL ADJUSTMENTS	0	731	0	(570)	0	0	0%	0	0	0	0	0
124	FUND BALANCE	462	2,736	164	1,129	113	(51)	-31%	3,452	2,412	2,401	1,711	789
125	FUND BALANCE PER POLICY GUIDANCE	911	1,011	1,021	1,130	1,221	200	20%	1,266	1,322	1,358	1,389	1,420
126													
127	K. SUMMARY - EXPENDITURES BY FUNDING SOURCE												
128	Transfer to Gen Fund-Indirect Costs	338	338	393	393	403	10	3%	406	411	418	428	435
129	Transfer to Gen Fund-Mont Coll Cable Fund	1,320	1,320	1,288	1,288	1,230	(56)	-4%	1,406	1,610	1,684	1,762	1,844
130	Transfer to Gen Fund-Public Sch Cable Fund	1,582	1,582	1,491	1,491	1,425	(66)	-4%	1,639	1,890	1,977	2,067	2,163
131	Transfer to CIP Fund	1,041	1,715	515	515	2,140	1,625	316%	2,084	4,646	4,212	4,220	4,768
132	Transfer to the General Fund-Other	3,236	6,786	6,157	8,750	8,086	1,929	31%	3,242	3,422	2,329	2,836	2,874
133	FUND TRANSFERS SUBTOTAL	7,517	11,741	9,844	12,436	13,284	3,440	35%	8,777	11,978	10,617	11,313	12,083
134	Municipal Franchise & PEG Payments	1,851	2,347	2,427	2,930	3,248	821	34%	3,454	3,667	3,899	4,148	4,416
135	Fran Admin, PEG & FiberNet Op (excl Muni, GF, CIP)	12,963	11,786	11,237	11,289	11,623	386	3%	12,947	15,796	16,755	17,264	17,250
136	Fran Admin, PEG & FiberNet Op (excl Muni, GF, CIP, PEG Eq)	11,943	10,893	11,197	11,257	10,668	(529)	-5%	12,009	13,786	14,755	15,264	15,250
137	Cable Fund Direct Expenditures	11,574	10,893	10,492	11,048	11,813	1,321	13%	12,949	15,542	16,577	17,155	17,224
	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 Montgomery Community Media.												
	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.												

DRIVING COLLABORATION IN THE CABLE PLAN



DRIVING COLLABORATION IN THE CABLE PLAN AN ALTERNATE GOAL FOR THE FUTURE

