



Public Information

RECOMMENDED FY26 BUDGET

\$3,006,832

FULL TIME EQUIVALENTS

17.50

 MARY ANDERSON, ACTING DIRECTOR

MISSION STATEMENT

The mission of the Office of Public Information (PIO) is to provide timely, accurate, and effective communication to the public. PIO works with the County Executive, departments and agencies, media, County employees, the County Council and other elected officials, businesses, civic groups, and every other segment of the Montgomery County community. PIO provides information through the mass media, social media, internet, electronic newsletters, presentations, publications and graphics, and cable television programming.

BUDGET OVERVIEW


The total recommended FY26 Operating Budget for the Office of Public Information is \$3,006,832, an increase of \$49,683 or 1.68 percent from the FY25 Approved Budget of \$2,957,149. Personnel Costs comprise 94.48 percent of the budget for 17 full-time position(s) and one part-time position(s), and a total of 17.50 FTEs. Total FTEs may include seasonal or temporary positions and may also reflect workforce charged to or from other departments or funds. Operating Expenses account for the remaining 5.52 percent of the FY26 budget.

COUNTY PRIORITY OUTCOMES

While this program area supports all seven of the County Executive's Priority Outcomes, the following is emphasized:

 **Effective, Sustainable Government**

INITIATIVES

-  Currently migrating the homegrown Identity and Access Management System (AccessMCG) to a cloud-based solution. This transition will enable the implementation of robust access controls, including zero trust security principles, multi-factor authentication, and conditional access policies, ensuring strict user verification and least privilege access. These improvements will strengthen the County's security against cyber threats while improving operational efficiency across departments.

PROGRAM CONTACTS

Contact Mary Anderson of the Office of Public Information at 240-777-6534 or Seamus McNamara of the Office of Management and Budget at 240-777-2755 for more information regarding this department's operating budget.

PROGRAM PERFORMANCE MEASURES

Performance measures for this department are included below (where applicable), with multi-program measures displayed at the front of this section and program-specific measures shown with the relevant program. The FY25 estimates reflect funding based on the FY25 Approved Budget. The FY26 and FY27 figures are performance targets based on the FY26 Recommended Budget and funding for comparable service levels in FY27.

PROGRAM DESCRIPTIONS

Public Relations

Under this program, the Public Information Office:

- Educates and informs residents about County issues, programs, and services through press releases, media advisories, news, public events, the County website, online newsletters, YouTube, Facebook, X (formerly known as Twitter), and podcasts.
- Works directly with media organizations to ensure that reporters and editors have accurate and timely information about County issues, programs, and services.
- Develops promotional campaigns to increase awareness of critical issues such as public health and emergency preparedness.
- Develops culturally competent outreach (radio programming) to inform and engage the County's Spanish speaking constituency.
- Provides television and video direction/production services at no cost to the County Executive's Office, and any additional County department requesting assistance.

Program Performance Measures	Actual FY23	Actual FY24	Estimated FY25	Target FY26	Target FY27
Number of press events	112	97	110	115	120
Total attendance at press conferences and press events ¹	3,125	3,238	3,389	3,490	3,595
Percent of press conferences or press events with American Sign Language (ASL) interpretation	80%	50%	80%	84%	88%

¹ Virtual attendance is tallied from logged-in accounts, so this total is much lower than actual participants and views.

FY26 Recommended Changes	Expenditures	FTEs
FY25 Approved	2,500,367	14.50
Multi-program adjustments, including negotiated compensation changes, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting multiple programs.	(446,779)	(3.00)
FY26 Recommended	2,053,588	11.50

Web Content and Graphic Management

The Web Content and Graphic Development Program has four major functions:

- Provides creative and technical support to Public Relations, Cable Programming, and County departments.

- Develops and oversees the County's graphic identity program to ensure consistency in the County's printed communication for the public. The program develops printing guidelines for departments in accordance with Administrative Procedure 1-7, Use of the Montgomery County Coat of Arms, Logotype and Emblem, and Public Communication Guide.
- Manages the growth and activity on the County's website, which involves the development of policies and procedures for adding information to the website, as well as providing a leadership role in internet management.
- Produces artwork and design services for publications, fliers, decals, exhibits, charts, maps, and other promotional and educational products. Graphic artists provide advice to departments in cost-effective and attractive ways to meet project requirements and objectives.

Program Performance Measures	Actual FY23	Actual FY24	Estimated FY25	Target FY26	Target FY27
Number of press releases and media advisories posted on website	338	462	475	490	504
Number of subscribers to county communications ¹	776,350	1,009,794	1,029,989	1,050,589	1,071,601
Average open rate for email communications sent via the Office of Public Information	37%	36%	30%	30%	30%
Number of social media engagements (millions) ²	13.0	14.0	14.4	14.8	15.3

¹ This number reflects the total number of subscribers to the County email distribution system.

² This measure was tracked beginning in FY23.

FY26 Recommended Changes	Expenditures	FTEs
FY25 Approved	456,782	3.00
Multi-program adjustments, including negotiated compensation changes, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting multiple programs.	496,462	3.00
FY26 Recommended	953,244	6.00

BUDGET SUMMARY

	Actual FY24	Budget FY25	Estimate FY25	Recommended FY26	%Chg Bud/Rec
COUNTY GENERAL FUND					
EXPENDITURES					
Salaries and Wages	5,013,752	2,200,036	2,225,497	2,190,055	-0.5 %
Employee Benefits	1,527,836	593,997	574,336	650,840	9.6 %
County General Fund Personnel Costs	6,541,588	2,794,033	2,799,833	2,840,895	1.7 %
Operating Expenses	235,481	163,116	163,116	165,937	1.7 %
Capital Outlay	12,146	0	0	0	—
County General Fund Expenditures	6,789,215	2,957,149	2,962,949	3,006,832	1.7 %
PERSONNEL					
Full-Time	75	17	17	17	—
Part-Time	1	1	1	1	—
FTEs	60.11	17.50	17.50	17.50	—
County General Fund Revenues	0	0	0	0	—

FY26 RECOMMENDED CHANGES

	Expenditures	FTEs
COUNTY GENERAL FUND		
FY25 ORIGINAL APPROPRIATION	2,957,149	17.50
<u>Other Adjustments (with no service impacts)</u>		
Increase Cost: FY26 Compensation Adjustment	115,248	0.00
Increase Cost: Annualization of FY25 Compensation Increases	50,677	0.00
Increase Cost: Retirement Adjustment	7,835	0.00
Increase Cost: Motor Pool Adjustment	2,524	0.00
Increase Cost: Printing and Mail Adjustment	297	0.00
Decrease Cost: Annualization of FY25 Personnel Costs	(126,898)	0.00
FY26 RECOMMENDED	3,006,832	17.50

PROGRAM SUMMARY

Program Name	FY25 APPR Expenditures	FY25 APPR FTEs	FY26 REC Expenditures	FY26 REC FTEs
Public Relations	2,500,367	14.50	2,053,588	11.50
Web Content and Graphic Management	456,782	3.00	953,244	6.00
Total	2,957,149	17.50	3,006,832	17.50

CHARGES TO OTHER DEPARTMENTS

Charged Department	Charged Fund	FY25 Total\$	FY25 FTEs	FY26 Total\$	FY26 FTEs
COUNTY GENERAL FUND					
Health and Human Services	General Fund	168,114	1.50	0	0.00
Permitting Services	Permitting Services	341,057	2.90	0	0.00
Housing and Community Affairs	Montgomery Housing Initiative	88,808	0.90	0	0.00
Recycling and Resource Management	Solid Waste Disposal	490,582	4.75	0	0.00
Recycling and Resource Management	Solid Waste Collection	126,747	1.25	0	0.00
	Total	1,215,308	11.30	0	0.00

FUNDING PARAMETER ITEMS

CE RECOMMENDED (\$000S)

Title	FY26	FY27	FY28	FY29	FY30	FY31
COUNTY GENERAL FUND						
EXPENDITURES						
FY26 Recommended	3,007	3,007	3,007	3,007	3,007	3,007

FUNDING PARAMETER ITEMS

CE RECOMMENDED (\$000S)

Title	FY26	FY27	FY28	FY29	FY30	FY31
No inflation or compensation change is included in outyear projections.						
Labor Contracts	0	21	21	21	21	21
These figures represent the estimated annualized cost of general wage adjustments, service increments, and other negotiated items.						
Subtotal Expenditures	3,007	3,028	3,028	3,028	3,028	3,028

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