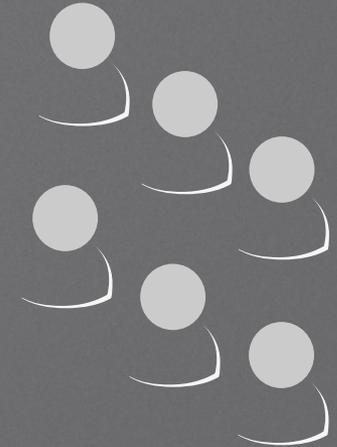
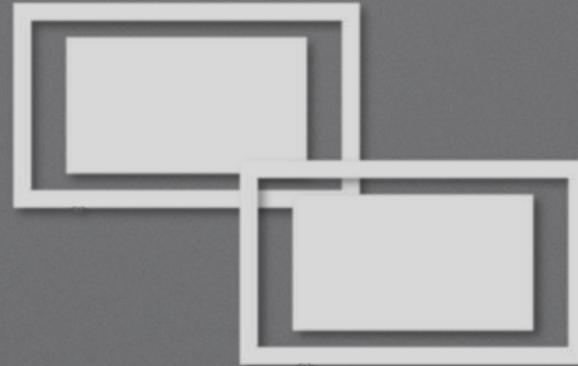
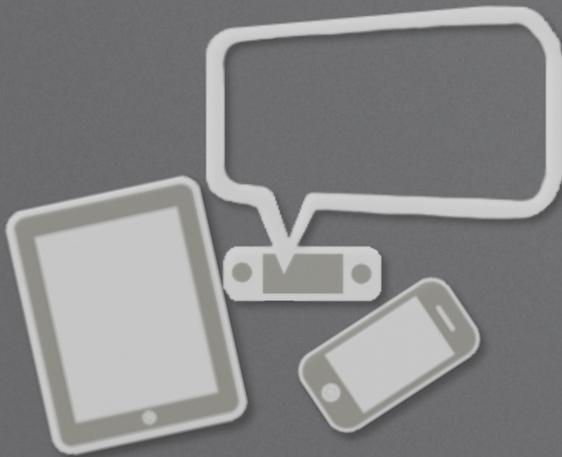


FY2014 CABLE PLAN

Open Government – Diversity – Innovation



Cable Communications Plan



Driving awareness of openMontgomery, facilitating video search of government meetings and producing America's only collaborative weekly PEG newscast

Supporting Open Government



Distributing PEG resources to support outreach and engagement to Montgomery County's diverse ethnic communities

Serving Diverse Communities



Producing unique hyperlocal youth & civic TV, web and mobile content, including local Election 2014 coverage

Unique Content on All Platforms



Expanding FiberNet, the communications backbone of the Digital County, to all elementary schools and expanding public WiFi to County recreation centers

Maintaining Vital Infrastructure

Enhancing the Digital County



Innovative Approaches to Digital

PGB FY14 Plans

Implementing the four FY14 Strategic Priorities, the PEG Governance Board produces and distributes unique multi-platform content that promotes Open Government, life-long learning, diversity, arts, economic development and programming for underserved audiences. PGB is a conduit for effective communication across all technological platforms.

Open Government

- ✓ Use cable and online channels to drive audiences to openMontgomery
- ✓ Facilitate video search engine optimization for government
- ✓ Hyperlocal 2014 election multiplatform coverage

Collaboration

- ✓ Shared multiplatform content on County Report This Week
- ✓ Innovative youth media projects made available on-air and on-line
- ✓ Allocate resources to increase multicultural engagement

Measurement & Marketing

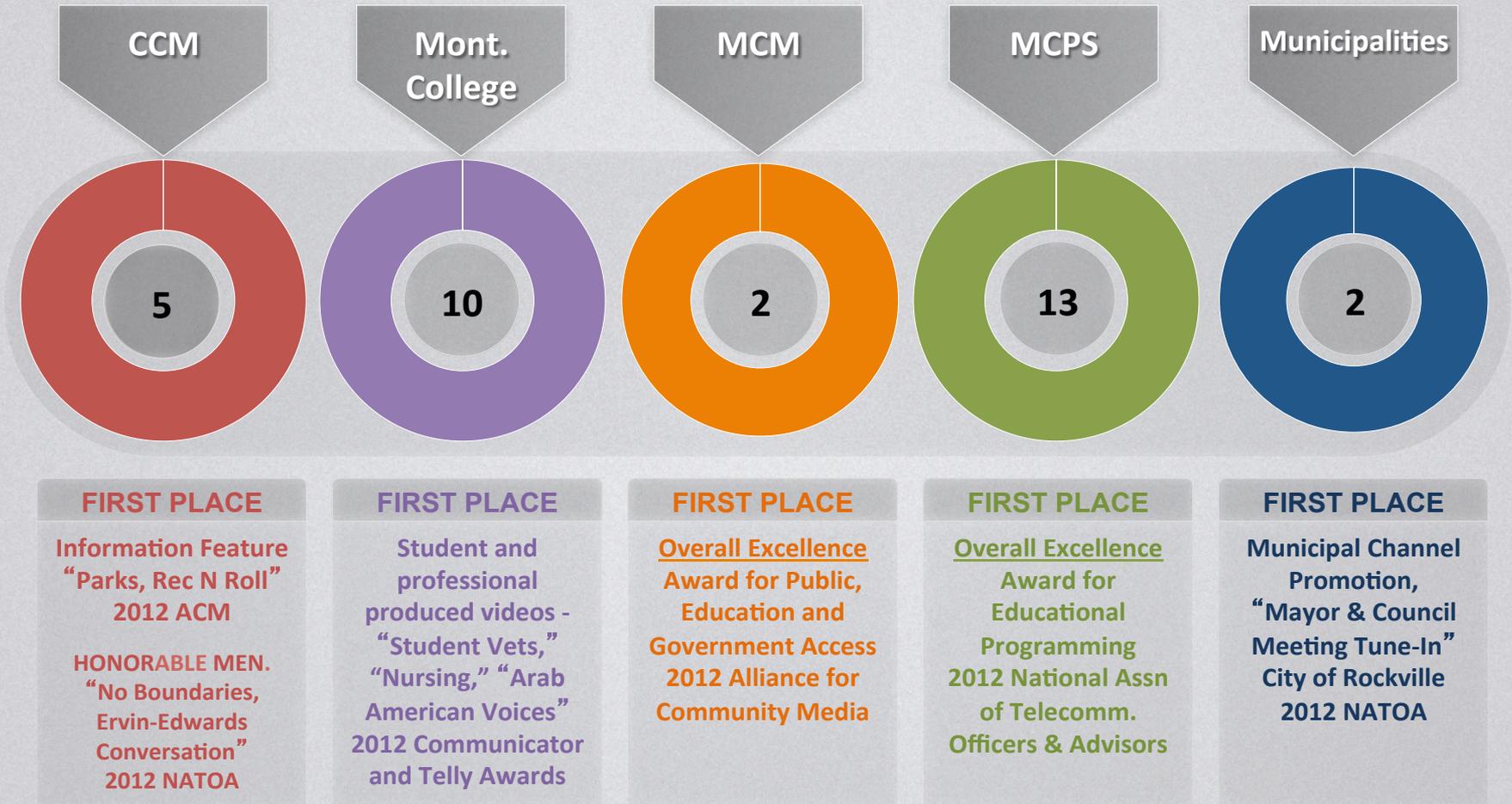
- ✓ Begin audience survey and obtain programmatic feedback
- ✓ Measure online & mobile audience
- ✓ Improve channel branding & cross-promote key programs to maximize awareness

Sustainability

- ✓ Seek outside funding for targeted collaborative projects (Youth, Broadband/Digital Literacy, Veterans, and Health issues, for example)



Awards Won by PEG Channels in 2012



Shared PEG Audiences



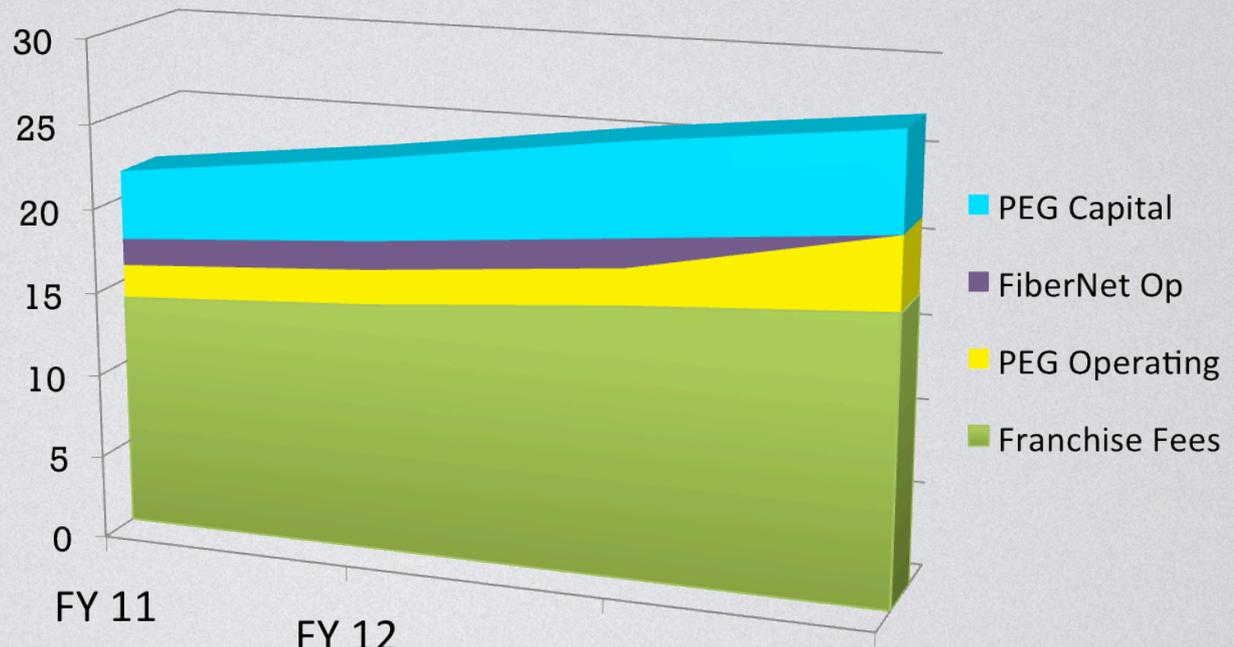
Cable Plan – Revenue Snapshot

Revenues

- ❖ Cable revenue continues to grow, but at a slower rate as Verizon completes its build out
- ❖ In FY12, cable revenues grew by 9% but subscribers only grew by 3%

Comcast Franchise Change

FY14 PEG Equipment & Operating Grant of \$4.3M replaces FY13 combined PEG and FiberNet Operating Grants of \$3.9M (pending franchise renewal)



❖ Actual FY12 revenue was \$168k less than estimated in FY13 budget

❖ FY13 includes 6-yr \$687K franchise fee audit settlement

FY 14
❖ FY14 projected 6% increase is less than est'd FY13 9% increase



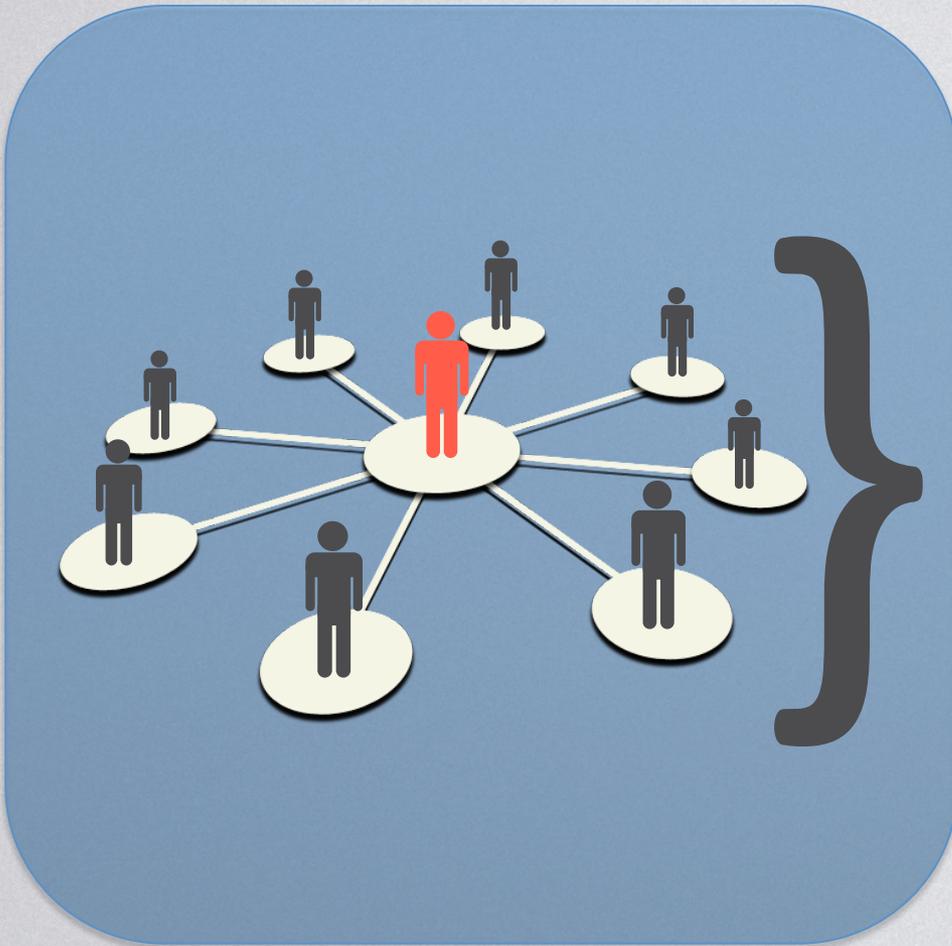
Cable Plan – FY14 Overview

| | Revenue | Expenditures |
|-----------------------|--------------------|--------------------|
| Fund Balance | \$503,000 | -\$88,000 |
| Unrestricted | \$1,080,000 | \$1,047,000 |
| Restricted | \$1,016,000 | \$1,686,000 |
| General Fund Transfer | \$0 | -\$46,000 |
| Total | \$2,599,000 | \$2,599,000 |

- Fund balance is subject to change based on 3rd Quarter estimate and year-end actuals
- Restricted and unrestricted revenue and expenditures are dependent on completed Comcast franchise renewal and municipal-County agreements



Supporting Government Communications with the Community



- ✓ 100 percent coverage of all Council general and commission sessions, beginning in FY13
 - ✓ \$58K increase in FY14 to sustain this effort
- ✓ Full-time contract funding to support diversity communications
 - ✓ \$46K increase in FY14 to support this initiative
- ✓ \$12K PIO operating support increase
- ✓ \$4K increase for public meeting coverage
- ✓ \$188K in \$400K Legislative NDA to support new Council initiatives



Support for Open Government

Promote Digital Summit & Hackathon



Drive Audiences to openMontgomery

Implement Google-Friendly Video Search Optimization



Unique Local Election Coverage & Information in 2014

Create Mobile-Friendly content



New Activities in FY14 to Meet the Needs of Diverse Communities

Support Heritage Montgomery's documentary about local African American Churches
\$10K (allocation)



Upgrade Montgomery College's part-time contractors with 1 fulltime staff Bilingual Producer
\$40K



Upgrade Community Engagement Producer to fulltime, expanding outreach to Immigrant and ethnically diverse communities
\$46K

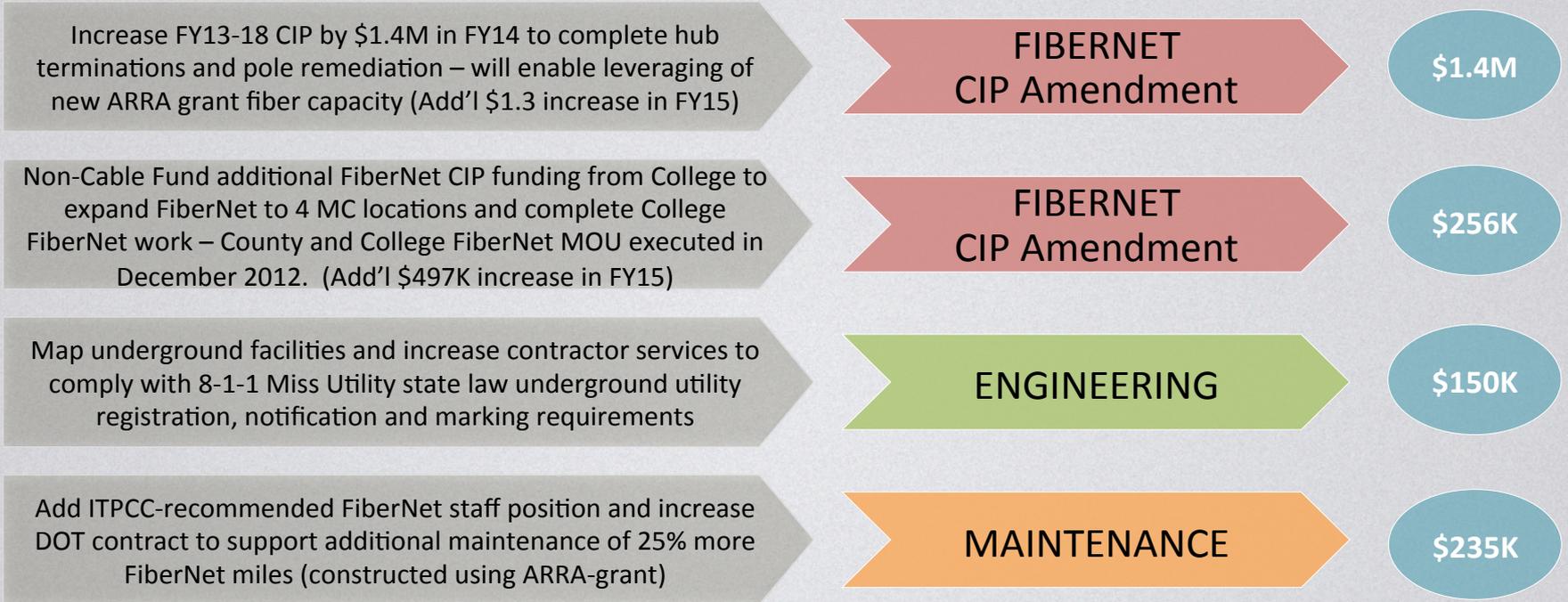


Create fulltime Editor/Videographer to support Community Engagement & Multiplatform Producers
\$65K



Vital Infrastructure Support

FY14 Increase Request



Fast Fact:

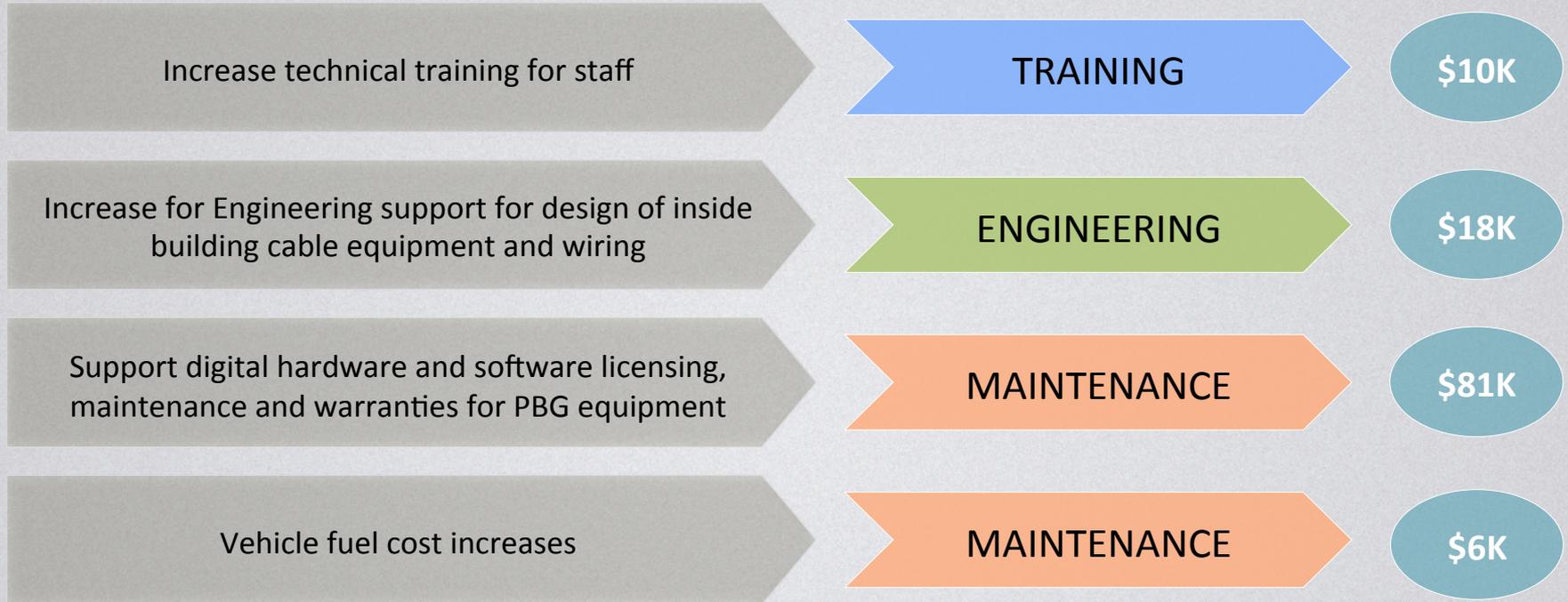
FiberNet sites increased 32% in FY13

FY14 PEG Equipment budget and FY13 carryover will support enhancement of Silver Spring public Wi-Fi and study of future Wheaton Wi-Fi options. Expanded Wi-Fi in public buildings will continue in FY14.



Operational Support

FY14 Increase Request



 **PEG**
Fast Fact:
Estimated FY14
YouTube views: 481K

FY14 budget contains employee salary and benefit increases for MCG (DTS, OCA, PIO, CC, DOT), MC, MCPS and MCM, as well as miscellaneous CPI-related or scheduled contract increases.



PEG Outcomes and Initiatives

| Local PEG Online | FY12 Stats |
|------------------|------------|
| Unique Visitors | 579,944 |
| Page Views | 1,855,484 |
| VOD Views | 35,200 |

FY12 Improvements



✓ 370,887 views
40% increase in YouTube views

3,742 Hrs



✓ 50% increase in locally produced programming

13,642 Hrs



✓ 10% increase in volunteer-produced programming

143 Hrs



✓ 81% increase in student-assisted original programming



• **Video Innovation** pilot to support use of video as a presentation tool (\$25K)



• **Youth Voices** media increase to support additional youth programming, internships, and youth-centric transmedia (\$25K)

2012 VIEWER INTEREST SURVEY Top Five Programs Categories

- Use of Tax Dollars
- Local News and Public Affairs
- Environment, Recycling and Conservation
- Local Performing Arts and Events
- Libraries and Library Author Series



PEG Fast Fact:



Original programming produced in languages other than English will increase by 6.3% in FY14.

% of Cable Subscribers Who Want PEG



FY2014 CABLE PLAN

THANK YOU!

