

**MEMORANDUM**

April 26, 2022

TO: Government Operations and Fiscal Policy Committee  
FROM: Dr. Costis Toregas, Council IT Adviser  
SUBJECT: FY23 Operating Budget for Cable Television Communications Plan

Expected to attend:

- Gail Roper, Chief Information Officer, Department of Technology and Enterprise Business Solutions (TEBS)
- Joe Webster, Chief Broadband Officer, TEBS
- Members of the Connect Montgomery Alliance (CMA)
- Alison Dollar, Chief Budget Officer, TEBS
- Leny Bautista, Office of Broadband Programs Financial Manager, TEBS
- Julie Knight, Fiscal and Policy Analyst, Office of Management and Budget (OMB)

Documents for Committee review:

1. Budget submission on ©1-10, with Cable Plan financial display on ©9-10
2. Connect Montgomery Alliance plan (©11-17)
3. Testimony in support of CCM (©18-19)
4. First quarter (October through December 2021) Cable Plan revenue summary (©20)

**Cable Television Communications Plan  
FY23 COUNTY EXECUTIVE RECOMMENDATION**

| Cable                                    | FY22<br>Approved           | FY23<br>CE Recommended     | Change from<br>FY22 Approved |
|--|----------------------------|----------------------------|------------------------------|
| <b>Total Expenditures (General Fund)</b> | <b>\$ 17,469,611</b>       | <b>\$ 15,227,385</b>       | <b>-12.8 %</b>               |
| Personnel Costs                          | \$ 4,465,948<br>30.75 FTEs | \$ 4,586,990<br>29.55 FTEs | 2.7 %<br>-1.20 FTEs          |
| Operating Costs                          | \$ 16,669,611              | \$ 15,227,385              | - 8.7 %                      |

Council staff *recommends the acceptance of the Cable Television Communications Plan budget at the level of \$15,227,385* that the County Executive has proposed. In addition, the Committee should ensure that the **Connect Montgomery Alliance strategic plan continues to guide the investment of Cable Plan funds** towards the community through periodic meetings with CMA leadership.

## **Introduction**

The Cable Television Communication Plan is a special revenue fund. Revenue is provided by cable franchise agreements and fees from the Transmission Facility Coordinating Group. Funding is passed through for: the operation of the Office of Broadband Program's (OBP); FiberNet programs; Community Technology; Community Engagement; Digital Equity; Public, Educational, and Government (PEG) programming by the Office of Public Information (PIO); the County Council; the Maryland-National Capital Park and Planning Commission (M-NCPPC); Montgomery College; Montgomery County Public Schools (MCPS); Montgomery Community Media; PEG equipment; and municipal franchises administered by the County. The mission of the Cable Television Communications Plan is to provide effective management of the Fund; the County's cable franchise agreement; quality PEG programming; broadband governance; planning, execution, and operation of FiberNet; the County's communications network; and effective management of the deployment of wireless facilities throughout Montgomery County. Additional funding for OBP is provided and described in the Department of Technology and Enterprise Business Solutions' (TEBS) budget. Digital Equity initiatives are supported by the TEBS and Cable Fund budgets.

The Executive provided this insight in the introduction to the FY23 Budget document regarding the Cable Fund: *“... Cable Communications Fund revenue comes primarily from cable franchise agreement revenues. Declining cable subscriptions and changes in Federal law have resulted in declining revenue for the Cable Fund and declining future revenues. To address this and to simplify County budgeting, TEBS FiberNet operating expenditures funded by the Cable Fund have been moved and consolidated with other FiberNet operating expenditures in the TEBS Office of Broadband Programs and Infrastructure Modernization program (OBPIM) in the General Fund. ultraMontgomery Digital Equity expenditures funded by the General Fund within the TEBS OBPIM program have been moved and consolidated with other Digital Equity expenditures in the Cable Fund Digital Equity Program. In addition, \$100,000 of Digital Equity funding provided in FY22 with ARPA grant funds is being added to the Cable Fund Digital Equity program base budget. These changes will enable the Cable Fund to ensure continued operation of FiberNet and further expand Digital Equity programs for underserved and low-income residents, while also maintaining a positive fund balance....”*

In addition, the Cable Plan is guided by the strategic plan and operational efforts of the Connect Montgomery Alliance, a group of professionals across several agencies who are directly connected to the residents of Montgomery County through communications channels. Every year, the CMA Strategic plan guides the allocation of Cable Plan revenues and ensures that County residents enjoy the strongest possible information and communication services including television, web and other services. The FY23 CMA Strategic Plan is on ©11-17, and the budget request aligns with this plan according to the Executive.

The two major franchises with Comcast and Verizon have both expired, and the Executive is negotiating with both companies for a renewal; Council staff has requested that updates of these

negotiations be provided to the Committee and full Council well in advance of signed agreements so the Council Members have a chance to understand the parameters for these important, multi-year agreements that provide important revenues for County communications, as well as a framework for regulatory oversight of the service provision.

**Analysis**

The Cable Fund can be reviewed in two separate elements: the revenue expected over the year, and the way expenditures will be allocated to the Fund. The Committee is aware of a long-time trend of diminishing revenues due to “cord-cutting” (cable customers reducing their reliance on cable programming on which the County receives franchise fees by using internet-based services that are clear of fee obligations to the County). This year is no exception, with revenues projected at \$500,000 lower level. The reason revenues appear at an increased level in the recommended budget is for a one-time (to be repeated in 2024 and 2025) revenue infusion from a special agreement with the Maryland Municipal League that will net about \$500,000 to the county.

Revenues

|                      | Actual<br>2021 | Approved<br>2022 | Estimated<br>2022 | Recommended<br>2023 |
|----------------------|----------------|------------------|-------------------|---------------------|
| Franchise fees       | 14,667         | 13,768           | 14,783            | 14,358              |
| PEG Operating grants | 3,377          | 3,444            | 3,471             | 3,312               |
| PEG Capital grants   | 5,393          | 5,399            | 5,399             | 5,303               |
| Interest             | 15             | 153              | 13                | 77                  |
| TFCG fees            | 143            | 250              | 225               | 250                 |
| Miscellaneous        | 75             |                  |                   | 1,000*              |
| Totals               | 23,670         | 22,869           | 23,891            | 24,300              |

\*one time revenue coming from Operating to Capital dollar swap with the Maryland Municipal League (MML); see details under Municipal Support section

A clarification is needed for the seeming difference between the total revenues expected in FY23 (\$24,300,000) and the amount shown in the Executive budget submission top line of budget p 71-1 (shown in ©1 Recommended FY23 budget) of \$15,227,385. Lines 104 and 105 show the transfer of \$4,522,000 to the General Fund and \$4,398,000 to the CIP program before the Committee is provided with recommended expenditures for the balance of the expected revenues. This practice is relatively new. It is important to understand the full amount of cable revenues that come into the Cable Plan process and the General Fund and CIP transfers should be seen as part of the Cable Plan total outlays. *OMB should be asked to change this practice* to improve the understanding of the Cable Plan size and outlays.

The Cable Fund balance (line 113 on ©10) shows an expected positive level of \$164,000 for the end of FY23. In FY24 through FY28, the fund balance grows negatively until it reaches -\$3,411,000 in the end of FY28. This is a reflection of formulas working in the background for the outyears without any management of the Fund in the intervening years, so Committee should be reviewing forecasts on an annual basis and ensure that at least the two years after the recommended budget look acceptable.

Actual revenues are reported to Council every quarter; the display on @20 is the Q1 revenue table showing that revenues are holding to projections as of now. Q2 revenues are forthcoming.

## Expenses

There are ten performers that participate in executing Cable Plan activities; their names and a short summary of their domain and expertise are listed below.

Connect Montgomery Alliance: \$1,053,454 and 0 FTEs

The Montgomery County Public, Education, and Government (PEG) Governance Board (*since 2021, it has been renamed Connect Montgomery Alliance*) facilitates collaboration among the local PEG stations to promote meaningful and relevant PEG programming and media services to the Montgomery County community using current and emerging technologies. The PEG Governance Board (PGB) collaboratively works to expand community engagement, Spanish language programming, and access to digital media content featuring County residents, organizations, and institutions. The budget for PEG includes funds for the purchase of equipment, promotion and outreach support to increase channel awareness and viewership, and strategic planning.

This year, a coordinator position is finally staffed after several years of discussion and support from the Committee. This position will support advancement of CMA strategic goals and simplify the execution of collaborative projects between CMA partners. The goals of CMA are articulated in the CMA Strategic Plan (see ©11-17), and adherence to its goals will be an important management task for the Cable Plan oversight mechanisms that include TEBS as well as the CMA governance board.

Media- Montgomery College: transfer of \$1,588,000 and 0 FTEs

Montgomery College Television creates videos for Montgomery College educational cable channels, website, and social media. Funds are used for staff, equipment, operating expenses, and training student interns using hands on, real life production techniques and facilities. Videos educate, inform, and support student success (i.e. closing the achievement gap, dual enrollment, retention, completion, transfer, and academic excellence.) MCTV produces videos in Spanish, Amharic, Vietnamese, French, and Korean, and provides outreach to targeted underserved populations, engaging first generation college students, non-native English speakers, immigrants, veterans, single parents, and those who are food insecure. Videos explore careers, economic development, and workforce preparedness. Additional funds are provided through the Montgomery College operating budget.

Media- Montgomery County Public Schools: transfer of \$1,694,000 and 0 FTEs

Montgomery County Public Schools Television (MCPS-TV) is a full-service television and multimedia facility that produces TV programs for students, staff, parents, and the general community produced in multiple languages to reach the district's growing multicultural community. MCPS-TV regular programming includes live Board of Education meetings, live webstreaming events from schools, new curriculum training and staff development, live call-in and interactive programs on topical issues, student-produced in class programs, technology training, and televised instruction in a variety of academic content areas.

Media- PIO, Council, M-NCPPC: \$1,607,000 and 9.30 FTEs

This program provides funding for the Office of Public Information, the County Council, and the Maryland-National Capital Park and Planning Commission to create content for the County's cable channel CCM, social media, and live Internet streaming, including County Council and Planning Board meetings, press conferences, town hall meetings, special events, feature programs, and video on demand. Each entity has separate production staff and controls content produced, and all are supported by the Office of Broadband Programs Community Engagement program. This program was formerly part of County Cable Montgomery.

Montgomery Community Media : \$2,973,859 and 0 FTEs

Montgomery County supports community media and digital equity training through a contract with Montgomery Community Television, doing business as Montgomery Community Media (MCM). MCM operates two community media cable television channels, provides media technology training to County residents and community organizations, and produces independent, diverse, and informative cable programming for County residents. MCM's mission is to provide media, television production, technology training that empowers residents and organizations and provides them with the opportunity to interact, engage, and influence the County government and the community by using the powerful media of television and the Internet. (see letter of support for MCM from April 19, 2022 public testimony at ©18-19)

There is an increase of \$144,796 recommended for FY23 in the MCM outlay. This increase is related to negotiated contracts that are anticipated in FY23. MCM's current contract expires June 30, 2022, and negotiations have not been completed for FY23; the increase is estimated to be sufficient to cover the increase.

Municipal Support: \$3,624,888 and 0 FTEs

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

An agreement was reached this year that secures revenue coming from an Operating to Capital dollar swap with the Maryland Municipal League (MML); this will repeat for 3 years, and then expire. Such an agreement was reached with Takoma Park in prior years as well. The capital support funds distributed to municipalities under the agreement must be spent on capital projects only; MML found that they cannot use the entire amount of restricted funds that have accrued over the years, and agreed to a "swap": \$1,000,000 a year for 3 years of Capital dollars (shown as "Miscellaneous") will be given to the County and shown in the Cable Plan, in exchange for \$500,000 a year for 3 years of unrestricted funds paid by the County (this latter funding is seen in row 25 on ©9 as an expense).

OBP Community Engagement: \$1,224,189 and 5.0 FTEs

OBP Community Engagement provides channel management for the County's cable television station (CCM) and its three cable channels, and a Technical Operations Center to support transmission of 13 local PEG channels over three cable systems. CCM program content is created by the County Council, Public Information Office (PIO), and Maryland-National Capital Park and Planning Commission (M-NCPPC). Community Engagement provides production services to record and transmit programming from the Council Office Building, production support for offsite Council Town Halls and County Executive Forums, closed captioning of programs, dynamic promotion of channel and video programming across multiple media platforms, engineering staff for the Technical Operations Center to monitor the audio and video signals provided to the Comcast, RCN and Verizon cable systems, contract administration, liaison and support services for other municipal and community media channels' PEG Channels in the County. This program was formerly part of the County Cable Montgomery and Public Educational Government (PEG) Operations programs.

OBP Community Technology: \$1,635,549 and 5.50 FTEs

OBP Community Technology manages use of public rights-of-way in Montgomery County by cable television providers, negotiates and enforces obligations in cable franchise agreements, provides consumer assistance with cable issues and complaints, and supports County policies addressing compensation for use of public rights-of-way by communications providers. Community Technology manages the Transmission Facility Coordinating Group to provide engineering review of applications to deploy towers and antennas for wireless services in Montgomery County, and coordination for deployment of wireless facilities among department and agencies.

OBP Digital Equity: \$680,081 and 1.0 FTEs

Digital Equity is necessary for civic and cultural participation, employment, lifelong learning, and access to essential services. OBP Digital Equity works to ensure individuals and communities have the information technology knowledge and confidence needed for full participation in our society, democracy, and economy. It supports providing technology training for older adults, and youth media programs to empower young people to engage with the community through digital media. See the TEBS budget for additional funding provided by TEBS to support digital equity as part of the ultraMontgomery program. This program was formerly part of the County Cable Montgomery program.

Note that this Cable Plan for the first time consolidates all Digital Equity expenditures in a single fund. The smaller amount of digital equity programs in the Cable Fund is now combined with the work that CMA is doing in digital equity, and the stand-alone MoCoNet project through the ultraMontgomery CIP is also funded by the Cable Fund.

The Committee may want to understand the way in which this effort is managed by the CMA and/or TEBS, and how it supports the County's overall digital equity efforts.

OBP FiberNet: \$2,421,816 and 8.75 FTEs

Funding from the Cable Special Revenue Fund is used to support Montgomery County's private communications network - FiberNet. FiberNet is a critical infrastructure asset that provides carrier-class voice, video, Internet access, and data network services for Montgomery County Government,

Montgomery County Public Schools (MCPS), Montgomery College, Housing Opportunities Commission (HOC), the Maryland-National Park and Planning Commission (M-NCPPC), and the WSSC Water. The County's public safety communications are also provided via FiberNet infrastructure. Additionally, FiberNet provides private network access to the State of Maryland and all of the local counties, municipalities, and the District of Columbia. Expenditures cover the cost of network expansion, monitoring, management, and maintenance services. FiberNet is a Countywide multi-million dollar investment that is crucial to the daily operation of local government within the County and with its citizens, neighboring governments, and business partners.

Summary of program expenses by plan performer

| Program Name                            | FY22 Approved Expenses | FY23 Recommended Expenses |
|---|------------------------|---------------------------|
| Connect Montgomery Alliance             | 943,204                | 1,053,454                 |
| Media- Montgomery College               | 0                      | 0                         |
| Media- Montgomery County Public Schools | 0                      | 0                         |
| Media- PIO, Council, M-NCPPC            | 1,865,124              | 1,607,549                 |
| Montgomery Community Media              | 2,829,061              | 2,973,859                 |
| Municipal Support                       | 3,563,900              | 3,624,888                 |
| OBP Community Engagement                | 1,186,203              | 1,224,189                 |
| OBP Community Technology                | 1,622,426              | 1,635,549                 |
| OBP Digital Equity (Cable Fund)         | 200,000                | 686,081                   |
| OBP FiberNet (CF)                       | 5,259,693              | 2,421,816                 |
| Totals                                  | 17,469,611             | 15,227,385                |

FTEs funded by plan performer

| Program Name                            | FY22 Approved FTEs | FY23 Recommended FTEs |
|---|--------------------|-----------------------|
| Connect Montgomery Alliance             | 0                  | 0                     |
| Media- Montgomery College               | 0                  | 0                     |
| Media- Montgomery County Public Schools | 0                  | 0                     |
| Media- PIO, Council, M-NCPPC            | 11.50              | 9.30                  |
| Montgomery Community Media              | 0                  | 0                     |
| Municipal Support                       | 0                  | 0                     |
| OBP Community Engagement                | 5                  | 5                     |
| OBP Community Technology                | 5                  | 5.50                  |
| OBP Digital Equity (Cable Fund)         | 0                  | 1.0                   |
| OBP FiberNet (CF)                       | 8.75               | 8.75                  |
| Totals                                  | 30.75              | 29.55                 |

In addition to the ten partner work programs listed above, there is also a transfer to the M-NCPPC General Fund of \$100,000 (see Line 98 in ©10) to fund the Connected Parks initiative. M-NCPPC has used Cable Fund resources in prior years (most recently in FY22) to provide connectivity in

several parks and wants to expand this successful WiFi program. OMB has approved the M-NCPPC request directly from M-NCPPC, but the Committee must endorse this transfer as it is an element of the Cable Plan itself. The \$100,00 funding for FY23 will allow M-NCPPC to complete public WiFi access throughout the South Germantown Regional Park and will also fund cabling to provide access to portions of Black Hills Regional Park.





# Cable Television Communications Plan

## RECOMMENDED FY23 BUDGET

\$15,227,385

## FULL TIME EQUIVALENTS

29.55

✻ GAIL M. ROPER, CHIEF INFORMATION OFFICER/DIRECTOR

## MISSION STATEMENT

The Cable Television Communication Plan is a special revenue fund. Revenue is provided by cable franchise agreements and fees from the Transmission Facility Coordinating Group. Funding is passed through for: the operation of the Office of Broadband Program's (OBP); FiberNet programs; Community Technology; Community Engagement; Digital Equity; Public, Educational, and Government (PEG) programming by the Office of Public Information (PIO); the County Council; the Maryland-National Capital Park and Planning Commission (M-NCPPC); Montgomery College; Montgomery County Public Schools (MCPS); Montgomery Community Media; PEG equipment; and municipal franchises administered by the County. The mission of the Cable Television Communications Plan is to provide effective management of the Fund; the County's cable franchise agreement; quality PEG programming; broadband governance; planning, execution, and operation of FiberNet; the County's communications network; and effective management of the deployment of wireless facilities throughout Montgomery County. Additional funding for OBP is provided and described in the Department of Technology and Enterprise Business Solutions' (TEBS) budget. Digital Equity initiatives are supported by the TEBS and Cable Fund budgets.

## BUDGET OVERVIEW

The total recommended FY23 Operating Budget for the Office of Broadband Programs is \$15,227,385, a decrease of \$2,242,226 or 12.84 percent from the FY22 Approved Budget of \$17,469,611. Personnel Costs comprise 30.12 percent of the budget for 19 full-time position(s) and no part-time position(s), and a total of 29.55 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 69.88 percent of the FY23 budget.

In addition, this department's Capital Improvements Program (CIP) requires Current Revenue funding.

## COUNTY PRIORITY OUTCOMES

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

- ❖ **Thriving Youth and Families**
- ❖ **Easier Commutes**
- ❖ **A Greener County**
- ❖ **Effective, Sustainable Government**
- ❖ **A Growing Economy**

## INITIATIVES

- ✪ Deploy 40,000 free computers to low-income residents and seek grant funding to expand additional digital equity programs including

offering assistance to low-income residents to enroll in home broadband subsidy programs, expanding Senior Planet Montgomery to affordable housing developments, and expanding Senior Planet Montgomery through licensing for working parents.

- ★ Leverage County funding and seek additional grant funding to expand MoCoNet, the County's residential broadband network at affordable housing developments. In addition, receive grant funding to develop constituent-facing technology resources, launch pilot programs to train technology ambassadors, and expand access to technology training for MoCoNet subscribers to improve consumer technology knowledge and confidence, and reduce technology assistance calls to the County.
- ★ Leverage FY22 Community Communications Survey findings to strategically deploy County Cable Montgomery (CCM) resources. The goal is to provide communications over preferred communications platforms, in formats and languages that enable the County to reach more residents with information, especially those communities that are not currently engaging with the County.
- ★ Leverage caption encoders with Artificial Intelligence (AI) technology to improve the quality of multilingual captioning for County Cable Montgomery live and video on demand programming. The encoders provide multi-lingual captioning support. AI technology enables customized machine learning of County specific names, terms, and phrases to improve captioning accuracy. In addition, the encoders will create cost-efficiencies by reducing schedule and set-up time.

## INNOVATIONS AND PRODUCTIVITY IMPROVEMENTS

- ★ Winner of National Association of Counties Best in the Nation Award for transforming Senior Planet Montgomery from an in-person training program serving 800 people per year to offering lectures and courses via Zoom to serve 7,000 seniors per year.
- ★ Expanded MoCoNet residential broadband service to three new affordable housing locations.
- ★ Reconfigured the County Council hearing room to effectively support hybrid meetings (Zoom and in-person combined) that can be cast to cable channels, Facebook and YouTube. Upgrading the video Storage Area Network (SAN) local area network video file sharing platform to improve efficiency of Council and Public Information Office (PIO) producers and editors to cost-effectively support demand for video communications among a new 11-member County Council.

## PROGRAM CONTACTS

Contact Michele Crane of the Department of Technology Services at 240.777.2845 or Julie Knight of the Office of Management and Budget at 240.777.2760 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 FY22 estimates reflect funding based on the FY22 Approved Budget. The FY23 and FY24 figures are performance targets based on the FY23 Recommended Budget and funding for comparable service levels in FY24.

## PROGRAM DESCRIPTIONS

### ★ Connect Montgomery Alliance

The Montgomery County Public, Education, and Government (PEG) Governance Board facilitates collaboration among the local PEG stations to promote meaningful and relevant PEG programming and media services to the Montgomery County community using current and emerging technologies. The PEG Governance Board (PGB) collaboratively works to expand community engagement, Spanish language programming, and access to digital media content featuring County residents, organizations, and institutions. The budget for PEG includes funds for the purchase of equipment, promotion and outreach support to increase channel awareness and viewership, and strategic planning.

| <b>FY23 Recommended Changes</b>                                   | <b>Expenditures</b> | <b>FTEs</b> |
|---|---------------------|-------------|
| <b>FY22 Approved</b>  | <b>943,204</b>      | <b>0.00</b> |
| Increase Cost: Connect Montgomery Alliance Coordinator Contractor | 50,000              | 0.00        |

| <b>FY23 Recommended Changes</b>  | <b>Expenditures</b> | <b>FTEs</b> |
|--|---------------------|-------------|
| Increase Cost: County Office Building Television and Webstreaming Studio Equipment       | 35,250              | 0.00        |
| Increase Cost: Public, Education, Government Television Equipment Support and Warranties | 25,000              | 0.00        |
| <b>FY23 Recommended</b>  | <b>1,053,454</b>    | <b>0.00</b> |

### ☀ Media - Montgomery College

Montgomery College Television creates videos for Montgomery College educational cable channels, website, and social media. Funds are used for staff, equipment, operating expenses, and training student interns using hands on, real life production techniques and facilities. Videos educate, inform, and support student success (i.e. closing the achievement gap, dual enrollment, retention, completion, transfer, and academic excellence.) MCTV produces videos in Spanish, Amharic, Vietnamese, French, and Korean, and provides outreach to targeted underserved populations, engaging first generation college students, non-native English speakers, immigrants, veterans, single parents, and those who are food insecure. Videos explore careers, economic development, and workforce preparedness. Additional funds are provided through the Montgomery College operating budget.

| <b>Program Performance Measures</b>   | <b>Actual<br/>FY20</b> | <b>Actual<br/>FY21</b> | <b>Estimated<br/>FY22</b> | <b>Target<br/>FY23</b> | <b>Target<br/>FY24</b> |
|---|------------------------|------------------------|---------------------------|------------------------|------------------------|
| Hours of first-run locally produced and acquired Montgomery College MC-ITV programming <sup>1</sup> | 188                    | 278                    | 220                       | 280                    | 300                    |
| Hours of Montgomery College student-assisted original programming <sup>2</sup>                      | 122                    | 84                     | 125                       | 145                    | 180                    |

<sup>1</sup> In FY21, original first-run and student-assisted programming declined due to reduction of in-person events (including sports), and faculty and students not having access to facilities. Also, short-form programming took priority over long-form. However, we were able to acquire more programming than we normally would outside of the pandemic.

<sup>2</sup> In FY21, student-assisted hours of original programs declined due to both the pandemic's impact on in-person events, as well as the need for short-form promos and PSAs.

| <b>FY23 Recommended Changes</b> | <b>Expenditures</b> | <b>FTEs</b> |
|---------------------------------|---------------------|-------------|
| <b>FY22 Approved</b>            | <b>0</b>            | <b>0.00</b> |
| <b>FY23 Recommended</b>         | <b>0</b>            | <b>0.00</b> |

Note(s): Funding for MCPS-TV and Montgomery College Television is provided as a fund transfer to the MCPS and Montgomery College budgets.

### ☀ Media - Montgomery County Public Schools

Montgomery County Public Schools Television (MCPS-TV) is a full-service television and multimedia facility that produces TV programs for students, staff, parents, and the general community produced in multiple languages to reach the district's growing multicultural community. MCPS-TV regular programming includes live Board of Education meetings, live webstreaming events from schools, new curriculum training and staff development, live call-in and interactive programs on topical issues, student-produced in class programs, technology training, and televised instruction in a variety of academic content areas.

| <b>Program Performance Measures</b>   | <b>Actual<br/>FY20</b> | <b>Actual<br/>FY21</b> | <b>Estimated<br/>FY22</b> | <b>Target<br/>FY23</b> | <b>Target<br/>FY24</b> |
|---|------------------------|------------------------|---------------------------|------------------------|------------------------|
| Hours of first run locally produced, block, and acquired Montgomery County Public Schools (MCPS) ITV programming <sup>1</sup> | 427                    | 362                    | 380                       | 399                    | 419                    |

<sup>1</sup> In-person production stories were reduced due to covid restrictions.

| <b>FY23 Recommended Changes</b> | <b>Expenditures</b> | <b>FTEs</b> |
|---------------------------------|---------------------|-------------|
| <b>FY22 Approved</b>            | <b>0</b>            | <b>0.00</b> |
| <b>FY23 Recommended</b>         | <b>0</b>            | <b>0.00</b> |

Note(s): Funding for MCPS-TV and Montgomery College Television is provided as a fund transfer to the MCPS and Montgomery College budgets.

### ☀ Media - PIO, Council, M-NCPPC

This program provides funding for the Office of Public Information, the County Council, and the Maryland-National Capital Park and Planning Commission to create content for the County's cable channel CCM, social media, and live Internet streaming, including County Council and Planning Board meetings, press conferences, town hall meetings, special events, feature programs, and video on demand. Each entity has separate production staff and controls content produced, and all are supported by the Office of Broadband Programs Community Engagement program. This program was formerly part of County Cable Montgomery.

| Program Performance Measures  | Actual FY20 | Actual FY21 | Estimated FY22 | Target FY23 | Target FY24 |
|---|-------------|-------------|----------------|-------------|-------------|
| Hours of first run locally produced, block, and acquired County Cable Montgomery (CCM) programming <sup>1</sup> | 2,765       | 2,257       | 2,257          | 3,164       | 3,164       |
| Video communications produced for social media and cable  | 1,419       | 1,443       | 1,570          | 1,582       | 1,602       |
| Percent of productions completed within agreed-upon timeline  | 100%        | 100%        | 100%           | 100%        | 100%        |
| Engagements with video communications   | 2,058,630   | 2,202,734   | 2,356,925      | 2,521,910   | 2,698,444   |

<sup>1</sup> Production of feature stories and Council hearings were significantly reduced in FY20 and FY21 because of COVID-19 and did not return to pre-pandemic levels in FY22. Production of live meeting via Zoom significantly increased.

| FY23 Recommended Changes  | Expenditures     | FTEs         |
|---|------------------|--------------|
| <b>FY22 Approved</b>  | <b>1,865,124</b> | <b>11.50</b> |
| Decrease Cost: Public Information Officer Positions   | (257,978)        | (2.20)       |
| Multi-program adjustments, including negotiated compensation changes, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting multiple programs. | 403              | 0.00         |
| <b>FY23 Recommended</b>   | <b>1,607,549</b> | <b>9.30</b>  |

### ☼ Montgomery Community Media

Montgomery County supports community media and digital equity training through a contract with Montgomery Community Television, doing business as Montgomery Community Media (MCM). MCM operates two community media cable television channels, provides media technology training to County residents and community organizations, and produces independent, diverse, and informative cable programming for County residents. MCM's mission is to provide media, television production, technology training that empowers residents and organizations and provides them with the opportunity to interact, engage, and influence the County government and the community by using the powerful media of television and the Internet.

| Program Performance Measures  | Actual FY20 | Actual FY21 | Estimated FY22 | Target FY23 | Target FY24 |
|---|-------------|-------------|----------------|-------------|-------------|
| Hours of Montgomery Community Media (MCM) volunteer effort in creating public access programming <sup>1</sup> | 2,646       | 1,510       | 2,100          | 2,310       | 2,540       |

<sup>1</sup> MCM facilities were closed to volunteers in FY21 and part of FY22 due to COVID-19.

| FY23 Recommended Changes                   | Expenditures     | FTEs        |
|--|------------------|-------------|
| <b>FY22 Approved</b>                       | <b>2,829,061</b> | <b>0.00</b> |
| Increase Cost: MCM Operating Cost Increase | 144,798          | 0.00        |
| <b>FY23 Recommended</b>                    | <b>2,973,859</b> | <b>0.00</b> |

### ☼ Municipal Support

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

| FY23 Recommended Changes  | Expenditures     | FTEs        |
|---|------------------|-------------|
| <b>FY22 Approved</b>  | <b>3,563,900</b> | <b>0.00</b> |
| Increase Cost: Maryland Municipal League Funding Exchange Offset by Revenue   | 500,000          | 0.00        |
| Decrease Cost: Municipal Pass Thru Support  | (438,862)        | 0.00        |
| Multi-program adjustments, including negotiated compensation changes, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting multiple programs. | (150)            | 0.00        |
| <b>FY23 Recommended</b>   | <b>3,624,888</b> | <b>0.00</b> |

### ☼ OBP Community Engagement

OBP Community Engagement provides channel management for the County's cable television station (CCM) and its three cable channels, and a Technical Operations Center to support transmission of 13 local PEG channels over three cable systems. CCM program content is created by the County Council, Public Information Office (PIO), and Maryland-National Capital Park and Planning Commission (M-NCPPC). Community Engagement provides production services to record and transmit programming from the Council Office Building, production support for offsite Council Town Halls and County Executive Forums, closed captioning of programs, dynamic promotion of channel and video programming across multiple media platforms, engineering staff for the Technical Operations Center to monitor the audio and video signals provided to the Comcast, RCN and Verizon cable systems, contract administration, liaison and support services for other municipal and community media channels' PEG Channels in the County. This program was formerly part of the County Cable Montgomery and Public Educational Government (PEG) Operations programs.

| Program Performance Measures   | Actual FY20 | Actual FY21 | Estimated FY22 | Target FY23 | Target FY24 |
|--|-------------|-------------|----------------|-------------|-------------|
| Percent of fresh County Cable Montgomery content (less than one month old) during peak viewing hours | 6.00%       | 8.00%       | 10.00%         | 12.50%      | 12.50%      |
| Percent of English language first-run programs closed captioned in Spanish                           | 0%          | 75%         | 95%            | 100%        | 100%        |
| Percent of English and Spanish language first-run programs closed captioned in English               | 100%        | 100%        | 100%           | 100%        | 100%        |

| FY23 Recommended Changes  | Expenditures     | FTEs        |
|---|------------------|-------------|
| <b>FY22 Approved</b>  | <b>1,186,203</b> | <b>5.00</b> |
| Increase Cost: County Cable Montgomery Public Events Engineer   | 46,500           | 0.00        |
| Multi-program adjustments, including negotiated compensation changes, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting multiple programs. | (8,514)          | 0.00        |
| <b>FY23 Recommended</b>   | <b>1,224,189</b> | <b>5.00</b> |

### ☼ OBP Community Technology

OBP Community Technology manages use of public rights-of-way in Montgomery County by cable television providers, negotiates and enforces obligations in cable franchise agreements, provides consumer assistance with cable issues and complaints, and supports County policies addressing compensation for use of public rights-of-way by communications providers. Community Technology manages the Transmission Facility Coordinating Group to provide engineering review of applications to deploy towers and antennas for wireless services in Montgomery County, and coordination for deployment of wireless facilities among department and agencies.

| Program Performance Measures  | Actual FY20 | Actual FY21 | Estimated FY22 | Target FY23 | Target FY24 |
|---|-------------|-------------|----------------|-------------|-------------|
| Transmission facility applications processed                                | 209         | 350         | 350            | 350         | 350         |
| Cable infrastructure inspections <sup>1</sup>                               | 70,000      | 178,327     | 100,000        | 125,000     | 125,000     |
| Average number of days to process applications for siting wireless towers   | 31          | 35          | 35             | 35          | 35          |
| Percent of customers satisfied with Community Technology complaint handling | 94.0%       | 95.1%       | 94.0%          | 94.0%       | 94.0%       |

<sup>1</sup> Community Technology staff is supporting MoCoNet residential broadband installations to provide digital equity services. This has reduced staff available to perform proactive inspections. Staffing in FY22 has also been negatively impacted by covid and extended medical leave among inspection staff.

| FY23 Recommended Changes  | Expenditures     | FTEs        |
|---|------------------|-------------|
| <b>FY22 Approved</b>  | <b>1,622,426</b> | <b>5.50</b> |
| Multi-program adjustments, including negotiated compensation changes, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting multiple programs. | 13,123           | 0.00        |
| <b>FY23 Recommended</b>   | <b>1,635,549</b> | <b>5.50</b> |

### ☼ OBP Digital Equity (Cable Fund)

Digital Equity is necessary for civic and cultural participation, employment, lifelong learning, and access to essential services. OBP Digital Equity works to ensure individuals and communities have the information technology knowledge and confidence needed for full participation in our society, democracy, and economy. It supports providing technology training for older adults, and youth media programs to empower young people to engage with the community through digital media. See the TEBS budget for additional funding provided by TEBS to support digital equity as part of the ultraMontgomery program. This program was formerly part of the County Cable Montgomery program.

| Program Performance Measures                             | Actual FY20 | Actual FY21 | Estimated FY22 | Target FY23 | Target FY24 |
|--|-------------|-------------|----------------|-------------|-------------|
| Total Senior Planet Montgomery participants <sup>1</sup> | 552         | 10,354      | 7,408          | 4,900       | 2,000       |

| Program Performance Measures  | Actual FY20 | Actual FY21 | Estimated FY22 | Target FY23 | Target FY24 |
|---|-------------|-------------|----------------|-------------|-------------|
| Percent of Senior Planet Montgomery participants who rated the quality of their instruction "high" or "very high" | 91%         | 94%         | 87%            | 90%         | 90%         |
| Percent of Senior Planet Montgomery participants whose quality of life improved                                   | 71%         | 83%         | 80%            | 80%         | 80%         |

<sup>1</sup> Senior Planet Montgomery switched from in-person to online digital equity programs in response to COVID-19 on March 23, 2020. FY20 stats are through the third quarter only, and fourth quarter data are combined with FY21 because virtual participation is so different from in-person. Unique participant data is not available via Zoom yet; FY21 and FY22 figures include all virtual participants.

| FY23 Recommended Changes  | Expenditures   | FTEs        |
|---|----------------|-------------|
| <b>FY22 Approved</b>  | <b>200,000</b> | <b>0.00</b> |
| Shift: Funding from FY22 ARPA Funds for Digital Equity Initiative to Cable Fund   | 100,000        | 0.00        |
| Shift: Community Grants moved from Community Grants NDA to Cable Fund Base Budget   | 2,650          | 0.00        |
| Shift: Funding from FY22 ARPA Funds for Digital Equity Initiative   | (100,000)      | 0.00        |
| Multi-program adjustments, including negotiated compensation changes, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting multiple programs. | 483,431        | 1.00        |
| <b>FY23 Recommended</b>   | <b>686,081</b> | <b>1.00</b> |

### ☼ OBP Fibernet (CF)

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

| Program Performance Measures | Actual FY20 | Actual FY21 | Estimated FY22 | Target FY23 | Target FY24 |
|------------------------------|-------------|-------------|----------------|-------------|-------------|
| New sites added to FiberNet  | 155         | 619         | 625            | 626         | 627         |

| FY23 Recommended Changes  | Expenditures     | FTEs        |
|---|------------------|-------------|
| <b>FY22 Approved</b>  | <b>5,259,693</b> | <b>8.75</b> |
| Shift: Montgomery Connects Digital Equity Programs from TEBS to the Cable Fund  | 300,941          | 1.00        |
| Shift: Digital Equity from TEBS to Cable Fund   | 182,340          | 0.00        |
| Decrease Cost: Transfer Two Positions Charging FiberNet CIP to General Fund   | 0                | (2.00)      |
| Shift: Funding from FY22 ARPA Funds for FiberNet3 Build Out   | (700,000)        | 0.00        |
| Shift: FiberNet Network Operations Center from the Cable Fund to TEBS   | (910,000)        | 0.00        |
| Shift: FiberNet Operating Expenses from the Cable Fund to TEBS  | (1,391,262)      | 0.00        |
| Multi-program adjustments, including negotiated compensation changes, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting multiple programs. | (319,896)        | 1.00        |
| <b>FY23 Recommended</b>   | <b>2,421,816</b> | <b>8.75</b> |

## BUDGET SUMMARY

|   | Actual FY21       | Budget FY22       | Estimate FY22     | Recommended FY23  | %Chg Bud/Rec  |
|---|-------------------|-------------------|-------------------|-------------------|---------------|
| <b>CABLE TELEVISION</b>                 |                   |                   |                   |                   |               |
| <b>EXPENDITURES</b>                     |                   |                   |                   |                   |               |
| Salaries and Wages                      | 3,149,492         | 3,510,326         | 3,162,289         | 3,731,616         | 6.3 %         |
| Employee Benefits                       | 875,545           | 955,622           | 846,711           | 855,374           | -10.5 %       |
| <b>Cable Television Personnel Costs</b> | <b>4,025,037</b>  | <b>4,465,948</b>  | <b>4,009,000</b>  | <b>4,586,990</b>  | <b>2.7 %</b>  |
| Operating Expenses                      | 12,167,722        | 12,203,663        | 12,557,382        | 10,640,395        | -12.8 %       |
| <b>Cable Television Expenditures</b>    | <b>16,192,759</b> | <b>16,669,611</b> | <b>16,566,382</b> | <b>15,227,385</b> | <b>-8.7 %</b> |

## BUDGET SUMMARY

|                                  | Actual<br>FY21    | Budget<br>FY22    | Estimate<br>FY22  | Recommended<br>FY23 | %Chg<br>Bud/Rec |
|----------------------------------|-------------------|-------------------|-------------------|---------------------|-----------------|
| <b>PERSONNEL</b>                 |                   |                   |                   |                     |                 |
| Full-Time                        | 18                | 18                | 18                | 19                  | 5.6 %           |
| Part-Time                        | 0                 | 0                 | 0                 | 0                   | ---             |
| FTEs                             | 30.75             | 30.75             | 30.75             | 29.55               | -3.9 %          |
| <b>REVENUES</b>                  |                   |                   |                   |                     |                 |
| Franchise Fees                   | 14,667,465        | 13,767,962        | 14,783,280        | 14,358,470          | 4.3 %           |
| Investment Income                | 14,518            | 153,000           | 12,860            | 76,760              | -49.8 %         |
| Miscellaneous Revenues           | 75,223            | 0                 | 0                 | 1,000,000           | ---             |
| PEG Capital Revenue              | 5,393,495         | 5,253,586         | 5,398,706         | 5,302,621           | 0.9 %           |
| PEG Operating Revenue            | 3,376,575         | 3,444,164         | 3,471,262         | 3,312,461           | -3.8 %          |
| Tower Application Fees           | 142,500           | 250,000           | 225,000           | 250,000             | ---             |
| <b>Cable Television Revenues</b> | <b>23,669,776</b> | <b>22,868,712</b> | <b>23,891,108</b> | <b>24,300,312</b>   | <b>6.3 %</b>    |

### GRANT FUND - MCG

#### EXPENDITURES

|   |          |                |                |          |                 |
|---|----------|----------------|----------------|----------|-----------------|
| Salaries and Wages                      | 0        | 0              | 0              | 0        | ---             |
| Employee Benefits                       | 0        | 0              | 0              | 0        | ---             |
| <b>Grant Fund - MCG Personnel Costs</b> | <b>0</b> | <b>0</b>       | <b>0</b>       | <b>0</b> | <b>---</b>      |
| Operating Expenses                      | 0        | 800,000        | 800,000        | 0        | -100.0 %        |
| <b>Grant Fund - MCG Expenditures</b>    | <b>0</b> | <b>800,000</b> | <b>800,000</b> | <b>0</b> | <b>-100.0 %</b> |

#### PERSONNEL

|           |      |      |      |      |     |
|-----------|------|------|------|------|-----|
| Full-Time | 0    | 0    | 0    | 0    | --- |
| Part-Time | 0    | 0    | 0    | 0    | --- |
| FTEs      | 0.00 | 0.00 | 0.00 | 0.00 | --- |

#### REVENUES

|                                  |          |                |                |          |                 |
|----------------------------------|----------|----------------|----------------|----------|-----------------|
| American Rescue Plan Act         | 0        | 800,000        | 800,000        | 0        | -100.0 %        |
| <b>Grant Fund - MCG Revenues</b> | <b>0</b> | <b>800,000</b> | <b>800,000</b> | <b>0</b> | <b>-100.0 %</b> |

### DEPARTMENT TOTALS

|                                  |                   |                   |                   |                   |                |
|----------------------------------|-------------------|-------------------|-------------------|-------------------|----------------|
| <b>Total Expenditures</b>        | <b>16,192,759</b> | <b>17,469,611</b> | <b>17,366,382</b> | <b>15,227,385</b> | <b>-12.8 %</b> |
| <b>Total Full-Time Positions</b> | <b>18</b>         | <b>18</b>         | <b>18</b>         | <b>19</b>         | <b>5.6 %</b>   |
| <b>Total Part-Time Positions</b> | <b>0</b>          | <b>0</b>          | <b>0</b>          | <b>0</b>          | <b>---</b>     |
| <b>Total FTEs</b>                | <b>30.75</b>      | <b>30.75</b>      | <b>30.75</b>      | <b>29.55</b>      | <b>-3.9 %</b>  |
| <b>Total Revenues</b>            | <b>23,669,776</b> | <b>23,668,712</b> | <b>24,691,108</b> | <b>24,300,312</b> | <b>2.7 %</b>   |

## FY23 RECOMMENDED CHANGES

|   | Expenditures      | FTEs         |
|---|-------------------|--------------|
| <b>CABLE TELEVISION</b>   |                   |              |
| <b>FY22 ORIGINAL APPROPRIATION</b>  | <b>16,669,611</b> | <b>30.75</b> |
| <b>Other Adjustments (with no service impacts)</b>  |                   |              |
| Increase Cost: Maryland Municipal League Funding Exchange Offset by Revenue [Municipal Support ]                        | 500,000           | 0.00         |
| Shift: Montgomery Connects Digital Equity Programs from TEBS to the Cable Fund [OBP Fibernet (CF)]                      | 300,941           | 1.00         |
| Shift: Digital Equity from TEBS to Cable Fund [OBP Fibernet (CF)]   | 182,340           | 0.00         |
| Increase Cost: Annualization of FY22 Personnel Costs  | 151,482           | 2.00         |
| Increase Cost: MCM Operating Cost Increase [Montgomery Community Media ]  | 144,798           | 0.00         |
| Shift: Funding from FY22 ARPA Funds for Digital Equity Initiative to Cable Fund [OBP Digital Equity (Cable Fund) ]      | 100,000           | 0.00         |
| Increase Cost: Annualization of FY22 Compensation Increases   | 73,965            | 0.00         |
| Increase Cost: Connect Montgomery Alliance Coordinator Contractor [Connect Montgomery Alliance ]                        | 50,000            | 0.00         |
| Increase Cost: County Cable Montgomery Public Events Engineer [OBP Community Engagement ]                               | 46,500            | 0.00         |
| Increase Cost: FY23 Compensation Adjustment   | 41,899            | 0.00         |
| Increase Cost: County Office Building Television and Webstreaming Studio Equipment [Connect Montgomery Alliance ]       | 35,250            | 0.00         |
| Increase Cost: Public, Education, Government Television Equipment Support and Warranties [Connect Montgomery Alliance ] | 25,000            | 0.00         |
| Shift: Community Grants moved from Community Grants NDA to Cable Fund Base Budget [OBP Digital Equity (Cable Fund) ]    | 2,650             | 0.00         |
| Increase Cost: Printing and Mail Adjustment   | 318               | 0.00         |
| Decrease Cost: Transfer Two Positions Charging FiberNet CIP to General Fund [OBP Fibernet (CF)]                         | 0                 | (2.00)       |

## FY23 RECOMMENDED CHANGES

|   | Expenditures      | FTEs         |
|---|-------------------|--------------|
| Decrease Cost: Retirement Adjustment  | (99,267)          | 0.00         |
| Decrease Cost: Public Information Officer Positions [Media - PIO, Council, M-NCPPC]       | (257,978)         | (2.20)       |
| Decrease Cost: Municipal Pass Thru Support [Municipal Support ]                           | (438,862)         | 0.00         |
| Shift: FiberNet Network Operations Center from the Cable Fund to TEBS [OBP Fibernet (CF)] | (910,000)         | 0.00         |
| Shift: FiberNet Operating Expenses from the Cable Fund to TEBS [OBP Fibernet (CF)]        | (1,391,262)       | 0.00         |
| <b>FY23 RECOMMENDED</b>   | <b>15,227,385</b> | <b>29.55</b> |

### GRANT FUND - MCG

|                                    |                |             |
|------------------------------------|----------------|-------------|
| <b>FY22 ORIGINAL APPROPRIATION</b> | <b>800,000</b> | <b>0.00</b> |
|------------------------------------|----------------|-------------|

#### Other Adjustments (with no service impacts)

|  |           |             |
|--|-----------|-------------|
| Shift: Funding from FY22 ARPA Funds for Digital Equity Initiative [OBP Digital Equity (Cable Fund) ] | (100,000) | 0.00        |
| Shift: Funding from FY22 ARPA Funds for FiberNet3 Build Out [OBP Fibernet (CF)]                      | (700,000) | 0.00        |
| <b>FY23 RECOMMENDED</b>  | <b>0</b>  | <b>0.00</b> |

## PROGRAM SUMMARY

| Program Name                             | FY22 APPR<br>Expenditures | FY22 APPR<br>FTEs | FY23 REC<br>Expenditures | FY23 REC<br>FTEs |
|--|---------------------------|-------------------|--------------------------|------------------|
| Connect Montgomery Alliance              | 943,204                   | 0.00              | 1,053,454                | 0.00             |
| Media - Montgomery College               | 0                         | 0.00              | 0                        | 0.00             |
| Media - Montgomery County Public Schools | 0                         | 0.00              | 0                        | 0.00             |
| Media - PIO, Council, M-NCPPC            | 1,865,124                 | 11.50             | 1,607,549                | 9.30             |
| Montgomery Community Media               | 2,829,061                 | 0.00              | 2,973,859                | 0.00             |
| Municipal Support                        | 3,563,900                 | 0.00              | 3,624,888                | 0.00             |
| OBP Community Engagement                 | 1,186,203                 | 5.00              | 1,224,189                | 5.00             |
| OBP Community Technology                 | 1,622,426                 | 5.50              | 1,635,549                | 5.50             |
| OBP Digital Equity (Cable Fund)          | 200,000                   | 0.00              | 686,081                  | 1.00             |
| OBP Fibernet (CF)                        | 5,259,693                 | 8.75              | 2,421,816                | 8.75             |
| <b>Total</b>                             | <b>17,469,611</b>         | <b>30.75</b>      | <b>15,227,385</b>        | <b>29.55</b>     |

## FUNDING PARAMETER ITEMS

CE RECOMMENDED (\$000S)

| Title  | FY23          | FY24          | FY25          | FY26          | FY27          | FY28          |
|--|---------------|---------------|---------------|---------------|---------------|---------------|
| <b>CABLE TELEVISION</b>  |               |               |               |               |               |               |
| <b>EXPENDITURES</b>  |               |               |               |               |               |               |
| <b>FY23 Recommended</b>  | <b>15,227</b> | <b>15,227</b> | <b>15,227</b> | <b>15,227</b> | <b>15,227</b> | <b>15,227</b> |
| No inflation or compensation change is included in outyear projections.  |               |               |               |               |               |               |
| <b>Elimination of One-Time Items Recommended in FY23</b>   | <b>0</b>      | <b>(74)</b>   | <b>(74)</b>   | <b>(74)</b>   | <b>(74)</b>   | <b>(74)</b>   |
| Items recommended for one-time funding in FY23, including COB equipment costs and one-time vehicle, computer and tool costs, will be eliminated from the base in the outyears. |               |               |               |               |               |               |
| <b>Labor Contracts</b>   | <b>0</b>      | <b>146</b>    | <b>146</b>    | <b>146</b>    | <b>146</b>    | <b>146</b>    |
| These figures represent the estimated annualized cost of general wage adjustments, service increments, and other negotiated items.   |               |               |               |               |               |               |
| <b>Subtotal Expenditures</b>   | <b>15,227</b> | <b>15,298</b> | <b>15,298</b> | <b>15,298</b> | <b>15,298</b> | <b>15,298</b> |



**FY23 CE RECOMMENDED CABLE COMMUNICATIONS PLAN (in \$000's)**

|   | ACT    | APP    | EST    | CE REC | Proj.  | Proj.  | Proj.  | Proj.   | Proj.   |
|---|--------|--------|--------|--------|--------|--------|--------|---------|---------|
|   | FY21   | FY22   | FY22   | FY23   | FY24   | FY25   | FY26   | FY27    | FY28    |
| 1 BEGINNING FUND BALANCE                      | 1,844  | 2,711  | 1,456  | 11     | 164    | (81)   | (812)  | (1,354) | (2,085) |
| 2 REVENUES                                    |        |        |        |        |        |        |        |         |         |
| 3 Franchise Fees                              | 14,667 | 13,768 | 14,783 | 14,358 | 13,913 | 13,534 | 13,305 | 13,180  | 13,073  |
| 4 PEG Operating Grant                         | 3,377  | 3,444  | 3,471  | 3,312  | 3,117  | 2,921  | 2,780  | 2,669   | 2,540   |
| 5 PEG Capital Grant                           | 5,393  | 5,254  | 5,399  | 5,303  | 5,231  | 5,199  | 5,203  | 5,239   | 5,304   |
| 6 Interest Earned                             | 15     | 153    | 13     | 77     | 100    | 104    | 104    | 112     | 117     |
| 7 TFCG Application Review Fees                | 143    | 250    | 225    | 250    | 250    | 250    | 250    | 250     | 250     |
| 8 Miscellaneous                               | 75     | -      | -      | 1,000  | 1,000  | 1,000  | -      | -       | -       |
| 9 TOTAL ANNUAL REVENUES                       | 23,670 | 22,869 | 23,891 | 24,300 | 23,611 | 23,009 | 21,643 | 21,450  | 21,284  |
| 10 TOTAL RESOURCES-CABLE FUND                 | 25,514 | 25,580 | 25,347 | 24,312 | 23,775 | 22,928 | 20,831 | 20,096  | 19,198  |
| 11 MUNICIPAL SUPPORT                          |        |        |        |        |        |        |        |         |         |
| 12 Municipal Franchise Fee Distribution       |        |        |        |        |        |        |        |         |         |
| 13 City of Rockville                          | 656    | 739    | 661    | 642    | 622    | 605    | 595    | 590     | 656     |
| 14 City of Takoma Park                        | 208    | 227    | 210    | 204    | 197    | 192    | 189    | 187     | 208     |
| 15 Other Municipalities                       | 243    | 250    | 245    | 238    | 231    | 224    | 221    | 219     | 243     |
| 16 SUBTOTAL                                   | 1,108  | 1,216  | 1,116  | 1,084  | 1,051  | 1,022  | 1,005  | 995     | 1,108   |
| 17 Municipal Capital Support                  |        |        |        |        |        |        |        |         |         |
| 18 Rockville Equipment                        | 788    | 847    | 771    | 740    | 747    | 743    | 743    | 748     | 788     |
| 19 Takoma Park Equipment                      | 184    | 198    | 180    | 177    | 174    | 173    | 173    | 175     | 184     |
| 20 Municipal League Equipment                 | 183    | 198    | 180    | 177    | 174    | 173    | 173    | 175     | 183     |
| 21 MUNICIPAL PEG/INET CAPITAL SUBTOTAL        | 1,155  | 1,243  | 1,131  | 1,093  | 1,096  | 1,089  | 1,090  | 1,098   | 1,155   |
| 22 Municipal Operating Support                |        |        |        |        |        |        |        |         |         |
| 23 Rockville PEG Support                      | 224    | 250    | 222    | 212    | 199    | 187    | 178    | 171     | 224     |
| 24 Takoma Park PEG Support                    | 395    | 428    | 386    | 368    | 346    | 325    | 309    | 297     | 395     |
| 25 Muni. League PEG Support                   | 395    | 428    | 386    | 868    | 846    | 825    | 309    | 297     | 395     |
| 26 SUBTOTAL                                   | 1,015  | 1,105  | 993    | 1,448  | 1,392  | 1,336  | 795    | 764     | 1,015   |
| 27 MUNICIPAL SUPPORT SUBTOTAL                 | 3,278  | 3,564  | 3,241  | 3,625  | 3,538  | 3,447  | 2,890  | 2,857   | 3,278   |
| 28 OBP OPERATING                              |        |        |        |        |        |        |        |         |         |
| 29 Operating                                  | 26     | -      | -      | -      |        |        |        |         |         |
| 30 SUBTOTAL                                   | 26     | -      | -      | -      |        |        |        |         |         |
| 31 OBP FIBERNET OPERATING                     |        |        |        |        |        |        |        |         |         |
| 32 FiberNet - OBP Personnel Charges           | 866    | 1,385  | 831    | 1,385  | 1,385  | 1,385  | 1,385  | 1,385   | 1,385   |
| 33 FiberNet - OBP Engineering & Operations    | 1,886  | 1,391  | 2,110  | -      | -      | -      | -      | -       | -       |
| 34 FiberNet - OBP Network Operations Center   | 1,263  | 910    | 1,064  | -      | -      | -      | -      | -       | -       |
| 35 FiberNet - DOT Personnel Charges           | 98     | 95     | 95     | 95     | 95     | 95     | 95     | 95      | 95      |
| 36 FiberNet - DOT Operations & Maintenance    | 854    | 488    | 488    | 488    | 488    | 488    | 488    | 488     | 488     |
| 37 FiberNet - DOT Miss Utility                | 238    | 291    | 291    | 291    | 291    | 291    | 291    | 291     | 291     |
| 38 SUBTOTAL                                   | 5,206  | 4,560  | 4,879  | 2,258  | 2,258  | 2,258  | 2,258  | 2,258   | 2,258   |
| 39 OBP COMMUNITY TECHNOLOGY                   |        |        |        |        |        |        |        |         |         |
| 40 TFCG Application Review                    | 364    | 230    | 230    | 230    | 250    | 250    | 250    | 250     | 250     |
| 41 Personnel Costs - OBP Community Technology | 919    | 662    | 771    | 662    | 662    | 662    | 662    | 662     | 662     |
| 42 Personnel Costs - Charges for County Atty  | 113    | 111    | 111    | 111    | 111    | 111    | 111    | 111     | 111     |
| 43 Operating                                  | 247    | 144    | 144    | 144    | 144    | 144    | 144    | 144     | 144     |
| 44 Legal and Professional Services            | 776    | 475    | 350    | 475    | 475    | 475    | 475    | 475     | 475     |
| 45 SUBTOTAL                                   | 2,419  | 1,622  | 1,607  | 1,622  | 1,642  | 1,642  | 1,642  | 1,642   | 1,642   |
| 46 OBP DIGITAL EQUITY                         |        |        |        |        |        |        |        |         |         |
| 47 Personnel Costs                            | 177    | -      | -      | 211    | 211    | 211    | 211    | 211     | 211     |
| 48 Digital Equity Programs                    |        |        |        | 375    | 375    | 375    | 375    | 375     | 375     |
| 49 Youth and Arts Community Media             | 31     | 100    | 100    | 100    | 100    | 100    | 100    | 100     | 100     |
| 50 SUBTOTAL                                   | 208    | 100    | 100    | 686    | 686    | 686    | 686    | 686     | 686     |
| 51 OBP COMMUNITY ENGAGEMENT                   |        |        |        |        |        |        |        |         |         |
| 52 Personnel Costs                            | 655    | 746    | 663    | 746    | 746    | 746    | 746    | 746     | 746     |
| 53 Operating Expenses                         | 152    | 99     | 99     | 145    | 145    | 145    | 145    | 145     | 145     |
| 54 Contracts - TV Production                  | 100    | 87     | 87     | 87     | 87     | 87     | 87     | 87      | 87      |
| 55 Community Engagement Productions           | 64     | 91     | 91     | 91     | 91     | 91     | 91     | 91      | 91      |
| 56 Closed Captioning                          | 283    | 163    | 163    | 163    | 163    | 163    | 163    | 163     | 163     |
| 57 SUBTOTAL                                   | 1,254  | 1,186  | 1,103  | 1,233  | 1,233  | 1,233  | 1,233  | 1,233   | 1,233   |
| 58 MEDIA - PIO, COUNCIL, M-NCPPC              |        |        |        |        |        |        |        |         |         |
| 59 Public Information Office                  |        |        |        |        |        |        |        |         |         |
| 60 Personnel Costs                            | 629    | 799    | 799    | 541    | 541    | 541    | 541    | 541     | 541     |
| 61 Operating Expenses                         | 4      | 11     | 11     | 11     | 11     | 11     | 11     | 11      | 11      |
| 62 SUBTOTAL                                   | 632    | 810    | 810    | 552    | 552    | 552    | 552    | 552     | 552     |
| 63 County Council                             |        |        |        |        |        |        |        |         |         |
| 64 Personnel Costs                            | 666    | 669    | 669    | 669    | 669    | 669    | 669    | 669     | 669     |
| 65 Operating Expenses                         | 10     | 11     | 11     | 11     | 11     | 11     | 11     | 11      | 11      |
| 66 Contracts - TV Production                  | 385    | 253    | 253    | 253    | 253    | 253    | 253    | 253     | 253     |
| 67 SUBTOTAL                                   | 1,062  | 932    | 932    | 932    | 932    | 932    | 932    | 932     | 932     |
| 68 Park & Planning                            |        |        |        |        |        |        |        |         |         |
| 69 Operating Expenses                         | 24     | 24     | 24     | 24     | 24     | 24     | 24     | 24      | 24      |
| 70 Contracts - TV Production                  | 76     | 99     | 99     | 99     | 99     | 99     | 99     | 99      | 99      |
| 71 SUBTOTAL                                   | 100    | 123    | 123    | 123    | 123    | 123    | 123    | 123     | 123     |
| 72 SUBTOTAL                                   | 1,794  | 1,865  | 1,865  | 1,607  | 1,607  | 1,607  | 1,607  | 1,607   | 1,607   |

**FY23 CE RECOMMENDED CABLE COMMUNICATIONS PLAN (in \$000's)**

|  | ACT    | APP     | EST     | CE REC | Proj.  | Proj.  | Proj.   | Proj.   | Proj.   |
|--|--------|---------|---------|--------|--------|--------|---------|---------|---------|
|  | FY21   | FY22    | FY22    | FY23   | FY24   | FY25   | FY26    | FY27    | FY28    |
| 73 MEDIA - CONNECT MONTGOMERY ALLIANCE         |        |         |         |        |        |        |         |         |         |
| 74 PEG Equipment                               | 914    | 759     | 759     | 794    | 794    | 794    | 794     | 794     | 794     |
| 75 Operating & Marketing Expenses              | 178    | 185     | 185     | 260    | 260    | 260    | 260     | 260     | 260     |
| 76 SUBTOTAL                                    | 1,091  | 943     | 943     | 1,053  | 1,053  | 1,053  | 1,053   | 1,053   | 1,053   |
| 77 MEDIA - MONTGOMERY COMMUNITY MEDIA          |        |         |         |        |        |        |         |         |         |
| 78 Personnel Costs                             | 2,260  | 2,392   | 2,394   | 2,537  | 2,537  | 2,537  | 2,537   | 2,537   | 2,537   |
| 79 Operating Expenses                          | 180    | 54      | 52      | 54     | 54     | 54     | 54      | 54      | 54      |
| 80 Rent & Utilities                            | 389    | 383     | 383     | 383    | 383    | 383    | 383     | 383     | 383     |
| 81 SUBTOTAL                                    | 2,829  | 2,829   | 2,829   | 2,974  | 2,974  | 2,974  | 2,974   | 2,974   | 2,974   |
| 82 ADJUSTMENTS                                 |        |         |         |        |        |        |         |         |         |
| 83 Compensation Adjustment                     |        |         |         | 168    | -      | -      | -       | -       | -       |
| 84 MCG Multi-Program Adjustments               | 472    | -       | -       | 0      | -      | -      | -       | -       | -       |
| 85 SUBTOTAL                                    | 472    | -       | -       | 168    | -      | -      | -       | -       | -       |
| 86 GENERAL FUND TRANSFERS                      |        |         |         |        |        |        |         |         |         |
| 87 MEDIA - MONTGOMERY COLLEGE                  |        |         |         |        |        |        |         |         |         |
| 88 Personnel Costs                             | 1,588  | 1,588   | 1,588   | 1,588  | 1,588  | 1,588  | 1,588   | 1,588   | 1,588   |
| 89 Operating Expenses                          | 209    | 209     | 209     | 209    | 209    | 209    | 209     | 209     | 209     |
| 90 SUBTOTAL                                    | 1,797  | 1,797   | 1,797   | 1,797  | 1,797  | 1,797  | 1,797   | 1,797   | 1,797   |
| 91 MEDIA - MONTGOMERY CO PUBLIC SCHOOLS        |        |         |         |        |        |        |         |         |         |
| 92 Personnel Costs                             | 1,648  | 1,694   | 1,694   | 1,694  | 1,694  | 1,694  | 1,694   | 1,694   | 1,694   |
| 93 Operating Expenses                          | 121    | 76      | 76      | 76     | 76     | 76     | 76      | 76      | 76      |
| 94 SUBTOTAL                                    | 1,770  | 1,770   | 1,770   | 1,770  | 1,770  | 1,770  | 1,770   | 1,770   | 1,770   |
| 95 ADDITIONAL TRANSFERS                        |        |         |         |        |        |        |         |         |         |
| 96 Indirect Costs Transfer to Gen Fund         | 843    | 831     | 831     | 856    | 856    | 856    | 856     | 856     | 856     |
| 97 Transfer to the General Fund                | 0      | -       | -       | -      | -      | -      | -       | -       | -       |
| 98 Transfer to the Gen Fund-M-NCPPC            | 0      | 100     | 100     | 100    | 100    | 100    | 100     | 100     | 100     |
| 99 SUBTOTAL                                    | 843    | 931     | 931     | 956    | 956    | 956    | 956     | 956     | 956     |
| 100 CAPITAL IMPROVEMENT PROJECTS               |        |         |         |        |        |        |         |         |         |
| 101 FiberNet - CIP                             | 3,081  | 3,592   | 3,592   | 3,718  | 3,661  | 3,636  | 2,639   | 2,668   | 2,675   |
| 102 ultraMontgomery - CIP                      | 680    | 680     | 680     | 680    | 680    | 680    | 680     | 680     | 680     |
| 103 EXPENDITURE SUMMARY                        |        |         |         |        |        |        |         |         |         |
| 104 DIRECT BUDGET EXPENDITURES                 | 16,193 | 16,670  | 16,566  | 15,227 | 14,992 | 14,901 | 14,344  | 14,310  | 14,731  |
| 105 GENERAL FUND TRANSFERS                     | 4,410  | 4,497   | 4,497   | 4,522  | 4,522  | 4,522  | 4,522   | 4,522   | 4,522   |
| 106 CIP TRANSFERS                              | 3,761  | 4,272   | 4,272   | 4,398  | 4,341  | 4,316  | 3,319   | 3,348   | 3,355   |
| 107 TOTAL EXPENDITURES                         | 24,363 | 25,439  | 25,336  | 24,148 | 23,856 | 23,740 | 22,186  | 22,181  | 22,609  |
| 108 BALANCE RESOURCES MINUS EXPENDITURES       | 1,151  | 141     | 11      | 164    | (81)   | (812)  | (1,354) | (2,085) | (3,411) |
| 109 ADJUSTMENTS                                |        |         |         |        |        |        |         |         |         |
| 110 Prior Year Adjustments                     | (305)  | -       | -       | -      | -      | -      | -       | -       | -       |
| 111 Encumbrance Adjustment                     | 0      | -       | -       | -      | -      | -      | -       | -       | -       |
| 112 TOTAL ADJUSTMENTS                          | (305)  | -       | -       | -      | -      | -      | -       | -       | -       |
| 113 FUND BALANCE                               | 1,456  | 141     | 11      | 164    | (81)   | (812)  | (1,354) | (2,085) | (3,411) |
| 114 FUND BALANCE PER POLICY GUIDANCE           | 1,186  | 1,134   | 1,202   | 1,175  | 1,141  | 1,111  | 1,093   | 1,083   | 1,075   |
| 115 Cable Fund Direct Expenditures             | 16,193 | 16,670  | 16,566  | 15,227 | 14,992 | 14,901 | 14,344  | 14,310  | 14,731  |
| 116 Cable Fund Personnel                       | 4,025  | 4,466   | 3,938   | 4,587  | 4,419  | 4,419  | 4,419   | 4,419   | 4,419   |
| 117 Cable Fund Operating                       | 12,168 | 12,204  | 12,629  | 10,640 | 10,573 | 10,482 | 9,925   | 9,892   | 10,313  |
| 118 Cable Fund Restricted Capital Expenditures | 5,830  | 6,274   | 6,162   | 6,285  | 6,231  | 6,199  | 5,203   | 5,239   | 5,304   |
| 119 Cable Fund Media Production Expenditures   | 10,636 | 10,737  | 10,542  | 11,088 | 11,032 | 10,976 | 10,435  | 10,404  | 10,654  |
| 120 Annual Impact - Revenue Minus Expenditures | (693)  | (2,570) | (1,445) | 153    | (245)  | (731)  | (543)   | (731)   | (1,325) |

**Notes:**

- These revenues and expenditures are based on the Executive's recommended budget. The projected future expenditures, revenues, transfers, and fund balances may vary based on changes not assumed here to fee or tax rates, usage, inflation, future labor agreements and other factors.
- Franchise fees and PEG revenues are subject to municipal pass-through payment. Municipal payments are estimates. Actual payments will be calculated based upon actual revenue received, subscriber numbers and formulas specified within the Municipal MOUs.
- Restricted revenue and expenditures: Certain Cable Fund revenues other than franchise fees, and corresponding expenditures (Municipal Franchise Fees/Pass-throughs, PEG Capital/Equipment Grants, and PEG Operating Revenue) are contractually required by franchise, municipal, and settlement agreements, and by the County Code, and may only be used for permissible federal purposes and in a manner consistent with applicable agreements.
- Montgomery Community Television, Inc., d/b/a Montgomery Community Media, is designated as a sole source contractor to provide community access media services.
- Fund balance per policy guidance is calculated as 8% of total non-restricted revenues (franchise fees, tower fees, and investment income).

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.



## Connect Montgomery Alliance (CMA) - formerly PEG Network

### FY23 Strategic Plan

#### Background:

During FY21 and FY22, the Connect Montgomery Alliance was critical to Montgomery County's messaging strategies surrounding racial equity, rental assistance, food resources, economic development, public safety, early child education, social justice, budget forums, digital equity, the Emergency Broadband Benefit, masking, vaccination safety and availability, locations, testing and so much more. CMA leaders found ways to support our parent organizations as well as vital County initiatives during the ongoing COVID-19 crisis, providing expanded, on-demand access to education, government and community news and events on a broad range of technology platforms. CMA partners have retooled existing FTEs to include an additional Amharic fluent producer/reporter. We developed a plethora of new programming in multiple languages for residents including Vietnamese, French, Portuguese, Chinese, Korean and American Sign Language, in addition to Spanish and Amharic. The CMA has been both innovative and responsive to County needs over the past several years to address our mission of serving this diverse County.

The **Connect Montgomery** social media presence continues to advance County messaging with almost a 50% increase in total followers in 2021, an overall reach of 251,642, and more than a 50% increase in engagement. Furthermore, [www.ConnectMontgomery.com](http://www.ConnectMontgomery.com) was successful in driving traffic to a number of County webpages including the Emergency Broadband Benefit Program, food resources, and vaccine information among others. This reach and engagement is in addition to the multitude of content each CMA organization is posting on their own, thereby reiterating and expanding the overall impressions and awareness.

The **Corona Montgomery 10** cable channel and [www.CoronaMontgomery.info](http://www.CoronaMontgomery.info) website have been promoted and maintained for 22 months – a commitment of effort no one expected, but one that has ensured that cable subscribers and cord-cutters alike have access to local, important, and current information in their preferred linear or on-demand video or web format. The channel has aggregated thousands of pertinent programs/PSAs featuring COVID-19 and related information as well as local and state government, education updates and emergency messaging. CMA will continue to program CoronaMontgomery until it is no longer necessary and meanwhile, in addition to providing up-to-date information, we are featuring content geared towards economic development and recovery.

These hyper-local platforms, alongside those of each CMA partner, effectively fill the void in local County coverage not already provided by the major networks and multiply opportunities to engage diverse constituents in genuine conversation across differing age groups and topics.

Additionally, the CMA’s quick pivot and mastery of remote technology consistently provides reliable virtual access for hundreds of live meetings, town halls, forums and work sessions along with public testimony and closed captioning. This wildly popular option meets residents where they are, encourages engagement and has created a “new normal” that will likely never go back to only an in-person or cable viewing option.

Even the CMA support of Youth Media development transitioned online enabling two highly regarded non-profit groups to interact with children and adults from 13 to 21 years old and continue to provide remote activities and training for future media creators/professionals while creating content for and about young residents and diverse audiences.

**Assumptions of FY23 Strategic Plan:**

- A part-time ***Collaboration Coordinator*** will be hired through current FY22 funding and County processes, then onboarded during FY22.
- Once again, the COVID-19 crisis will continue to frame the work of the Connect Montgomery partners through the rest of FY22 and probably into FY23.
- An even greater focus will be placed on programming that supports economic development and recovery.
- CMA ***will identify online engagement and results-oriented outcomes to track*** in addition to traditional outputs that have benchmarked for decades.
- Potential County revenue declines and pending franchise renegotiations with Comcast and Verizon may impact future PEG/CMA funding.
- FCC decisions during the previous administration may be mitigated in the future as President Biden has chosen a new chairperson with a track record of supporting PEGs. The fifth commissioner is being considered presently, so the commission is currently deadlocked two to two along party lines.

**Strategic Goal 1:** Develop a data driven, measurable work plan based on this strategic plan, best practices and success of existing/new tactics for the new Operations Coordinator to execute. Track and evaluate outcomes monthly and report quarterly. Recommend any required changes quarterly and provide insights for the FY24 budget development process.

**Tactics:**

- A. Benchmark recent CMA and Salta With Us (bi-lingual media agency) efforts to grow audience engagement through creating and sharing programming, social posts and online video.
- B. Facilitate review and analysis of organic and boosted social media as well as paid digital campaigns. Evaluate measurement of outcomes; recommend short-term changes and set goals.

- C. Evaluate FY23 work plan monthly and document success of tactics; create and present quarterly reports, make recommendations for long-term changes and develop goals for FY24 budget and work plan.
- D. Build new ways of linking, sharing and optimizing CMA staff time and resources to enhance Connect Montgomery and Corona Montgomery efforts and outcomes. (See job description in Appendix on pages 6 and 7.)

**Strategic Goal 2:** Sustain social media progress realized in FY22 and grow engagement by developing an annual digital media content and promotion plan. Expand awareness of the timely, accurate and trusted hyper-local emergency, COVID-19, public safety content created for County residents and businesses. Partner with additional departments in the County government to provide content and exposure to a greater number of topics and priorities.

**Tactics:**

- A. CMA managers, in collaboration with Marketing Committee and ***Operations Coordinator***, will develop strategies and determine budget for year-long content distribution and ongoing social listening/response through contract with Salta With Us agency. Evaluate best practices for CMA efforts to monitor and/or reply to online comments and questions in a timely manner.
- B. The tracking of various social media outputs has been well established over the course of the last three years. Starting in FY23, CMA partners will identify and track not only the quantity of racial equity and social justice posts/tweets but also engagement outcomes. (Measurement benchmarks demonstrating the success of recent efforts are detailed in the appendix on page 5.)
- C. CMA commits to specifically promote voter registration, election awareness and participation, civic education, as well as introduction of new elected officials, changes involving Council committees/operations, and how to engage with elected officials on issues/concerns.
- D. The Amharic-speaking population was identified as a target audience, in addition to Spanish speakers, to expand efforts to reach and engage in FY23. CMA partners will track and benchmark the number of social media posts and engagement as outcomes pertaining to those two groups.
- E. Increase outreach to additional County PIOs and staff to provide more frequent support of issues that might not otherwise be explored. The ***Operations Coordinator*** will partner with at least four PIO's to facilitate other departments getting their messaging out on CMA channels and social platforms. Outcomes will be benchmarked ahead of goal planning for FY24.

- F. The CMA will determine at least one customer service outcome that aligns with the County's goals to measure during FY23 and set goals for improvement in FY24.

**Strategic Goal 3:** Continue to enhance features, increase awareness and drive traffic to [www.ConnectMontgomery.com](http://www.ConnectMontgomery.com) – and ultimately to County webpages - by developing a range of hyper-local news, economic development, recovery, education, and information that aligns with County priorities.

**Tactics:**

- A. Examine options to expand the CMA Marketing Committee and/or assign additional weekly expectations to CMA partners or Salta to assist more frequently in creation and distribution of fresh topical or thematic content.
- B. Sustain updates and acquisition of video programming, timely information, and emergency communications for Corona Montgomery 10 and its streaming component [www.CoronaMontgomery.info](http://www.CoronaMontgomery.info). Link content back to County webpages for more information.
- C. Set measurable goals for increased marketing efforts, based on outcomes from FY22. Provide value to visitors to increase sessions, time on page and page views. Use paid digital and social advertising to drive awareness and traffic; utilize tracking codes, measure, and report quarterly.
- D. Collaborate with County departments to embed or link related CMA-produced videos to a greater number of County webpages, resulting in messaging efficiency – i.e. fewer clicks to find the information sought - and greater CMA visibility.
- E. Consider developing a microsite for aggregating CMA created and locally available technology training that aims to promote digital equity, serve adult learners seeking better jobs, those seeking a second career, and senior citizens, as well as the underserved residents of East County .

**Strategic Goal 4:** Ensure that Comcast understands how much the County values the four current HD channels and activates the fifth and final HD channel as stated in the franchise agreement.

**Tactics:**

- A. Encourage the Director of Broadband Programs and TEBS CIO to recommend to the County Executive's office to assign the fifth HD channel to MC/MCPS in order to make each full-time

and send a formal request to Comcast to activate at their earliest convenience within the contract parameters.

- B. Ensure the County TOC technology is prepared ahead of go live date to send program signal as soon as the HD channel is activated by Comcast.

**Connect Montgomery digital platforms:**

- [www.ConnectMontgomery.com](http://www.ConnectMontgomery.com)
- Facebook *@connectmontgomery*
- Twitter *@connectmoco*
- Instagram *@connectmontgomery*
- [www.CoronaMontgomery.info](http://www.CoronaMontgomery.info)

**Connect Montgomery Alliance members:**

County Cable Montgomery – Barry Hudson, (FY22 CMA Chair, CE), Sonya Healy (Council), Derrick Kenny (OBP Acting Media Services Manager)

Montgomery College – Melissa Pace

Montgomery Community Media – Nannette Hobson

Montgomery County Public Schools – Dr. Dick Lipsky

Montgomery Municipal Cable – Melissa Aymold

City of Rockville – Kathy Dantzler

City of Takoma Park – Alvaro Calabia

**APPENDIX**

Measurement benchmarks to date demonstrating the success of our FY21-FY22 collaborative efforts:  
Updated measurements will be provided for the GO Committee’s FY23 Cable Plan work session.

A. Connect Montgomery website for January 2021 - December 2021

- Page Views: 10,792
- Unique Visitors (New Users): 6,349
- Sessions: 7,627

B. Our social platforms continued to grow in 2021, our ORGANIC and AD CAMPAIGNS with SALTA WITH US GENERATED:

- IMPRESSIONS: 1.2M
- FACEBOOK PAID REACH: 227,348

- FACEBOOK OVERALL REACH: 251,642
- ENGAGEMENT: 52,402
- INSTAGRAM REACH: 73,694
- AD CLICKS: 21,260
- NEW FACEBOOK FOLLOWERS: 1,132
- NEW INSTAGRAM FOLLOWERS: 508
- NEW TWITTER FOLLOWERS: 352

## Connect Montgomery Alliance Collaboration Coordinator

### Background

The Connect Montgomery Alliance is Montgomery County’s public, education, and government (PEG) cable and media organizations. Their channels include County Cable Montgomery, Montgomery Community Media, MCPS Television, Montgomery College Television, Montgomery Municipal Cable, Rockville 11, and Takoma Park City TV. Since 1990, these local cable access operators have provided our community with a unique and powerful media tool. We are committed to providing the free exchange of information and ideas for our dynamic and growing communities with access to education, government and the arts, on cable, online and social platforms.

### Scope of Services

The Connect Montgomery Alliance (CMA) Collaboration Coordinator is responsible for coordinating communications on the development and sharing of content and information created by the CMA. Emphasis is on facilitating collaboration among Connect Montgomery Alliance member channels, website and social media. The incumbent will play a key role assisting with the monitoring and execution of CMA outreach projects and campaigns. These projects include joint video or virtual productions, promotion and live events. The CMA Coordinator will also assist in implementation of the CMA Strategic Plan.

### Duties and Responsibilities

- Work with and support the activities of CMA committees.
- Assist with the management of the CMA’s current marketing agency, SALTA With Us.
- Coordinates the implementation of CMA communications and marketing strategies that promote programming and initiatives of CMA committees and members.



- Coordinates message priorities for key target audiences to include those where English is not a first language, and focusing on the county’s racial equity and inclusion priorities.
- Collaborates with SALTA With Us and CMA Managers on social media to gather analytical data. This includes YouTube, Facebook, Instagram, and Twitter.
- Work closely with the CMA Chair to document and track progress towards goals and critical success factors.
- Will assist CMA Chair in planning and executing board meetings.

### Skills and Experience

- Strong written, verbal and presentation skills
- Experience meeting time-sensitive deadlines, organizing, and prioritizing work and managing multiple assignments while being detail-oriented and flexible.
- Experience and knowledge of county government organizational structure, programs, services, activities, and issues.
- Knowledge of gathering, organizing, and presenting data from multiple sources
- Experience taking meeting notes and creating meeting minutes
- Proficient in in Microsoft Office Suite of products

### Other Requirements

- Position is part-time (20 hrs./wk. in Year 1).
- Ability to work onsite (Rockville, MD), as well as remotely.

### Key Stakeholders:

- Media Services Manager and other members of the Office of Broadband Programs
- CMA Marketing Chair
- SALTA Agency (Outreach)
- County Executive Public Information Staff
- County Council Legislative Staff
- CMA managers & designated staff
- Attending CMA managers, Marketing Committee and SALTA meetings



April 19, 2022

Montgomery County Council  
Council Office Building  
100 Maryland Avenue, 6th Floor  
Rockville, MD 20850

Dear Council President Albornoz and Council Members:

Thank you for this opportunity to share information about Montgomery Community Media, Montgomery County's nonprofit access media organization.

So, is the pandemic over? Are we required to wear a mask in Montgomery County? When is the next election? Where can I vote? What's up with that new construction zone on Rockville Pike? How long will it take?

These are the kinds of questions Montgomery County residents seek answers to every day, and MCM is a valuable resource for finding the answers.

With your support, MCM is laser focused on providing and sharing with residents the news and information they need, the stories they want to share and the means to do it.

During these critical times, our small, Emmy award-winning staff of journalists continue to publish relevant stories and programs every day to keep residents informed.

We maintain and program three public access cable channels and a full range of social media platforms that distribute programs contributed by or produced for the benefit of Montgomery County residents.

We also provide affordable media skills classes for anyone... from school aged students to senior citizens. We believe storytelling, podcasting and video production skills can benefit everyone when it comes to communicating in our current, fast-paced world.

You know that during the pandemic, such skills proved invaluable to our government, schools, civic organizations, and nonprofits alike. The successful use of communication and video technology kept us all moving forward.

MCM also helped civic and nonprofit organizations stay connected to their constituencies with live streams, programs and video messaging.

Today, I'm happy to share that we have completed a renovation of our Rockville facility and we're welcoming our employees and the public back to in-person work and learning in a brighter, safer environment.

We thank you, again, for your continued support of our mission and we invite you to visit our newly refreshed website, [www.mymcmedia.org](http://www.mymcmedia.org) for more information about our award-winning organization. Thank you.

With highest regards and appreciation,

Nannette Onley Hobson  
CEO  
Montgomery Community Media

# Quarterly Cable Plan Revenues

|                | FY22               |                     |                    |                    |                  |                      |                 |
|----------------|--------------------|---------------------|--------------------|--------------------|------------------|----------------------|-----------------|
|                | Qtr ending 9/30/21 | Qtr ending 12/30/21 | Qtr ending 3/30/22 | Qtr ending 6/30/22 | FY22 TOTAL (YTD) | FY22 Budgeted Amount | Difference      |
| Franchise fees | \$ 3,684,211       |                     |                    |                    | \$ 3,684,211     | \$13,768,000         | \$ (10,083,789) |
| PEG Capital    | \$ 1,337,312       |                     |                    |                    | \$ 1,337,312     | \$5,254,000          | \$ (3,916,688)  |
| PEG Operating  | \$ 873,214         |                     |                    |                    | \$ 873,214       | \$3,444,000          | \$ (2,570,786)  |

Revenues for the 1st quarter were slightly higher than expected. Sports packages typically drive up revenues and the beginning of the NFL season has just begun during this quarter.

(20)