

Subject: County Council and Legislative Branch Communications Outreach NDA FY20 Operating Budgets	
Analyst: Marlene Michaelson, Executive Director	Committee: GO
Keywords: #FY20 Operating Budget, County Council FY20 Budget, Legislative Branch Communications FY20 Budget	

Council Offices		
FY20 CE REC:	\$12,461,441	85.2 FTE
Increase/Decrease from FY19	\$ 814,916 (7.0%)	1.9 FTE (2.3%)

COMMITTEE RECOMMENDED CHANGES

Support as submitted by the County Executive

KEY CE CHANGES FROM FY19

- Restores reductions taken in the election year including additional lapse and reductions in professional services.
- Assumes Councilmember offices will be fully staffed and operational in FY20.

Legislative Branch Communications NDA		
FY20 CE REC:	\$890,000	3 FTE
Increase/Decrease from FY19 ¹	\$ 340,000 (62.0%)	1 FTE (50%)

COMMITTEE RECOMMENDED CHANGES

- Support funding total as submitted by the County Executive.
- Shift \$175,000 from operating expenses to personnel to allow the Council to hire two staff members to assist with communications functions (see © 5-6).

KEY CHANGES FROM FY19

- Annualizes the supplemental approved by the Council in FY19 for enhanced social media and outreach services.

¹ The budget increase includes the annualization of an FY19 supplemental (\$140,000) and an additional \$200,000 increase for FY20.

- Increases funding to bolster communications functions for the Legislative Branch related to the Latino Civic Project, Visual Information services, and funding for special events, including holding public hearings in impacted communities.

This report contains:

Staff Report to the Committee	Page 1-3
Budget Excerpts	© 1-4
Recommendations for new communications services	© 5-6

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Worksession

MEMORANDUM

April 25, 2019

TO: Government Operations and Fiscal Policy Committee
 FROM: Marlene Michaelson, Executive Director *MM*
 SUBJECT: FY20 Operating Budget: **Council Office and Legislative Branch Communications Outreach NDA**
 PURPOSE: Review and make recommendations on FY20 Operating Budgets

Those expected for this worksession:

Glenn Orlin, Deputy Director
 Sonya Healy, Legislative Information Officer
 Naeem Mia, Office of Management and Budget

Council Office

The recommended FY20 budget for the Council Office is on ©1-3. For FY20, the recommended total expenditures are \$12,461,441, an increase of \$814,916 or 7 percent from the FY19 approved budget. Personnel costs are 93.8% of the total; operating expenses are 6.2%. FTEs increase by 1.9, or 2.3%.

COUNCIL BUDGET (\$000'S)				
Expenditures				
	Actual FY18	Budget FY19	Recommended FY20	% Chg Bud/Rec
Personnel	11,227,235	10,949,473	11,685,689	6.7%
Operating	693,268	697,052	775,752	11.3%
Total	11,920,503	11,646,525	12,461,441	7.00%
Personnel				
Full-Time Positions	88	88	92	4.5%
Part-Time Positions	5	5	4	-20.0%
FTEs	83.1	83.28	85.18	2.3%

The budget includes adjustments from the approved FY19 budget shown below. The turnover in staffing that occurs in an election year provided an opportunity for reductions last year not sustainable on a full year basis. For FY20, the proposed budget assumes that Councilmember Offices are fully staffed and operational and increases funding accordingly. The proposed budget also restores operating expenses associated with professional services. The Council has frequently used expert contractual support on specialized legal, actuarial, fiscal, engineering, transportation, and technology issues.

FY20 RECOMMENDED CHANGES		
	Expenditures	FTEs
Increase Cost: FY20 Compensation Adjustment	280,706	0.00
Increase Cost: FY19 Mid-Year Staff Adjustments (Councilmember Office)	232,607	1.90
Increase Cost: Restore One-Time Lapse increase	150,000	0.00
Increase Cost: Operating Expenses (Council Staff Operations)	118,022	0.00
Increase Cost: Annualization of FY19 Personnel Costs	47,295	0.00
Increase Cost: Retirement Adjustment	25,608	0.00
Shift: Annualization of ESRI Enterprise Agreement - Shift to DTS	(3,700)	0.00
Decrease Cost: Printing Costs (Council Staff Operations)	(35,622)	0.00
Total	814,916	1.90

Council staff will continue to explore ways to improve our already cost-effective operation. We have and will continue to consider how restructuring, re-engineering, and new technology, combined with the hard work of our talented staff, can enable us to improve our productivity and better serve the Council and the public.

Legislative Branch Communications Outreach Non-Departmental Account

In 2012, at the Committee’s initiative, the Council established this NDA to strengthen the capacity of the five Legislative Branch offices (the Council office, the Office of Legislative Oversight, the Board of Appeals, the Office of Zoning and Administrative Hearings, and the Office of the Inspector General) to inform constituent communities of issues that directly affect them and to ensure that these communities concerns are considered. Among its many purposes, the NDA has supported the following efforts:

- A Customer Relationship Management (CRM) system
- Ongoing development of Legislative Branch websites
- Equipment, software, and maintenance needed for communication outreach efforts
- Expanded use of social media and video coverage for Council events
- A weekly Council program on Radio America, started by Council President Navarro, and a Spanish communications specialist to coordinate that and other efforts to inform County residents who speak Spanish
- A part-time contract position to expand outreach to our Korean, Chinese, and Vietnamese communities
- Translation and Interpretation services

- Development of a Legislative Information Management System (LIMS) to offer public records on-line including legislation, resolutions, zoning text amendments and subdivision regulation amendments.

The NDA has been funded through the Cable Plan since its inception. The FY20 recommended amount - \$890,000 – is funded partially by the Cable Fund and partially by the General Fund. The increase in the FY20 budget annualizes the cost from the FY19 Supplemental Appropriation for enhanced social media and outreach capabilities. It also includes a \$200,000 increase for further strengthening of the Communications Office’s resources in key areas including expanding the Latino Civic Project beyond a limited geographic area, hiring a Visual Information Specialist to design and produce a wide variety of visual informational and promotional materials explaining public policy issues and the mission of local government and its leaders and funding support for additional special events such as hosting master plan public hearings in local communities. Additional information on these proposed changes is attached on © 5-6. Although the FY20 budget (see © 4) shows these costs as increases in operating costs, staff recommends shifting the dollars to reflect the increase in personnel recommended in the attachment.



County Council

RECOMMENDED FY20 BUDGET
\$12,461,441

FULL TIME EQUIVALENTS
85.18

☼ **MARLENE MICHAELSON, EXECUTIVE DIRECTOR**

MISSION STATEMENT

The mission of the County Council is to legislate for the peace, good government, health, safety, and welfare of Montgomery County and establish policies under which a system of public administration and finance provides services effectively, efficiently, and equitably.

BUDGET OVERVIEW

The total recommended FY20 Operating Budget for the County Council is \$12,461,441, an increase of \$814,916 or 7.00 percent from the FY19 Approved Budget of \$11,646,525. Personnel Costs comprise 93.77 percent of the budget for 92 full-time position(s) and four part-time position(s), and a total of 85.18 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 6.23 percent of the FY20 budget.

PROGRAM CONTACTS

Contact Mary Jane Berry of the County Council at 240.777.7930 or Naeem M. Mia of the Office of Management and Budget at 240.777.2786 for more information regarding this department's operating budget.

PROGRAM DESCRIPTIONS

☼ Councilmember Offices

The nine elected County Councilmembers enact all local laws, oversee zoning and planning, appropriate funding for the budgets of public agencies, establish spending affordability guidelines, set property tax rates, and meet as the County Board of Health. The Council holds regular weekly sessions and conducts public hearings and worksessions throughout the year. Each Councilmember serves on two of the following six Council Committees: Education and Culture; Health and Human Services; Government Operations and Fiscal Policy; Planning, Housing, and Economic Development; Public Safety; and Transportation and Environment. Five Councilmembers are elected by district, and four are elected Countywide. Councilmembers have staffs which are responsible for carrying out their work programs. The County Charter provides for a Confidential Aide for each Councilmember. Staff may consist of interns, analysts, legislative services coordinators, legislative senior aides, and other administrative personnel.

FY20 Recommended Changes	Expenditures	FTEs
FY19 Approved	5,838,854	47.50
Increase Cost: FY19 Mid-Year Staff Adjustments	232,607	1.90
Multi-program adjustments, including negotiated compensation changes, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting multiple programs.	254,676	0.20
FY20 Recommended	6,326,137	49.60

☼ Council Staff Operations

Council Staff Operations is responsible for four activities in support of the Council: Legislative Program, Planning, and Budget; Legislative

Information Services and Council Communications Office; Office of the Clerk of the Council; and Administration.

Legislative Program, Planning, and Budget staff perform research and analysis on issues before the Council and prepare written reports and recommendations for all agenda items at Council sessions and Committee meetings. Staff also respond to requests from individual Councilmembers for research, legal advice, and data relevant to their work program. Staff draft legislation and resolutions for Council action; analyze reports, bills, plans, and budgets forwarded to the Council by the County Executive and County agencies; and advise Councilmembers on issues related to the Council work program. Personnel in this unit provide staffing for the Charter Review Commission and other groups created by the Council and represent the Council at meetings held on issues before the Council.

Legislative Information Services and Council Communications Office staff perform the public relations function of the Council. In order to facilitate two-way communication between the Council and County residents, staff prepare informational materials, serve as first-line telephone contact with the public, provide information about the legislative process, update the Council's website, and produce programs for the County's cable channel. Staff inform Councilmembers of the views of citizens through a correspondence control system, telephone tabulation system, and documentation of petitions. Legislative Information Services arranges for and provides notice of public hearings, and assembles packets of background material for Councilmembers, the press, and the public.

The Office of the Clerk of the Council prepares and maintains all official records of the Council; attends meetings of the Council; writes minutes; processes resolutions and legislation; prepares Council and Committee agendas; arranges for both regular and special meetings; and tracks sunset, expiration, and deadline dates of legislation and regulations.

Administration performs the Council's personnel, procurement, payroll, and budgetary functions; provides supervision; manages the automation system for the legislative branch; monitors inventory and office space; coordinates program issues; and serves as the liaison between Councilmembers and program staff. The staff in this unit contribute to the Legislative Program, Planning, and Budget work program. The administrative staff also provide staff orientation, training for the automation and telephone systems, backup support for all programs, volunteer coordination, and receptionist coverage for Councilmember offices.

FY20 Recommended Changes	Expenditures	FTEs
FY19 Approved	5,807,671	35.78
Increase Cost: Operating Expenses	118,022	0.00
Decrease Cost: Printing Costs	(35,622)	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.	245,233	(0.20)
FY20 Recommended	6,135,304	35.58

BUDGET SUMMARY

	Actual FY18	Budget FY19	Estimate FY19	Recommended FY20	%Chg Bud/Rec
COUNTY GENERAL FUND					
EXPENDITURES					
Salaries and Wages	8,536,107	8,381,772	8,361,801	8,921,121	6.4 %
Employee Benefits	2,691,128	2,567,701	2,552,794	2,764,568	7.7 %
County General Fund Personnel Costs	11,227,235	10,949,473	10,914,595	11,685,689	6.7 %
Operating Expenses	693,268	697,052	628,450	775,752	11.3 %
County General Fund Expenditures	11,920,503	11,646,525	11,543,045	12,461,441	7.0 %
PERSONNEL					
Full-Time	88	88	88	92	4.6 %
Part-Time	5	5	5	4	-20.0 %
FTEs	83.10	83.28	83.28	85.18	2.3 %
REVENUES					
Other Charges/Fees	(20)	0	0	0	—
County General Fund Revenues	(20)	0	0	0	—

FY20 RECOMMENDED CHANGES

COUNTY GENERAL FUND	Expenditures	FTEs
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FY20 RECOMMENDED CHANGES

	Expenditures	FTEs
FY19 ORIGINAL APPROPRIATION	11,646,525	83.28
Other Adjustments (with no service impacts)		
Increase Cost: FY20 Compensation Adjustment	280,706	0.00
Increase Cost: FY19 Mid-Year Staff Adjustments [Councilmember Offices]	232,607	1.90
Increase Cost: Restore One-Time Lapse Increase	150,000	0.00
Increase Cost: Operating Expenses [Council Staff Operations]	118,022	0.00
Increase Cost: Annualization of FY19 Personnel Costs	47,295	0.00
Increase Cost: Retirement Adjustment	25,608	0.00
Shift: Annualization of ESRI Enterprise Agreement - Shift to DTS	(3,700)	0.00
Decrease Cost: Printing Costs [Council Staff Operations]	(35,622)	0.00
FY20 RECOMMENDED	12,461,441	85.18

PROGRAM SUMMARY

Program Name	FY19 APPR Expenditures	FY19 APPR FTEs	FY20 REC Expenditures	FY20 REC FTEs
Councilmember Offices	5,838,854	47.50	6,326,137	49.60
Council Staff Operations	5,807,671	35.78	6,135,304	35.58
Total	11,646,525	83.28	12,461,441	85.18

CHARGES TO OTHER DEPARTMENTS

Charged Department	Charged Fund	FY19 Total\$	FY19 FTES	FY20 Total\$	FY20 FTES
COUNTY GENERAL FUND					
NDA - Legislative Branch Communications Outreach	General Fund	228,912	2.00	330,415	3.00
Cable Television Communications Plan	Cable TV	620,398	5.00	640,693	5.00
Total		849,310	7.00	971,108	8.00

FUTURE FISCAL IMPACTS

Title	CE RECOMMENDED (\$000\$)					
	FY20	FY21	FY22	FY23	FY24	FY25
COUNTY GENERAL FUND						
EXPENDITURES						
FY20 Recommended	12,461	12,461	12,461	12,461	12,461	12,461
No inflation or compensation change is included in outyear projections.						
Labor Contracts	0	45	45	45	45	45
These figures represent the estimated annualized cost of general wage adjustments, service increments, and other negotiated items.						
Subtotal Expenditures	12,461	12,506	12,506	12,506	12,506	12,506

FY20 Recommended Changes	Expenditures	FTEs
Increase Cost: Leases added in FY20	138,105	0.00
Increase Cost: Wheaton Redevelopment Center operating costs	75,000	0.00
Increase Cost: Net increase in Chargebacks	22,316	0.00
Decrease Cost: Lease Negotiation savings	(75,764)	0.00
Decrease Cost: Reduced Maintenance Costs	(189,539)	0.00
Decrease Cost: African American Health Program Lease - Remove FY19 buildout cost	(225,000)	0.00
FY20 Recommended	21,179,577	0.00

☀ Legislative Branch Communications Outreach

This NDA provides funds to strengthen the capacity of five Legislative Branch offices (the Council Office, the Office of Legislative Oversight, the Board of Appeals, the Office of Zoning and Administrative Hearings, and the Office of the Inspector General) to inform constituent communities of issues that directly affect them and to ensure that these communities' concerns are effectively taken into account. Communications efforts supported by this NDA include expanded outreach in Spanish and other languages, greater use of web and social media resources, Open Government initiatives, and improved management of constituent requests.

FY20 Recommended Changes	Expenditures	FTEs
FY19 Approved	540,000	2.00
Increase Cost: Operating Expenses	200,000	0.00
Increase Cost: Annualization of Council-Approved FY19 Supplemental Appropriation	140,213	1.00
Increase Cost: FY20 Compensation Adjustment	8,973	0.00
Increase Cost: Retirement Adjustment	814	0.00
FY20 Recommended	890,000	3.00

☀ Metro Washington Council of Governments

The Metropolitan Washington Council of Governments (COG) is a voluntary association of major local governments in the Washington Metropolitan Area. COG seeks to provide regional answers to, and coordination of, area-wide issues such as air and water pollution, day care, housing, crime, water supply, land use, and transportation.

This NDA reflects Montgomery County's share of the organization's operation plus special COG initiatives. Additionally, the contribution supports the Cooperative Purchasing Program; the Anacostia Restoration Fund; and the Regional Environmental Fund.

As in previous years, the Washington Suburban Sanitary Commission will provide Montgomery County's contribution to support the Water Resources Management Planning Program and the Blue Plains Users Program.

FY20 Recommended Changes	Expenditures	FTEs
FY19 Approved	876,710	0.00
Shift: Urban Area Security Initiative Grant: Police Replacement Funding	510,382	0.00
Shift: Urban Area Security Initiative Grant: Technology Services Replacement Funding	146,839	0.00
Increase Cost: Anacostia Restoration Fund	48,460	0.00
FY20 Recommended	1,582,391	0.00

☀ Montgomery Coalition for Adult English Literacy

This NDA provides funding for the Montgomery Coalition for Adult English Literacy (MCAEL). MCAEL's mission is to strengthen the Countywide adult English literacy providers' network with resources, training, collaborations, and advocacy to support a thriving community and an effective workforce. Funding for MCAEL supports grants to 20 community organizations for 27 programs that provide adult English literacy classes. Additionally, MCAEL receives operating funding to provide technical assistance, training, and networking opportunities to over 65 community organizations that improve program quality and coordination and provide critical information for the community to educate and engage them about the need for and benefits from adult English literacy classes. The County's contribution is implemented by a contract between the Department of Public Libraries and MCAEL.

Communications NDA: \$200,000 Increase Cost in Operating Expenses
Recommendation: Create two new FTEs and \$25,000 for Contract Support

Social Media Position

In November 2018 the Council approved funding for a vacant visual information specialist position to focus on social media for the Council. This position was funded by a supplemental appropriation in FY19. This position has been filled and has been annualized as part of the FY20 recommended budget.

Community Outreach Specialist to Expand Latino Civic Project: \$90,000

The mission of the Latino Civic Project, which was created and implemented by Council President Navarro, is to promote and strengthen civic participation in Latino and immigrant communities. This is achieved through workshops and activities that empower community members and offer a greater understanding of civic engagement and the importance of advocacy. The project includes a civics and leadership curriculum that is culturally and linguistically appropriate and is taught in a series of workshops with the purpose of building the civic knowledge-base and encouraging active community participation in government decision making. There also is a monthly segment that airs on Radio America called El Momento Cívico to expand the project's reach. The project also trains civic promoters, who after learning the civics and leadership curriculum, become community leaders who step up to identify and collectively find solutions to issues in their communities. Staff time is needed to promote this project countywide to reach more community members. The amount to fund the salary and benefits for a full-time position is \$90,000.

Visual Information Specialist: \$85,000

This position would design and produce, in close collaboration with Councilmembers, a wide variety of visual informational and promotional materials explaining public policy issues and the mission of local government and its leaders. Products include, but are not limited to, informational graphics, video graphics, designs for electronic newsletters and e-blasts, posters and new web designs. This position also will provide photography and videographer services to capture quality, attractive, clear and creative photo and video for use on social media and on air. The amount to fund the salary and benefits for a full-time position is \$85,000.

Contract Resources for Special Projects or Events: \$25,000

There have been instances when the Council would like to host its own large-scale special event such as a job fair or a day of service. These events require significant coordination and planning as well as adequate staffing to be successful. Currently the communications office doesn't have the capacity to take on large-scale special events. Reserving \$25,000 in contractual services in the NDA would provide the Council with some modest flexibility for future events or for other initiatives that the Council determines to be important in fiscal year 2020. It would also allow additional master plan public hearings at a location in the affected community.