



**Committee:** GO  
**Committee Review:** Completed  
**Staff:** Dr. Costis Toregas, Council IT Adviser  
**Purpose:** To make preliminary decisions – straw vote expected  
**Keywords:** #cable, #cable plan, #Connect Montgomery Alliance, #digital equity, #franchise fees

CONSENT Agenda Item#4  
 May 10, 2023  
**Action**

**SUBJECT**

FY24 Operating Budget Cable Television and Communications Plan

**EXPECTED ATTENDEES**

None

**FY24 COUNTY EXECUTIVE RECOMMENDATION**

Cable Plan	FY23 Approved	FY24 CE Recommended	Change from FY23 Approved
<b>Total Expenditures (General Fund)</b>	<b>\$15,227,435</b>	<b>\$14,062,013</b>	<b>-7.65 %</b>
Personnel Costs	29.55 FTEs	24.34 FTEs	-17.6%
Operating Costs	\$10,640,445	\$10,170,782	-4.4%

**COMMITTEE RECOMMENDATIONS**

The GO Committee met on April 26, 2023 and unanimously agreed to recommend the FY24 Operating Budget Cable Television and Communications Plan at the \$14, 062,013 level as proposed by the Executive to the full Council.

**SUMMARY OF KEY ISSUES**

- This level is 7.65% less than the approved FY23 level, reflecting a significant drop in cable franchise fees that will continue for the foreseeable future.
- The proposed Plan shifts mission-critical functions such as FiberNet system maintenance to the TEBS operating budget in order to adjust for this decline in revenues over the long term.
- The important work of the Connect Montgomery Alliance (CMA) as defined in the CMA Strategic Plan on @16-34 is funded at the requested level.

**This report contains:**

GO Staff Report

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**MEMORANDUM**

April 21, 2023

TO: Government Operations and Fiscal Policy Committee  
FROM: Dr. Costis Toregas, Council IT Adviser  
SUBJECT: FY24 Operating Budget for Cable Television and Communications Plan

Expected to attend:

Gail Roper, Chief Information Officer, Department of Technology & Enterprise Business Solutions (TEBS)  
Allison Dollar, TEBS  
Barry Hudson, Chair, Connect Montgomery Alliance (CMA) and County Office of Public Information (PIO)  
Members of the CMA leadership  
Seamus McNamara, Office of Management and Budget

Documents for Committee review:

1. Budget submission detail (©1-8)
2. Detailed Cable Plan (©9-10)
3. CMA Program overview (©11-29)
4. RESJ Cable Plan review (©30-31)

**Cable Television and Communications Plan FY24**

**FY24 COUNTY EXECUTIVE RECOMMENDATION**

<b>Cable Plan</b>	<b>FY23 Approved</b>	<b>FY24 CE Recommended</b>	<b>Change from FY23 Approved</b>
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**Council staff recommends the following:**

- 1. Approve the Cable Plan as recommended by the Executive at the level of \$14,062,013**
- 2. Engage the Executive in a discussion regarding a desired strategy for the Cable Fund fund balance. By Council Resolution, moneys in the Cable Fund carry over to the next year if not spent fully. Currently, the balance is recommended to be at -\$97,000 by the end of FY23, and increase to +\$117,000 at the end of FY24. What would be useful would be an articulated policy for fund balance targets.**

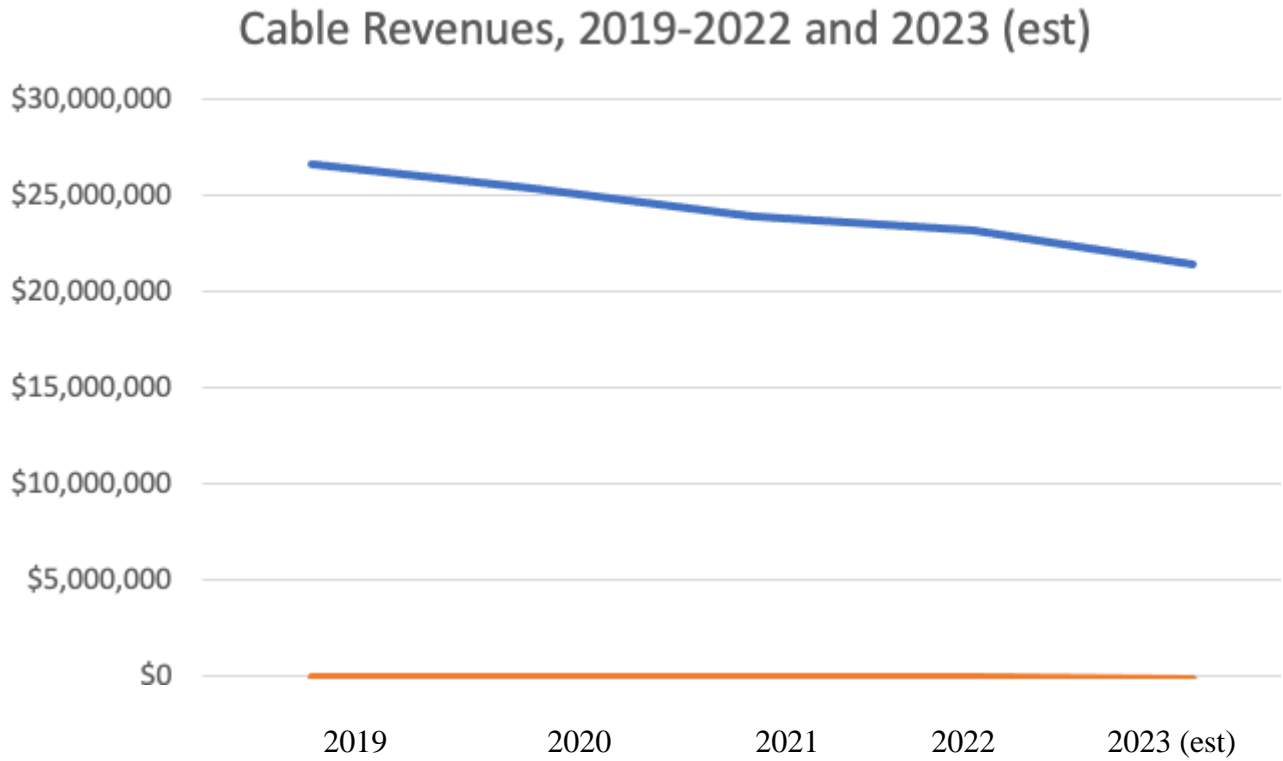
**Introduction**

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 TEBS budget. Digital Equity initiatives are supported by the TEBS and Cable Fund budgets.

The total recommended FY24 Cable Plan is \$14,062,013, a decrease of \$1,165,422 or -7.65% percent from the FY23 Approved level of \$15,227,435. The detail is shown in ©1-8. The department has undertaken a major transformation and reorganized its operating divisions into 5 program areas; their names along with the budget allocation proposed are shown in the Table on page 4 of this memo, and the new organizational structure can be seen in ©9.

A number of high level observations can be made about this FY24 Cable Plan recommended budget:

- Revenues continue to drop as more people “cut the cord” and abandon cable service for the more flexible streaming services which are currently not taxed. The graph below shows this continuous drop



- The Executive has begun the necessary process of shifting mission-critical elements such as FiberNet maintenance from the Cable Plan to other general fund-supported budgets (such as within TEBS) in order to anticipate and manage the continuous decline of franchise revenues while funding necessary investments in digital infrastructure.
- In addition to shifts, the Cable Plan has been reduced in several program areas; these reductions are shown in the table below; each program line shown represents a reduction from FY23 levels. The full detailed allocation to programs is shown in ©9-10

**FY24 PROPOSED CABLE COMMUNICATIONS PLAN (in \$000's)**

	ACT FY20	ACT FY21	ACT FY22	APP FY23	EST FY23	REC FY24
<b>MEDIA - CONNECT MONTGOMERY ALLIANCE</b>						
PEG Equipment	759	914	718	794	794	784
Operating & Marketing Expenses	181	178	200	260	260	222
<b>SUBTOTAL</b>	<b>940</b>	<b>1,091</b>	<b>918</b>	<b>1,053</b>	<b>1,053</b>	<b>1,005</b>
<b>MEDIA - MONTGOMERY COMMUNITY MEDIA</b>	0					
Personnel Costs	2,231	2,260	2,394	2,537	2,537	2,610
Operating Expenses	32	180	52	54	54	54
Rent & Utilities	473	389	383	383	383	383
<b>SUBTOTAL</b>	<b>2,736</b>	<b>2,829</b>	<b>2,829</b>	<b>2,974</b>	<b>2,974</b>	<b>3,047</b>
<b>GENERAL FUND TRANSFERS</b>						
<b>MEDIA - MONTGOMERY COLLEGE</b>						
Personnel Costs	1,555	1,588	1,588	1,588	1,588	1,509
Operating Expenses	209	209	209	209	209	198
<b>SUBTOTAL</b>	<b>1,764</b>	<b>1,797</b>	<b>1,797</b>	<b>1,797</b>	<b>1,797</b>	<b>1,707</b>
<b>MEDIA - MONTGOMERY CO PUBLIC SCHOOLS</b>	0					
Personnel Costs	1,678	1,648	1,694	1,694	1,694	1,609
Operating Expenses	121	121	76	76	76	72
<b>SUBTOTAL</b>	<b>1,800</b>	<b>1,770</b>	<b>1,770</b>	<b>1,770</b>	<b>1,770</b>	<b>1,681</b>
<b>ADDITIONAL TRANSFERS</b>						
Transfer to the Gen Fund-M-NCPPC	100	0	100	100	100	50

- The Connect Montgomery Alliance (CMA) continues to be supported in the Plan, although cuts are being made to reflect the revenue decline. In addition, the MCPS and MC funding of \$1,707,000 and \$1,681,000 respectively is no longer shown as part of the Cable Plan allocation but as a Fund Transfer entry elsewhere in the FY24 budget.
- The CMA has prepared a strategic plan for FY24; the original schedule for GO review was postponed, so the plan is included in this budget review (on ©11-29) for Committee members to discuss and interact with CMA leadership as time permits.

**Racial Equity and Social Justice score**

Each Council analyst is asked to present the outcome of the RESJ tool for the department under consideration, its justification and comments. The Cable Plan program received no rating (“No Data”) in the current review (see detail in ©30-31). The Committee may want to discuss with Cable Plan stakeholders ways to strengthen this performance in subsequent years.

**Program Analysis**

Council staff raised questions regarding Cable Plan programs; these questions and the answers from the Executive are as follows:

1. Can you list the individual programs that are included in the OBP Digital Equity (Cable Fund) \$697,488 item, and how the costs are allocated (staff, technology, subsidies, etc)?
  - \$305,500 Salaries and Contract Costs (2 FTEs)
  - \$175,600 Youth Media Programs (Action Youth Media (formerly Gandhi Brigade Youth Media) and smaller youth media grants)

- \$200,000 Senior Planet Montgomery
- \$ 16,388 Promotion, consumer education materials and printing

Additional FY23 Non-County funding:

- \$250,000 Federal Communications Commission Navigator Pilot Program to enroll residents in 110 affordable housing developments in the \$45/month Affordable Connectivity Program (ACP) broadband subsidy
- \$205,000 Maryland Connected Devices program to distribution 34,000 computers, 1 per eligible household per address, to households that qualify for ACP

2. What is the status of the Verizon and Comcast negotiations? And when will the Council be briefed on policy options and decisions?

Staff from the Office of Broadband Programs (OBP), the County Attorney's Office and the County Executive have begun negotiations and financial reviews with Comcast and Verizon. To date, the companies have either not been actively engaged or are resisting standard cable franchise terms. The goal of the negotiating team is to have draft franchise agreements to share with the County Council by the end of the year.

3. Shifting positions from the Fund to operating budgets is welcomed. These should not penalize receiving departments under the CP rules. What rule was used to select these shifts?

TEBS started by moving the FiberNet Operating budget to the GF in FY23. The plan was to shift additional FiberNet personnel, in FY24, we have moved 5 FTEs from the Cable Fund to the TEBS General Fund.

4. The \$100,213 decrease in Legal services in the OBP Community Technology comes at a time when a lot of policy changes are considered, as well as new franchises managed. Why are they removed?

Cuts were necessary across the entire Cable Plan due to diminishing cable revenues.

5. The Fund Balance was \$1,456k at the end of FY21, and dipped to -\$95k by the end of FY22. This is a total of \$1,551,000 of losses that had to be covered by the fund balance. Were there no management strategies to deploy in FY22 to reduce expenses so such a major transfer was not needed? And how does the Executive plan to avoid such Fund drawdowns in the future?

In order to address the reduction in Cable revenues, we started with moving the FiberNet operating funds to the GF in FY23.

As revenues decline due to cord cutting, we do not anticipate that will change. At this point we do not foresee a change in the fund balance and we will need to revisit the fund balance policy and how the current programs are funded.

We also continue to look for external grant funds to offset the declining revenues.



# Cable Television Communications Plan

## RECOMMENDED FY24 BUDGET

\$14,062,013

## FULL TIME EQUIVALENTS

24.34

✻ 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 FY24 Operating Budget for the Office of Broadband Programs is \$14,062,013, a decrease of \$1,165,422 or 7.65 percent from the FY23 Approved Budget of \$15,227,435. Personnel Costs comprise 27.67 percent of the budget for 14 full-time position(s) and no part-time position(s), and a total of 24.34 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 72.33 percent of the FY24 budget.

The Cable Fund is facing continued pressures from the trend towards cutting the cord. Cable Fund revenue from Franchise Fees and PEG Operating and Capital Grants are projected to fall by over \$2.64 million in FY24 relative to FY23 approved and to continue to decrease every year thereafter by 4% to 8% per year.

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**
- ❖ **A Growing Economy**
- ❖ **A Greener County**
- ❖ **Easier Commutes**



## INITIATIVES

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- ★ Expand community partnerships to deploy an additional 32,000 free laptop computers to low-income seniors and families living in affordable housing developments, enroll 20,000 families in the Affordable Connectivity broadband subsidy program (ACP), and seek additional Maryland and Federal broadband grant funding to expand MoCoNet, the County's residential broadband network at affordable housing developments.
- ★ Expand corporate digital equity partnerships to grow youth STEAM programs and internships, enhance digital media and cyber awareness skills, and expand intergenerational digital equity programs.
- ★ Enhance proactive maintenance of FiberNet to improve system reliability and reduce system outages; implement process changes to improve cost recovery, reduce inefficiencies, and improve public transparency for the deployment of telecommunications infrastructure throughout the County.
- ★ Promote and publicize the upgrade of FiberNet to a "Carrier Class" network, which supports and enables efforts to develop revenue streams from this critical asset. FiberNet's diverse connectivity to a world class data center in Ashburn, Virginia provides all FiberNet users with virtually unlimited access to premier service providers.

## INNOVATIONS AND PRODUCTIVITY IMPROVEMENTS

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- ✦ Winner of three Alliance for Community Media awards for Black History, African Heritage, and Public Meeting programming, recognizing County Cable Montgomery's achievements to highlight the rich cultural heritage and diversity of Montgomery County.
- ✦ Implemented process efficiencies in equipment provisioning to simplify MoCoNet high speed broadband installations for consumers. As a result, staff productivity improved by 50 percent and enhanced digital equity access for seniors, immigrants, and low-income families was delivered.
- ✦ Offering livestream support to departments for hybrid and online public meetings to improve production quality, expand interactive capabilities for public participation, and simultaneously live stream to up to eight social media platforms.
- ✦ Built community partnerships and leveraged open-source tools to target distribution of 50,000 free laptop computers to low-income residents.

## PROGRAM CONTACTS

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Contact Leny Bautista of the Department of Technology and Enterprise Business Solutions at 240.777.2865 or Seamus McNamara of the Office of Management and Budget at 240.777.2755 for more information regarding this department's operating budget.

## PROGRAM PERFORMANCE MEASURES

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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 FY23 estimates reflect funding based on the FY23 Approved Budget. The FY24 and FY25 figures are performance targets based on the FY24 Recommended Budget and funding for comparable service levels in FY25.

## PROGRAM DESCRIPTIONS

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### ✦ 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>FY24 Recommended Changes</b>	<b>Expenditures</b>	<b>FTEs</b>
<b>FY23 Approved</b>	<b>1,053,454</b>	<b>0.00</b>
Increase Cost: Three Percent Inflationary Adjustment to Non-Profit Service Provider Contracts	72,971	0.00
Increase Cost: MCTV Warranties	10,000	0.00
Reduce: Connect Montgomery Alliance Due to a Decline in Cable Fund Revenues	(12,983)	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.	(118,221)	0.00
<b>FY24 Recommended</b>	<b>1,005,221</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 FY21</b>	<b>Actual FY22</b>	<b>Estimated FY23</b>	<b>Target FY24</b>	<b>Target FY25</b>
Hours of first-run locally produced and acquired Montgomery College MC-ITV programming <sup>1</sup>	278	314	335	375	425
Hours of Montgomery College student-assisted original programming <sup>2</sup>	84	94	130	185	215

<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>FY24 Recommended Changes</b>	<b>Expenditures</b>	<b>FTEs</b>
<b>FY23 Approved</b>	<b>0</b>	<b>0.00</b>
<b>FY24 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 FY21</b>	<b>Actual FY22</b>	<b>Estimated FY23</b>	<b>Target FY24</b>	<b>Target FY25</b>
Hours of first run locally produced, block, and acquired Montgomery County Public Schools (MCPS) ITV programming <sup>1</sup>	362	242	254	267	280

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

<b>FY24 Recommended Changes</b>	<b>Expenditures</b>	<b>FTEs</b>
<b>FY23 Approved</b>	<b>0</b>	<b>0.00</b>
<b>FY24 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 FY21	Actual FY22	Estimated FY23	Target FY24	Target FY25
Hours of first run locally produced, block, and acquired County Cable Montgomery (CCM) programming <sup>1</sup>	2,257	1,703	2,000	2,103	2,150
Video communications produced for social media and cable	1,443	2,123	1,107	1,200	1,250
Percent of productions completed within agreed-upon timeline	100%	100%	100%	100%	100%
Engagements with video communications	2,202,734	876,286	674,286	887,286	887,286

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

FY24 Recommended Changes	Expenditures	FTEs
<b>FY23 Approved</b>	<b>1,607,549</b>	<b>9.30</b>
Reduce: M-NCPPC Due to Decline in Cable Fund Revenues	(6,145)	0.00
Shift: PIO Expenses From the Cable Fund to the General Fund Due to a Decline in Cable Fund Revenues	(26,254)	(0.21)
Shift: Council Expenses From the Cable Fund to the General Fund Due to a Decline in Cable Fund Revenues	(42,341)	0.00
Shift: Audio Visual Specialist to Council General Fund Due to a Decline in Cable Fund Revenues	(110,271)	(1.00)
Multi-program adjustments, including negotiated compensation changes, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting multiple programs.	70,056	0.00
<b>FY24 Recommended</b>	<b>1,492,594</b>	<b>8.09</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 FY21	Actual FY22	Estimated FY23	Target FY24	Target FY25
Hours of Montgomery Community Media (MCM) volunteer effort in creating public access programming <sup>1</sup>	1,510	1,312	1,469	1,469	1,854

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

FY24 Recommended Changes	Expenditures	FTEs
<b>FY23 Approved</b>	<b>2,973,859</b>	<b>0.00</b>
Multi-program adjustments, including negotiated compensation changes, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting multiple programs.	71,603	0.00
<b>FY24 Recommended</b>	<b>3,045,462</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.

FY24 Recommended Changes	Expenditures	FTEs
<b>FY23 Approved</b>	<b>3,624,888</b>	<b>0.00</b>
Reduce: Municipal Operating Support Due to Decline in Cable Fund Revenues	(49,806)	0.00

<b>FY24 Recommended Changes</b>	<b>Expenditures</b>	<b>FTEs</b>
Reduce: Municipal Franchise Fee Distribution Due to a Decline in Cable Fund Revenues	(124,902)	0.00
Reduce: Municipal Capital Support Due to Decline in Cable Fund Revenues	(153,362)	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.	1	0.00
<b>FY24 Recommended</b>	<b>3,296,819</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.

<b>Program Performance Measures</b>	<b>Actual FY21</b>	<b>Actual FY22</b>	<b>Estimated FY23</b>	<b>Target FY24</b>	<b>Target FY25</b>
Percent of fresh County Cable Montgomery content (less than one month old) during peak viewing hours	8%	5%	6%	7%	7%
Percent of English and Spanish language first-run programs closed captioned in English	100%	100%	100%	100%	100%
Percent of English language first-run programs closed captioned in Spanish	75%	0%	0%	0%	0%

<b>FY24 Recommended Changes</b>	<b>Expenditures</b>	<b>FTEs</b>
<b>FY23 Approved</b>	<b>1,224,189</b>	<b>5.00</b>
Multi-program adjustments, including negotiated compensation changes, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting multiple programs.	(17,822)	0.00
<b>FY24 Recommended</b>	<b>1,206,367</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.

<b>Program Performance Measures</b>	<b>Actual FY21</b>	<b>Actual FY22</b>	<b>Estimated FY23</b>	<b>Target FY24</b>	<b>Target FY25</b>
Transmission facility applications processed	350	264	350	350	350
Average number of days to process applications for siting wireless towers	35	32	35	35	35
Percent of customers satisfied with Community Technology complaint handling	95.1%	95.8%	95.0%	95.0%	95.0%

<b>FY24 Recommended Changes</b>	<b>Expenditures</b>	<b>FTEs</b>
<b>FY23 Approved</b>	<b>1,635,549</b>	<b>5.50</b>
Increase Cost: Columbia Telecommunications Corporation (CTC) Engineering Support for TFCG Reviews	24,380	0.00
Reduce: Community Technology Legal and Professional Services Due to a Decline in Cable Fund Revenues	(100,213)	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.	45,564	0.00
<b>FY24 Recommended</b>	<b>1,605,280</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 FY21	Actual FY22	Estimated FY23	Target FY24	Target FY25
Total Senior Planet Montgomery participants <sup>1</sup>	10,354	5,253	4,000	5,000	5,000
Percent of Senior Planet Montgomery participants who rated the quality of their instruction "high" or "very high"	94%	89%	90%	90%	90%
Percent of Senior Planet Montgomery participants whose quality of life improved	83%	82%	82%	82%	82%
Number of affordable housing communities receiving high-speed broadband through MoCoNet	1	2	5	7	9
Number of subscribers to free high-speed broadband through MoCoNet	33	96	275	391	638

<sup>1</sup> Senior Planet Montgomery switched from in-person to online digital equity programs in response to COVID-19 on March 23, 2020. FY21 and FY22 figures include all virtual participants, including duplicates, as unique participant data is not available via Zoom.

FY24 Recommended Changes	Expenditures	FTEs
<b>FY23 Approved</b>	<b>686,131</b>	<b>1.00</b>
Multi-program adjustments, including negotiated compensation changes, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting multiple programs.	11,357	0.00
<b>FY24 Recommended</b>	<b>697,488</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.

FY24 Recommended Changes	Expenditures	FTEs
<b>FY23 Approved</b>	<b>2,421,816</b>	<b>8.75</b>
Reduce: DOT Miss Utility Due to a Decline in Cable Fund Revenues	(14,534)	0.00
Shift: IT Supervisor to TEBS General Fund Due to a Decline in Cable Fund Revenues	(169,501)	(1.00)
Shift: Senior IT Specialist to TEBS General Fund Due to a Decline in Cable Fund Revenues	(172,951)	(1.00)
Shift: Manager III to TEBS General Fund Due to a Decline in Cable Fund Revenues	(174,149)	(1.00)
Shift: Manager I to TEBS General Fund Due to a Decline in Cable Fund Revenues	(242,794)	(1.00)
Multi-program adjustments, including negotiated compensation changes, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting multiple programs.	64,895	0.00
<b>FY24 Recommended</b>	<b>1,712,782</b>	<b>4.75</b>

## BUDGET SUMMARY

	Actual FY22	Budget FY23	Estimate FY23	Recommended FY24	%Chg Bud/Rec
<b>CABLE TELEVISION</b>					
<b>EXPENDITURES</b>					
Salaries and Wages	3,201,722	3,731,616	2,796,644	3,146,520	-15.7 %
Employee Benefits	820,939	855,374	642,346	744,711	-12.9 %
<b>Cable Television Personnel Costs</b>	<b>4,022,661</b>	<b>4,586,990</b>	<b>3,438,990</b>	<b>3,891,231</b>	<b>-15.2 %</b>
Operating Expenses	12,845,682	10,640,445	10,425,322	10,170,782	-4.4 %
<b>Cable Television Expenditures</b>	<b>16,868,343</b>	<b>15,227,435</b>	<b>13,864,312</b>	<b>14,062,013</b>	<b>-7.7 %</b>
<b>PERSONNEL</b>					
Full-Time	18	19	19	14	-26.3 %
Part-Time	0	0	0	0	---

## BUDGET SUMMARY

	Actual FY22	Budget FY23	Estimate FY23	Recommended FY24	%Chg Bud/Rec
FTEs	30.75	29.55	29.55	24.34	-17.6 %
<b>REVENUES</b>					
Franchise Fees	14,594,858	14,358,470	13,342,919	12,704,332	-11.5 %
Other Charges/Fees	2,680,217	0	0	0	---
PEG Capital Revenue	2,686,333	5,302,621	4,784,207	4,484,207	-15.4 %
PEG Operating Revenue	3,375,595	3,312,461	3,237,712	3,138,392	-5.3 %
Tower Application Fees	202,500	250,000	250,000	250,000	---
Miscellaneous Revenues	136,786	1,000,000	1,000,000	1,000,000	---
Investment Income	7,125	76,760	167,490	167,490	118.2 %
<b>Cable Television Revenues</b>	<b>23,683,414</b>	<b>24,300,312</b>	<b>22,782,328</b>	<b>21,744,421</b>	<b>-10.5 %</b>

## FY24 RECOMMENDED CHANGES

	Expenditures	FTEs
<b>CABLE TELEVISION</b>		
<b>FY23 ORIGINAL APPROPRIATION</b>	<b>15,227,435</b>	<b>29.55</b>
<b>Changes (with service impacts)</b>		
Reduce: M-NCPPC Due to Decline in Cable Fund Revenues [Media - PIO, Council, M-NCPPC]	(6,145)	0.00
Reduce: Connect Montgomery Alliance Due to a Decline in Cable Fund Revenues [Connect Montgomery Alliance]	(12,983)	0.00
Reduce: DOT Miss Utility Due to a Decline in Cable Fund Revenues [OBP Fibernet (CF)]	(14,534)	0.00
Reduce: Municipal Operating Support Due to Decline in Cable Fund Revenues [Municipal Support]	(49,806)	0.00
Reduce: Community Technology Legal and Professional Services Due to a Decline in Cable Fund Revenues [OBP Community Technology]	(100,213)	0.00
Reduce: Municipal Franchise Fee Distribution Due to a Decline in Cable Fund Revenues [Municipal Support]	(124,902)	0.00
Reduce: Municipal Capital Support Due to Decline in Cable Fund Revenues [Municipal Support]	(153,362)	0.00
<b>Other Adjustments (with no service impacts)</b>		
Increase Cost: Annualization of FY23 Compensation Increases	152,279	0.00
Increase Cost: FY24 Compensation Adjustment	115,096	0.00
Increase Cost: Three Percent Inflationary Adjustment to Non-Profit Service Provider Contracts [Connect Montgomery Alliance]	72,971	0.00
Increase Cost: Columbia Telecommunications Corporation (CTC) Engineering Support for TFCG Reviews [OBP Community Technology]	24,380	0.00
Increase Cost: MCTV Warranties [Connect Montgomery Alliance]	10,000	0.00
Increase Cost: Printing and Mail	1,022	0.00
Decrease Cost: Retirement Adjustment	(2,946)	0.00
Shift: PIO Expenses From the Cable Fund to the General Fund Due to a Decline in Cable Fund Revenues [Media - PIO, Council, M-NCPPC]	(26,254)	(0.21)
Shift: Council Expenses From the Cable Fund to the General Fund Due to a Decline in Cable Fund Revenues [Media - PIO, Council, M-NCPPC]	(42,341)	0.00
Increase Cost: Annualization of FY23 Personnel Costs	(64,268)	0.00
Decrease Cost: Elimination of One-Time Items Approved in FY23	(73,750)	0.00
Shift: Audio Visual Specialist to Council General Fund Due to a Decline in Cable Fund Revenues [Media - PIO, Council, M-NCPPC]	(110,271)	(1.00)
Shift: IT Supervisor to TEBS General Fund Due to a Decline in Cable Fund Revenues [OBP Fibernet (CF)]	(169,501)	(1.00)
Shift: Senior IT Specialist to TEBS General Fund Due to a Decline in Cable Fund Revenues [OBP Fibernet (CF)]	(172,951)	(1.00)
Shift: Manager III to TEBS General Fund Due to a Decline in Cable Fund Revenues [OBP Fibernet (CF)]	(174,149)	(1.00)
Shift: Manager I to TEBS General Fund Due to a Decline in Cable Fund Revenues [OBP Fibernet (CF)]	(242,794)	(1.00)
<b>FY24 RECOMMENDED</b>	<b>14,062,013</b>	<b>24.34</b>

## PROGRAM SUMMARY

Program Name	FY23 APPR Expenditures	FY23 APPR FTEs	FY24 REC Expenditures	FY24 REC FTEs
Connect Montgomery Alliance	1,053,454	0.00	1,005,221	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	1,607,549	9.30	1,492,594	8.09
Montgomery Community Media	2,973,859	0.00	3,045,462	0.00
Municipal Support	3,624,888	0.00	3,296,819	0.00

**PROGRAM SUMMARY**

Program Name	FY23 APPR Expenditures	FY23 APPR FTEs	FY24 REC Expenditures	FY24 REC FTEs
OBP Community Engagement	1,224,189	5.00	1,206,367	5.00
OBP Community Technology	1,635,549	5.50	1,605,280	5.50
OBP Digital Equity (Cable Fund)	686,131	1.00	697,488	1.00
OBP Fibernet (CF)	2,421,816	8.75	1,712,782	4.75
<b>Total</b>	<b>15,227,435</b>	<b>29.55</b>	<b>14,062,013</b>	<b>24.34</b>

**FUNDING PARAMETER ITEMS**

CE RECOMMENDED (\$000S)

Title	FY24	FY25	FY26	FY27	FY28	FY29
<b>CABLE TELEVISION</b>						
<b>EXPENDITURES</b>						
<b>FY24 Recommended</b>	<b>14,062</b>	<b>14,062</b>	<b>14,062</b>	<b>14,062</b>	<b>14,062</b>	<b>14,062</b>
No inflation or compensation change is included in outyear projections.						
<b>Labor Contracts</b>	<b>0</b>	<b>56</b>	<b>56</b>	<b>56</b>	<b>56</b>	<b>56</b>
These figures represent the estimated annualized cost of general wage adjustments, service increments, and other negotiated items.						
<b>Subtotal Expenditures</b>	<b>14,062</b>	<b>14,118</b>	<b>14,118</b>	<b>14,118</b>	<b>14,118</b>	<b>14,118</b>

**FY24 PROPOSED CABLE COMMUNICATIONS PLAN (in \$000's)**

	ACT FY20	ACT FY21	ACT FY22	APP FY23	EST FY23	REC FY24
<b>BEGINNING FUND BALANCE</b>	<b>346</b>	<b>1,844</b>	<b>1,456</b>	<b>11</b>	<b>-95</b>	<b>-98</b>
<b>REVENUES</b>						
Franchise Fees	15,880	14,667	14,595	14,358	13,343	12,704
Gaithersburg PEG Contribution						0
PEG Operating Grant	3,692	3,377	3,376	3,312	3,238	3,138
PEG Capital Grant	5,836	5,393	5,367	5,303	4,768	4,484
Interest Earned	222	15	7	77	167	167
TFCG Application Review Fees	96	143	203	250	250	250
Miscellaneous	0	75	137	1,000	1,000	1,000
<b>TOTAL ANNUAL REVENUES</b>	<b>25,725</b>	<b>23,670</b>	<b>23,683</b>	<b>24,300</b>	<b>22,766</b>	<b>21,744</b>
<b>TOTAL RESOURCES-CABLE FUND</b>	<b>26,071</b>	<b>25,514</b>	<b>25,140</b>	<b>24,311</b>	<b>22,672</b>	<b>21,646</b>
<b>MUNICIPAL SUPPORT</b>						
<b>Municipal Franchise Fee Distribution</b>						
City of Rockville	710	656	679	642	597	568
City of Takoma Park	225	208	277	204	189	180
Other Municipalities	263	243	245	238	221	211
SUBTOTAL	1,199	1,108	1,201	1,084	1,008	959
<b>Municipal Capital Support</b>						
Rockville Equipment*	834	788	889	739	663	641
Takoma Park Equipment	195	184	134	177	159	149
Municipal League Equipment	195	183	179	177	159	149
MUNICIPAL PEG/INET CAPITAL SUBTOTAL	1,223	1,155	1,203	1,093	981	940
<b>Municipal Operating Support</b>						
Rockville PEG Support	236	224	213	212	207	201
Takoma Park PEG Support	410	395	420	368	360	349
Muni. League PEG Support	410	395	418	868	860	849
SUBTOTAL	1,056	1,015	1,051	1,448	1,426	1,398
<b>MUNICIPAL SUPPORT SUBTOTAL</b>	<b>3,478</b>	<b>3,278</b>	<b>3,455</b>	<b>3,625</b>	<b>3,415</b>	<b>3,297</b>
<b>OBP FIBERNET OPERATING</b>						
FiberNet - OBP Personnel Charges	627	866	1,229	1,556	237	573
FiberNet - DOT Personnel Charges	112	98	110	87	95	95
FiberNet - DOT Operations & Maintenance	291	854	744	488	488	473
FiberNet - DOT Miss Utility	488	238	32	291	291	291
SUBTOTAL	3,845	5,206	5,534	2,422	1,110	1,432
<b>OBP COMMUNITY TECHNOLOGY</b>						
TFCG Application Review	250	364	230	230	230	254
Personnel Costs - OBP Comm. Tech./Franchise O	804	919	665	687	662	725
Personnel Costs - Charges for County Atty	125	113	115	99	111	105
Operating	145	247	80	145	144	146
Legal and Professional Services	475	776	287	475	470	375
SUBTOTAL	1,799	2,419	1,376	1,636	1,617	1,605
<b>OBP DIGITAL EQUITY-MONTGOMERY CONNECTS</b>						
Personnel Costs	0	177	132	211	211	220
Digital Equity Programs	0	0	0	375	375	375
Youth and Arts Community Media	100	31	83	100	100	100
SUBTOTAL	100	208	215	686	686	696
<b>OBP COMMUNITY ENGAGEMENT</b>						
Personnel Costs	908	655	584	738	746	748
Operating Expenses	31	152	105	178	145	150
Contracts - TV Production	87	100	87	87	87	87
Community Engagement Productions	91	64	61	58	91	58
Closed Captioning	0	283	163	163	163	163
SUBTOTAL	1,118	1,254	1,001	1,224	1,233	1,206
<b>MEDIA - PIO, COUNCIL, M-NCPPC</b>						
Public Information Office						
Personnel Costs	867	629	568	554	541	547
Operating Expenses	11	4	7	11	11	11
SUBTOTAL	879	632	575	565	552	557
County Council						
Personnel Costs	660	666	620	656	669	597
Operating Expenses	124	10	9	11	11	11
Contracts - TV Production	163	385	250	253	253	210
SUBTOTAL	947	1,062	879	919	932	818
Park & Planning						
Operating Expenses	24	24	24	24	24	24
Contracts - TV Production	99	76	70	99	99	92
SUBTOTAL	123	100	94	123	123	117
<b>MEDIA PIO, COUNCIL, M-NCPPC SUBTOTAL</b>	<b>1,949</b>	<b>1,794</b>	<b>1,549</b>	<b>1,608</b>	<b>1,607</b>	<b>1,493</b>



**FY24 PROPOSED CABLE COMMUNICATIONS PLAN (in \$000's)**

	ACT FY20	ACT FY21	ACT FY22	APP FY23	EST FY23	REC FY24
<b>MEDIA - CONNECT MONTGOMERY ALLIANCE</b>						
PEG Equipment	759	914	718	794	794	784
Operating & Marketing Expenses	181	178	200	260	260	222
<b>SUBTOTAL</b>	<b>940</b>	<b>1,091</b>	<b>918</b>	<b>1,053</b>	<b>1,053</b>	<b>1,005</b>
<b>MEDIA - MONTGOMERY COMMUNITY MEDIA</b>						
Personnel Costs	2,231	2,260	2,394	2,537	2,537	2,610
Operating Expenses	32	180	52	54	54	54
Rent & Utilities	473	389	383	383	383	383
<b>SUBTOTAL</b>	<b>2,736</b>	<b>2,829</b>	<b>2,829</b>	<b>2,974</b>	<b>2,974</b>	<b>3,047</b>
<b>ADJUSTMENTS</b>						
Compensation Adjustment	0	0	0	0	153	281
MCG Multi-Program Adjustments	0	472	0	0	0	0
<b>SUBTOTAL</b>	<b>0</b>	<b>472</b>	<b>0</b>	<b>0</b>	<b>153</b>	<b>281</b>
<b>GENERAL FUND TRANSFERS</b>						
<b>MEDIA - MONTGOMERY COLLEGE</b>						
Personnel Costs	1,555	1,588	1,588	1,588	1,588	1,509
Operating Expenses	209	209	209	209	209	198
<b>SUBTOTAL</b>	<b>1,764</b>	<b>1,797</b>	<b>1,797</b>	<b>1,797</b>	<b>1,797</b>	<b>1,707</b>
<b>MEDIA - MONTGOMERY CO PUBLIC SCHOOLS</b>						
Personnel Costs	1,678	1,648	1,694	1,694	1,694	1,609
Operating Expenses	121	121	76	76	76	72
<b>SUBTOTAL</b>	<b>1,800</b>	<b>1,770</b>	<b>1,770</b>	<b>1,770</b>	<b>1,770</b>	<b>1,681</b>
<b>ADDITIONAL TRANSFERS</b>						
Indirect Costs Transfer to Gen Fund	880	843	831	856	856	699
Telecom Transfer to Gen Fund	0	0	0	0	0	0
Transfer to the General Fund	0	0	0	0	0	0
Legislative Community Communications NDA	0	0	0	0	0	0
Transfer to the Gen Fund-M-NCPPC	100	0	100	100	100	50
<b>SUBTOTAL</b>	<b>980</b>	<b>843</b>	<b>931</b>	<b>956</b>	<b>956</b>	<b>749</b>
<b>CAPITAL IMPROVEMENT PROJECTS</b>						
FiberNet - CIP	3,750	3,081	4,011	3,718	3,718	2,650
Montgomery Connects - CIP	680	680	680	680	680	680
<b>SUBTOTAL</b>			<b>4,691</b>	<b>4,398</b>	<b>4,398</b>	<b>3,330</b>
<b>EXPENDITURE SUMMARY</b>						
DIRECT BUDGET EXPENDITURES	15,967	16,193	16,877	15,227	13,849	14,062
GENERAL FUND TRANSFERS	4,544	4,410	4,498	4,522	4,522	4,137
CIP TRANSFERS	4,430	3,761	4,691	4,398	4,398	3,330
<b>TOTAL EXPENDITURES</b>	<b>24,941</b>	<b>24,363</b>	<b>26,065</b>	<b>24,148</b>	<b>22,770</b>	<b>21,529</b>
BALANCE RESOURCES MINUS EXPENDITURES	1,130	1,151	-926	164	-98	117
<b>ADJUSTMENTS</b>						
Prior Year Adjustments	-39	-305	-831	0	0	0
Encumbrance Adjustment	0	0	0	0	0	0
CIP - Designated Claim on Fund	0	0	0	0	0	0
<b>TOTAL ADJUSTMENTS</b>	<b>-39</b>	<b>-305</b>	<b>-831</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>FUND BALANCE</b>	<b>1,170</b>	<b>1,456</b>	<b>-95</b>	<b>164</b>	<b>-98</b>	<b>117</b>
<b>FUND BALANCE PER POLICY GUIDANCE</b>	<b>1,296</b>	<b>1,186</b>	<b>1,184</b>	<b>1,175</b>	<b>1,101</b>	<b>1,050</b>
Cable Fund Direct Expenditures	15,967	16,193	16,877	15,227	13,849	14,062
Cable Fund Personnel	4,104	4,025	4,023	4,587	3,424	3,892
Cable Fund Operating	11,862	12,168	12,854	10,640	10,425	10,170
Cable Fund Restricted Capital Expenditures	6,412	5,830	6,612	6,285	6,173	5,053
Cable Fund Media Production Expenditures	10,605	10,636	10,196	11,080	11,066	10,754
Annual Impact - Revenue Minus Expenditures	784	-693	-2,382	153	-3	215

Notes:

1. 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.
2. 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.
3. 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..
4. Montgomery Community Television, Inc., d/b/a Montgomery Community Media, is designated as a sole source contractor to provide community access media services.
5. Fund balance per policy guidance is calculated as 8% of total non-restricted revenues (franchise fees, tower fees, and investment income).
6. The Cable Television Communications Fund provides a fund transfer to Montgomery County Public Schools and Montgomery College and to support MCPS-TV and Montgomery College Television.
7. Subtotals may be adjusted due to rounding.

Total Resources

20,642

0



# Connect Montgomery Alliance (CMA)

Our hyper-local platforms effectively fill the void in local County and Municipal coverage.



During FY22 and FY23, the Connect Montgomery Alliance was critical to Montgomery County's messaging strategies

**Fentanyl Awareness**

**Racial Equity**

**Affordable Housing**

**Food Resources**

**Economic Development**

**Public Safety**

**Early Childhood Education**

**Social Justice**

**Hybrid Budget Forums**

**Digital Equity**

**Affordable Connectivity Program**

**Mental Health**

**Anti Racism Forums**

**Vision Zero**

**Climate Action Plan**

# Collaboration

- Cablecasting hundreds of virtual live meetings, town halls, etc. including public testimony and closed captioning
- Studio and Facilities Tours for consideration of sharing resources
- Upgraded technology to facilitate hybrid meetings and events
- Providing more content in multiple languages



# ConnectMontgomery.com



## Racial Equity And Social Justice



Let's Talk! Mr. Tyre Nichol...

2/16/2023

In this episode, we are creating space for people to share the...

150 Views • 6 Likes



Policing Advisory Commis...

4/13/2022

32 Views

## Green County



MCPS Environmental Sust...

3/22/2022

MCPS staff and student leaders presented the...

747 Views



EV Purchasing Cooperativ...

1/20/2022

234 Views • 10 Likes

## Mental Health



Careers in Mental Health I...

11/11/2021

As part of the MCPS Mental Health Awareness Week, this...

1.9K Views



MCPS Waymaking Special ...

11/9/2021

An MCPS Mental Health Awareness Week Live Event!...

2.3K Views

## Economic Development



CoMo Today- ignITe Hub ...

5/17/2022

ignITe Hub is an exciting, unique space where students...

11 Views • 1 Likes • 0 Comments



April 7, 2022 - PHED Com...

4/7/2022

Agenda/Staff Reports <https://www.montgomerycou...>

195 Views

## Education



Learning to learn. Access t...

1/30/2023

Student/Alumni discussion panel discussion about their...

74 Views • 2 Likes • 0 Comments



MCPS Students Can Now E...

11/10/2022

Montgomery College's innovative Early College...

557 Views • 7 Likes

## Spanish Language



¿Ahora qué estudio? Una ...

2/13/2023

Ex-alumna, Kelly Ramírez, cuenta su experiencia como...

84 Views • 2 Likes • 0 Comments



Montgomery al Dia Episod...

9/13/2022

Lorna Virgili hosts this episode of "Montgomery al Día"...

33 Views • 2 Likes • 1 Comments

# Social Media

## Combined Analytics

- YouTube Subscribers- 74,641 up from 54,495
- Facebook Followers- 93,008 up from 86,101
- Twitter Followers- 36,821 up from 27,671
- Instagram Followers- 30,046 up from 19,454

TOTAL 234,516

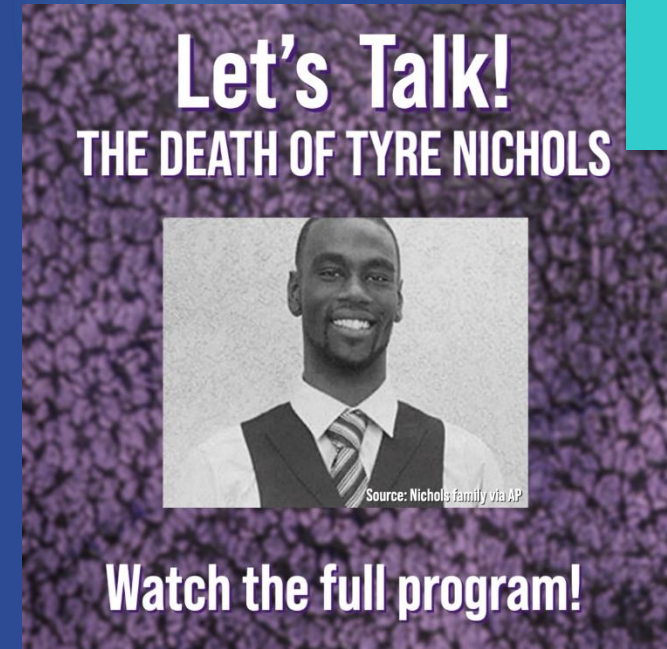


PLANT A TREE TODAY!

RICHARD MONTGOMERY STUDENTS ARE SELLING SAPLINGS TO MAKE OUR COMMUNITY MORE SUSTAINABLE

SCAN THE QR CODE TO ORDER !

The poster features a large green tree on the left, a QR code in the top right, and text in green and black. The background is white.



Let's Talk!  
THE DEATH OF TYRE NICHOLS

Watch the full program!

The poster has a purple background with a portrait of Tyre Nichols in the center. Text is in white and black. A small source credit is visible below the portrait.



Celebrar a la Mujer

CELEBRANDO A GRANDES MUJERES  
MES DE LA HISTORIA DE LA MUJER

CO MO

The poster has a background of many small portraits of women. A central white box contains the title and subtitle in cursive and sans-serif fonts. The CO MO logo is in the bottom right corner.



my mcm  
Women's History Month  
SMALL BUSINESS SATURDAY SPOTLIGHT

Coumba B. Graves  
La Magnolia  
Rockville, MD

BLACK COLLECTIVE

The poster features a woman in a red hijab and glasses. Text is in white and black. The BLACK COLLECTIVE logo is in the bottom right corner.

# Outcomes

Overall our paid campaigns created by Salta With US generated the following outcomes in FY23:

Impressions  
**1,806,831**

---

CPM  
**\$5.54**

---

Video Views  
**150,992**

---

Reach  
**622,831**

---

Clicks:  
**11,576**

---

Frequency  
**2-3 times**

---



# Outcomes



We saw over a 300% increase in our Reach on both Facebook and Instagram in the past year.

## Results

Paid reach ⓘ

622,831 ↑ 174%



Facebook Page reach ⓘ

518,796 ↑ 334.8%



Instagram reach ⓘ

350,245 ↑ 375.3%



# The Connect Montgomery Alliance (CMA) plays an important role as a part of the Cable Communications Plan



Create content based on the interests and needs of Montgomery County residents.



We are a vital tool in sharing county messaging and educating the public on issues of importance.



Local coverage that can't be found anywhere else.

The Connect  
Montgomery Alliance  
(CMA) plays an  
important role as a  
part of the Cable  
Communications Plan



Provide access to local government.



Keep the public informed through  
our videos, found on multiple  
platforms.



Give residents a platform to express  
themselves and connect.

# CMA Collaboration Coordinator

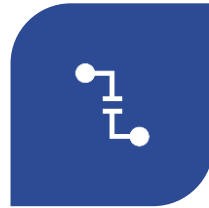
- Coordinates monthly CMA and Committee meetings
- Ensures our group is on task for completing annual goals



# Assumptions of our FY24 Strategic Plan



CONTINUE TO FUND THE COLLABORATION COORDINATOR POSITION IN FY24



CONTINUE TO WORK WITH OBP TO IDENTIFY TECHNOLOGIES AND PARTNERSHIP OPPORTUNITIES TO INCREASE RESIDENTS, BUSINESSES AND COMMUNITY ORGANIZATIONS AWARENESS AND ENGAGEMENT IN LOCAL CULTURE AND GOVERNMENT.



FOCUS ON PROGRAMMING SUPPORTING COUNTY INITIATIVES SUCH AS ECONOMIC DEVELOPMENT, PUBLIC SAFETY AND DIGITAL EQUITY.



IDENTIFY ONLINE ENGAGEMENT AND RESULTS-ORIENTED OUTCOMES



PARTNER WITH THE TEBS TO EXPLORE INNOVATIVE SOLUTIONS TO INCREASE THE PRODUCTIVITY AND FINANCIAL SUSTAINABILITY OF THE CMA'S OPERATIONS.

# GOAL #1

Develop a data driven, measurable work plan for the new CMA Collaboration Coordinator

- Track and Evaluate outcomes monthly
- Benchmark efforts to grow audience engagement through creating and sharing programming, social posts and online video
- Use insights for FY25 budget process



# GOAL #2

Sustain social media progress realized in FY23

- Develop annual digital media content and promotion plan to grow engagement
- Continue to identify and track the quantity of racial equity and social justice posts/tweets and engagement outcomes
- Partner with other County departments/agencies to provide content and expand topics and priorities

# 55+ & Better

ACTIVITIES FOR SENIORS



SPRING 2023

# GOAL #3

Continue to enhance features, increase awareness and drive traffic to [www.ConnectMontgomery.com](http://www.ConnectMontgomery.com) – and ultimately to County webpages

- Promote county webpages as resources for information and develop a range of hyper-local content that aligns with County priorities such as:
  - Economic Development
  - Public Safety
  - Education
  - Mental Health Resources
  - Climate Action Plan
  - Racial Equity

# CONNECT MONTGOMERY

· CONCEJO DEL CONDADO DE MONTGOMERY ·

## ASAMBLEA HIBRIDA

EN LA ESCUELA MEDIA DE LAKELANDS PARK

✓ 15 de febrero  
7:00–8:30pm

Acompañe en persona o vía Zoom a los miembros del Concejo quienes escucharán las preocupaciones de la comunidad y contestarán sus preguntas

Regístrese para participar de manera virtual  
<https://bit.ly/TownHall-Feb15>

Se realizará por medio de  zoom

Véalo en  @MoCoCouncilMD o  CM

Obtenga mas información en:  
[MontgomeryCountyMD.gov/Council](http://MontgomeryCountyMD.gov/Council)



CONCEJO DEL CONDADO DE MONTGOMERY



## Family Forum on Fentanyl & Life Saving Narcan Training

**February 25**

Northwood High School  
919 University Blvd. W, Silver Spring  
(25)



# GOAL #4

Establish new communication channels that identify resources and address concerns in real time. This effort will align with the County's customer service initiative.

- Produce video content featuring residents providing feedback and questions about topics such as digital equity, climate change, and social justice will be collected.
- creating and distributing fresh thematic content that drives resident engagement and participation with the use of campaigns focused on issues important to Montgomery County residents.



# Outcomes to Measure

Increasing the amount of content that we share and enhancing our alignment with County initiatives

Measure the amount of content we create on a quarterly basis as well as views and engagement across social media channels

Expanding the reach of our content to new and diverse audiences

Work with Salta With US to create an outcomes-based ad campaign to distribute content

Providing excellent customer service for residents that follow our channels

Consistently respond to all messages within 24 hours

# The Future

The Connect Montgomery Alliance takes pride in the need we fulfill and the service we provide to Montgomery County residents. We look forward to increased viewership, expanded content and connection with our viewers in the coming year.



Many THANKS for your continued support which is vital to the success of the Connect Montgomery Alliance!



director and has had an approximately 20% vacancy rate for more than a year.

### ORESJ Rating

1-Department-level budget demonstrates an emerging commitment to advancing racial equity and social justice in Montgomery County

### ORESJ Justification

Department-level responses demonstrate an emerging commitment to advancing RESJ. The small staff size, due in part to a 20% departmental vacancy rate, has precluded them from making more formal efforts in alignment with the GARE framework. BOE has however identified specific areas of its work that would benefit from a racial equity analysis, using data on voters who submit provisional ballots.

## Cable Television Communications Plan



### Department Level OBET Questions

1. How will your overall budget support the department's commitment to advancing racial equity and social justice? To aid you in the formulation of your response, we've offered a list of activities, using the GARE framework, that demonstrate department-level commitments to racial equity and social justice. More information about the GARE framework is below and here.

**Normalize** - Establish racial equity as a key value by developing a shared understanding of key concepts across the department and create a sense of urgency to make changes

★ We're doing something else and will use the text box to describe.

The Montgomery Connects Computer For You program hosted events in the East County, Silver Spring/Takoma Park, Germantown/Gaithersburg, White Oak, and Wheaton, where there are more low-income families who do not have access to computers and home internet. The County received grant funds to benefit low-income families by providing a laptop Chromebook computer to people who do not have access to a computer for their educational needs if the County did not provide them one. In addition, the County is providing assistance to enable low-income families enrolled in benefit programs (e.g., SNAP, Medicaid, etc.) to get free home internet. In pilot events, preliminary data about people receiving computers and responding to survey questions is as follows:

- 55% of recipients earn less than \$25,000 per year and 35% earn between \$25,001 and \$50,000 per year.
- 54% of recipients are Black or African American, and 31% are of Hispanic, Latino, or Spanish origin.
- 85% of recipients responding to our survey stated they have a smartphone, but only 11% had a computer and most existing computers were more than 9 years old.?



**Organize** - Build staff and organizational capacity, skills, and competencies through training while also building infrastructure to support the work, like internal organizational change teams and external partnerships with other institutions and community.

No Data

**Operationalize** - Put theory into action by implementing new tools for decision-making, measurement, and accountability like a Racial Equity Tool and developing a Racial Equity Action Plan.

No Data

2. How does your department's budget allocate funds towards ensuring that public documents (including websites and related apps), policies, plans, meetings, and hearings are readily accessible to the public? Please use the checkboxes below to indicate which activities your department budget will enable. Then, in the text box that follows, please describe how your budget targets resources towards these activities.

- Translating documents and marketing material to relevant languages based on the project impact area. Completed in partnership or at the advisement of the Office of Community Partnerships.
- Ensuring interpretation services (ASL and closed-captioning) are available to the public in all relevant places and programs (such as service desks, service phone lines, open houses, public meetings, etc.).
- Ensuring accessibility for people with disabilities using Section 508 of the Rehabilitation Act; Web Content Accessibility Guidelines; and compliance with the Americans with Disabilities Act as a minimum standard.

The Cable funds has fund allocated to support County Cable Montgomery Spanish language programing and closed captioning. In addition, communication about Montgomery Connects Computer For You program distribution events are translated to reach non-English speaking County residents.

3. What persistent gaps or limitations could inhibit your department's ability to advance racial equity and social justice?

Identifying and securing long-term funding for personnel, indirect expenses that are not covered by grant funding is biggest challenge at the moment. We are pursuing grant opportunities available but recently learned that longer term federal funding may be discontinued for broadband support.

ORESJ Rating

No Data

ORESJ Justification

No Data

## Circuit Court

