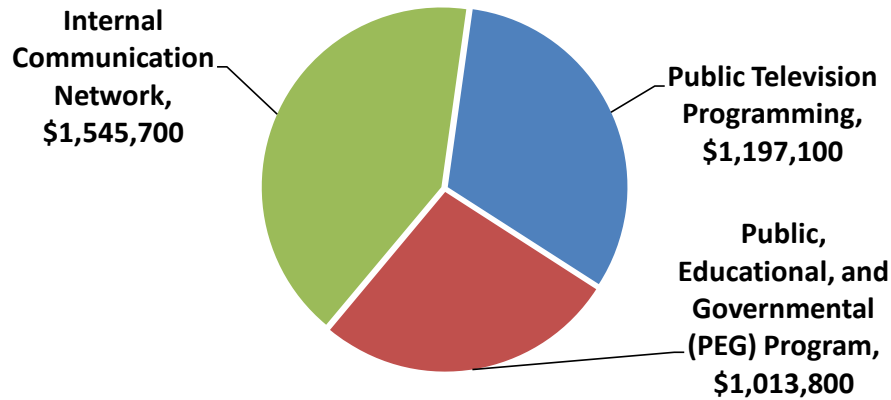


FISCAL YEAR 2024

Cable Franchise Operations

The Cable Franchise Operations support the government access channels for Charles County. A franchise agreement with cable TV providers generates revenue from a franchise fee assessed on monthly cable customers' TV bills. Revenues pay for the video production of public TV (Channel 95 for Comcast customers and Channel 10 for Verizon customers) and associated debt service. Includes funding for media operations, cyber security, website development, help desk assistance, and phone support. The Public Education and Government (PEG) program funds are limited to paying for PEG Access facilities and equipment (such as: studio and portable production equipment, editing equipment and program playback equipment, I-Net equipment and PEG related facilities construction and/or renovation). The FY2024 proposed budget includes funding for 15.2 full-time equivalent positions.

Total Proposed Budget: \$3,756,600



	FY2023 Adopted	FY2024 Proposed	Variance	% Change
Revenues	\$3,287,700	\$3,221,900	(\$65,800)	-2.0%
Expenditures	3,418,400	3,231,200	(187,200)	-5.5%
Baseline Surplus/(Deficit)	(\$130,700)	(\$9,300)	\$121,400	
New Requests		(58,600)	(58,600)	
Surplus/(Deficit)	(\$130,700)	(\$67,900)	\$62,800	
Fund Balance: Strategic Plan	130,700	67,900	(62,800)	
Fund Balance: One time Items	0	466,800	466,800	
Use of Fund Balance	0	(466,800)	(466,800)	
Surplus/(Deficit)	\$0	\$0	\$0	

FISCAL YEAR 2024

Cable Franchise Operations

New Requests Included in the Proposed Budget:

Media: New Video Production Specialist Position \$58,600

A new full-time position for CCGTV broadcast upgrades, hybrid meeting capacity for all Boards and Commissions, and expanded programming and digital access for the public. Part time funding is being reduced to help offset the impact of the new position.

Use of Fund Balance - One time items:

Information Technology: Core Switch Replacement \$361,800

- *The core network switches are due for replacement. The core switches have a typical life span of 10 years and the last replacement was done in 2014.*
- *The Cable Fund's Network Switch Fund Balance Reserve will be utilized to support this cost.*

College of Southern Maryland: Replace Broadcast System \$105,000

- *Replace the broadcast system that connects the TV station and Master Control system. Upgrading to a TightRope system (server-based broadcast system).*
- *The Cable Fund's PEG Fund Balance Reserve will be utilized to support this cost.*

CABLE FRANCHISE FUND

	FY2023	FY2024		%
	Budget	Proposed	Variance	Change
Public Television Programming & Internal Communication Network				
<u>Revenues</u>				
Franchise Fee	\$2,729,500	\$2,674,900	(\$54,600)	-2.0%
Fund Balance	130,700	67,900	(62,800)	-48.0%
Total Revenues	\$2,860,200	\$2,742,800	(\$117,400)	-4.1%
<u>Expenditures</u>				
Salaries	\$1,280,700	\$1,241,200	(\$39,500)	-3.1%
Fringe	270,600	318,100	47,500	17.6%
Operating	713,300	799,500	86,200	12.1%
Contingency	23,700	12,100	(11,600)	-48.9%
Transfers Out	518,700	318,700	(200,000)	-38.6%
Agency Funding CSM	53,200	53,200	0	0.0%
Total Expenditures	\$2,860,200	\$2,742,800	(\$117,400)	-4.1%
Operating Surplus/(Deficit)	\$0	\$0	\$0	

Public, Educational, and Governmental (PEG) Program

<u>Revenues</u>				
PEG Grants	\$558,200	\$547,000	(\$11,200)	-2.0%
Fund Balance	0	466,800	466,800	New
Total Revenues	\$558,200	\$1,013,800	\$455,600	81.6%
<u>Expenditures</u>				
Capital Outlay/Maintenance	\$169,700	\$531,500	\$361,800	213.2%
Equipment Reserve- I-Net Switch	53,500	53,500	0	0.0%
Contingency	175,000	148,800	(26,200)	-15.0%
CSM (Equipment)	60,000	180,000	120,000	200.0%
Contract Services (Fiber)	100,000	100,000	0	0.0%
Total Expenditures	\$558,200	\$1,013,800	\$455,600	81.6%
Operating Surplus/(Deficit)	\$0	\$0	\$0	

Cable TV/I-Net

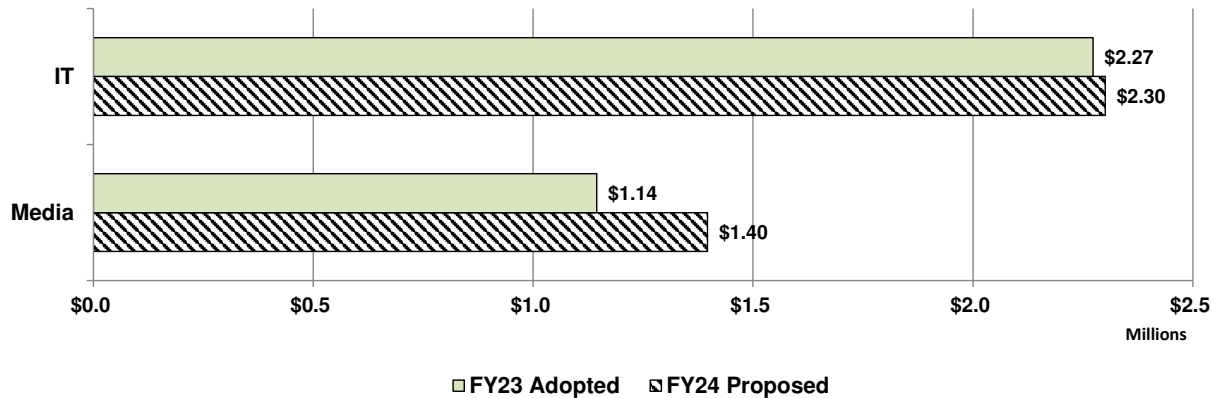
Department:	Cable TV/I-Net	Account:	48 Fund
Division/Program:	Administrative Services	Fund:	Special Rev.
Program Administrator:	Jennifer Harris, PIO/Chief of Media Services	Source:	Srv. Charge
	Evelyn Jacobson, Chief of Information Technology		

<https://www.charlescountymd.gov/services/media-services>

<https://www.charlescountymd.gov/government/departments/fiscal-and-administrative-services/information-technology-division>

Expenditure Category	FY2022 Actual	FY2023 Adopted	FY2024 Request	FY2024 Proposed	\$ Change from FY2023	% Chg.
Personal Services	\$1,048,685	\$1,280,700	\$1,203,400	\$1,241,200	(\$39,500)	-3.1%
Fringe Benefits	256,894	270,600	297,300	318,100	47,500	17.6%
Operating Costs	449,820	713,300	799,500	799,500	86,200	12.1%
Agency Funding	1,101,986	53,200	53,200	53,200	0	0.0%
Operating Contingency	0	23,700	12,100	12,100	(11,600)	-48.9%
Transfers Out	353,188	518,700	318,700	318,700	(200,000)	-38.6%
Subtotal	3,210,572	2,860,200	2,684,200	2,742,800	(117,400)	-4.1%
Agency Funding - PEG	0	60,000	180,000	180,000	120,000	200.0%
Capital Outlay - PEG	152,745	169,700	531,500	531,500	361,800	213.2%
Equipment Reserve - PEG	53,500	53,500	53,500	53,500	0	0.0%
Contract Services- PEG	0	100,000	100,000	100,000	0	0.0%
Operating Contingency - PEG	0	175,000	148,800	148,800	(26,200)	-15.0%
Transfers Out - PEG	66,497	0	0	0	0	N/A
Subtotal	272,742	558,200	1,013,800	1,013,800	455,600	81.6%
Total Baseline	\$3,483,314	\$3,418,400	\$3,698,000	\$3,756,600	338,200	9.9%
New Requests	\$0	\$0	\$58,600	\$0	\$0	N/A
Total Expenditures	\$3,483,314	\$3,418,400	\$3,756,600	\$3,756,600	\$338,200	9.9%
Revenues	\$4,496,156	\$3,418,400	\$3,756,600	\$3,756,600	\$338,200	9.9%

Cable TV/I-Net Expenditure and Objectives

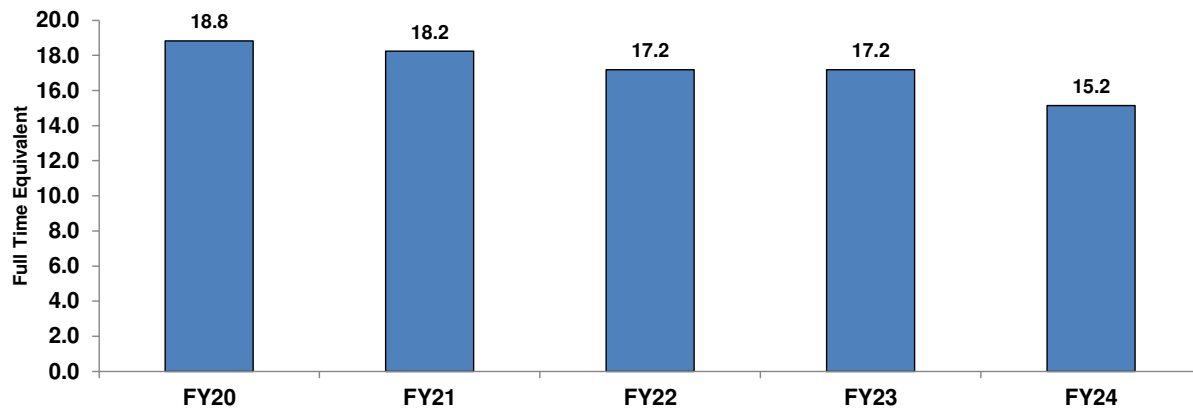


Objectives & Measurements:

	FY20 Actual	FY21 Actual	FY22 Actual	FY23 Projected	FY24 Estimated
<i>Objective: To inform the media/press/public, within 5 days of important and relevant County Government events.</i>					
- YouTube Video views	205,768	53,947	37,671	40,000	45,000
- Social Media Reach % increase	9.58%	46.83%	67.50%	65.00%	65.00%
- Organic average reach with Facebook on news rele	N/A	N/A	N/A	1,200	1,300
- Organic average reach with Twitter on news release	N/A	N/A	N/A	170	170
- Enewsletter Employee Engagement open rate	N/A	30.66%	34.00%	38.00%	40.00%
- Enewsletter Open Rate	26.83%	29.71%	37.80%	40.00%	40.00%

Cable TV/I-Net Staffing History

Staffing History



Positions by Program:

	<u>FY20</u>	<u>FY21</u>	<u>FY22</u>	<u>FY23</u>	<u>FY24</u>
Media	10.8	10.8	10.2	10.2	10.4
Information Technology	8.0	7.5	7.0	7.0	4.8
Total Full Time Equivalent	18.8	18.2	17.2	17.2	15.2

Media Cable TV/I-Net

Department:	County Administrator	Account:	48 Fund
Division/Program:	Media Services	Fund:	Special Rev.
Program Administrator:	Jennifer Harris, PIO/Chief of Media Services	Source:	Srv. Charge
	https://www.charlescountymd.gov/services/media-services		

Expenditure Category	FY2022 Actual	FY2023 Adopted	FY2024 Request	FY2024 Proposed	\$ Change from FY2023	% Chg.
Personal Services	\$615,487	\$685,800	\$725,100	\$762,900	\$77,100	11.2%
Fringe Benefits	153,121	143,500	177,000	197,800	54,300	37.8%
Operating Costs	94,907	155,400	216,000	216,000	60,600	39.0%
Agency Funding	39,617	53,200	53,200	53,200	0	0.0%
Operating Contingency	0	8,600	7,100	7,100	(1,500)	-17.4%
Transfers Out	17,489	18,700	18,700	18,700	0	0.0%
Subtotal	920,621	1,065,200	1,197,100	1,255,700	190,500	17.9%
Agency Funding - PEG	0	60,000	180,000	180,000	120,000	200.0%
Equipment/Capital Outlay - PEG	44,870	19,700	19,700	19,700	0	0.0%
Subtotal	44,870	79,700	199,700	199,700	120,000	150.6%
Total Baseline	\$965,491	\$1,144,900	\$1,396,800	\$1,455,400	\$310,500	27.1%
New Requests	\$0	\$0	\$58,600	\$0	\$0	N/A
Total Expenditures	\$965,491	\$1,144,900	\$1,455,400	\$1,455,400	\$310,500	27.1%
Total Revenues	\$3,923,868	\$2,860,200	\$2,742,800	\$2,742,800	(\$117,400)	-4.1%

Changes and Useful Information:

- **Personal Services and Fringe Benefits** includes the full year impact of FY2023 salary increases, funding for potential increases for FY2024, and new Video Production Specialist full time position. This new position will support CCGTV broadcast upgrades, hybrid meeting capacity for all Boards and Commissions, and expanded programming and digital access for the public. Part time funding is being reduced to help offset the impact of the new position.
- The **Operating Costs** increase of \$60,600 is mostly due to printing costs associated with new community awareness campaign called "Get Connected Campaign", as well as increase in dues & subscriptions, advertising, training, computer allocation, and contract services.
- **Operating Contingency** to support unexpected costs.
- **Agency Funding - PEG** supports equipment related costs related to the studio at the College of Southern Maryland (CSM), see attachment.

Description:

CCGTV SUPPORT SERVICES

VIDEO PRODUCTION

- Provide installation/maintenance support for Commissioner Room HD Video Cameras.
- Provide installation/maintenance support for Commissioner Room HF Audio system.
- Provide installation/maintenance support for Nonlinear Real-Time Video editing system.
- Provide installation/maintenance support for Video Scheduling/Play Back system.
- Provide installation/maintenance support for Video Server Storage system.
- Provide installation/maintenance support for Real-Time Web Streaming Video system.
- Provide installation/maintenance/production support for Web Media File production of Commissioner's meetings.

VIDEO CAPTIONING

- Create MP3 file for each Commissioner meeting.
- Coordinate Transcription Process.
- Convert Captioned Video for Web Media Format.
- Render Captioned Video for broadcast.
- Archive/Catalog Video Files.

Positions:

	FY20	FY21	FY22	FY23	FY24
Title	FTE	FTE	FTE	FTE	FTE
PIO/Chief of Media Services	1.0	1.0	1.0	1.0	1.0
Lead Video Producer	1.0	1.0	1.0	1.0	1.0
Video Production Specialist	2.0	2.0	2.0	2.0	3.0
Media Services Project Manager	1.0	1.0	1.0	1.0	1.0
Community Engagement Coordinator	1.0	1.0	1.0	1.0	1.0
Public Information Specialist	1.0	1.0	1.0	1.0	1.0
Communications Coordinator	1.0	1.0	1.0	1.0	1.0
Part Time Help	2.8	2.8	2.2	2.2	1.4
Total Full Time Equivalent	10.8	10.8	10.2	10.2	10.4

Information Technology Cable TV/I-Net

Department:	Fiscal & Administrative Services	Account:	48 Fund
Division/Program:	Information Technology - Administration	Fund:	Special Rev.
Program Administrator:	Evelyn Jacobson, Chief of Information Technology	Source:	Srv. Charge

<https://www.charlescountymd.gov/government/departments/fiscal-and-administrative-services/information-technology-division>

Expenditure Category	FY2022 Actual	FY2023 Adopted	FY2024 Request	FY2024 Proposed	\$ Change from FY2023	% Chg.
Personal Services	\$433,198	\$594,900	\$478,300	\$478,300	(\$116,600)	-19.6%
Fringe Benefits	103,773	127,100	120,300	120,300	(6,800)	-5.4%
Operating Costs	354,913	557,900	583,500	583,500	25,600	4.6%
Agency Funding	1,062,369	0	0	0	0	N/A
Operating Contingency	0	15,100	5,000	5,000	(10,100)	-66.9%
Transfers Out	335,699	500,000	300,000	300,000	(200,000)	-40.0%
Subtotal	2,289,951	1,795,000	1,487,100	1,487,100	(\$307,900)	-17.2%
Capital Outlay - PEG	107,875	150,000	511,800	511,800	361,800	241.2%
Equipment Reserve - PEG	53,500	53,500	53,500	53,500	0	0.0%
Contract Services- PEG	0	100,000	100,000	100,000	0	0.0%
Operating Contingency - PEG	0	175,000	148,800	148,800	(26,200)	-15.0%
Subtotal	227,872	478,500	814,100	814,100	335,600	70.1%
Total Expenditures	\$2,517,823	\$2,273,500	\$2,301,200	\$2,301,200	\$27,700	1.2%
Total Revenues	\$572,288	\$558,200	\$1,013,800	\$1,013,800	\$455,600	81.6%

Changes and Useful Information:

- **Personal Services and Fringe Benefits** includes reallocating positions to the General fund, FY2023 approved salary increases and anticipated increases for FY2024.
- The **Operating Costs** increase includes increases in firewall software renewal and vulnerability assessments costs.
- **Transfers Out** represents the funding provided to the General Fund operations. This was reduced by the County's strategic plan to rely less on Cable Fund revenues for General Fund support.
- **Operating Contingency** to support unexpected costs.
- **Capital Outlay - PEG** covers potential equipment needs for the I-Net and replacement of network switches. The increase of \$361,800 will support the replacement of the core switches. The core switches have a typical life span of 10 years and the last replacement was done in 2014.
- **Contract Services - PEG** will be used for future PEG related needs such as fiber.
- The **Operating Contingency - PEG** account is for future PEG related needs.

Description:

The I-Net is an area wide communications network linking over 100 county government, educational & public sites. It provides high capacity, cost effective, voice, video & data applications including video conferencing, distance learning/ training, Internet access & security monitoring, and central & expanded communications services.

The maintenance and operation of the I-Net is covered by this fund.

Positions:

Title	FY20 FTE	FY21 FTE	FY22 FTE	FY23 FTE	FY24 FTE
Chief Information Officer	0.5	0.5	0.5	0.5	0.5
Network Manager	0.3	0.3	0.3	0.3	0.5
Information Security Officer	1.0	0.0	0.0	0.0	0.0
Cable and Broadband Manager	1.0	1.0	1.0	1.0	0.5
Wan Coordinator	1.0	1.0	1.0	1.0	1.0
Network Specialist III	0.8	0.8	0.8	0.8	0.8
Telecommunication Specialist	1.0	1.0	1.0	1.0	1.0
Technical Support Specialist II	0.0	0.4	0.0	0.0	0.0
Information Technology Support Specialist	0.5	0.5	0.5	0.5	0.5
Part-Time	1.9	1.9	1.9	1.9	0.0
Total Full Time Equivalent	8.0	7.5	7.0	7.0	4.8