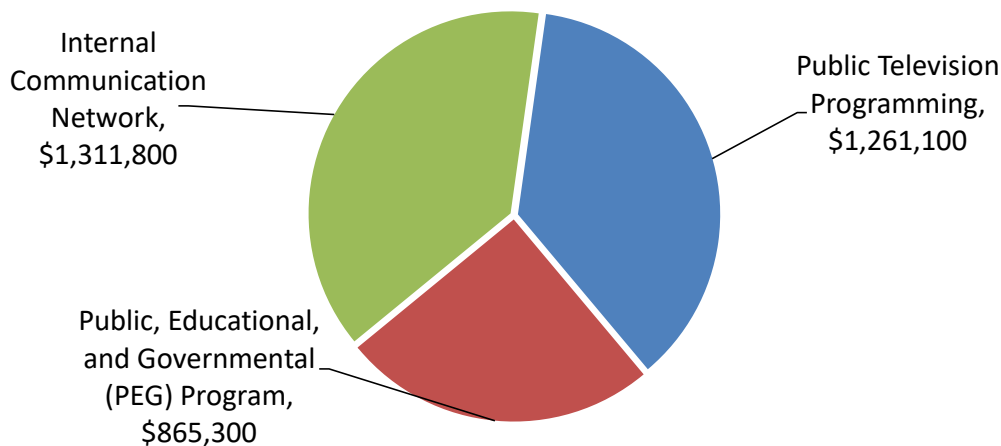


FISCAL YEAR 2025

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 FY2025 proposed budget includes funding for 15.2 full-time equivalent positions.

Total Proposed Budget: \$3,438,200



| | FY2024 Adopted | FY2025 Requested | FY2025 Proposed | Variance | % Change |
|-----------------------------------|-------------------|---------------------|--------------------|-------------|-------------|
| Revenues | \$3,221,900 | \$3,008,000 | \$3,008,000 | (\$213,900) | -6.6% |
| Expenditures | 3,289,800 | 3,075,900 | 3,075,900 | (213,900) | -6.5% |
| Baseline Surplus/(Deficit) | (\$67,900) | (\$67,900) | (\$67,900) | \$0 | |
| New Requests | 0 | (7,200) | 0 | 0 | |
| Surplus/(Deficit) | (\$67,900) | (\$75,100) | (\$67,900) | \$0 | |
| Fund Balance: Strategic Plan | 67,900 | 67,900 | 67,900 | 0 | |
| Fund Balance: One time Items | 466,800 | 362,300 | 362,300 | (104,500) | |
| Use of Fund Balance | (466,800) | (362,300) | (362,300) | 104,500 | |
| Surplus/(Deficit) | \$0 | (\$7,200) | \$0 | \$0 | |

Use of Fund Balance - One time items:

Board of Education: Upgrade TV Production Equipment **\$362,300**

This is a complete overhaul of their current livestreaming equipment in the boardroom and production studio. Upgrading aging equipment in boardroom, and CCPS-TV studio, and fitting staff development room to host true hybrid meeting. Current system installed in 2005-2007.

FY2025 New Operating/Capital Request Request Greater than Proposed

| Item Description | Justification | Value of Request | On-going Operating | Direct Purchase | 1/2 Year Debt Payment |
|---------------------------------------------------------------------------------------------|---------------|------------------|--------------------|-----------------|-----------------------|
| Cable TV/I-Net Fund | | | | | |
| College of Southern Maryland | | 7,200 | 7,200 | 0 | |
| <i>The College is requesting \$7,200 in additional funding to support their operations.</i> | | | | | |

CABLE FRANCHISE FUND

| | FY2024 Budget | FY2025 Requested | FY2025 Proposed | Variance | % Change |
|---------------------------------------------------------------------------|--------------------|---------------------|--------------------|--------------------|--------------|
| Public Television Programming & Internal Communication Network | | | | | |
| <u>Revenues</u> | | | | | |
| Franchise Fee | \$2,674,900 | \$2,505,000 | \$2,505,000 | (\$169,900) | -6.4% |
| Fund Balance | 67,900 | 67,900 | 67,900 | 0 | 0.0% |
| Total Revenues | \$2,742,800 | \$2,572,900 | \$2,572,900 | (\$169,900) | -6.2% |
| <u>Expenditures</u> | | | | | |
| Salaries | \$1,241,100 | \$1,256,700 | \$1,256,700 | \$15,600 | 1.3% |
| Fringe | 318,200 | 338,500 | 338,500 | 20,300 | 6.4% |
| Operating | 799,500 | 805,800 | 805,800 | 6,300 | 0.8% |
| Contingency | 12,100 | 0 | 0 | (12,100) | -100.0% |
| Transfers Out | 318,700 | 118,700 | 118,700 | (200,000) | -62.8% |
| Agency Funding CSM | 53,200 | 53,200 | 53,200 | 0 | 0.0% |
| Total Baseline | \$2,742,800 | \$2,572,900 | \$2,572,900 | (\$169,900) | -6.2% |
| New Operating Requests | 0 | 7,200 | 0 | 0 | n/a |
| Total Expenditures | \$2,742,800 | \$2,580,100 | \$2,572,900 | (\$169,900) | -6.2% |
| Operating Surplus/(Deficit) | \$0 | (\$7,200) | \$0 | \$0 | |

Public, Educational, and Governmental (PEG) Program

| | | | | | |
|------------------------------------|--------------------|------------------|------------------|--------------------|---------------|
| <u>Revenues</u> | | | | | |
| PEG Grants | \$547,000 | \$503,000 | \$503,000 | (\$44,000) | -8.0% |
| Fund Balance | 466,800 | 362,300 | 362,300 | (104,500) | -22.4% |
| Total Revenues | \$1,013,800 | \$865,300 | \$865,300 | (\$148,500) | -14.6% |
| <u>Expenditures</u> | | | | | |
| Equipment Purchases | \$50,000 | \$58,000 | \$58,000 | \$8,000 | 16.0% |
| Capital Outlay/Maintenance | 481,500 | 107,700 | 107,700 | (373,800) | -77.6% |
| Equipment Reserve- I-Net Switch | 53,500 | 53,500 | 53,500 | 0 | 0.0% |
| Contingency | 148,800 | 98,800 | 98,800 | (50,000) | -33.6% |
| CSM (Equipment) | 180,000 | 85,000 | 85,000 | (95,000) | -52.8% |
| Board of Education (Equipment)* | 0 | 362,300 | 362,300 | 362,300 | n/a |
| Contract Services (Fiber) | 100,000 | 100,000 | 100,000 | 0 | 0.0% |
| Total Expenditures | \$1,013,800 | \$865,300 | \$865,300 | (\$148,500) | -14.6% |
| Operating Surplus/(Deficit) | \$0 | \$0 | \$0 | \$0 | |

**FY2025 Proposed budget is contingent on State approval of the Nonrecurring Cost Exclusion Request for Maintenance of Effort. The request would upgrade their TV Production Equipment. This is a complete overhaul of their current livestreaming equipment in the boardroom and production studio. Upgrading aging equipment in boardroom, and CCPS-TV studio, and fitting staff development room to host true hybrid meeting. Current system installed in 2005-2007.*

Cable TV/I-Net

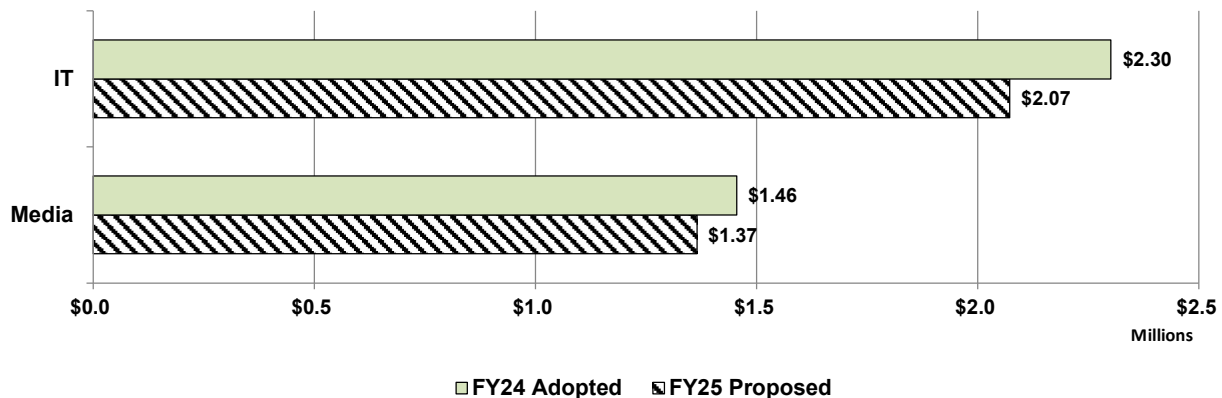
| | | | |
|-------------------------------|----------------------------------------------|----------|--------------|
| Department: | Cable TV/I-Net | Account: | 48 Fund |
| Division\Program: | Administrative Services | Fund: | Special Rev. |
| Program Administrator: | Jennifer Harris, PIO/Chief of Media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

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

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

| Expenditure Category | FY2023 Actual | FY2024 Adopted | FY2025 Request | FY2025 Proposed | \$ Change from FY2024 | % Chg. |
|-----------------------------|--------------------|--------------------|--------------------|--------------------|--------------------------|--------------|
| Personal Services | \$1,150,516 | \$1,241,100 | \$1,256,700 | \$1,256,700 | \$15,600 | 1.3% |
| Fringe Benefits | 251,411 | 318,200 | 338,500 | 338,500 | 20,300 | 6.4% |
| Operating Costs | 498,448 | 799,500 | 805,800 | 805,800 | 6,300 | 0.8% |
| Agency Funding | 710,030 | 53,200 | 53,200 | 53,200 | 0 | 0.0% |
| Operating Contingency | 0 | 12,100 | 0 | 0 | (12,100) | -100.0% |
| Transfers Out | 517,500 | 318,700 | 118,700 | 118,700 | (200,000) | -62.8% |
| Subtotal | 3,127,905 | 2,742,800 | 2,572,900 | 2,572,900 | (169,900) | -6.2% |
| Agency Funding - PEG | 44,355 | 180,000 | 447,300 | 447,300 | 267,300 | 148.5% |
| Equipment - PEG | 713 | 50,000 | 58,000 | 58,000 | 8,000 | 16.0% |
| Capital Outlay - PEG | 148,688 | 481,500 | 107,700 | 107,700 | (373,800) | -77.6% |
| 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 | 148,800 | 98,800 | 98,800 | (50,000) | -33.6% |
| Subtotal | 312,576 | 1,013,800 | 865,300 | 865,300 | (148,500) | -14.6% |
| Total Expenditures | \$3,440,481 | \$3,756,600 | \$3,445,400 | \$3,438,200 | (\$318,400) | -8.5% |
| Revenues | \$3,842,186 | \$3,756,600 | \$3,438,200 | \$3,438,200 | (\$318,400) | -8.5% |

Cable TV/I-Net Expenditure and Objectives

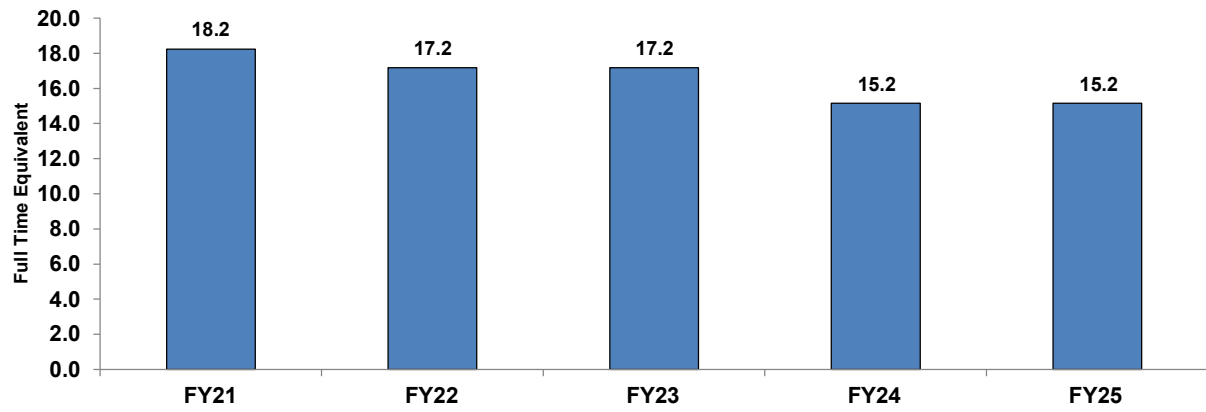


Objectives & Measurements:

| | FY21 Actual | FY22 Actual | FY23 Actual | FY24 Projected | FY25 Estimated |
|-----------------------------------------------------------------------------------------------------------------------|----------------|----------------|----------------|-------------------|-------------------|
| <i>Objective: To inform the media/press/public, within 5 days of important and relevant County Government events.</i> | | | | | |
| - YouTube Video views | 53,947 | 37,671 | 59,641 | 60,000 | 62,500 |
| - County Government Facebook Reach | 0 | 326,220 | 718,122 | 725,000 | 750,000 |
| - Enewsletter Employee Engagement open rate | 30.66% | 34.00% | 39.00% | 42.00% | 46.00% |
| - Enewsletter Open Rate | 29.71% | 37.80% | 46.60% | 47.00% | 48.00% |

Cable TV/I-Net Staffing History

Staffing History



Positions by Program:

| | <u>FY21</u> | <u>FY22</u> | <u>FY23</u> | <u>FY24</u> | <u>FY25</u> |
|-----------------------------------|-------------|-------------|-------------|-------------|-------------|
| Media | 10.8 | 10.2 | 10.2 | 10.4 | 10.4 |
| Information Technology | 7.5 | 7.0 | 7.0 | 4.8 | 4.8 |
| Total Full Time Equivalent | 18.2 | 17.2 | 17.2 | 15.2 | 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: Srvc. Charge |

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

| Expenditure Category | FY2023 Actual | FY2024 Adopted | FY2025 Request | FY2025 Proposed | \$ Change from FY2024 | % Chg. |
|--------------------------------|--------------------|--------------------|--------------------|--------------------|--------------------------|--------------|
| Personal Services | \$681,434 | \$762,800 | \$768,500 | \$768,500 | \$5,700 | 0.7% |
| Fringe Benefits | 158,939 | 197,900 | 217,000 | 217,000 | 19,100 | 9.7% |
| Operating Costs | 125,067 | 216,000 | 203,700 | 203,700 | (12,300) | -5.7% |
| Agency Funding-CSM | 38,905 | 53,200 | 53,200 | 53,200 | 0 | 0.0% |
| Operating Contingency | 0 | 7,100 | 0 | 0 | (7,100) | N/A |
| Transfers Out | 17,500 | 18,700 | 18,700 | 18,700 | 0 | 0.0% |
| Subtotal | 1,021,845 | 1,255,700 | 1,261,100 | 1,261,100 | 5,400 | 0.4% |
| Agency Funding - PEG | 44,355 | 180,000 | 85,000 | 85,000 | (95,000) | -52.8% |
| Equipment/Capital Outlay - PEG | 0 | 19,700 | 19,700 | 19,700 | 0 | 0.0% |
| Subtotal | 44,355 | 199,700 | 104,700 | 104,700 | (95,000) | -47.6% |
| Total Baseline | \$1,066,200 | \$1,455,400 | \$1,365,800 | \$1,365,800 | (\$89,600) | -6.2% |
| New Requests | \$0 | \$0 | \$7,200 | \$0 | \$7,200 | N/A |
| Total Expenditures | \$1,066,200 | \$1,455,400 | \$1,373,000 | \$1,365,800 | (\$82,400) | -6.2% |
| Total Revenues | \$3,313,092 | \$2,742,800 | \$2,572,900 | \$2,572,900 | (\$169,900) | -6.2% |

Changes and Useful Information:

- **Personal Services and Fringe Benefits** includes the full year impact of FY2024 salary increases and funding for potential increases for FY2025.
- The **Operating Costs** decrease is mostly due to one-time costs for computer allocation incurred in FY2024.
- **Agency Funding - PEG** decrease due to one-time equipment related costs incurred in FY2024. This supports equipment related costs related to the studio at the College of Southern Maryland (CSM).

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:

| | FY21 | FY22 | FY23 | FY24 | FY25 |
|-----------------------------------|-------------|-------------|-------------|-------------|-------------|
| <u>Title</u> | <u>FTE</u> | <u>FTE</u> | <u>FTE</u> | <u>FTE</u> | <u>FTE</u> |
| 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 | 3.0 | 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 | 2.2 | 2.2 | 1.4 | 1.4 |
| Total Full Time Equivalent | 10.8 | 10.2 | 10.2 | 10.4 | 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 Information Officer | Source: | Srv. Charge |
| https://www.charlescountymd.gov/government/departments/fiscal-and-administrative-services/information-technology-division | | | |

| Expenditure Category | FY2023 Actual | FY2024 Adopted | FY2025 Request | FY2025 Proposed | \$ Change from FY2024 | % Chg. |
|---------------------------|--------------------|--------------------|--------------------|--------------------|--------------------------|---------------|
| Personal Services | \$469,082 | \$478,300 | \$488,200 | \$488,200 | \$9,900 | 2.1% |
| Fringe Benefits | 92,472 | 120,300 | 121,500 | 121,500 | 1,200 | 1.0% |
| Operating Costs | 373,381 | 583,500 | 602,100 | 602,100 | 18,600 | 3.2% |
| Agency Funding | 671,125 | 0 | 0 | 0 | 0 | N/A |
| Operating Contingency | 0 | 5,000 | 0 | 0 | (5,000) | N/A |
| Transfers Out | 500,000 | 300,000 | 100,000 | 100,000 | (200,000) | -66.7% |
| Subtotal | 2,106,060 | 1,487,100 | 1,311,800 | 1,311,800 | (\$175,300) | -11.8% |
| Equipment - PEG | 713 | 50,000 | 58,000 | 58,000 | 8,000 | 16.0% |
| Capital Outlay - PEG | 148,688 | 461,800 | 88,000 | 88,000 | (373,800) | -80.9% |
| 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% |
| Contingency - PEG | 0 | 148,800 | 98,800 | 98,800 | (50,000) | -33.6% |
| Enterprise Fund - PEG | 65,320 | 0 | 0 | 0 | 0 | N/A |
| Agency Funding - PEG | 0 | 0 | 362,300 | 362,300 | 362,300 | NEW |
| Subtotal | 268,221 | 814,100 | 760,600 | 760,600 | (53,500) | -6.6% |
| Total Expenditures | \$2,374,281 | \$2,301,200 | \$2,072,400 | \$2,072,400 | (\$228,800) | -9.9% |
| Total Revenues | \$529,094 | \$1,013,800 | \$865,300 | \$865,300 | (\$148,500) | -14.6% |

Changes and Useful Information:

- **Personal Services and Fringe Benefits** includes full year impact of salary increase for FY2024 and anticipated increases for FY2025.
- The **Operating Costs** are increasing to include funding to support the ZenCity platform, which is an online tool that provides local government officials with the wants and needs of the residents.
- **Operating Contingency** is not needed for FY2025.
- **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.
- **Capital Outlay - PEG** decrease is mainly due to a one-time increase that was needed in FY24 to replace 10 year old core switches.
- **Contract Services - PEG** will be used for future PEG related needs such as fiber.
- The **Contingency - PEG** account is for future PEG related needs.
- **Agency Funding - PEG** is upgrade the TV Production Equipment for the Charles County Board of Education.

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 | FY21 FTE | FY22 FTE | FY23 FTE | FY24 FTE | FY25 FTE |
|-------------------------------------------|-------------|-------------|-------------|-------------|-------------|
| Chief Information Officer | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 |
| Network Manager | 0.3 | 0.3 | 0.3 | 0.5 | 0.5 |
| Information Security Officer | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Cable and Broadband Manager | 1.0 | 1.0 | 1.0 | 0.5 | 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 | 0.4 | 0.0 | 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 | 0.0 | 0.0 |
| Total Full Time Equivalent | 7.5 | 7.0 | 7.0 | 4.8 | 4.8 |