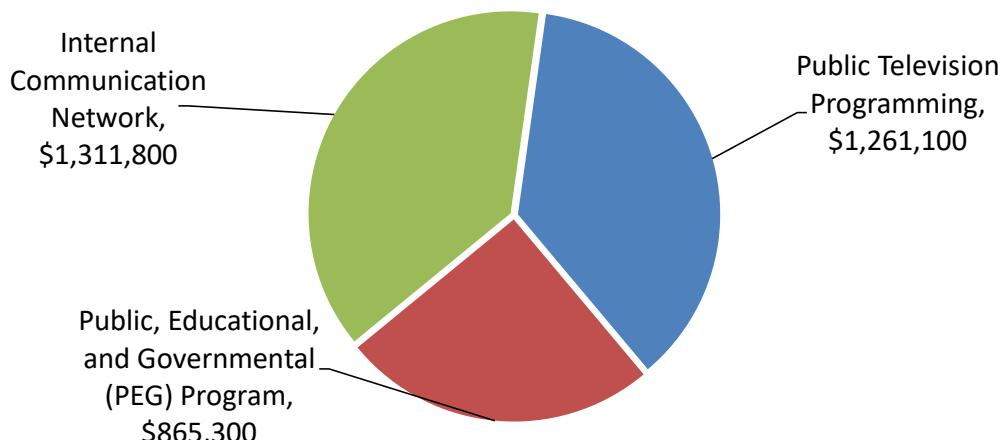


FISCAL YEAR 2025

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	%
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 <i>The College is requesting \$7,200 in additional funding to support their operations.</i>		7,200	7,200	0	

CABLE FRANCHISE FUND

	FY2024 Budget	FY2025 Requested	FY2025 Proposed	Variance	% Change
Public Television Programming & Internal Communication Network					
Revenues					
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%
Expenditures					
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					
Revenues					
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%
Expenditures					
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

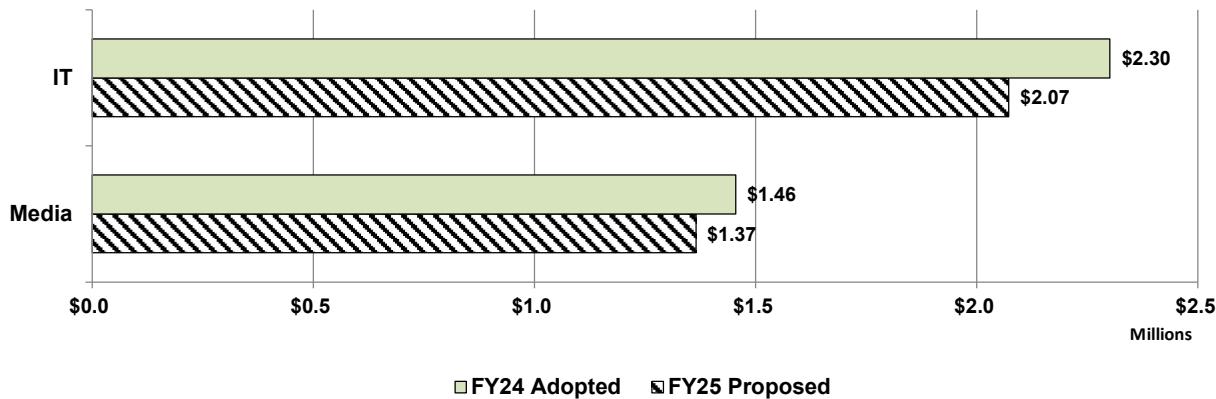
Department:	Cable TV/I-Net	Account:	48 Fund
Division\Program:	Administrative Services	Fund:	Special Rev.
Program Administrator:	Jennifer Harris, PIO/Chief of Media Services Evelyn Jacobson, Chief Information Officer	Source:	Srvc. Charge

<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%

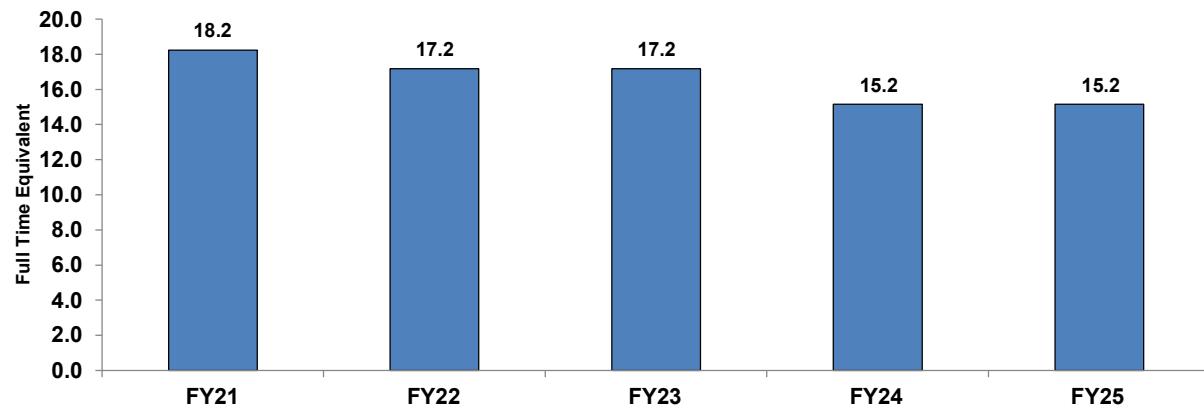
Cable TV/I-Net Expenditure and Objectives



<u>Objectives & Measurements:</u>	FY21 Actual	FY22 Actual	FY23 Actual	FY24 Projected	FY25 Estimated
<u>Objective: To inform the media/press/public, within 5 days of important and relevant County Government events.</u>					
- 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
	FTE	FTE	FTE	FTE	FTE
Title					
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:	Srvc. 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:	FY21	FY22	FY23	FY24	FY25
	<u>Title</u>	<u>FTE</u>	<u>FTE</u>	<u>FTE</u>	<u>FTE</u>
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