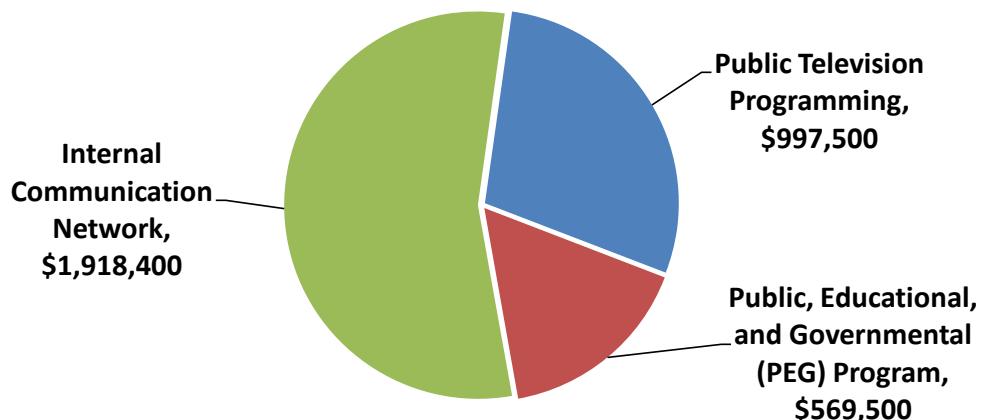


FISCAL YEAR 2022

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 FY2022 proposed budget includes funding for 16.7 full-time equivalent positions. The FY2021 adopted budget included funding for 17.7 full-time equivalent positions. FY2022's is less than FY2021's due to reduction in part time funding for Media and relocating IT staff to the General Fund.

Total Proposed Budget: \$3,485,400



	FY2021 Adopted	FY2022 Requested	FY2022 Proposed	Variance	% Change
Revenues	\$3,423,100	\$3,354,700	\$3,354,700	(\$68,400)	-2.0%
Expenditures	3,623,100	3,175,600	3,485,400	(137,700)	-3.8%
Baseline Surplus/(Deficit)	(\$200,000)	\$179,100	(\$130,700)	\$69,300	
New Requests		(318,500)	0	0	
Surplus/(Deficit)	(\$200,000)	(\$139,400)	(\$130,700)	\$69,300	
Fund Balance	200,000	130,700	130,700	(69,300)	
Use of Fund Balance	0	0	0	0	
Surplus/(Deficit)	\$0	(\$8,700)	\$0	\$0	

New Requests Included in the Proposed Budget:

Board of Education

North Point complex fiber redesign, supplies & materials \$309,800

The request will would run separate fiber from the Waldorf Head End to Diggs E.S. and Davis M.S. Currently they have limited fiber that runs through NPHS. Funding is contingent on State approval of the Nonrecurring Cost Exclusion Request for Maintenance of Effort.

CABLE FRANCHISE FUND

	FY2021 Budget	FY2022 Request	FY2022 Proposed	Variance	% Change
Public Television Programming and Internal Communication Network					
Revenues					
Franchise Fee	\$2,842,000	\$2,785,200	\$2,785,200	(\$56,800)	-2.0%
Fund Balance	200,000	130,700	130,700	(69,300)	-34.7%
Total Revenues	\$3,042,000	\$2,915,900	\$2,915,900	(\$126,100)	-4.1%
Expenditures					
Salaries	\$1,139,800	\$1,129,400	\$1,129,400	(\$10,400)	-0.9%
Fringe	290,500	284,200	284,200	(6,300)	-2.2%
Operating	609,600	683,200	683,200	73,600	12.1%
Debt Service (bonds/lease)	8,200	8,200	8,200	0	0.0%
Contingency	22,000	39,000	39,000	17,000	77.3%
Transfers Out	918,700	718,700	718,700	(200,000)	-21.8%
Capital Outlay/Maintenance	0	0	0	0	0.0%
Agency Funding CSM	53,200	53,200	53,200	0	0.0%
Total Baseline	\$3,042,000	\$2,915,900	\$2,915,900	(\$126,100)	-4.1%
New Operating Requests	0	8,700	0	0	NEW
Total Expenditures	\$3,042,000	\$2,924,600	\$2,915,900	(\$126,100)	-4.1%
Operating Surplus/(Deficit)	\$0	(\$8,700)	\$0	\$0	
Public, Educational, and Governmental (PEG) Program					
Revenues					
PEG Grants	\$581,100	\$569,500	\$569,500	(\$11,600)	-2.0%
Total Revenues	\$581,100	\$569,500	\$569,500	(\$11,600)	-2.0%
Expenditures					
Capital Outlay/Maintenance	\$79,500	\$81,000	\$81,000	\$1,500	1.9%
Equipment Reserve- I-Net Switch	53,500	53,500	53,500	0	0.0%
Contingency	264,600	0	0	(264,600)	-100.0%
CSM (Equipment)	60,000	60,000	60,000	0	0.0%
Board of Education (Equipment/Fiber)*	32,600	0	309,800	277,200	850.3%
Contract Services (Fiber)	90,900	65,200	65,200	(25,700)	-28.3%
Total Baseline	\$581,100	\$259,700	\$569,500	(\$11,600)	-2.0%
New Operating Requests	0	309,800	0	0	NEW
Total Expenditures	\$581,100	\$569,500	\$569,500	(\$11,600)	-2.0%
Operating Surplus/(Deficit)	\$0	\$0	\$0	\$0	

*FY2022 Proposed budget is contingent on State approval of the Nonrecurring Cost Exclusion Request for Maintenance of Effort. The request will would run separate fiber form the Waldorf Head End to Diggs E.S. and Davis M.S. Currently they have limited fiber that runs through NPHS.

FY2022 New Operating/Capital Request Request Greater than Proposed

Item Description	Justification	Value of Request	On-going Operating	Direct Purchase	1/2 Year Lease
Cable TV/I-Net Fund College of Southern Maryland - Request greater than propose <i>The College is requesting \$8,700 in additional funding to support their operations.</i>		8,700	8,700	0	

Cable TV/I-Net

Department: Cable TV/I-Net
Division\Program: Administrative Services
Program Administrator: Jennifer Harris, PIO/Chief of Media Services
 Evelyn Jacobson, Chief of Information Technology

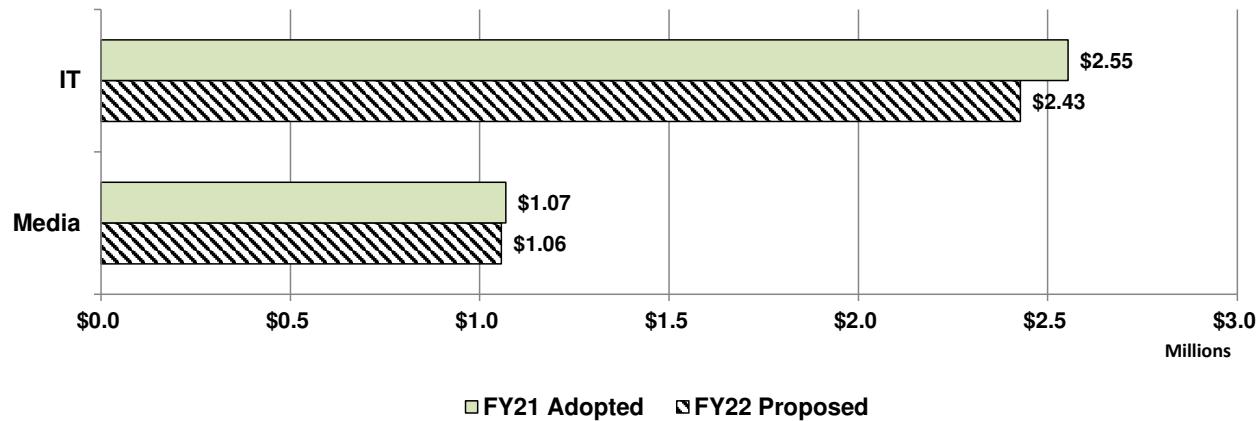
Account: 48 Fund
 Fund: Special Rev.
 Source: Srvc. Charge

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

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

Expenditure Category	FY2020 Actual	FY2021 Adopted	FY2022 Request	FY2022 Proposed	\$ Change from FY2021	% Chg.
Personal Services	\$1,121,781	\$1,139,800	\$1,129,400	\$1,129,400	(\$10,400)	-0.9%
Fringe Benefits	280,179	290,500	284,200	284,200	(6,300)	-2.2%
Operating Costs	415,384	609,600	683,200	683,200	73,600	12.1%
Agency Funding	41,024	53,200	53,200	53,200	0	0.0%
Debt Service	0	8,200	8,200	8,200	0	0.0%
Operating Contingency	0	22,000	39,000	39,000	17,000	77.3%
Transfers Out	17,735	918,700	718,700	718,700	(200,000)	-21.8%
Subtotal	1,876,103	3,042,000	2,915,900	2,915,900	(126,100)	-4.1%
Agency Funding - PEG	0	92,600	60,000	369,800	277,200	299.4%
Equipment - PEG	25,461	0	0	0	0	N/A
Capital Outlay - PEG	78,370	79,500	81,000	81,000	1,500	1.9%
Equipment Reserve - PEG	53,500	53,500	53,500	53,500	0	0.0%
Contract Services- PEG	6,239	90,900	65,200	65,200	(25,700)	-28.3%
Operating Contingency - PEG	0	264,600	0	0	(264,600)	-100.0%
Software & Upgrades- PEG	35,330	0	0	0	0	N/A
Transfers Out - PEG	165,000	0	0	0	0	N/A
Subtotal	363,900	581,100	259,700	569,500	(11,600)	-2.0%
Total Baseline	\$2,240,003	\$3,623,100	\$3,175,600	\$3,485,400	(137,700)	-3.8%
New Requests	\$0	\$0	\$318,500	\$0	\$0	N/A
Total Expenditures	\$2,240,003	\$3,623,100	\$3,494,100	\$3,485,400	(\$137,700)	-3.8%
Revenues	\$3,828,418	\$3,623,100	\$3,485,400	\$3,485,400	(\$137,700)	-3.8%

Cable TV/I-Net Expenditure and Objectives



Objectives & Measurements:

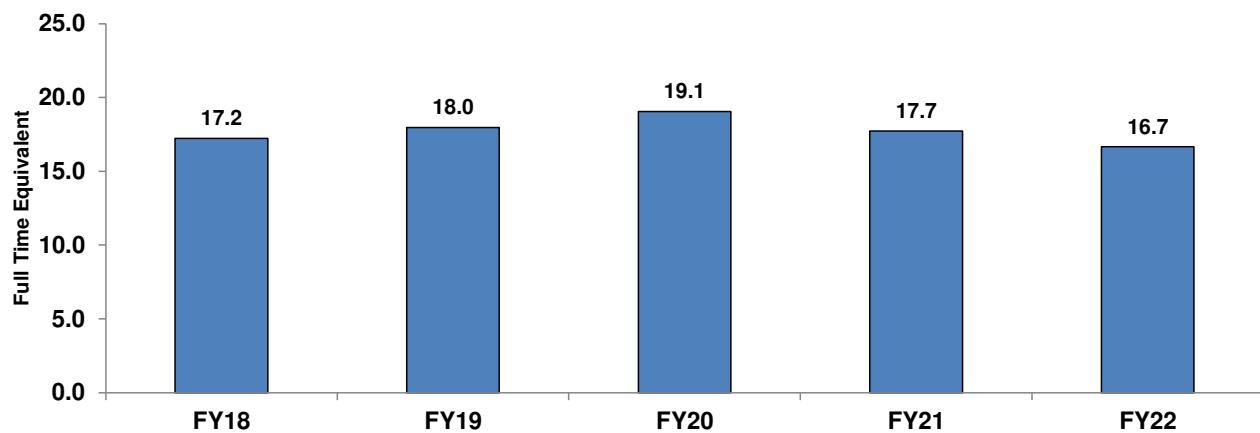
	FY18 Actual	FY19 Actual	FY20 Actual	FY21 Projected	FY22 Estimated
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Objective: To inform the media/press/public, within 5 days of important and relevant County Government events.

- Number of news/press releases	302	N/A	N/A	N/A	N/A
- Number of media Inquiries	176	N/A	N/A	N/A	N/A
- Number of Facebook Likes	1,071	N/A	N/A	N/A	N/A
- Number of Twitter Followers	697	N/A	N/A	N/A	N/A
- YouTube Video views	N/A	1,384,000	205,768	250,000	300,000
- Social Media Reach % increase	N/A	24.05%	9.58%	10.00%	10.00%
- News Release/Media Pitch Pickup	N/A	98.00%	92.00%	95.00%	95.00%
- Enewsletter Open Rate	N/A	20.00%	26.83%	22.00%	22.00%

Cable TV/I-Net Staffing History

Staffing History



Positions by Program:

	<u>FY18</u>	<u>FY19</u>	<u>FY20</u>	<u>FY21</u>	<u>FY22</u>
Media	10.0	10.7	10.8	10.8	10.2
Information Technology	7.3	7.3	8.3	6.9	6.5
Total Full Time Equivalent	17.2	18.0	19.1	17.7	16.7

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	FY2020 Actual	FY2021 Adopted	FY2022 Request	FY2022 Proposed	\$ Change from FY2021	% Chg.
Personal Services	\$579,291	\$610,000	\$611,200	\$611,200	\$1,200	0.2%
Fringe Benefits	162,687	172,500	153,800	153,800	(18,700)	-10.8%
Operating Costs	68,347	92,200	132,500	132,500	40,300	43.7%
Agency Funding	41,024	53,200	53,200	53,200	0	0.0%
Debt Service	0	8,200	8,200	8,200	0	0.0%
Operating Contingency	0	22,000	19,900	19,900	(2,100)	-9.5%
Transfers Out	17,735	18,700	18,700	18,700	0	0.0%
Subtotal	869,084	976,800	997,500	997,500	20,700	2.1%
Agency Funding - PEG	0	92,600	60,000	60,000	(32,600)	-35.2%
Equipment - PEG	25,461	0	0	0	0	N/A
Subtotal	25,461	92,600	60,000	60,000	(32,600)	-35.2%
Total Baseline	\$894,545	\$1,069,400	\$1,057,500	\$1,057,500	(\$11,900)	-1.1%
New Requests	\$0	\$0	\$8,700	\$0	\$0	N/A
Total Expenditures	\$894,545	\$1,069,400	\$1,066,200	\$1,057,500	(\$11,900)	-1.1%
Total Revenues	\$3,252,588	\$3,042,000	\$2,915,900	\$2,915,900	(\$126,100)	-100.0%

Changes and Useful Information:

- **Personal Services** and **Fringe Benefits** includes implementation of the classification and compensation study that was approved midyear during FY2021.
- The **Operating Costs** budget was for the following:
 - Contract Services is going up for the following reasons -

	<u>FY 2022</u>
- Sony CI - Remote and team collaboration software	12,000
- Cablecast Live & VOD - Produce live content on Apple TV	2,700
- Sony NavX - Media asset management software	5,400
- Cablecast - Playback, content, publishing, schedule, promotion software	4,000
- NewTek - Video production Technology	4,100
Total	28,200

- \$12,000 increase in CCGTV in Equipment Repair and Maintenance budget to cover studio equipment/upgrades. The additional funding will be used to replace aging broadcast systems as well as new lighting / audio systems.

- All remaining budgets are increasing by a net \$100 which includes an increase to print the annual report.

• **Agency Funding** maintains the current funding for the College of Southern Maryland for public TV broadcasts.

• **Debt Service** is being increased due to the FY2020 capital lease cost of replacing a Small Cargo Van.

• **Operating Contingency** covers potential salary increases for staff.

• **Transfers Out** represents the funding for 50% match on the Mass Notification System Grant.

• The Board of Education is not requesting funding to replace or upgrade their current studio in FY2022. **PEG** budget was adjusted accordingly.

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>

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:

	FY18	FY19	FY20	FY21	FY22
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	2.0
Media Services Project Manager	1.0	1.0	1.0	1.0	1.0
Community Engagement Coordinator	0.0	1.0	1.0	1.0	1.0
Assistant Graphics Designer	1.0	0.0	0.0	0.0	0.0
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	2.0	2.7	2.8	2.8	2.2
Total Full Time Equivalent	10.0	10.7	10.8	10.8	10.2

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

Expenditure Category	FY2020 Actual	FY2021 Adopted	FY2022 Request	FY2022 Proposed	\$ Change from FY2021	% Chg.
Personal Services	\$542,490	\$529,800	\$518,200	\$518,200	(\$11,600)	-2.2%
Fringe Benefits	117,492	118,000	130,400	130,400	12,400	10.5%
Operating Costs	347,037	517,400	550,700	550,700	33,300	6.4%
Operating Contingency	0	0	19,100	19,100	19,100	NEW
Transfers Out	0	900,000	700,000	700,000	(200,000)	-22.2%
Subtotal	1,007,019	2,065,200	1,918,400	1,918,400	(146,800)	-7.1%
Capital Outlay - PEG	78,370	79,500	81,000	81,000	1,500	1.9%
Equipment Reserve - PEG	53,500	53,500	53,500	53,500	0	0.0%
Contract Services- PEG	6,239	90,900	65,200	65,200	(25,700)	-28.3%
Operating Contingency - PEG	0	264,600	0	0	(264,600)	N/A
Agency Funding - PEG	0	0	0	309,800	309,800	NEW
Software & Upgrades- PEG	35,330	0	0	0	0	N/A
Transfers Out - PEG	165,000	0	0	0	0	N/A
Subtotal	338,439	488,500	199,700	509,500	(288,800)	4.3%
Total Baseline	\$1,345,458	\$2,553,700	\$2,118,100	\$2,427,900	(\$435,600)	-4.9%
New Requests	0	0	309,800	0	\$0	N/A
Total Expenditures	\$1,345,458	\$2,553,700	\$2,427,900	\$2,427,900	(\$125,800)	-4.9%
Total Revenues	\$575,830	\$581,100	\$569,500	\$569,500	(\$11,600)	-2.0%

Changes and Useful Information:

- **Personal Services** and **Fringe Benefits** includes implementation of the classification and compensation study that was approved midyear during FY2021 and was adjusted for turnover. The FY2022 proposed budget reallocates a full time position to the General Fund.
- **Operating Costs** is increasing to cover the County's i-NET Maintenance Agreement with Comcast.
- **Operating Contingency** covers potential salary increases for staff.
- **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** has been increased due to the annual I-Net equipment replacement.
- The **Equipment Reserve - PEG** account is used for future replacement of the network core switch and other
- The **Capital Outlay - PEG** budget was adjusted to cover the 10 switch replacements in FY2022.
- The **Contract Services - PEG** will be used for future PEG related needs such as fiber.
- The **Agency Funding - PEG** provides funding to the Board of Education request upgrade the North Point complex's fiber.

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	FY18 FTE	FY19 FTE	FY20 FTE	FY21 FTE	FY22 FTE
Chief Information Officer	0.5	0.5	0.5	0.5	0.5
Network Manager	0.3	0.3	0.3	0.3	0.3
Information Security Officer	1.0	1.0	1.0	0.0	0.0
Cable and Broadband Manager	0.0	0.0	1.0	1.0	1.0
Network Specialist III	1.8	1.8	1.8	1.8	1.8
Telecommunication Specialist	1.0	1.0	1.0	1.0	1.0
Technical Support Specialist II	0.0	0.0	0.0	0.4	0.0
Information Technology Support Specialist	0.5	0.5	0.5	0.5	0.5
Part-Time	2.1	2.1	2.1	1.3	1.3
Total Full Time Equivalent	7.3	7.3	8.3	6.9	6.5