

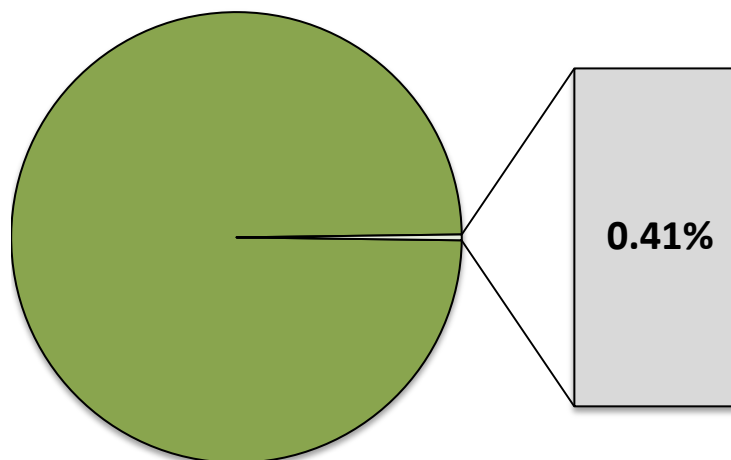
# PUBLIC, EDUCATIONAL, AND GOVERNMENT (PEG) ACCESS CHANNEL ENTERPRISE FUND

## Department Purpose Statement

The purpose of municipal television is to serve the community as a valued resource by providing meeting coverage, timely news, and events to inform Barnstable residents.



% of FY 2023 All Appropriated Funds



Public, Educational, and Government (PEG) Enterprise Fund comprises 0.41% of all appropriated funds.

## PEG Enterprise Fund Services Provided

Working to keep government open and transparent.

<https://townofbarnstable.us/Departments/channel18/>

The Town of Barnstable government and school access Channels 18 and 22 are valuable tools that connect the residents with the day-to-day workings of Barnstable Town Government and Barnstable Public Schools. The Town receives in excess of \$800,000 per year from its cable license with Comcast. In accordance with the licensing agreement, the funds are restricted for use as they relate to public, educational, and governmental programming activities. The Town currently uses these funds to operate Channels 18 and 22 as well as Cape Cod Community Television Corporation also known as Cape Media on Channel 99. The funds were also used to finance the construction of a fiber optic network that was completed in FY2014. The network connects 48 municipal facilities including all school buildings. This fund will also be used to self-insure the network.

The PEG Enterprise Fund provides the residents of Barnstable with video coverage of board, committee, and commission meetings; information about government and school issues; up-to-date storm/emergency related information; road construction updates; coverage of a wide range of departments/divisions; development of original series; and communicating important Town and School announcements. Channel 18 now has five units: meeting coverage; documentaries; public service announcements; current events; and studio. Internship opportunities are provided to students at Channel 22 as well as production opportunities for students interested in broadcast journalism.



**Channel 18 On Location**

Our outreach is further enhanced by the availability of “Video on Demand” and live-streaming of the Town’s government access channel on the town’s website [www.townofbarnstable.us](http://www.townofbarnstable.us).

## PEG Enterprise Fund Recent Accomplishments

- ✓ Expanded Zoom coverage to include webinars for engagement to new audiences;
- ✓ Created video content for staying safe and doing business during the ongoing COVID-19 health crisis;
- ✓ Won awards from the Alliance for Community Media Northeast: 1<sup>st</sup> Place *How to Vote in 2020*; 1<sup>st</sup> Place *WPCD Treating Barnstable’s Wastewater and 3<sup>rd</sup> Place Learn How to Shellfish – Softshell Clams*;
- ✓ In response to the communications needs highlighted by the COVID-19 pandemic, the Assistant Channel 18 Station Manager position became the Digital Content Manager;
- ✓ Channel 18 continues to grow its social media presence which has been a critical part of communications throughout the pandemic and communicating in English, Spanish, and Portuguese;
- ✓ Channel 22 now live stream ALL home/varsity sports games on YouTube and Facebook;
- ✓ Channel 22 hired a full-time Live Sports Producer for B2B, and;
- ✓ Added closed-captioning to Channel 18 programming.

# PEG Enterprise Fund Goals and Objectives

- Town Council's Quality of Life Strategic Plan (SP)

## Short-Term:

1. Channel 18 continues coverage of more than 40 boards, committees, and commissions. **(SP: Education, Communication)**
2. Upgrades to Town Hall Hearing Room and physical plant. **(SP: Infrastructure, Communication)**
3. Upgrades to Selectmen's Conference Room and physical plant **(SP: Infrastructure, Communication)**
4. Create more Public Service Announcements (PSAs). **(SP: Education, Communication)**
5. Channel 22 will produce and expand the B2B news program outside of BHS to the lower grade levels of the district. **(SP: Education, Communication)**
6. Add podcasting to our toolbox in early 2022. (SP: Communication, Education)



**Digital Content Manager Paula Hersey and Channel 18 Station Manager Sarah Beal at Vineyard Wind Groundbreaking.**

## Long-Term:

1. One-hundred percent coverage of all Town boards, committees, commissions and subcommittees. **(SP: Education, Communication)**
2. Continue to create high quality and informative "content that matters" for Channel 18. **(SP: Education, Communication)**



**B2B Studio at Barnstable High School**

## PEG Enterprise Fund Budget Comparison

Public, Educational, Government (PEG)						
	Actual	Projected	Approved	Proposed	Change	Percent
Source of Funding	FY 2021	FY 2022	FY 2022	FY 2023	FY22 - 23	Change
Fees, Licenses, Permits	\$949,359	\$878,980	\$789,103	\$861,168	\$72,065	9.13%
Interest and Other	19,144	87,589	92,000	92,000	-	0.00%
<b>Total Operating Sources</b>	<b>\$968,503</b>	<b>\$966,569</b>	<b>\$881,103</b>	<b>\$953,168</b>	<b>\$72,065</b>	<b>8.18%</b>
<b>Total Sources of Funding</b>	<b>\$968,503</b>	<b>\$966,569</b>	<b>\$881,103</b>	<b>\$953,168</b>	<b>\$72,065</b>	<b>8.18%</b>
<b>Direct Operating Expenses</b>						
Personnel	\$309,328	\$308,847	\$341,213	\$336,112	(\$5,101)	-1.49%
Benefits	25,306	17,038	30,038	26,824	(3,215)	-10.70%
Operating Expenses	298,043	393,234	397,846	403,646	5,800	1.46%
Capital Outlay	21,243	28,000	30,000	103,845	73,845	246.15%
<b>Total Direct Operating Expenses</b>	<b>\$653,921</b>	<b>\$747,120</b>	<b>\$799,097</b>	<b>\$870,427</b>	<b>\$71,329</b>	<b>8.93%</b>
<b>Indirect Operating Costs</b>						
General Fund Staff	\$18,768	\$16,960	\$16,960	\$19,766	\$2,806	16.54%
Pensions	59,954	60,973	60,973	58,664	(2,308)	-3.79%
Audit & Software Costs	1,976	2,065	2,065	2,216	151	7.33%
Property, Casualty, Liability Insur.	1,845	2,008	2,008	2,095	87	4.32%
<b>Total Indirect Operating Expenses</b>	<b>\$82,543</b>	<b>\$82,006</b>	<b>\$82,006</b>	<b>\$82,741</b>	<b>\$736</b>	<b>0.90%</b>
<b>Total Operating Expenses</b>	<b>\$736,464</b>	<b>\$829,125</b>	<b>\$881,103</b>	<b>\$953,168</b>	<b>\$72,065</b>	<b>8.18%</b>
<b>Total Expenses</b>	<b>\$736,464</b>	<b>\$829,125</b>	<b>\$881,103</b>	<b>\$953,168</b>	<b>\$72,065</b>	<b>8.18%</b>
<b>Excess (Deficiency) Cash Basis</b>	<b>\$232,039</b>	<b>\$137,444</b>	<b>\$0</b>	<b>(\$0)</b>	<b>(\$0)</b>	
<b>Beginning Certified Free Cash</b>	<b>\$2,651,461</b>		<b>\$2,883,500</b>	<b>\$2,883,500</b>		
<b>FY22 Projected Excess (Deficiency)</b>				<b>137,444</b>		
<b>Ending Proj. Certified Free Cash</b>	<b>\$2,883,500</b>		<b>\$2,883,500</b>	<b>\$3,020,944</b>		

### Summary of Budget Changes

The direct operating Public, Education and Government Access Channel Enterprise Fund's proposed FY 2023 budget increased by \$71,329, or 8.93% from the approved FY 2022 budget. The personnel budget change is due to contractual obligations. Operating budget change includes funds for the monthly zoom subscription fee. Capital outlay cost includes replacing equipment and upgrading lighting in the James H. Crocker, Jr. Hearing Room.

## PEG Enterprise Fund Budget Reconciliation

Job Title	FY 2021
Assistant Channel Station Manager	1.00
Channel Station Manager	1.00
Communications Director	0.40
Office Manager/Executive Assistant	0.10
Video Assistant	1.00
Video Specialist	1.00
<b>Full-time Equivalent Employees</b>	<b>4.50</b>

FY 2022	FY 2023	Change
1.00	1.00	-
1.00	1.00	-
0.40	0.40	-
-	-	-
1.00	1.00	-
1.00	1.00	-
<b>4.40</b>	<b>4.40</b>	<b>-</b>

Budget Reconciliation	Personnel	Operating	Capital	Totals	FTE
<b>FY 2022 Approved Budget</b>				<b>\$881,103</b>	
Contractual Obligations Net of Staff Turnover	(8,316)	-	-	<b>(8,316)</b>	-
Change in Indirect Costs	(2,308)	3,044	-	<b>736</b>	
One-Time Costs	-	-	(30,000)	<b>(30,000)</b>	-
<b>FY 2023 Budget Changes</b>					
1. Barnstable School B2B Education TV	-	(5,000)	-	<b>(5,000)</b>	-
2. Zoom Monthly Maintenance Fee	-	10,800	-	<b>10,800</b>	-
3. Hearing Room Projector and Lighting Upgrades	-	-	103,845	<b>103,845</b>	-
<b>FY 2023 Proposed Budget</b>	<b>(\$10,624)</b>	<b>\$8,844</b>	<b>\$73,845</b>	<b>\$953,168</b>	<b>-</b>

- Barnstable School B2B Education TV** – covers the annual operating cost for Channel 22 B2B TV studio at Barnstable High School, which required costs have been reduced.
- Zoom Monthly Maintenance Fee** – Currently the town has been using Zoom for public hearing and staff meetings, which subscription is controlled by the town’s communication operation.
- James H. Crocker, Jr. Hearing Room Projector Replacement, and Lighting Upgrades** - We are having issues with one projector that is unable to properly send displays to the screen. The lighting is over 13 years old, not energy efficient, and we have difficulty finding replacement bulbs. While we are currently using Zoom for our meetings, we will need to make sure our equipment is functional if in person meetings are allowed in the future. Public meeting outreach through Channel 18 has been a key focus of our communications. Lighting needs to be fully functional so that people within the room and watching on Comcast’s Channel 18 and/or the Town’s website are able to see clearly. Energy efficiency has changed dramatically since the last installation, which will provide an energy cost savings. The dais should also be repainted for better visibility on air.

## PEG Enterprise Fund Factors Affecting FTE's

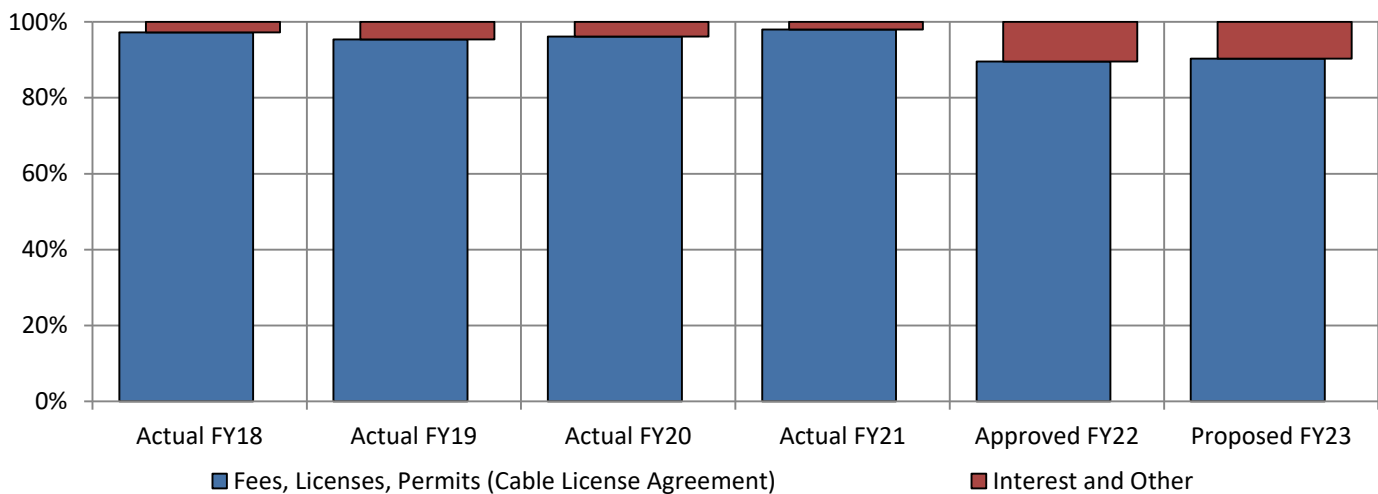
Full Time Employee History



The FY 2021 budget includes a net 0.15fte salary reallocation from the General Fund into the fund.

## PEG Enterprise Fund Factors Affecting Revenues

Total Revenue Sources By Category Historical and Budgeted

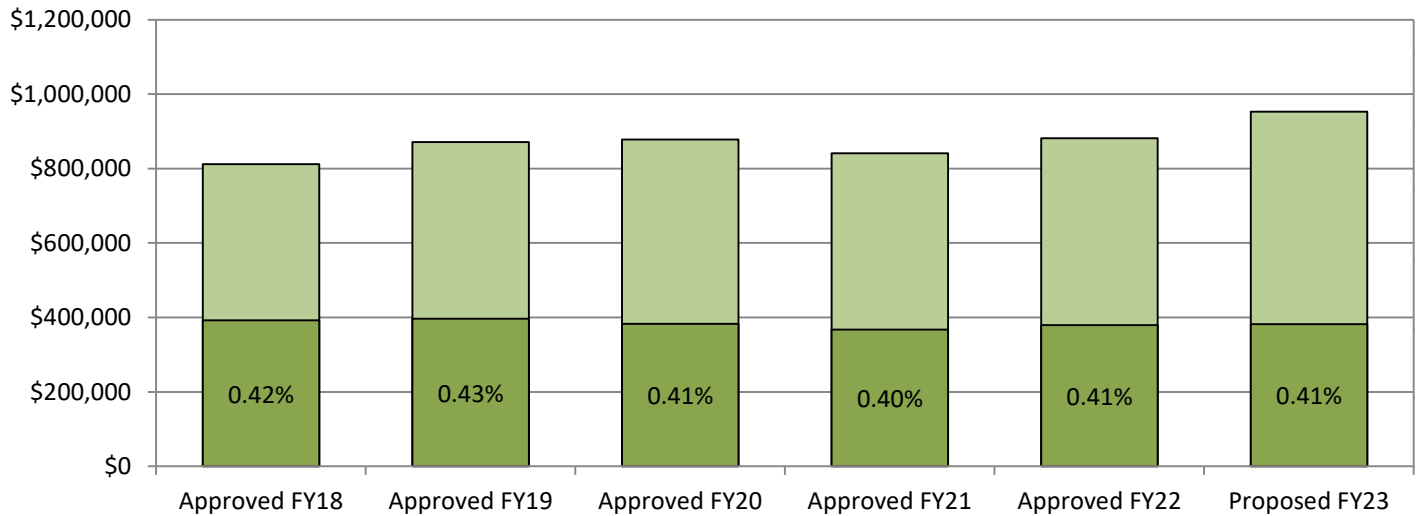


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Public, Educational, Governmental Enterprise Fund receives 97% of its revenue source from a cable license with Comcast. After several years of growth, this source of revenue maybe affected due to subscribers moving to streaming services as an alternative to cable television.

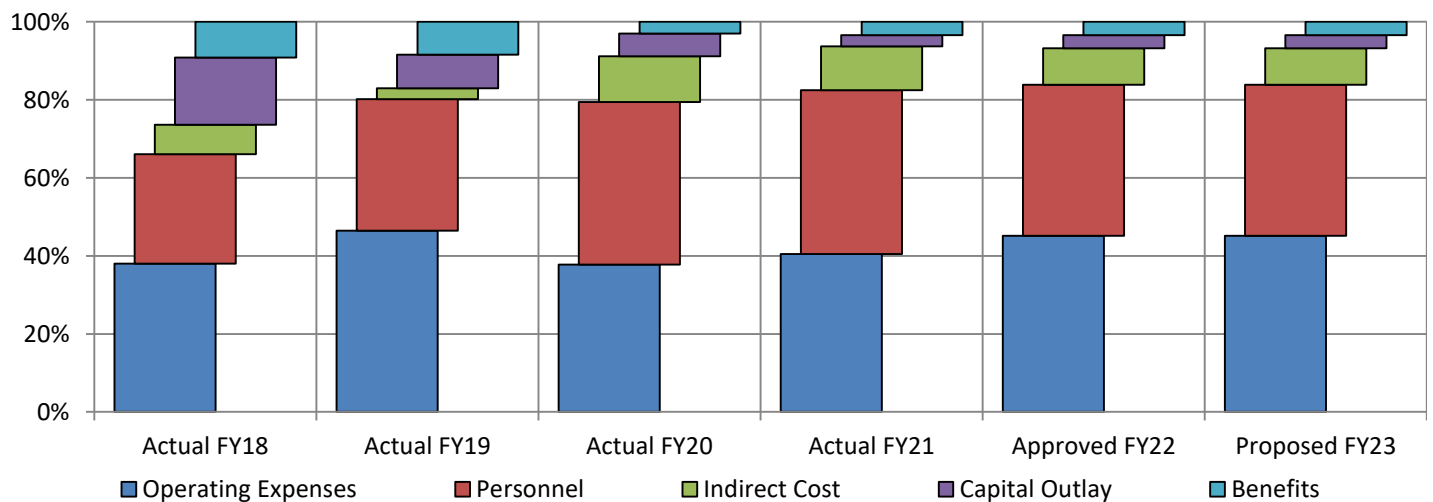
# PEG Enterprise Fund Budget Factors Affecting Expenses

Budget History - % Of All Appropriated Funds



The budget for this operation has increased 2.91% on average annually over a six-year period. This budget has also remained within the .40% range of all appropriated funds.

Total Expenditures By Category Historical and Budgeted



Operating expenses are the largest component at 45%, which includes the annual transfer to Channel 22 B2B TV studio at the Barnstable High School. Personnel and benefits is the second largest area of the budget at 42%.

This Enterprise Fund records all Town Council public hearings as well as the numerous boards and committees that function within the town. The number of meetings taking place on a monthly basis influence operating cost. In addition, this fund provides appropriations for school B2B Channel 22. Internet maintenance and charges are the next largest component to the Enterprise Funds budget.

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