

GO COMMITTEE #6 & 7  
April 30, 2014

Worksession

MEMORANDUM

April 28, 2014

TO: Government Operations and Fiscal Policy Committee  
FROM: Stephen B. Farber, Council Administrator *SBF*  
SUBJECT: FY15 Operating Budget: **Council Office and Legislative Branch Communications Outreach NDA**

*Those expected for this worksession:*

Mary Jane Berry, Administrative Services Coordinator, Council Office  
Crystal Sallee, Office of Management and Budget

**Council Office**

The recommended FY15 budget for the Council Office is on ©1-4.

For FY15, the recommended total expenditures are \$10,382,000, up 5.5% from the FY14 approved budget. Personnel costs are 91.8% of the total; operating expenses are 8.2%. FTEs increase by 2, or 2.6%.

	<b>FY13 Actual</b>	<b>FY14 Approved</b>	<b>FY15 Recommended</b>	<b>% Change FY14-FY15</b>
<b>Expenditures (\$):</b>				
General Fund	9,071,164	9,841,525	10,382,000	5.5%
<b>TOTAL Expenditures</b>	<b>9,071,164</b>	<b>9,841,525</b>	<b>10,382,000</b>	<b>5.5%</b>
<b>Positions:</b>				
Full-time	69	79	81	2.5%
Part-time	13	6	6	0.0%
<b>TOTAL Positions</b>	<b>82</b>	<b>85</b>	<b>87</b>	<b>2.5%</b>
<b>FTE</b>	<b>75.2</b>	<b>77.1</b>	<b>79.1</b>	<b>2.6%</b>

The recommended increase is \$540,475. This increase comes from the following adjustments:

FY15 Compensation Adjustment	\$ 296,272
Legislative Senior Aides	\$ 191,490
Annualization of FY14 Personnel Costs	\$ 74,923
Retirement Adjustment	\$ 21,907
Group Insurance Adjustment	\$ 15,333
Printing and Mail Adjustment	\$ 3,278
Operating Expenses	\$ (62,728)
<b>TOTAL</b>	<b>\$ 540,475</b>

The Council Office has consistently set the standard for cost-effective operation. Restructuring, re-engineering, and new technology, combined with the hard work of our talented staff, have enabled us to sharply improve our productivity and reduce our administrative staff workyears as those positions have become vacant. Meanwhile, we have strengthened our legal and analytical staff resources and buttressed them with expert contractual support on specialized legal, actuarial, fiscal, engineering, transportation, and technology issues. Each Councilmember office determines the combination of full-time, part-time, and contractual staff that works best for it.

Because of fiscal pressures during the recession, we did not fill a vacant analyst position. We are now recruiting for an analyst position that will provide additional capacity for analysis of complex fiscal, land use, and other substantive policy issues before the Council, and also design and implement strategies to more fully inform our many communities about Council actions on these issues. Last year we added a legislative attorney position to help meet the Council's expanded needs in this area. In FY15 we will add two entry-level analysts, initially as contractors, to strengthen our analytical capacity.

#### **Legislative Branch Communications Outreach Non-Departmental Account**

In 2012, at the GO Committee's initiative, the Council established this NDA. See the description on ©5. The NDA was funded in the Cable Plan at \$580,000 in FY13 and \$400,000 in FY14. Its five initial goals have been achieved:

1. A Customer Relationship Management (CRM) system to strengthen our electronic communications was procured and implemented.
2. Televising was expanded from one-third of Committee meetings to all meetings. They are broadcast either live or (for simultaneous meetings) at a later time and are available on demand within 24 hours on the Council's website. Televising has been expanded in FY14 to include Council meetings on State Legislation and interviews conducted by Committees and the Council.
3. A new Legislative Branch webmaster position was created and filled.
4. A new IT support position to help our Senior IT Specialist meet the expanded IT needs of Legislative Branch offices was created and filled.
5. The bilingual communications specialist position was expanded from half-time in FY12 to two-thirds time in FY13. It became full-time starting in FY14.

For FY14, funding for televising all Council and Committee meetings and for the bilingual communications specialist position is located in the Council section of the Cable Plan. The NDA continues to fund the webmaster and IT support positions and the operational cost of the CRM system. Other FY14 initiatives supported by the NDA include:

1. a project to further strengthen the Council portal, which was recently upgraded by the redesign implemented by our webmaster and DTS (see the scope of services on ©6).
2. development of an app that will enable the community to use the Interactive Fiscal Plan tool created by OLO.
3. a new weekly Council program on Radio America, the region's leading Spanish language station, as first proposed by Councilmember Navarro in 2011.
4. support for equipment and maintenance required for our communications outreach efforts.

In FY15 the NDA will continue to support these and other initiatives that we will review with the Committee this summer. On April 23 the Committee decided to shift \$88,000 in Cable Plan resources to the NDA, thus increasing it from the Executive's recommended level, \$400,000, to \$488,000.

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# County Council

## MISSION STATEMENT

The mission of the County Council is to legislate for the peace, good government, health, safety, and welfare of Montgomery County and establish policies under which a system of public administration and finance provides services effectively, efficiently, and equitably.

## BUDGET OVERVIEW

The total recommended FY15 Operating Budget for the County Council is \$10,382,000, an increase of \$540,475 or 5.5 percent from the FY14 Approved Budget of \$9,841,525. Personnel Costs comprise 91.8 percent of the budget for 81 full-time positions and six part-time positions, and a total of 79.05 FTEs. Total FTEs may include seasonal or temporary positions and may also reflect workforce charged to or from other departments or funds. Operating Expenses account for the remaining 8.2 percent of the FY15 budget.

## PROGRAM CONTACTS

Contact Mary Jane Berry of the County Council at 240.777.7930 or Crystal B. Sallee of the Office of Management and Budget at 240.777.2778 for more information regarding this department's operating budget.

## PROGRAM DESCRIPTIONS

### Councilmember Offices

The nine elected County Councilmembers enact all local laws, oversee zoning and planning, appropriate funding for the budgets of public agencies, establish spending affordability guidelines, set property tax rates, and meet as the County Board of Health. The Council holds regular weekly sessions and conducts public hearings and worksessions throughout the year. Each Councilmember serves on two of the following six Council Committees: Education; Health and Human Services; Government Operations and Fiscal Policy; Planning, Housing, and Economic Development; Public Safety; and Transportation, Infrastructure, Energy and Environment. Five Councilmembers are elected by district, and four are elected countywide.

Councilmembers have staffs which are responsible for carrying out their work programs. The County Charter provides for a Confidential Aide for each Councilmember. Staff may consist of interns, analysts, legislative service coordinators, legislative senior aides, and other administrative personnel.

<i>FY15 Recommended Changes</i>	<b>Expenditures</b>	<b>FTEs</b>
<b>FY14 Approved</b>	<b>4,720,512</b>	<b>44.45</b>
Increase Cost: Legislative Senior Aides	191,490	2.00
Multi-program adjustments, including negotiated compensation changes, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting multiple programs.	63,343	0.00
<b>FY15 CE Recommended</b>	<b>4,975,345</b>	<b>46.45</b>

### Council Staff Operations

Council Staff Operations is responsible for four activities in support of the Council: Legislative Program, Planning, and Budget; Legislative Information Services; Office of the Clerk of the Council; and Administration.

Legislative Program, Planning, and Budget staff perform research and analysis on issues before the Council and prepare written reports and recommendations for all agenda items at Council sessions and Committee meetings. Staff also respond to requests from individual Councilmembers for research, legal advice, and data relevant to their work program. Staff draft legislation and resolutions for Council action; analyze reports, bills, plans, and budgets forwarded to the Council by the County Executive and County agencies; and advise Councilmembers on issues related to the Council work program. Personnel in this unit provide staffing for the Charter Review Commission and other groups created by the Council and represent the Council at meetings held on issues before the Council.

Legislative Information Services performs the public relations function of the Council. In order to facilitate two-way communication between the Council and County residents, staff prepare informational materials, serve as first-line telephone contact with the public, provide information about the legislative process, update the Council's website, and produce programs for the County's cable

channel. Staff inform Councilmembers of the views of citizens through a correspondence control system, telephone tabulation system, and documentation of petitions. Legislative Information Services arranges for and provides notice of public hearings and assembles packets of background material for Councilmembers, the press, and the public.

The Office of the Clerk of the Council prepares and maintains all official records of the Council; attends meetings of the Council and its six committees; writes minutes; processes resolutions and legislation; prepares Council and Committee agendas; arranges for both regular and special meetings; and tracks sunset, expiration, and deadline dates of legislation and regulations.

Administration performs the Council's personnel, procurement, payroll, and budgetary functions; provides supervision; manages the automation system for the legislative branch; monitors inventory and office space; coordinates program issues; and serves as liaison between Councilmembers and program staff. The staff in this unit contribute to the Legislative Program, Planning, and Budget work program. The administrative staff also provide staff orientation, training for the automation and telephone systems, backup support for all programs, volunteer coordination, and receptionist coverage for Councilmember offices.

<b>FY15 Recommended Changes</b>	<b>Expenditures</b>	<b>FTEs</b>
<b>FY14 Approved</b>	<b>5,121,013</b>	<b>32.60</b>
Multi-program adjustments, including negotiated compensation changes, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting multiple programs.	285,642	0.00
<b>FY15 CE Recommended</b>	<b>5,406,655</b>	<b>32.60</b>

## BUDGET SUMMARY

	Actual FY13	Budget FY14	Estimated FY14	Recommended FY15	% Chg Bud/Rec
<b>COUNTY GENERAL FUND</b>					
<b>EXPENDITURES</b>					
Salaries and Wages	6,384,680	6,687,265	6,677,991	7,110,721	6.3%
Employee Benefits	2,066,732	2,247,615	2,320,997	2,424,084	7.9%
<b>County General Fund Personnel Costs</b>	<b>8,451,412</b>	<b>8,934,880</b>	<b>8,998,988</b>	<b>9,534,805</b>	<b>6.7%</b>
Operating Expenses	619,752	906,645	877,453	847,195	-6.6%
Capital Outlay	0	0	0	0	—
<b>County General Fund Expenditures</b>	<b>9,071,164</b>	<b>9,841,525</b>	<b>9,876,441</b>	<b>10,382,000</b>	<b>5.5%</b>
<b>PERSONNEL</b>					
Full-Time	69	79	79	81	2.5%
Part-Time	13	6	6	6	—
FTEs	75.18	77.05	77.05	79.05	2.6%
<b>REVENUES</b>					
Other Charges/Fees	-1,400	0	0	0	—
<b>County General Fund Revenues</b>	<b>-1,400</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>—</b>

## FY15 RECOMMENDED CHANGES

	Expenditures	FTEs
<b>COUNTY GENERAL FUND</b>		
<b>FY14 ORIGINAL APPROPRIATION</b>	<b>9,841,525</b>	<b>77.05</b>
<b>Other Adjustments (with no service impacts)</b>		
Increase Cost: FY15 Compensation Adjustment	296,272	0.00
Increase Cost: Legislative Senior Aides [Councilmember Offices]	191,490	2.00
Increase Cost: Annualization of FY14 Personnel Costs	74,923	0.00
Increase Cost: Retirement Adjustment	21,907	0.00
Increase Cost: Group Insurance Adjustment	15,333	0.00
Increase Cost: Printing and Mail	3,278	0.00
Decrease Cost: Operating Expenses	-62,728	0.00
<b>FY15 RECOMMENDED:</b>	<b>10,382,000</b>	<b>79.05</b>

## PROGRAM SUMMARY

Program Name	FY14 Approved		FY15 Recommended	
	Expenditures	FTEs	Expenditures	FTEs
Councilmember Offices	4,720,512	44.45	4,975,345	46.45
Council Staff Operations	5,121,013	32.60	5,406,655	32.60
<b>Total</b>	<b>9,841,525</b>	<b>77.05</b>	<b>10,382,000</b>	<b>79.05</b>

## CHARGES TO OTHER DEPARTMENTS

Charged Department	Charged Fund	FY14		FY15	
		Total\$	FTEs	Total\$	FTEs
<b>COUNTY GENERAL FUND</b>					
Cable Television	Cable Television	168,984	1.30	179,358	1.30
NDA - Legislative Branch Communications Outreach	County General Fund	188,170	2.00	169,813	2.00
<b>Total</b>		<b>357,154</b>	<b>3.30</b>	<b>349,171</b>	<b>3.30</b>

# FUTURE FISCAL IMPACTS

Title	CE REC.					
	FY15	FY16	FY17	(S000's)		
	FY18	FY19	FY20			
<b>This table is intended to present significant future fiscal impacts of the department's programs.</b>						
<b>COUNTY GENERAL FUND</b>						
<b>Expenditures</b>						
<b>FY15 Recommended</b>	<b>10,382</b>	<b>10,382</b>	<b>10,382</b>	<b>10,382</b>	<b>10,382</b>	<b>10,382</b>
No inflation or compensation change is included in outyear projections.						
<b>Labor Contracts</b>	<b>0</b>	<b>67</b>	<b>67</b>	<b>67</b>	<b>67</b>	<b>67</b>
These figures represent the estimated annualized cost of general wage adjustments, service increments, and associated benefits.						
<b>Labor Contracts - Other</b>	<b>0</b>	<b>-4</b>	<b>-4</b>	<b>-4</b>	<b>-4</b>	<b>-4</b>
These figures represent other negotiated items included in the labor agreements.						
<b>Subtotal Expenditures</b>	<b>10,382</b>	<b>10,446</b>	<b>10,446</b>	<b>10,446</b>	<b>10,446</b>	<b>10,446</b>

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### **Legislative Branch Communications Outreach**

This NDA provides funds to strengthen the capacity of five Legislative Branch offices (the Council Office, the Office of Legislative Oversight, the Board of Appeals, the Office of Zoning and Administrative Hearings, and the Office of the Inspector General) to inform constituent communities of issues that directly affect them and to ensure that these communities' concerns are effectively taken into account. Communications efforts supported by this NDA include expanded outreach in Spanish and other languages, greater use of web and social media resources, Open Government initiatives, and improved management of constituent requests.

<i>FY15 Recommended Changes</i>	Expenditures	FTEs
<b>FY14 Approved</b>	<b>400,000</b>	<b>2.00</b>
Increase Cost: Operating Expenses	9,357	0.00
Increase Cost: FY15 Compensation Adjustment	7,422	0.00
Decrease Cost: Annualization of FY14 Personnel Costs	-16,779	0.00
<b>FY15 CE Recommended</b>	<b>400,000</b>	<b>2.00</b>

**Scope of Services:**  
**Baseline Review and Requirements Analysis to Enhance the Council Portal**

The contractor is to conduct a **baseline review and requirements analysis** to enhance the current portal of the Montgomery County Council (<http://www.montgomerycountymd.gov/council>), taking into account new design features currently under development. The enhanced portal is to provide easy accessibility of content through improved page design and overall content organization. It should reflect the Council's commitment to government transparency and outreach by utilizing Web 2.0 products and improve the speed with which Council can publish content to the web.

The contractor will perform the following tasks:

1. Review statistics/web analytics of the current portal and produce a report identifying major users, major services executed, and other key descriptors of usage.
2. Assess current platforms of Council communications and produce a report recommending how the enhanced portal can most effectively relate to them:
  - a. Smart phones and tablets
  - b. Streamed video and video on demand provided by Granicus
  - c. IntranetQuorum, the Council's constituent relationship management system
  - d. Zylmage, the legislative information records management system
  - e. Councilmembers' presence on Facebook, Blogspot, Twitter, YouTube, etc.
  - f. The County's mobile website, <http://m.montgomerycountymd.gov>
  - g. The County's data website, <https://data.montgomerycountymd.gov>
  - h. The County's calendaring system, Trumba
  - i. Other technology infrastructure
3. With this **baseline review**, perform a **requirements analysis** for an enhanced portal by engaging representatives of citizen advisory boards, the non-profit community, the business community, and the open data community, as well as Councilmembers/Council staff and senior staff of the Department of Technology Services. Approximately six meetings are projected. Council staff will expedite outreach and arrangements.
4. Recommend options for a graphical design of the template for an enhanced Council portal based on the results from tasks 1-3 above.