

Cable TV Division

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CABLE TV DIVISION

| Budget Highlights | FY 2019 Actual | FY 2020 Budget | FY 2021 Requested | % Change From FY 2020 Budget |
|-----------------------------------|---------------------------|---------------------------|------------------------------|---|
| Expenses | | | | |
| Employee Expense | 213,621 | 219,566 | 201,836 | -8.1% |
| Supplies and Services | 36,677 | 75,356 | 76,332 | 1.3% |
| Machinery and Equipment | 14,618 | 15,000 | 15,650 | 4.3% |
| Total Cable TV Division Budget | <u>264,916</u> | <u>309,922</u> | <u>293,818</u> | <u>-5.2%</u> |
| Public Information Office | 282,112 | 319,099 | 311,282 | -2.4% |
| Total Expenses | <u>547,028</u> | <u>629,021</u> | <u>605,100</u> | <u>-3.8%</u> |
| Resources | | | | |
| Franchise Fees & Misc. Rev | 583,155 | 568,333 | 577,657 | 1.6% |
| Annual Operating Balance | 36,127 | (60,688) | (27,443) | 33,245 |
| Beginning Cash Balance | 481,650 | 517,777 | 457,089 | |
| Ending Cash Balance | <u>517,777</u> | <u>457,089</u> | <u>429,646</u> | |
| Personnel - Authorized FTE | 2.25 | 2.25 | 2.25 | |

Improvement Package Summary

1 of 1

This improvement package provides for the addition of a full-time Video Producer (GE-30A/B) at 40 hours per week (2,080 hours annually). This position would work afternoon and evening hours to enable coverage of events outside of regular business hours without incurring overtime. This position would also provide coverage for employee leave of absences. This position also makes it possible for additional videos to be produced for dissemination by social media. Since the Cable TV Division helps other City departments and divisions tell their stories, this request supports all City Council goals and priorities. A second video producer enables staff to tell more of those stories. Non-recurring costs include the purchase of a desktop computer for the position.

| | | | | |
|----------------------|-------------------|---------------|---------------|-----------------------|
| Related Cost: | \$ 69,879 | Cable TV Fund | Recurring | Recommend - No |
| Related Cost: | \$ 2,200 | Cable TV Fund | Non-Recurring | |
| Total Cost: | <u>\$ 72,079</u> | | | |
| Property Tax Impact: | \$ 0.0284 | 0.27% | | |
| Activity: | Cable TV Division | | | |

Significant Line Items

Employee Expense

1. FY 2021 employee expense reflects a 1.5% wage package increase.
2. The Iowa Public Employee Retirement System (IPERS) City contribution of 9.44% is unchanged from FY 2020. The employee contribution of 6.29% is unchanged from FY 2020.
3. The City portion of health insurance expense increased from \$921 in FY 2020 to \$1,013 in FY 2021 per month per contract which results in annual cost increase of \$2,920 or 9.99%.
4. Overtime expense is unchanged from \$4,000 in FY 2020 to \$4,000 in FY 2021. FY 2019 Actual was \$3,818.

Supplies & Services

5. Data Services decreased from \$22,092 in FY 2020 to \$20,678 in FY 2021 based on FY 2019 Actual plus 10%. This line item represents encoding, hosting online content and live streaming for City Council meetings on the City's website through Granicus. In addition, it includes making the online content mobile device friendly and providing the live stream in high-definition.
6. Processing Materials decreased from \$22,092 in FY 2020 to \$20,678 in FY 2021 based on actual cost. This line item represents non-live closed captioning of select CityChannel Dubuque programming which makes many of the city's locally produced programs accessible to the hearing impaired.
7. Legal Services is increased from \$0 in FY 2020 to \$5,000 in FY 2021. This line item represents legal consultation on a variety of potential telecommunication issues.
8. Consultant Services is unchanged from \$5,000 in FY 2020 to \$5,000 in FY 2021. This line item represents consultant services required for engineering or drone oversight, operation and training.
9. Data Processing Equipment Maintenance Contracts increased from \$4,370 in FY 2020 to \$4,785 in FY 2021. Departments receive recharges for maintenance agreement costs on City wide software based on the number of users in their department.
10. Subscriptions, Books, and Maps is decreased from \$2,500 in FY 2020 to \$225 in FY 2021 based on actual expense. This line item represents subscriptions to trade publications, online workshops hosted by the National Association of Telecommunications Officers and Advisors, software-related books, and books and reference materials related to Cable TV.
11. Education and Training is unchanged from \$2,500 in FY 2020 to \$2,500 in FY 2021 based on actual training attended. This line item represents training on telecommunications regulations, software, and class for the drone/Federal Aviation Administration recertification.

12. Conferences is unchanged from \$2,000 in FY 2020 to \$2,000 in FY 2021. This line item represents the Growing Sustainable Communities conference and Division Manager conferences.
13. Software License is unchanged from \$2,672 in FY 2020 to \$2,672 in FY 2021. This line item represents the cost of two Adobe Creative Cloud licenses (\$1,800), the multifunction copier accounting software (\$47), and closed captioning software (\$825).
14. I-Net is unchanged from \$1,500 in FY 2020 to \$1,500 in FY 2021. This line item represents the consultants hired to route signals at select I-Net sites of the city-wide institutional network.

Machinery & Equipment

15. Purchase of equipment for FY 2021 includes:

\$15,300 for replacement of the TV production and transmission equipment, audiovisual equipment and computer equipment.

Effective June 2020, Mediacom will no longer contribute to the Public, Educational and Governmental Access Cable Grant (PEG) Fund, and after the balance in that fund is expended, the City will be responsible for all City Cable TV equipment replacement costs. Other jurisdictions will need to plan accordingly.

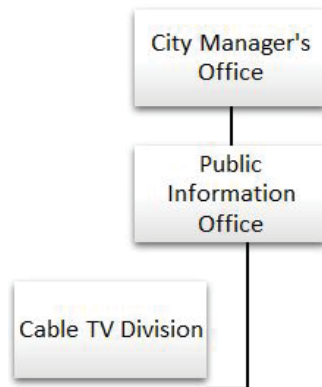
Revenue

16. Franchise fee revenue increased from \$564,029 in FY 2020 to \$570,000 in FY 2021 based on year-to-date receipts of \$144,940 and FY 2019 actual of \$574,567.

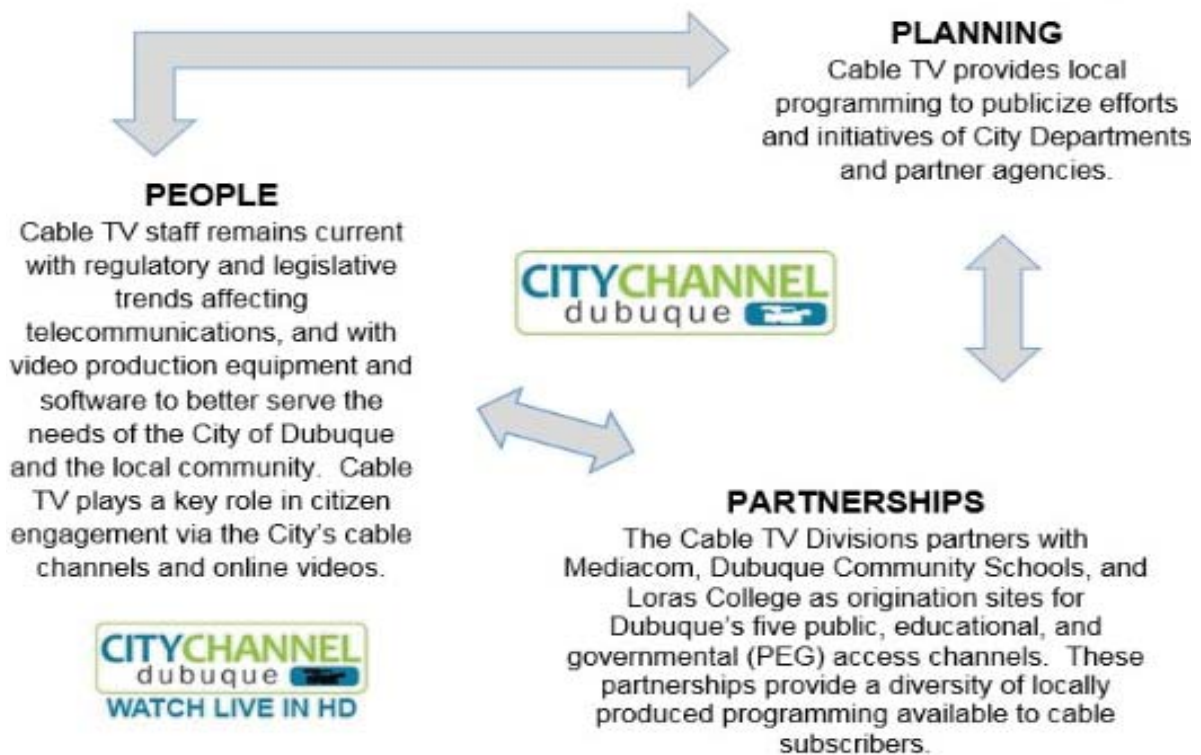
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PUBLIC INFORMATION OFFICE CABLE TV DIVISION

The Cable TV Division embraces the Sustainability Principle of Community Knowledge by producing video programs on City initiatives for distribution to the community via the local government access cable channels, the City’s website, and social media. The Cable TV Division also supports the local access community through coordination of the various access origination sites and working with the Cable TV Commission to disseminate funding through the Capital Grant for Access Equipment and Facilities. The Cable TV Division also acts as a liaison between local cable subscribers and the cable company.



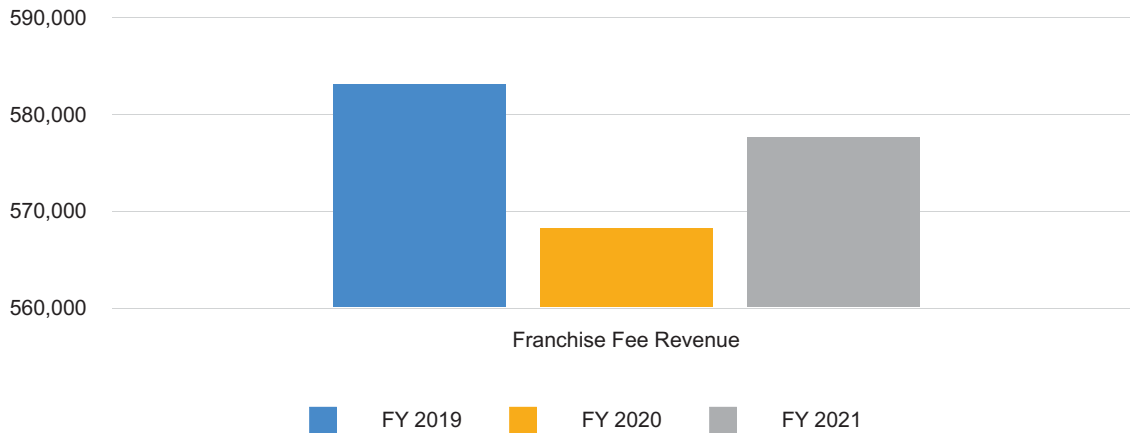
SUCCESS IS ABOUT PLANNING, PARTNERSHIPS AND PEOPLE LEADING TO OUTCOMES



PUBLIC INFORMATION OFFICE CABLE TV DIVISION

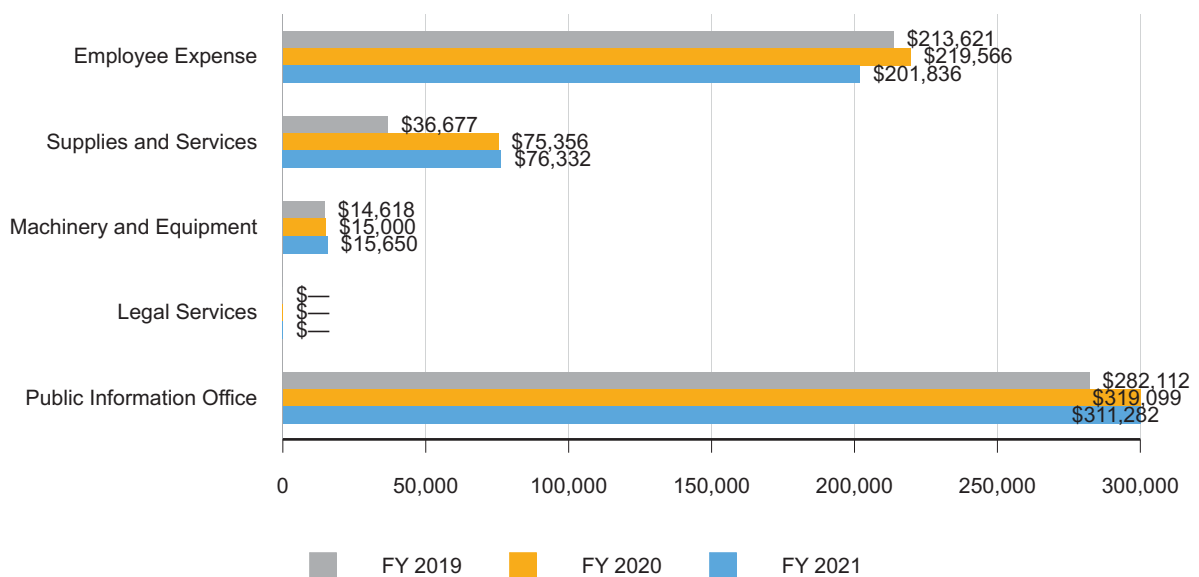
| | FY 2019 | FY 2020 | FY 2021 |
|----------------------|---------|---------|---------|
| Full-Time Equivalent | 2.25 | 2.25 | 2.25 |

Revenue



Cable TV is supported by 2.25 full-time equivalent employees, which accounts for 68.69% of the department expense as seen below. Overall, the departments' expenses are expected to decrease by 5.20% in FY 2021 compared to FY 2020.

Expenditures by Category by Fiscal Year



PUBLIC INFORMATION OFFICE

CABLE TV DIVISION

Mission & Services



Provide information on City services and initiatives to citizens and visitors to Dubuque through local cable access and the Internet and remain current on legal and regulatory trends in telecommunications. The Cable TV Division operates two local government access channels available to local cable subscribers. The primary channel, CityChannel Dubuque, is also streamed live to the Internet via the City’s website.

Besides providing coverage of City Council and Zoning Advisory Commission meetings, CityChannel Dubuque produces a variety of informational and cultural programming about local government and Dubuque and provides 24/7 city announcements, updated weather information, and important notices such as winter parking restrictions. The Cable TV Division acts as a liaison between the Cable Company and local cable subscribers. It works with the Cable TV Commission to oversee requests for funding from the Capital Grant for Access Equipment and Facilities to provide local organizations with equipment with which to produce programming for the local community. The Cable TV Division also monitors legal and regulatory matters pertaining to telecommunications that may impact the community.

| Position Summary | |
|--------------------------------------|-------------|
| | FY 2021 |
| Cable Television Coordinator | 1.00 |
| Video Producer | 1.00 |
| Intern Video Producer | 0.25 |
| Total FT Equivalent Employees | 2.25 |

Performance Measures

City Council Goal: Financially Responsible, High-Performance City Organization

| | | | | | | |
|----------|--|--------|-------------|-------------|---------------|---|
| 1 | Dept. Objective: Provide information regarding City initiatives to citizens and visitors through program/video production and multiple channels of dissemination. | | | | | |
| | Performance Measure (KPI) | Target | FY18 Actual | FY19 Actual | FY20 Estimate | Performance Indicator |
| | # of meetings broadcast & programs produced | >100 | 101 | 107 | 105 |  |
| 2 | Dept. Objective: Make the City of Dubuque more inclusive and equitable by incorporating closed captions into select videos. | | | | | |
| | # of video minutes captioned | >6000 | NA | NA | 6,200 |  |

City Council Goal: Partnerships for a Better Dubuque

| | | | | | |
|----------|---|-----|-----------|-----------|-----|
| 3 | Dept. Objective: Facilitate the production of local access programming & distribute funds to local non-profit organizations through the Capital Grant for Access Equipment and Facilities. | | | | |
| | # of funds allocated | N/A | \$138,900 | \$125,241 | N/A |

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Recommended Operating Revenue Budget - Department Total
75 - CABLE TV DIVISION

| Fund | Account | Account Title | FY18 Actual Revenue | FY19 Actual Revenue | FY20 Adopted Budget | FY21 Recomm'd Budget |
|----------------------------------|----------------------------------|------------------------|----------------------------|----------------------------|----------------------------|-----------------------------|
| 290 | 42350 | CABLE FRANCHISE FEE | 564,029 | 574,567 | 564,029 | 570,000 |
| 42 | LICENSES AND PERMITS | - Total | 564,029 | 574,567 | 564,029 | 570,000 |
| 290 | 43110 | INVESTMENT EARNINGS | 4,761 | 8,508 | 4,294 | 7,657 |
| 43 | USE OF MONEY AND PROPERTY | - Total | 4,761 | 8,508 | 4,294 | 7,657 |
| 290 | 53605 | MISCELLANEOUS REVENUE | 10 | 20 | 10 | 0 |
| 290 | 53620 | REIMBURSEMENTS-GENERAL | 0 | 60 | 0 | 0 |
| 53 | MISCELLANEOUS | - Total | 10 | 80 | 10 | 0 |
| CABLE TV DIVISION - Total | | | 568,800 | 583,155 | 568,333 | 577,657 |

Recommended Operating Expenditure Budget - Department Total

75 - CABLE TV DIVISION

| Fund | Account | Account Title | FY18 Actual Expense | FY19 Actual Expense | FY20 Adopted Budget | FY 21 Recomm'd Budget |
|-------------------------------------|---------|---------------------------|---------------------|---------------------|---------------------|-----------------------|
| 290 | 61010 | FULL-TIME EMPLOYEES | 151,717 | 154,512 | 158,161 | 140,572 |
| 290 | 61030 | SEASONAL EMPLOYEES | 0 | 0 | 6,786 | 6,859 |
| 290 | 61050 | OVERTIME PAY | 3,179 | 3,818 | 4,000 | 4,000 |
| 290 | 61071 | HOLIDAY PAY-OVERTIME | 154 | 0 | 0 | 0 |
| 290 | 61310 | IPERS | 13,876 | 14,946 | 15,455 | 13,648 |
| 290 | 61320 | SOCIAL SECURITY | 10,860 | 11,075 | 12,924 | 11,585 |
| 290 | 61410 | HEALTH INSURANCE | 31,800 | 28,620 | 21,672 | 24,592 |
| 290 | 61415 | WORKMENS' COMPENSATION | 608 | 520 | 440 | 452 |
| 290 | 61416 | LIFE INSURANCE | 129 | 129 | 128 | 128 |
| 61 - WAGES AND BENEFITS | | | 212,323 | 213,621 | 219,566 | 201,836 |
| 290 | 62010 | OFFICE SUPPLIES | 1,465 | 470 | 1,465 | 1,494 |
| 290 | 62030 | POSTAGE AND SHIPPING | 17 | 34 | 18 | 37 |
| 290 | 62031 | PROCESSING MATERIALS | 0 | 321 | 21,000 | 19,200 |
| 290 | 62061 | DP EQUIP. MAINT CONTRACTS | 4,166 | 4,530 | 4,370 | 4,785 |
| 290 | 62110 | COPYING/REPRODUCTION | 22 | 73 | 23 | 73 |
| 290 | 62140 | PROMOTION | 0 | 65 | 195 | 195 |
| 290 | 62170 | SUBSCRIPTIONS-BOOKS-MAPS | 38 | 220 | 2,500 | 225 |
| 290 | 62190 | DUES & MEMBERSHIPS | 760 | 760 | 775 | 775 |
| 290 | 62206 | PROPERTY INSURANCE | 3,644 | 387 | 387 | 406 |
| 290 | 62208 | GENERAL LIABILITY INSURAN | 1,603 | 1,401 | 1,488 | 1,471 |
| 290 | 62310 | TRAVEL-CONFERENCES | 0 | 0 | 2,000 | 2,000 |
| 290 | 62320 | TRAVEL-CITY BUSINESS | 0 | 0 | 200 | 200 |
| 290 | 62340 | MILEAGE/LOCAL TRANSP | 0 | 0 | 100 | 100 |
| 290 | 62360 | EDUCATION & TRAINING | 889 | 280 | 2,500 | 2,500 |
| 290 | 62420 | INET EXPENSE | 0 | 0 | 1,500 | 1,500 |
| 290 | 62421 | TELEPHONE | 1,213 | 1,383 | 1,213 | 1,383 |
| 290 | 62436 | RENTAL OF SPACE | 787 | 715 | 787 | 715 |
| 290 | 62511 | FUEL, MOTOR VEHICLE | 520 | 458 | 520 | 534 |
| 290 | 62521 | MOTOR VEHICLE MAINT. | 207 | 106 | 301 | 108 |
| 290 | 62604 | CERTIFICATIONS | 305 | 5 | 300 | 160 |
| 290 | 62611 | MACH/EQUIP MAINTENANCE | 150 | 1,321 | 150 | 1,321 |
| 290 | 62659 | LIBRARY VIDEO MATERIALS | 511 | 385 | 1,000 | 1,000 |
| 290 | 62663 | SOFTWARE LICENSE EXP | 167 | 1,869 | 2,672 | 2,672 |
| 290 | 62664 | LICENSE/PERMIT FEES | 625 | 640 | 1,300 | 1,300 |
| 290 | 62667 | DATA SERVICES | 16,658 | 18,754 | 22,092 | 20,678 |
| 290 | 62713 | LEGAL SERVICES | 0 | 2,500 | 0 | 5,000 |
| 290 | 62716 | CONSULTANT SERVICES | 4,200 | 0 | 5,000 | 5,000 |
| 290 | 62731 | MISCELLANEOUS SERVICES | 15 | 0 | 0 | 0 |
| 290 | 62747 | MACH/EQUIPMENT RENTAL | 0 | 0 | 1,500 | 1,500 |
| 62 - SUPPLIES AND SERVICES | | | 37,962 | 36,677 | 75,356 | 76,332 |
| 290 | 71123 | SOFTWARE | 58 | 0 | 0 | 0 |
| 290 | 72412 | CABLE TV RELATED EQUIP | 7,519 | 14,450 | 15,000 | 15,300 |
| 290 | 72418 | TELEPHONE RELATED | 0 | 168 | 0 | 350 |
| 71 - EQUIPMENT | | | 7,577 | 14,618 | 15,000 | 15,650 |
| 290 | 91100 | TO GENERAL | 573 | 0 | 0 | 0 |
| 91 - TRANSFER TO | | | 573 | 0 | 0 | 0 |
| 75 - CABLE TV DIVISION TOTAL | | | 258,434 | 264,916 | 309,922 | 293,818 |

Recommended Expenditure Budget Report by Activity & Funding Source

75 - CABLE TV DIVISION

CABLE TV - 75100

FUNDING SOURCE: CABLE TV

| Account | FY19 Actual Expense | FY20 Adopted Budget | FY21 Recomm'd Budget |
|--------------------------------|---------------------|---------------------|----------------------|
| EQUIPMENT | 14,618 | 15,000 | 15,650 |
| SUPPLIES AND SERVICES | 36,677 | 75,356 | 76,332 |
| TRANSFER TO | — | — | — |
| WAGES AND BENEFITS | 213,621 | 219,566 | 201,836 |
| CABLE TV | 264,916 | 309,922 | 293,818 |
| CABLE TV DIVISION TOTAL | \$264,916 | \$309,922 | \$293,818 |

**CITY OF DUBUQUE, IOWA
DEPARTMENT DETAIL - PERSONNEL COMPLEMENT**

75 CABLE TV

| FD | JC | WP-GR | JOB CLASS | FY 2019 | | FY 2020 | | FY 2021 | |
|---|------|-------|------------------------------|-------------|-------------------|-------------|-------------------|-------------|-------------------|
| | | | | FTE | BUDGET | FTE | BUDGET | FTE | BUDGET |
| 61010 Full Time Employee Expense | | | | | | | | | |
| 290 | 8300 | GE-37 | CABLE TELEVISION COORDINATOR | 1.00 | \$ 91,971 | 1.00 | \$ 94,068 | 1.00 | \$ 75,252 |
| 290 | 8725 | GE-30 | VIDEO PRODUCER | 1.00 | \$ 62,541 | 1.00 | \$ 64,093 | 1.00 | \$ 65,320 |
| TOTAL FULL TIME EMPLOYEES | | | | 2.00 | \$ 154,512 | 2.00 | \$ 158,161 | 2.00 | \$ 140,572 |
| 61030 Seasonal Employee Expense | | | | | | | | | |
| 290 | 2875 | NA-38 | INTERN VIDEO PRODUCER | 0.25 | \$ 6,635 | 0.25 | \$ 6,786 | 0.25 | \$ 6,859 |
| TOTAL SEASONAL EMPLOYEES | | | | 0.25 | \$ 6,635 | 0.25 | \$ 6,786 | 0.25 | \$ 6,859 |
| TOTAL CABLE TV | | | | 2.25 | \$ 161,147 | 2.25 | \$ 164,947 | 2.25 | \$ 147,431 |

**CITY OF DUBUQUE, IOWA
ACTIVITY PERSONNEL COMPLEMENT SUMMARY**

| ACCT | FD | JC | WP-GR | POSITION CLASS | FY 2019 | | FY 2020 | | FY 2021 | | |
|--------------------------------|-------|-----|-------|----------------|--------------------------------|-------------|-------------------|-------------|-------------------|-------------|-------------------|
| | | | | | FTE | BUDGET | FTE | BUDGET | FTE | BUDGET | |
| Cable TV-FT | | | | | | | | | | | |
| 29075100 | 61010 | 290 | 8300 | GE-37 | CABLE FRANCHISE COORDINATOR | 1.00 | \$ 91,971 | 1.00 | \$ 94,068 | 1.00 | \$ 75,252 |
| 29075100 | 61010 | 290 | 8725 | GE-30 | VIDEO PRODUCER | 1.00 | \$ 62,541 | 1.00 | \$ 64,093 | 1.00 | \$ 65,320 |
| | | | | | Total | 2.00 | \$ 154,512 | 2.00 | \$ 158,161 | 2.00 | \$ 140,572 |
| Cable TV-Seasonal | | | | | | | | | | | |
| 29075100 | 61030 | 290 | 2875 | NA-38 | INTERN VIDEO PRODUCER | 0.25 | \$ 6,635 | 0.25 | \$ 6,786 | 0.25 | \$ 6,859 |
| | | | | | Total | 0.25 | \$ 6,635 | 0.25 | \$ 6,786 | 0.25 | \$ 6,859 |
| TOTAL CABLE TV DIVISION | | | | | | | | | | | |
| | | | | | | 2.25 | \$ 161,147 | 2.25 | \$ 164,947 | 2.25 | \$ 147,431 |

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