Public Information

APPROVED FY27 BUDGET	FULL TIME EQUIVALENTS
$2,985,277	17.50

MARY ANDERSON, DIRECTOR

MISSION STATEMENT

The mission of the Office of Public Information (PIO) is to provide timely, accurate, and effective communication to the public. PIO works with the County Executive, departments and agencies, media, County employees, the County Council and other elected officials, businesses, civic groups, and every other segment of the Montgomery County community. PIO provides information through the mass media, social media, internet, electronic newsletters, presentations, publications and graphics, and cable television programming.

BUDGET OVERVIEW

The total approved FY27 Operating Budget for the Office of Public Information is $2,985,277, a decrease of $21,555 or 0.72 percent from the FY26 Approved Budget of $3,006,832. Personnel Costs comprise 94.13 percent of the budget for 17 full-time position(s) and one part-time position(s), and a total of 17.50 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 5.87 percent of the FY27 budget.

COUNTY PRIORITY OUTCOMES

While this program area supports all seven of the County Executive's Priority Outcomes, the following is emphasized:

- **Effective, Sustainable Government**

PROGRAM CONTACTS

Contact Mary Anderson of the Office of Public Information at 240-777-6534 or Seamus McNamara of the Office of Management and Budget at 240-777-2755 for more information regarding this department's operating budget.

PROGRAM PERFORMANCE MEASURES

Performance measures for this department are included below (where applicable), with multi-program measures displayed at the front of this section and program-specific measures shown with the relevant program. The FY26 estimates reflect funding based on the FY26 Approved Budget. The FY27 and FY28 figures are performance targets based on the FY27 Approved Budget and funding for comparable service levels in FY28.

PROGRAM DESCRIPTIONS

Public Relations

Under this program, the Public Information Office:

- Educates and informs residents about County issues, programs, and services through press releases, media advisories, news, public events, the County website, online newsletters, YouTube, Facebook, X (formerly known as Twitter), and podcasts.
- Works directly with media organizations to ensure that reporters and editors have accurate and timely information about County issues, programs, and services.
- Develops promotional campaigns to increase awareness of critical issues such as public health and emergency preparedness.
- Develops culturally competent outreach (radio programming) to inform and engage the County's Spanish speaking constituency.
- Provides television and video direction/production services at no cost to the County Executive's Office, and any additional County department requesting assistance.

Program Performance Measures	Actual FY24	Actual FY25	Estimated FY26	Target FY27	Target FY28
Number of press events	97	98	100	100	100
Total attendance at press conferences and press events [1]	3,238	3,200	3,200	3,200	3,200
Percent of press conferences or press events with American Sign Language (ASL) interpretation	50%	50%	75%	75%	75%

[1] *Virtual attendance is an estimate based on views from logged-in accounts and does not capture the precise number of total viewers.*

FY27 Approved Changes	Expenditures	FTEs
FY26 Approved	**2,053,588**	**11.50**
Multi-program adjustments, including negotiated compensation changes, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting multiple programs.	3,503	0.00
FY27 Approved	**2,057,091**	**11.50**

Web Content and Graphic Management

The Web Content and Graphic Development Program has four major functions:

- Provides creative and technical support to Public Relations, Cable Programming, and County departments.
- Develops and oversees the County's graphic identity program to ensure consistency in the County's printed communication for the public. The program develops printing guidelines for departments in accordance with Administrative Procedure 1-7, Use of the Montgomery County Coat of Arms, Logotype and Emblem, and Public Communication Guide.
- Manages the growth and activity on the County's website, which involves the development of policies and procedures for adding information to the website, as well as providing a leadership role in internet management.

- Produces artwork and design services for publications, fliers, decals, exhibits, charts, maps, and other promotional and educational products. Graphic artists provide advice to departments in cost-effective and attractive ways to meet project requirements and objectives.

Program Performance Measures	Actual FY24	Actual FY25	Estimated FY26	Target FY27	Target FY28
Number of press releases and media advisories posted on website	462	317	320	320	320
Number of subscribers to County communications [1]	1,009,794	1,021,567	1,100,000	1,100,000	1,100,000
Average open rate for email communications sent via the Office of Public Information	36%	33%	34%	34%	34%
Number of social media engagements (millions)	14.0	9.4	10.0	10.5	11.0

[1] *This number reflects the total number of subscribers to the County email distribution system.*

FY27 Approved Changes	Expenditures	FTEs
FY26 Approved	**953,244**	**6.00**
Multi-program adjustments, including negotiated compensation changes, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting multiple programs.	(25,058)	0.00
FY27 Approved	**928,186**	**6.00**

BUDGET SUMMARY

	Actual FY25	Budget FY26	Estimated FY26	Approved FY27	%Chg Bud/App
COUNTY GENERAL FUND					
EXPENDITURES					
Salaries and Wages	2,217,337	2,193,523	1,899,230	2,182,662	-0.5 %
Employee Benefits	565,273	647,372	516,171	627,230	-3.1 %
County General Fund Personnel Costs	**2,782,610**	**2,840,895**	**2,415,401**	**2,809,892**	**-1.1 %**
Operating Expenses	165,658	165,937	165,937	175,385	5.7 %
County General Fund Expenditures	**2,948,268**	**3,006,832**	**2,581,338**	**2,985,277**	**-0.7 %**
PERSONNEL					
Full-Time	17	17	17	17	—
Part-Time	1	1	1	1	—
FTEs	17.50	17.50	17.50	17.50	—
County General Fund Revenues	**0**	**0**	**0**	**0**	**—**

FY27 APPROVED CHANGES

	Expenditures	FTEs
COUNTY GENERAL FUND		
FY26 ORIGINAL APPROPRIATION	**3,006,832**	**17.50**
Other Adjustments (with no service impacts)		
Increase Cost: FY27 Compensation Adjustment	88,472	0.00
Increase Cost: Annualization of FY26 Compensation Increases	20,804	0.00
Increase Cost: OT Adjustment	10,000	0.00

FY27 APPROVED CHANGES

	Expenditures	FTEs
Increase Cost: Motor Pool Adjustment	5,705	0.00
Increase Cost: Printing and Mail	3,743	0.00
Decrease Cost: Retirement Adjustment	(4,280)	0.00
Decrease Cost: Annualization of FY26 Personnel Costs	(11,897)	0.00
Decrease Cost: Lapse Adjustment	(134,102)	0.00
FY27 APPROVED	**2,985,277**	**17.50**

PROGRAM SUMMARY

Program Name	FY26 APPR Expenditures	FY26 APPR FTEs	FY27 APPR Expenditures	FY27 APPR FTEs
Public Relations	2,053,588	11.50	2,057,091	11.50
Web Content and Graphic Management	953,244	6.00	928,186	6.00
Total	**3,006,832**	**17.50**	**2,985,277**	**17.50**

FUNDING PARAMETER ITEMS

CC APPROVED ($000S)

Title	FY27	FY28	FY29	FY30	FY31	FY32
COUNTY GENERAL FUND						
EXPENDITURES						
FY27 Approved	**2,985**	**2,985**	**2,985**	**2,985**	**2,985**	**2,985**
No inflation or compensation change is included in outyear projections.						
Labor Contracts	**0**	**20**	**20**	**20**	**20**	**20**
These figures represent the estimated annualized cost of general wage adjustments, service increments, and other negotiated items.						
Subtotal Expenditures	**2,985**	**3,005**	**3,005**	**3,005**	**3,005**	**3,005**