



Office of Cable Television OCT (CT)

MISSION

The mission of the Office of Cable Television (OCT) is to: (1) regulate the provision of “cable service” in the District of Columbia (as that term is defined by the District’s cable television laws); (2) protect and advance the cable television-related interests of the District and its residents; and (3) produce and cablecast live and recorded video and other programming by way of the District’s public, educational and government (PEG) cable channels.

SUMMARY OF SERVICES

OCT (1) regulates the provision of cable television services by the District’s cable television franchisees; (2) manages the District’s two municipal government channels (TV-13, TV-16); and (3) manages the District Knowledge Network (DKN) (formerly “District Schools Television” (DSTV)). TV-13 provides gavel-to-gavel coverage of the Council of the District of Columbia. TV-16 provides information regarding the many programs, services and opportunities made available by the Government of the District of Columbia. DKN (i.e., the District’s re-formatted schools/educational cable channel) is designed to provide residents with superior quality educational programming that not only fosters and encourages student learning and achievement, but that also provides to our community life-long learning opportunities. Via these channels, OCT provides to District residents immediate and comprehensive access to the activities and processes of their government.

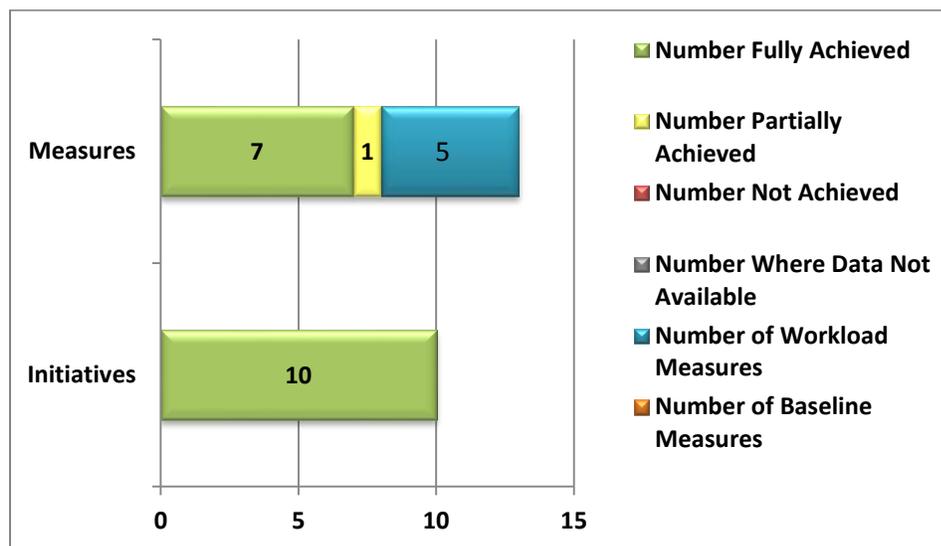
OCT is dedicated to providing a diverse set of quality programs and services that seek to educate, enlighten, and empower the residents of the District of Columbia. Agency performance expectations in FY11 are listed by functional division.

ACCOMPLISHMENTS:

- ✓ In an effort to enforce compliance with customer service standards during FY11, OCT made six random site visits to the District’s cable provider’s customer service payment centers. During the site visits, OCT conducted face-to-face on-site customer surveys with District cable customers. The surveys were conducted to assess the level of customer satisfaction with each customer service center. OCT will continue to monitor each customer service center throughout FY12.
- ✓ Facilitated open access to District government by providing video content of OCT TV-16 programming for streaming on social media outlets. The streaming of content on social media outlets provides District residents with alternate access to the District government through social media.
- ✓ Section 9.1.01 of the Cable Television Franchise Agreement between the District and Comcast requires Comcast to pay a franchise fee in the amount of five percent of Comcast’s gross revenue. The District periodically conducts franchise audits to confirm compliance with payment obligations required by the Franchise Agreement. A recent audit concluded that Comcast did not pay the full amount of the payment obligations required by the Franchise Agreement. During FY11 OCT resolved the Comcast gross revenue/franchise fee under-payment issue, and reached a settlement with Comcast concerning their underpayment of the aforementioned franchise fees. On April 18, 2011 OCT received a check in excess of \$100,000 to settle the Comcast underpayment issue.



OVERVIEW OF AGENCY PERFORMANCE





Performance Initiatives – Assessment Details

Performance Assessment Key:

-  Fully achieved  Partially achieved  Not achieved  Data not reported

Programming Division

OBJECTIVE 1: Increase the public's access to the government through the District's municipal television channels.

- **INITIATIVE 1.1: Increase the amount of video programming that OCT produces and cablecasts that regards District municipal events and services.**

OCT fully achieved this Initiative. OCT provided District residents with access to informative information by increasing the number of PSA's, overview features and programming.

- **INITIATIVE 1.2: Increase awareness of District agency services and the legislative process.**

OCT fully achieved this initiative. OCT produced and cablecast weekly Mayoral Press Conferences and increased the number of hours of Council hearings.

OBJECTIVE 2: Expand the knowledge of District children by increasing the awareness of educational and social programs available in the District.

- **INITIATIVE 2.1: Increase the amount of educational video programming that OCT produces and cablecasts on the District Knowledge Network (DKN).**

OCT fully achieved this Initiative. The agency cablecast instructional programming that fostered and encouraged student learning, and life-long learning support for District students.

INITIATIVE 2.2: Expand community awareness and educate District residents, (youth) in television production.

- OCT partially achieved this Initiative. The agency increased the streaming of OCT programming through social media outlets. OCT educated 49 District students in television production. OCT projected educating 65 students. However, the agency did not fully achieve the projection due to scheduling conflicts with DCPS.

Operations Division

OBJECTIVE 1: Provide excellent customer service.

- **INITIATIVE 1.1: Expand monitoring efforts to enforce customer service compliance standards.**

Response: OCT fully achieved this Initiative. The agency conducted 6 random on-site visits to District cable provider's customer service centers.

- **INITIATIVE 1.2: Monitor the outside infrastructure of each cable provider.**

Response: OCT fully achieved this Initiative. The District is one of the few jurisdictions that has an internal cable inspector. The cable inspector routinely ensures compliance and quality control by District cable providers.



- **INITIATIVE 1.3: Training and professional development.**

Response: OCT fully achieved this Initiative. Employee professional and personal training enabled the agency to enhance the level of customer service.

Regulatory Division

OBJECTIVE 1: Protect and advance the cable television-related interests of District residents.

- **INITIATIVE 1.1: Promote cable competition and choice for District residents.**

Response: The agency fully achieved this Initiative. OCT continues to regulate and monitor the District's three cable providers. District residents will continue to benefit from competition among the District's cable providers.

OBJECTIVE 2: Oversee and regulate the District's Cable Franchisees

- **INITIATIVE 2.1: Negotiate the renewal of the RCN Franchise Agreement.**

Response: The agency partially achieved this Initiative. OCT reached a tentative agreement with RCN to renew the RCN franchise agreement. When the agreement is fully consummated, District residents will continue to benefit from competition among the District's cable providers.

- **INITIATIVE 2.2: Negotiate the renewal of the Comcast Franchise Agreement.**

Response: OCT fully achieved this Initiative. The agency conducted the Community Needs Assessment in connection with the pending negotiations for the Comcast Franchise renewal in FY2012.



Key Performance Indicators – Details

Performance Assessment Key:

- Fully achieved
 Partially achieved
 Not achieved
 Data not reported
 Workload measure

		Measure Name	FY2010 YE Actual	FY2011 YE Target	FY2011 YE Revised Target	FY2011 YE Actual	FY2011 YE Rating	Budget Program
PROGRAMMING DIVISION								
	1.1	Number of hours of new programming on TV-13 and TV-16	1,212	1,200		1,308	109%	PROGRAMMING
	1.2	Number of PSAs, overview features, and informational programs	29	25		37	148%	PROGRAMMING
	1.3	Record and broadcast Counsel hearings and Mayoral press conferences	1,126	900		983	100%	PROGRAMMING
	2.1	Number of hours of new programming on DKN	66	80		101	126.25%	PROGRAMMING
	2.2	Number of District students educated in television production	46	65		49	75.38%	PROGRAMMING
	2.3	Number of PSAs, overview features, and Sketches on DKN	17	12		25	208.33%	PROGRAMMING
OPERATIONS DIVISION								
	1.1	Percentage of OCT customer complaints responded to within 48 hours	96%	90%		99.43%		Regulatory



		Measure Name	FY2010 YE Actual	FY2011 YE Target	FY2011 YE Revised Target	FY2011 YE Actual	FY2011 YE Rating	Budget Program
●	1.2	Percentage of customer complaints regarding cable providers' outside infrastructures	92%	90%		95.15%		Regulatory
●	1.3	Number of annual visits to cable franchisee customer service centers	8	6		6	100%	Regulatory
●	1.4	Number of hours of professional and personal development classes taken by agency employees	703	600		802	133.67%	AGENCY MANAGEMENT PROGRAM
REGULATORY DIVISION								
●	1.1	Percentage of customer calls answered by Comcast	95%	90%		97.73%		Regulatory
●	1.2	Percentage of customer calls answered by RCN	92%	90%		95.69%		Regulatory
●	2.1	Periodically reconcile and audit franchise fees	0	1		N/A		Regulatory