

Office of Cable Television, Film, Music and Entertainment FY2018

FY2018 Performance Accountability Report

The Performance Accountability Report (PAR) measures each agency's performance for the fiscal year against the agency's performance plan and includes major accomplishments, updates on initiatives, and key performance indicators (KPIs).

Mission

The mission of the Office of Cable Television, Film, Music and Entertainment (OCTFME) is to produce and broadcast programming for the District of Columbia's public, educational, and government access (PEG) cable television channels and digital radio station; regulate the District of Columbia's cable television service providers; provide customer service for cable subscribers; and support a sustainable film, music, and entertainment creative economy and labor market in the District of Columbia.

Summary of Services

OCTFME is responsible for regulating cable television in the District and managing the District's government television access channels: the District Council Channel (DCC), the District of Columbia Network (DCN), and the District Knowledge Network (DKN). OCTFME manages and programs the DC Radio 96.3 HD4 digital radio station. OCTFME creates content that informs, educates, and entertains viewers via the District of Columbia's public, educational, and government (PEG) channels and other content platforms. OCTFME's award-winning content provides resourceful information on government activity, education, current events, history, and arts and entertainment. OCTFME provides 24-hour informative, open government, public interest programming on the District Council Channel (DCC), District of Columbia Network (DCN), the District Knowledge Network (DKN), and DC Radio 96.3 HD4. Programming includes coverage of the activities of Executive Offices of the Mayor and the executive branch; the District of Columbia City Council, the Office of the Attorney General, and the State Board of Education. OCTFME provides transparent public access to the governmental process and insights into life in the District. OCTFME is dedicated to providing quality, diverse programming and services that educate, enlighten, and empower the residents of the District of Columbia. OCTFME offers a number of support services to local and out-of-state film, television, video, entertainment, interactive, multimedia, and digital media content creators, including: media production permitting; location scouting; production support; production and infrastructure incentives; job placement assistance and workforce development programs. OCTFME also administrates a media production incentive program, the DC Film, Television and Entertainment Rebate fund. OCTFME also supports the creative economy through the Mayor Muriel Bowser Presents: 202Creates initiative, and administers programs and initiatives that support the growth and sustainability of the music and entertainment economies in the District. OCTFME engages the community to create a greater understanding of the creative economy as a whole, the media production process, and access to training opportunities required to become marketable creative economy industry professionals.

FY18 Top Accomplishments

What is the accomplishment that your agency wants to highlight?	How did this accomplishment impact residents of DC?	How did this accomplishment impact your agency?
<p>202Creates Residency & IATSE Local 22 Training Support Programs</p> <p>In May 2018 OCTFME launched the first class of the 202Creates Residency Program . The second residency class commenced in September of 2018. The 202Creates Residency Program is available by application to District of Columbia residents working in the creative industries. The 202Creates Residency Program provides artists and creative entrepreneurs access to OCTFME office space and resources to work on projects, expand their business, meet with government partners, and further develop</p>	<p>The 202Creates Residency Program provides creative and artistic entrepreneurs with resources to build their creative businesses. The Residency Program also provides a community of creatives to bounce ideas off of, draw energy from, and develop new collaborations and connections with one another. The IATSE Local 22 Training Support Program offers District residents an opportunity to obtain the professional technical skills required to advance up the IATSE certification tier and the chance to eventually qualify for union membership.</p>	<p>These 2 important, innovative new programs realize part of OCTFME's mission to establish and administrate initiatives that provide District residents access to professional development opportunities and a pathway to the middle class.</p>

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<p>their projects and creative Ventures. A total of 68 District resident creatives have participated in the program to date, representing all 8 Wards.</p> <p>In May 2018 OCTFME and IATSE Local 22 (Stagehand Union) entered into a partnership establishing a training subsidy for District residents on the IATSE Local 22 referral list. The agreement will allow District residents to take technical professional development classes free of charge.</p>		
<p>OCTFME Makes History Winning District Government Cable's First Ever Emmy Award</p> <p>On June 23, the "Bell Biv DeVoe" episode of "The 202" won an Emmy Award in the "Interview/Discussion category." This is the first Emmy Award honoring programming produced by the District of Columbia Government.</p>	<p>Winning this prestigious award is an acknowledgement of the high-quality, game changing programming OCTFME provides District Residents.</p>	<p>The Emmy Award symbolizes OCTFME's ability to deliver on one of its missions to provide high quality, transparent, open government information and entertainment programming to District residents with the highest possible level of quality.</p>
<p>Comcast and RCN Franchise Agreements Submitted to Council</p> <p>In August 2018 the Comcast and RCN franchise renewal agreement packages were approved by EOM, and submitted to Council. The packages were referred to the Committee on Business and Economic Development on 9/18/18, and the first hearing was held on 10/22/18.</p>	<p>Part of OCTFME's mission is "to regulate the District of Columbia's cable television service providers and provide customer service for cable subscribers." As part of that regulatory responsibility, OCTFME's ability to complete the negotiations of these expired contracts is an important accomplishment that will lead to the protection of DC cable subscriber rights, including reduced cable fees to the elderly.</p>	<p>This accomplishment impacts the agency by demonstrating the successful completion of an FY2018 Strategic Initiative.</p>

2018 Strategic Objectives

Objective Number	Strategic Objective
1	Provide District residents informative, educational government programming via the District Council Channel (DCC), the District of Columbia Network (DCN), the District Knowledge Network (DKN), and DC Radio 96.3 HD4.
2	Regulate the District of Columbia's cable service providers and enforce federal and District government cable television laws and regulations.
3	Implement, administer, and support programs, education and employment initiatives that advance the District of Columbia's film, television, music, and entertainment industries.
4	Create and maintain a highly efficient, transparent and responsive District government. **

2018 Key Performance Indicators

Measure	Freq	Target	Q1	Q2	Q3	Q4	FY2018	KPI Status	Explanation

Measure	Freq	Target	Q1	Q2	Q3	Q4	FY2018	KPI Status	Explanation
1 - Provide District residents informative, educational government programming via the District Council Channel (DCC), the District of Columbia Network (DCN), the District Knowledge Network (DKN), and DC Radio 96.3 HD4. (1 Measure)									
Percent increase of locally-originated programs on the District Knowledge Network (DKN).	Annually	50%	Annual Measure	Annual Measure	Annual Measure	Annual Measure	100%	Met	
2 - Regulate the District of Columbia's cable service providers and enforce federal and District government cable television laws and regulations. (1 Measure)									
Percent of customer service requests responded to within 48 hours.	Quarterly	95%	100%	97.7%	98.2%	100%	98.6%	Met	
3 - Implement, administer, and support programs, education and employment initiatives that advance the District of Columbia's film, television, music, and entertainment industries. (3 Measures)									
Percent of clients receiving permits from OCTFME that rank the agency's overall production support service as "satisfactory" or "very satisfactory"	Quarterly	95%	96.2%	100%	100%	100%	99.2%	Met	
Percent of permit invoices processed or issued within 5 business days of receiving a final completed application.	Quarterly	95%	100%	100%	100%	100%	100%	Met	
Percent of Rebate Fund Obligated to Program Awardees by the close of the fiscal year.	Annually	90%	Annual Measure	Annual Measure	Annual Measure	Annual Measure	92.2%	Met	

**We've revisited a project to standardize District wide measures for the Objective "Create and maintain a highly efficient, transparent and responsive District government." New measures will be tracked in FY18 and FY19 and published starting in the FY19 Performance Plan.

2018 Workload Measures

Measure	Freq	Q1	Q2	Q3	Q4	FY 2018
1 - DC Radio 96.3 HD4 Production, Programming and Broadcast (1 Measure)						
Number of hours broadcast on DC Radio 96.3 HD4	Quarterly	353	76	121	135	685
1 - DCC Channel Production, Programming and Broadcast (1 Measure)						
Number of hours of programming broadcast on DCC	Quarterly	248	352	271	127	998
1 - DCN Channel Production, Programming and Broadcast (1 Measure)						

Measure	Freq	Q1	Q2	Q3	Q4	FY 2018
Number of hours of programming broadcast on DCN	Quarterly	56	68	79	59	262
1 - DKN Channel Production, Programming and Broadcast (1 Measure)						
Number of hours of programming broadcast on DKN	Quarterly	24	22	40	35	121
2 - Support for District Resident Cable Customers (1 Measure)						
Number of cable subscriber service requests received (calls, emails, via website)	Quarterly	139	303	285	154	881
3 - Manage and Administrate the District of Columbia Film, Television and Entertainment Rebate Fund (2 Measures)						
Number of incentive rebate program pre-certified awardees	Quarterly	4	6	0	0	10
Total amount of rebate funds assigned/obligated to awardees	Annually	Annual Measure	Annual Measure	Annual Measure	Annual Measure	\$2,131,835
3 - Permitting and Production Support Services (2 Measures)						
Revenue from Permits Issued	Quarterly	\$51,420	\$22,000	\$42,660	\$24,360	\$140,440
Number of permits issued	Quarterly	53	45	86	78	262
3 - Support District Creative Economy Festivals, Special Events and Media Professional Organizations (2 Measures)						
Number of community events hosted or attended to get programming and cable service feedback or disseminate information to the District Cable subscribers	Quarterly	7	12	7	9	35
8) Total number of sponsored industry events, programs or initiatives (number of sponsorship agreements executed)	Quarterly	21	6	14	27	68

2018 Strategic Initiatives

Title	Description	Complete to Date	Status Update	Explanation
Broadcast Operations (1 Strategic Initiative)				
Install Remote Master Control Station at OCTFME Broadcast Facility	In FY18, the Office of Cable Television, Film, Music and Entertainment (OCTFME) will supervise the completion of master control technical equipment upgrades at the OCTFME production facility at 1899 9th Street NE, allowing OCTFME to remotely manage broadcast coverage of public hearings and other special events that take place at the John A. Wilson Building and 441 4th Street NW. These technical upgrades will allow OCTFME to deliver efficient, reliable, open and transparent	Complete	The remote master control station project at OCTFME broadcast facility was completed and went online in October 2017.	

Title	Description	Complete to Date	Status Update	Explanation
	government information to District residents. This is an upgrade to OCTFME's quality control capacity, operational redundancy, and emergency preparedness.			
CREATIVE ECONOMY SUPPORT (2 Strategic initiatives)				
202Creates Creative Co-Working Days Program	In FY18, the Office of Cable Television, Film, Music and Entertainment (OCTFME) launch a co-working program to support District of Columbia artists, creatives and creative businesses. The program will support artists, creatives and creative businesses by providing access to government support services, and space to do their work, and grow their business enterprises. This program will join OCTFME's portfolio of activities supporting the creative economy, directly leveraging City resources to connect innovative and creative residents with the workspace and Government resources.	Complete	In Q1, October - December 2017, Mayor Muriel Bowser Presents: 202Creates hosted two (2) Creative Co-Working Events, hosting roughly 40 creatives and 11 public and private partners. These events will continue throughout the fiscal year.	
ReelMusic Interactive Networking Resource and Mobile Application	In FY18, the Office of Cable Television, Film, Music and Entertainment (OCTFME) will launch a new interactive music industry networking resource and mobile application that will allow District resident musicians and music venues to market themselves and establish sustainable careers and businesses enterprises in the local music industry.	Complete	OCTFME launched its interactive website and mobile application DC Reel-Music directory in October 2017. OCTFME will continue to upgrade and populate the application throughout the fiscal year and use it as a resource for local musicians to promote their work, network and realize a pathway to the middle class.	
CUSTOMER SERVICE (1 Strategic Initiative)				
OCTFME Website Redesign	In FY18, the Office of Cable Television, Film, Music and Entertainment (OCTFME) will launch a redesigned agency website, consolidating three existing OCTFME websites (film.dc.gov, octo.dc.gov, and entertainment.dc.gov) into one single website interface with a new, dynamic look and design. This project will allow OCTFME to more effectively and efficiently deliver to District residents OCTFME's programming and transparent information related to the agency's operation, administration and services.	Complete	Working in consultation with OCTO, OCTFME upgraded their website redesign in October 2017, consolidating the former sites for OCT and MPTD into a single, integrated sight with an new look and design.	
FRANCHISE REGULATION (1 Strategic Initiative)				
Cable Service Provider Privacy Regulations Update	In FY18, as part of the Office of the Deputy Mayor for Planning and Economic Development (DMPED) Fall legislative roundup, the Office of Cable Television, Film, Music and Entertainment (OCTFME) will submit new regulations or amendments to the current District of Columbia Cable Law. This effort will ensure increased consumer privacy protection for cable and internet service customers in the District of Columbia.	Complete	The Privacy rules have been approved and were submitted for publication in the DC Register.	
Media Education and Worforce Development (1 Strategic Initiative)				

Title	Description	Complete to Date	Status Update	Explanation
IATSE Local 22 DC Resident Job Training Assistance Program	In FY18, the Office of Cable Television, Film, Music and Entertainment (OCTFME) will launch a creative economy job training support program in partnership with the International Alliance of Theatrical Stage Employees (IATSE) Local 22 that will provide District residents financial subsidies to defray the cost of IASTE technical training classes, offering District resident IASTE members the opportunity to acquire the professional certifications required rise up the IATSE classification tier, qualifying them for higher paying jobs and a pathway to the middle class.	Complete	The IASTE Local 22 (IA-22) Resident Job Training Assistance Program agreement contract was executed on May 1, 2018. IA-22 estimates 30 District residents completed OCTFME-supported classes in May. More classes are scheduled for the summer.	
PROPERTY MANAGEMENT (1 Strategic Initiative)				
Technical Equipment upgrades to HSEMA Media Center	In FY18, the Office of Cable Television, Film, Music and Entertainment (OCTFME) will supervise the completion of the technical/audio visual equipment upgrade to the current master control production facility at the Homeland Security and Emergency agency (HSEMA). The broadcast technical upgrades of HSEMA's master control production facility is necessary to ensure the efficient and reliable delivery of official government emergency management notifications and media communications to District of Columbia residents.	Complete	OCTFME completed the upgrade of the HSEMA media center to be even par to its other remote locations the John A. Wilson building and One Judiciary Square in Q2. The HSEMA project upgrade consists of a point-to-point "LOW Latency Video Link" between HSEMA and OCTFME Headquarters.	