



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, it additionally 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 quality diverse programming and services that seek to educate, enlighten, and empower the residents of the District of Columbia. Department performance expectations in FY12 are listed by functional division.

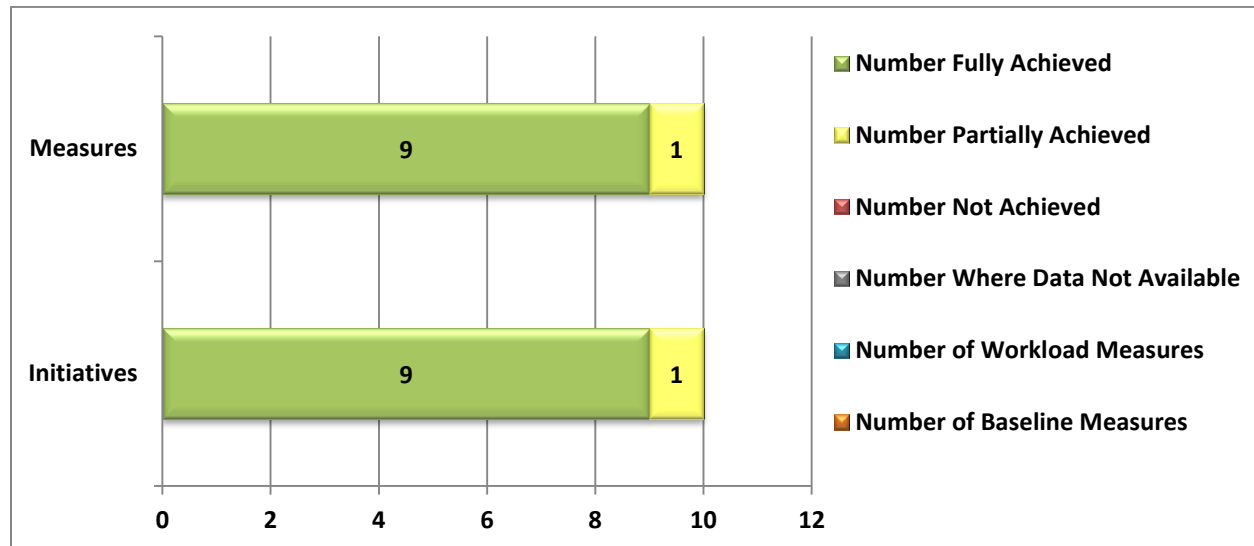
ACCOMPLISHMENTS:

- ✓ OCT rebranded TV-16 to the District of Columbia Network (DCN). DCN appeals to residents who seek government, public affairs and lifestyle programming. DCN provides visual content regarding the many programs, services and opportunities made available by the District of Columbia government.
- ✓ Draft legislation allowing OCT to fine landlords for denying cable provider’s access to MDU’s. The legislation has been certified by OAG and OCFO.
- ✓ Develop agency plan consisting of an internal, cloud-based asset management system.

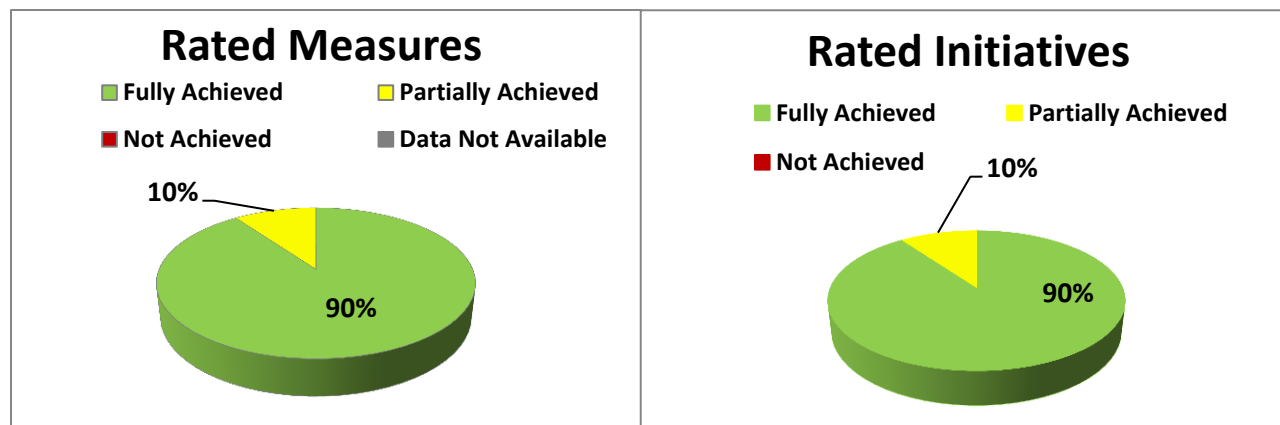


OVERALL OF AGENCY PERFORMANCE

TOTAL MEASURES AND INITIATIVES



RATED MEASURES AND INITIATIVES



Note: Workload and Baseline Measurements are not included

Default KPI Rating:	
$\geq 100\%$	Fully Achieved
75 - 99.99%	Partially Achieved
$< 75\%$	Not Achieved



Performance Initiatives – Assessment Details

Performance Assessment Key:

-  Fully achieved  Partially achieved  Not achieved  Data not reported

Agency Management

OBJECTIVE 1: Provide excellent customer service

No Initiative for this objective.

Operations

OBJECTIVE 1: Provide quality and efficient management and support services.

INITIATIVE 1.1: Promote economic and efficient customer service support for District residents.

- **Fully Achieved** - OCT provided efficient customer service, visited Comcast, RCN and Verizon customer service centers. OCT surveyed District residents regarding the customer services provided by the cable providers.

INITIATIVE 1.2: Expand community awareness and enhance constituent communication.

- **Fully Achieved** - The agency revamped the website and increased its presence through social media websites.

INITIATIVE 1.3: Training and Personal Development.

- **Fully Achieved** - OCT employees attended over 700 hours of professional and personal development training.

Programming

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 programs that OCT produces and cablecasts that regards District municipal events and services.

- **Fully Achieved** - OCT produced and aired over 400 Council Hearings and over 570 programs on TV-13 and DCN.

INITIATIVE 1.2: Increase the programming content provided for the Mayor's Social Media Outlets.

- **Fully Achieved** - OCT exceeded the target number of programming content produced for the Mayor's social media outlets.

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 cablecast on DKN.

- **Partially Achieved** - DKN provided numerous resourceful educational video programming for District students. However, the agency fell short of the 140 target set for PSA's, features and sketches.



- **INITIATIVE 2.2: Train District students in television production.**
Fully Achieved - OCT surpassed the target number of students educated in television production.

Regulatory

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

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

- **Fully Achieved** - OCT monitored and ensured the deployment of the Verizon installation of the cable infrastructure.

INITIATIVE 1.2: Negotiate the renewal of the Comcast Franchise Agreement.

- **Fully Achieved** - OCT monitored and initiated negotiations for the renewal of the Comcast franchise agreement.

INITIATIVE 1.3: Update and submit evacuation and risk management plans to the Office of Risk Management.

- **Fully Achieved** - OCT timely prepared and submitted the evacuation and risk management plans.



Key Performance Indicators – Details

Performance Assessment Key:

● Fully achieved
 ● Partially achieved
 ● Not achieved
 ● Data not reported

	KPI	Measure Name	FY2011 YE Actual	FY 2012 YE Target	FY 2012 YE Revised Target	FY 2012 YE Actual	FY 2012 YE Rating	Budget Program	
Operations									
	●	1.1	Service Center Visits	6	6		6	100%	Operations
	●	1.2	Employees training	802	560		701	125.18%	Human Resources Services
	●	1.3	Customer Complaints	95	90		106.67%	118.52%	Operations
Programming									
	●	1.1	Number of programs provided for the Mayor's social media outlets	0	40		67	167.50%	PROGRAMMING
	●	1.2	Number of PSAs, overview features, and informational programs	594	470		574	122.13%	PROGRAMMING
	●	1.3	Record and broadcast Council hearings and Mayoral press conferences	0	320		419	130.94%	PROGRAMMING
	●	2.1	Number of District students educated in television production	49	45		91	202.22%	PROGRAMMING
	●	2.2	Number of PSAs, overview features, and Sketches on DKN	191	140		124	88.57%	PROGRAMMING



	KPI	Measure Name	FY2011 YE Actual	FY 2012 YE Target	FY 2012 YE Revised Target	FY 2012 YE Actual	FY 2012 YE Rating	Budget Program
Regulatory								
●	1.1	Percentage of customer calls answered by Comcast	97%	90%		102.63%	114.04%	Regulatory
●	1.2	Percentage of customer calls answered by RCN	96%	90%		116.82%	129.8%	Regulatory