



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 (DCC, the District of Columbia Council Channel, formerly TV-13, DCN, the District of Columbia Network, formerly TV-16); and (3) manages the District Knowledge Network (DKN) (formerly “District Schools Television” (DSTV)). DCC provides gavel-to-gavel coverage of the Council of the District of Columbia. DCN 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 quality diverse programming and services that seek to educate, enlighten, and empower the residents of the District of Columbia. Department performance expectations in FY14 are listed by functional division.

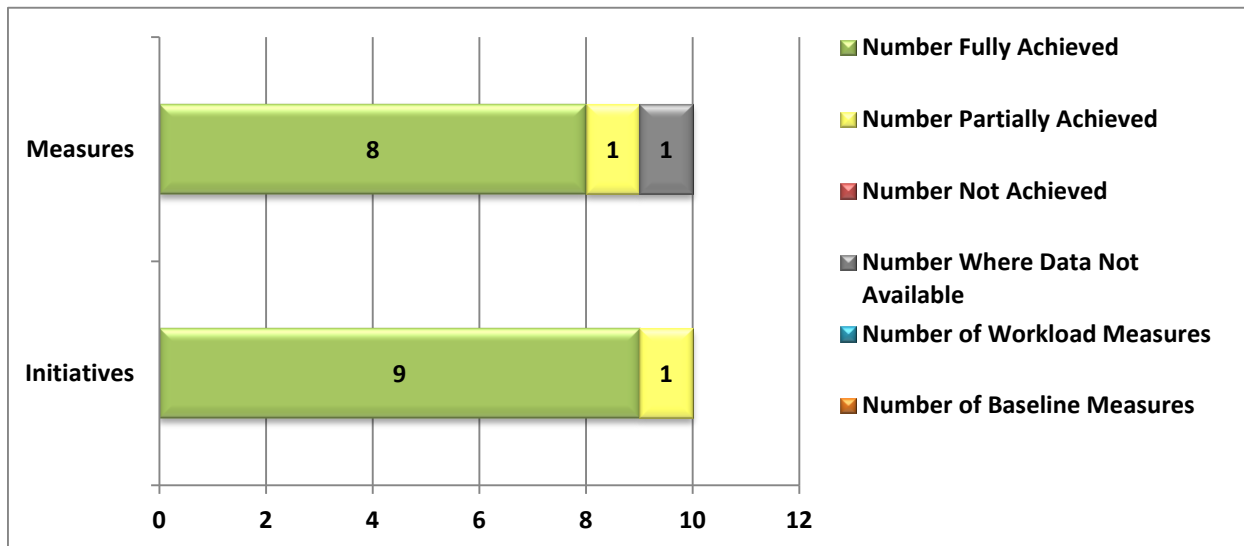
ACCOMPLISHMENTS

- ✓ Move into new space and become fully operational;
- ✓ Partner with BET Centric in production of two nationally distribution programs-Emancipation Day Town Hall and Of Thee We Sing;
- ✓ Bring cable to MDU, where the building previously had no available cable

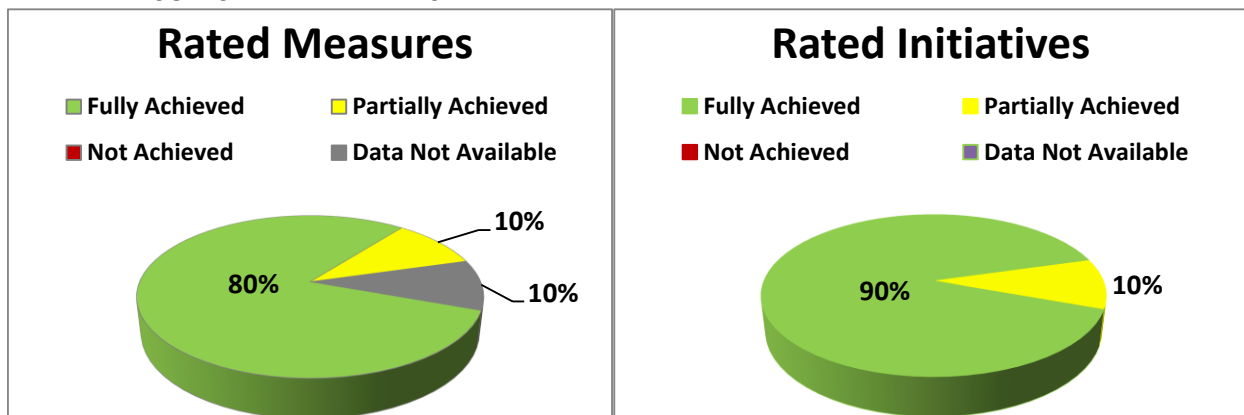


OVERALL OF AGENCY PERFORMANCE

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

Operations Division

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 achieved this initiative by conducting random sight visits and customer survey's at each cable provider pay center to ensure that customers received proper service, and whether or not there were any service areas that were lacking or needed. OCT also implemented new data software to provide a more comprehensive assessment of system failures and customer complaints

INITIATIVE 1.2: Provide quality and efficient management and support services.

- **Fully Achieved;** OCT fully achieved this plan by implementing the comprehensive inventory system plan to track and manage property.

INITIATIVE 1.3: Training and Personal Development.

- **Fully Achieved;** To Achieve this initiative each employee attended multiple professional and personal development training to augment job knowledge and increase overall job performance. This has enabled each employee to increase their personal development and provide enhanced customer support for District residents.

Programming Division

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

INITIATIVE 1.1: Enhance the current rebranding effort that reflects a stronger programming scheme, format and schedule for DCC.

- **Fully Achieved;** . In FY14, OCT embarked upon efforts to rebrand its second government channel TV-13. This involved creating an effective program schedule that builds viewership, inform, and educate District residents about the legislative branch of government and its proceedings. TV-13 has been rebranded to 'DCC' the District of Columbia Council Channel. As a result, new station IDs, logos, and bumps have been created to illustrate the new brand. Frequently referred to as "Channel 13", the rebranding is applicable beyond any numeric channel and has modified the channel's image and align it with the channel's core mission and programming. OCT has expanded programming information with via 'snipes' and text messages, promoting upcoming hearing replays and live events.

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

- **Fully Achieved;** OCT has increased its promotional efforts for the agency and programming through its own social media outlets. OCT has strengthened the distribution of its media content and information on Facebook, Twitter, and You Tube to broaden its reach beyond city limits. The content has provided insight into the many programs, services, and opportunities made available by the District of Columbia government coupled with social interaction. Social media has been used to promote featured programming, scheduling, visitors, and city events.



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.

- **Fully Achieved;** In FY14 OCT refined new and relevant programming that foster and encourage lifelong learning and achievement. Particularly, the series 'What Did You Learn Today' demonstrates the never ending learning experienced by all each and every day.

INITIATIVE 2.2: Expose students to careers in television production.

Fully Achieved; OCT has performed outreach and professional development to District students at schools, recreational centers, and other events designed to engage young people in career choices. OCT has provided onsite production training at McKinley Tech, Roosevelt and Ballou High Schools, and Richard Wright Public Charter School with its mobile production vehicles. Additionally, the agency has hosted tours with numerous organizations, such as the Cub Scouts, offering hands on experience with studio productions. Students have also had the opportunity to sharpen administrative skills and gain new skills by being trained in scheduling studio guest and video shoots, transcribing video tapes and researching and writing scripts through the agency's intern program and the Summer Youth Employment Program.

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.

Partially Achieved; OCT continues its work to protect the cable related interest of cable consumers in the District, and ensuring that consumer choice and cable competition are active in the District.

- OCT was unable to complete its review of the rate order, due to receiving the documents filed with the FCC on October 8, 2014, immediately following to the close of the fiscal year. Despite this, OCT is continuing its review and completion of the rate order.

INITIATIVE 1.2: Engage and Educate District Residents.

Fully Achieved; OCT has fully achieved this initiative by coordinating 4 events in which OCT directly engaged members of the District community to educate them about matter concerning cable television and the role OCT plays in the District. OCT has made many other types of contacts with the community and continues its efforts to let cable television consumers know that OCT is a resource for their cable concerns.

INITIATIVE 1.3: Review Customer Service Standards in the DCMR.

- **Fully Achieved;** OCT has fully achieved this by commencing its review of the customer service regulations for cable television service found in 15 DCMR § 3100 et. All OCT has met and exceeded its goal of 25% and continues to move forward with this project.



Key Performance Indicators – Details

Performance Assessment Key:

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

	KPI	Measure Name	FY 2013 YE Actual	FY 2014 YE Target	FY 2014 YE Revised Target	FY 2014 YE Actual	FY 2014 YE Rating	Budget Program	
Operations Division									
	●	1.1	Service Center Visits Number of annual visits to cable franchisees customer service centers	6	6		6	100%	AGENCY MANAGEMENT PROGRAM
	●	1.2	Employee Training# of hours Employees trained in professional and personal development	758	650		714	109.85%	AGENCY MANAGEMENT PROGRAM
	●	1.3	Customer Complaints Percentage of customer complaints regarding cable providers' outside infrastructures responded to within 48 hours	92%	90%		95.08%	105.65%	AGENCY MANAGEMENT PROGRAM
Programming Division									
	●	1.1	Additions, (content, photos, messages, etc.) to Social Media Outlets	75	125		341	272.80%	PROGRAMMING



	KPI	Measure Name	FY 2013 YE Actual	FY 2014 YE Target	FY 2014 YE Revised Target	FY 2014 YE Actual	FY 2014 YE Rating	Budget Program
●	1.2	Programs, PSA's, overview features on DCN and DCC Number of interstitial features, PSAs, informational spots, and official proceedings on TV-13.	525	550		820	149.09%	PROGRAMMING
●	2.1	Number of District students exposed to careers in television production	52	65		85	130.77%	PROGRAMMING
●	2.2	Programs, PSA's, overview features DKN Number of programs, PSAs, School Sketches, and overview features on DKN	121	140		109	77.86%	PROGRAMMING
Regulatory Division								
●	1.1	Review of Rate Order	NA	1		Data not reported	Not Rated	Regulatory
●	1.2	Community Outreach Event	NA	2		4	200%	Regulatory
●	1.3	Review of Customer Service Regulations in DPM	NA	25		50%	200%	Regulatory