



## Office of Cable Television OCT (CT)

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### 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 item is defined by the District’s cable television laws); (2) protect and advance the cable service-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.

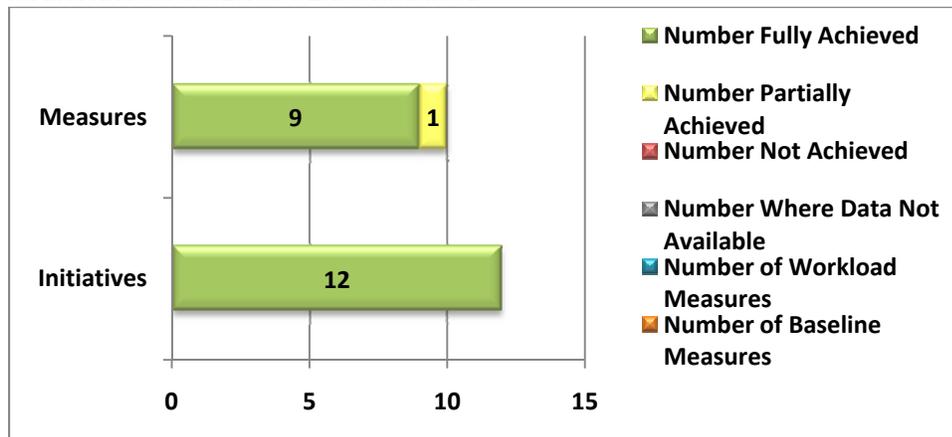
### SUMMARY OF SERVICES

OCT regulates the District’s cable television providers and manages three municipal government channels: TV-13, TV-16 and the District Knowledge Network (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 is designed to provide multimedia resources and support to students, parents, teachers, and community members. Together these channels are intended to provide District of Columbia residents access to the activities and processes of their government.

### ACCOMPLISHMENTS

- ✓ **OCT Property Acquisition-** OCT acquired the former BET facility on September 30<sup>th</sup> which will result in major costs savings and more efficient operations for the agency. The facility will allow OCT to centralize its’ staff into one location.
- ✓ **Verizon Deployment-** The cable television franchise agreement between the District and Verizon was consummated in April, 2009. During FY2010 Verizon completed its connections of the District’s PEG Origination Points to Verizon’s communications facilities, and initiated the deployment of its network and FIOS TV services in the District. In May, 2010, Verizon opened its new customer service local office in the Chevy Chase Pavilion on Wisconsin Avenue, NW.
- ✓ **Public/Private Partnership with WRC TV-4-** OCT entered into a Public/Private partnership with WRC TV-4. The partnership granted NBC4 the right to broadcast and webcast original productions of OCT’s program Washington Full Circle.

### 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 ITS MUNICIPAL TELEVISION CHANNELS.

- **INITIATIVE 1.1: Increase the production and broadcast of important programs to residents regarding municipal events and services.**  
The Agency exceeded the targeted measure number of PSA's, overview features, informative and municipal programming regarding events and services offered to District residents.
- **INITIATIVE 1.2: Increase the production and broadcast of informative programs to residents.**  
OCT has increased the number of programs that provide District residents with insight to regulatory matters and issues concerning the District's cable providers and the cable industry.

### 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 production and quality of broadcast programming on DKN.**  
OCT exceeded the target number of hours of original programming produced and aired on DKN. In addition, OCT increased the amount of acquired video programming on DKN.
- **INITIATIVE 2.2: Train DC Public School (DCPS) students in television production.**  
OCT has trained over 46 District students in television production. This exceeded the agency's FY2010 target of 35 students. The agency is currently reviewing and revising this Initiative for FY2011.

## 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.**  
To date, the system failures and customer complaints have been monitored and have meet the benchmarks set forth in the KPI Tracker. In addition, OCT has made routine visits and audited the Comcast, RCN, and Verizon Customer Service Centers.
- **INITIATIVE 1.2: Manage and facilitate the relocation of OCT headquarters.**  
OCT will be moving its offices and equipment to a new location in FY2012 (i.e., the old Black Entertainment Television (BET) production facility in NE DC). The Department of Real Estate



Services (DRES) requested that OCT prepare the emergency legislation that is needed to facilitate OCT's move to its new headquarters location. OCT's General Counsel prepared the: (a) Emergency Legislation; (b) Emergency Declaration; (c) Temporary Legislation; and (d) Permanent Legislation needed to facilitate OCT's BET real estate purchase. The emergency legislation concerning OCT's pending relocation was co-sponsored by Chairman Gray and Councilmember Thomas. The emergency legislation, emergency declaration, temporary legislation, and permanent legislation were approved in September.

**INITIATIVE 1.3: Improve Customer Service**

- OCT'S Cable Inspector has continued to investigate irregular activities by cable construction workers or technicians, dangling cable wires or other irregularities. The inspector is out and about in the community daily, from Brookland to Tenleytown and from Takoma Park to Deanwood, handling consumer complaints and referrals.

**REGULATORY DIVISION**

**OBJECTIVE 1: PROTECT AND ADVANCE THE INTERESTS OF DISTRICT RESIDENTS IN CABLE TELEVISION.**

- **INITIATIVE 1.1: Promote cable competition and choice for District residents.**  
The consummation of the Verizon Franchise Agreement will encourage cable competition in the District's cable television market. The Verizon build out is ongoing. OCT is monitoring the Verizon facilities installation and the Verizon Customer Service Center which opened in June, 2010.
- **INITIATIVE 1.2: Negotiate the renewal of the RCN Franchise Agreement.**  
The Council granted a 6 month extension of the current franchise agreement. The extension will give OCT sufficient time to consider RCN's petition for approval of its sale; render a well-thought out decision regarding whether OCT should recommend to the Council that the sale of RCN be approved; conduct and complete OCT's cable "Needs Assessment" (the results of which OCT will rely on to shape our RCN and Comcast-related franchise negotiations); and negotiate the prospective new RCN franchise agreement with input from OAG and the Council's Committee of the Whole.
- **INITIATIVE 1.3: Update and submit evacuation and risk management plans to the Office of Risk Management.**  
OCT's Evacuation and Risk Management plans were updated and approved by the Office of Risk Management during the third quarter of FY2010.



**Key Performance Indicators – Details**

**Performance Assessment Key:**

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

	Measure Name	FY2009 YE Actual	FY2010 YE Target	FY2010 YE Actual	FY2010 YE Rating	Budget Program
<b>PROGRAMMING DIVISION</b>						
●	1.1 Number of hours of new programming on TV-13 and TV-16	1712	1200	1347.63	112.30%	PROGRAMMING
●	1.2 Number of District students educated in television production	34	35	48	137.14%	
●	1.3 Number of PSAs, overview features, and informational programs	20	25	80	320%	PROGRAMMING
●	2.1 Number of hours of new programming on DKN	75	75	84	112%	PROGRAMMING
●	2.2 Number of PSAs, School Sketches, and Overview Features	7	11	28	254.55%	PROGRAMMING
<b>OPERATIONS DIVISION</b>						
●	1.1 Site Visits to Cable Franchisee Customer Service Centers	2	4	6	150%	Franchise Regulation
●	1.2 Percentage of customer complaints responded to within 48 hours	95	90	96.05%	106.72%	Franchise Regulation
●	1.3 Number of hours employees are trained in professional and personal development	464	528	703	133.14%	
●	1.4 Percentage of customer complaints regarding cable providers' outside infrastructures responded to within 48 hours	0	90	92.02%	102.25%	
<b>REGULATORY DIVISION</b>						
●	1.1 Percentage of customer calls answered by Comcast within 30	0	90	95.84%	106.49%	



	seconds					
1.2	Percentage of customer calls answered by RCN within 30 seconds	0	90	93.49%	103.87%	
1.3	No. of District PEG channels provided by District cable providers	12	18	18	100%	