

Office of Cable Television, Film, Music and Entertainment FY2020

Agency Office of Cable Television, Film, Music and Entertainment

Agency Code CIO

Fiscal Year 2020

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.

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. Develop legislation and regulatory policies in support OCTFME's mission and operations.
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.

Key Performance Indicators

Measure	Directionality	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Target
2 - Regulate the District of Columbia's cable service providers and enforce federal and District government cable television laws and regulations. Develop legislation and regulatory policies in support OCTFME's mission and operations. (2 Measures)					
Percent of customer service requests not requiring on site investigation responded to within 48 hours	Up is Better	New in 2020	New in 2020	New in 2020	95%
Percent of customer service requests requiring on site investigation responded to within 48 hours	Up is Better	New in 2020	New in 2020	New in 2020	95%
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"	Up is Better	99.4%	99.2%	100%	95%
Percent of permit applications processed or issued within 5 business days of final application submission	Up is Better	98.2%	100%	100%	95%
Percent of Rebate Fund balance committed to Program Awardees by the close of the fiscal year.	Up is Better	96.4%	92.2%	92.9%	90%

Core Business Measures

Measure	Directionality	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual
4 - Create and maintain a highly efficient, transparent, and responsive District government. (10 Measures)				
Contracts and Procurement - Percent of Small Business Enterprise (SBE) annual goal spent	Up is Better	New in 2019	New in 2019	Waiting on Data

Measure	Directionality	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual
Financial Management - Percent of local budget de-obligated to the general fund at the end of year	Down is Better	New in 2019	New in 2019	Waiting on Data
Financial Management - Quick Payment Act (QPA) Compliance - Percent of QPA eligible invoices paid within 30 days	Up is Better	New in 2019	New in 2019	100%
Human Resource Management - Average number of days to fill vacancy from post to offer acceptance	Down is Better	New in 2019	New in 2019	Waiting on Data
Human Resource Management - Percent of eligible employee performance evaluations completed and finalized in PeopleSoft	Up is Better	New in 2019	New in 2019	Waiting on Data
Human Resource Management - Percent of eligible employees completing and finalizing a performance plan in PeopleSoft	Up is Better	New in 2019	New in 2019	100%
IT Policy and Freedom of Information Act (FOIA) Compliance - Percent of "open" data sets identified by the annual Enterprise Dataset Inventory published on the Open Data Portal	Up is Better	New in 2019	New in 2019	100%
IT Policy and Freedom of Information Act (FOIA) Compliance - Percent of FOIA Requests Processed in more than 25 business days - statute requirements allow 15 business days and a 10 day extension	Down is Better	New in 2019	New in 2019	Waiting on Data
Human Resource Management – Percent of new hires that are DC residents (excludes temporary workers and contractors) (Updated by OCA)	Up is Better	New in 2020	New in 2020	New in 2020
Human Resource Management – Percent of employees that are DC residents (excludes temporary workers and contractors) (Updated by OCA)	Up is Better	New in 2020	New in 2020	New in 2020

*The above measures were collected for all mayoral agencies in FY2019. The 2019 open data inventory includes data for calendar year 2018. Due to data lags, FY2019 data for the following core business measures will be available in March 2020: Contracts and Procurement - Percent of Small Business Enterprise (SBE) annual goal spent; Financial Management - Percent of local budget de-obligated to the general fund at the end of year; Human Resource Management - Average number of days to fill vacancy from post to offer acceptance; Human Resource Management - Percent of eligible employee performance evaluations completed and finalized in PeopleSoft; and IT Policy and Freedom of Information Act (FOIA) Compliance - Percent of FOIA Requests Processed in more than 25 business days - statute requirements allow 15 business days and a 10 day extension.

Operations

Operations Header	Operations Title	Operations Description	Type of Operations
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. (6 Activities)			
Broadcast Operations	Management of Government Broadcast Channels	Management of the daily content production and broadcast of government, public affairs and educational programming	Daily Service
PROPERTY MANAGEMENT	OCTFME Broadcast Facility Management	Manage the broadcast operations and maintenance of the OCTFME broadcast facility, 441 Judiciary Square, and the John A. Wilson Building.	Daily Service
ORIGINATED PROGRAMMING	DKN Channel Production, Programming and Broadcast	Management and operations of the District Knowledge Network (DKN), a government channel that offers educational and informative programming to District residents.	Daily Service
ORIGINATED PROGRAMMING	DCN Channel Production, Programming and Broadcast	The management and broadcast operations of the District of Columbia Network (DCN), a government channel that provides transparent, informative and open government programming to District residents.	Daily Service
ORIGINATED PROGRAMMING	DCC Channel Production, Programming and Broadcast	The management and broadcast operations of the District City Council Channel (DCC), a government channel that provides transparent, informative and open government programming to District residents.	Daily Service

Operations Header	Operations Title	Operations Description	Type of Operations
ORIGINATED PROGRAMMING	DC Radio 96.3 HD4 Production, Programming and Broadcast	The management, programming, and broadcast operations of DC Radio 96.3 HD4, a government radio station that provides transparent, informative, open government programming, as well as training and educational opportunities to District residents.	Daily Service
2 - Regulate the District of Columbia's cable service providers and enforce federal and District government cable television laws and regulations. Develop legislation and regulatory policies in support OCTFME's mission and operations. (3 Activities)			
CUSTOMER SERVICE	Support for District Resident Cable Customers	Provide customer service for District resident customers of cable television services. Respond to customer questions, complaints, and service quality concerns.	Daily Service
FRANCHISE REGULATION	Negotiate and Regulate District Cable Franchise Agreements	Negotiate and regulate cable franchise agreements between cable service providers and the District of Columbia. Ensures compliance with the negotiated franchise agreements, and maintain an economic and regulatory environment that promotes competition and consumer protection within the District's cable television industry.	Daily Service
PERFORMANCE MANAGEMENT	Develop legislation and regulatory policies in support OCTFME's mission and operations.	The operation identifies OCTFME's activity related to the legislative, statutory, and regulatory management related to the agency's operations, activities, programs, initiatives, and other agency functions.	Daily Service
3 - Implement, administer, and support programs, education and employment initiatives that advance the District of Columbia's film, television, music, and entertainment industries. (6 Activities)			
PRODUCTION SUPPORT	Permitting and Production Support Services	Provide media production permitting, production support services, and location assistance for media production within the District of Columbia. Promote the District as a location for media production.	Daily Service
PROGRAM REBATE	Manage and Administrate the District of Columbia Film, Television and Entertainment Rebate Fund	Manage and administrate the District of Columbia Film, Television and Entertainment Rebate Fund. Strategically leverage the District's media production and infrastructure incentive program to support the growth of a sustainable creative economy and promote media industry employment.	Daily Service
COMMUNITY OUTREACH	Support District Creative Economy Festivals, Special Events and Media Professional Organizatons	Support creative economy festivals, special events, and support the programing and initiatives of media professional organizations, schools, youth organizations, and non-profits.	Daily Service
PRODUCTION SUPPORT	Special Event Logistics and Production Support	Provide logistics, production, and broadcasting support for local creative economy, cultural, and public service events and festivals.	Daily Service
Media Education and Worforce Development	Creative Economy Media Education and Workforce Development	Manage, implement, support media education, creative economy workforce development, internships and training programs for youth and adults in the District of Columbia.	Key Project
CREATIVE ECONOMY SUPPORT	Creative Economy Support	Support the growth and sustainability of the local creative economy through strategic programs, initiatives, community partnerships, and the Mayor Muriel Bowser Presents: 202Creates program.	Key Project
4 - Create and maintain a highly efficient, transparent, and responsive District government. (2 Activities)			
ORIGINATED PROGRAMMING	Provide Government Public Service Programming for District Residents	Provide programming that informs District residents about the operations, services, programs and initiatives managed, maintained and administrated by the District of Columbia government, government agencies, and the District of Columbia City Council.	Daily Service
CUSTOMER SERVICE	Maintain a Transparent Agency Website and Social Media Strategy	Maintain a dynamic, transparent website (and social media strategy) that provides District residents relevant and useful information related to the agency's operations, administration and services. Produce and distribute a monthly agency newsletter.	Daily Service

Workload Measures

Measure	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual
1 - ORIGINATED PROGRAMMING (4 Measures)			
Number of hours new/original programming produced and broadcast on DC Radio 96.3 HD4	New in 2018	685	330
Total Number of hours of live hearings or new programming broadcast on DCC	909	998	1081
Number of hours of new/original programming broadcast on DCN	296	262	250
Number of hours of new/original programming broadcast on DKN	133	121	102
2 - CUSTOMER SERVICE (2 Measures)			
Number of cable subscriber service requests received not requiring on-site investigation (calls, emails, or via website)	New in 2020	New in 2020	New in 2020
Number of cable subscriber technical service requests received requiring on-site investigation (calls, emails, or via website)	New in 2020	New in 2020	New in 2020
3 - COMMUNITY OUTREACH (2 Measures)			
Number of community events hosted or attended to get programming and cable service feedback or disseminate information to the District Cable subscribers	12	35	52
Total number of sponsored industry events, programs or initiatives (number of sponsorship agreements executed)	64	68	69
3 - CREATIVE ECONOMY SUPPORT (1 Measure)			
Number of District resident creatives participating in the Mayor Muriel Bowser Presents: 202Creates Residency Program	New in 2020	New in 2020	New in 2020
3 - PRODUCTION SUPPORT (2 Measures)			
Revenue from Permits Issued	\$87,540	\$104,410	\$90,450
Number of permits issued	207	262	222
3 - PROGRAM REBATE (2 Measures)			
Number of incentive rebate program pre-certified awardees	10	10	13
Total rebate awards issued to certified program awardees	\$1,984,822	\$2,131,835	\$1,673,247

Strategic Initiatives

Strategic Initiative Title	Strategic Initiative Description	Proposed Completion Date
Creative Economy Media Education and Workforce Development (1 Strategic Initiative)		
Launch Creative Economy Career Access Program: Stagehand	In FY20, the Office of Cable Television, Film, Music and Entertainment (OCTFME) will launch CECAP: Stagehand in partnership with DOES. CECAP: Stagehand is an innovative new program that will train and mentor motivated, underserved District of Columbia residents, providing them with: (1) marketable stagehand technical skills; (2) a first step toward a sustainable career as a stagehand and union membership, and (3) a pathway to the middle class. The paid on-the-job training program will have two (2) six-month cohorts in FY2020. Each cohort will select four (4) DC resident trainees (8 total for FY2020). On the job training locations will include: the Sports and Entertainment Arena, the Walter E. Washington Convention Center, DAR Constitution Hall, the Warner Theater, and the DC Armory.	11-15-2019

Strategic Initiative Title	Strategic Initiative Description	Proposed Completion Date
Creative Economy Support (2 Strategic initiatives)		
Launch '202Creates: East of the River' Workshops Series	In FY20, the Office of Cable Television, Film, Music and Entertainment (OCTFME) will launch a new 'Mayor Muriel Bowser Presents 202Creates: East of the River' workshop series focusing on offering creative enterprise building information, programming, and services targeted to support creatives that live and work in Wards 7 and 8. During FY2020 there will be at least two (2) workshops held at the St. Elizabeth's East Campus. The workshops will offer resources, informative panels as well as networking and mentoring opportunities for East of the River based creatives.	09-30-2020
Launch Weekly 202Creates Co-Working Space Access for DC Creative Entrepreneurs	In FY20, the Office of Cable Television, Film, Music and Entertainment (OCTFME) will host weekly co-working space sessions at the 202Creates office for District resident artists, creative economy entrepreneurs, and creative businesses. During the open co-working sessions District creatives from all 8 Wards will be have access to a professional workspace, will be able to interact and network with other creatives, and will have access to curated informational panel sessions with industry mentors, start-up business service providers, and government partners.	09-30-2020
DCN Channel Production, Programming and Broadcast (1 Strategic Initiative)		
Produce New "East of the River" Spotlight Program on DCN	In FY20, the Office of Cable Television, Film, Music and Entertainment (OCTFME) will develop and produce a new District of Columbia Network (DCN) program highlighting and celebrating the residents, community, businesses, and history of Wards 7 and 8.	09-30-2020
Management of Government Broadcast Channels (1 Strategic Initiative)		
Launch the District of Columbia Entertainment (DCE) Channel	In FY20, the Office of Cable Television, Film, Music and Entertainment (OCTFME) will launch its fourth channel; DCE, District of Columbia Entertainment. The channel will showcase the city's creative economy featuring entertainment programming from DCN and potential third party acquisitions.	03-15-2020