



# Office of Cable Television, Film, Music and Entertainment (OCTFME) FY2016 Performance Accountability Report (PAR)

## Introduction

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' progress and key performance indicators (KPIs).

## Mission

The mission of the Office of Cable Television, Film, Music and Entertainment is to create a sustainable entertainment industry in the District.

OCTFME manages and administrates the District of Columbia's cable television franchise agreements; provide government and public interest programming for District residents; and supports a sustainable creative economy, media, arts and entertainment industry in the District, maximize revenue and promote job creation related to commercial creative endeavors.

## Summary of Services

OCTFME is responsible for regulating cable television in the District, as well as the administration of the District's government access channels, District Council Channel (DCC), District of Columbia Network (DCN), and the District's education access channel, District Knowledge Network (DKN). OCTFME creates content that informs, educates, and entertains viewers via the District of Columbia's public, educational, and government (PEG) channels and other forms of content outlets. The award-winning content provides resourceful information on government activity, education, current events, history, and arts and entertainment. Through its three cable television channels, OCTFME provides public access to the governmental process and insights into life in the District. OCTFME is dedicated to providing quality diverse programming and services that seek to educate, enlighten, and empower the residents of the District of Columbia.

OCTFME offers various services to local and out-of-state film, television, video, entertainment, interactive, multimedia, and digital media content creators, including: production and parking permitting; location scouting; production support; hotel; restaurant and transportation assistance; and job placement assistance and workforce development. The office engages the community to create a greater understanding of the media industry as a whole, the content/media-making process, and the professional skills required to become a marketable media industry professional. Lastly, OCTFME serves as a liaison between the media industry and District residents, local government, federal government, local businesses, business development groups, and non-profits.

## Overview – Agency Performance

The following section provides a summary of OCTFME performance in FY 2016 by listing OCTFME’s top accomplishments, and a summary of its progress achieving its initiatives and progress on key performance indicators.

### Top Agency Accomplishments

Accomplishment	Impact on Agency	Impact on Residents
Creative Economy Career Access Program (CECAP): The program incorporates 2 key components: (1) a media skills training module” and (2) an on-the-job trainee module that involves a 12-month placement with a local creative economy employer.	OCTFME is able to realize its mission to ‘support a sustainable creative economy and labor market the District of Columbia’ by establishing and administering a program that provides District residents media skills training, mentoring, industry networking opportunities, and on-the-job work experience with private sector employers. OCTFME looks forward to scaling and expanding the program in the future so it can impact and even greater number of District residents.	CECAP is an innovative, first-of-its-kind workforce training program that offers underserved District residents an opportunity to receive the training, experience, and job placement support required to establish sustainable careers in the creative economy and a pathway to the middle class. The program, administered by OCTFME in partnership with DOES, is further distinguished by being the very first District government L.E.A.P. Academy workforce program that specifically targets the creative economy.
Mayor Muriel Bowser Presents: 202Creates: 202Creates is a citywide initiative showcasing the District’s diverse and dynamic creative economy. Through a series of special events, activities, and conversations, 202Creates promotes the artists, makers, and entrepreneurs who contribute to the District’s thriving creative industries. With nearly 60 percent of District workers employed in the creative class, the District is one of the most creative cities in the United States.	By serving as the lead strategic planning and operations agency for the 202Creates initiative (partnering with DMPED, CAH, OP, DSLBD and others) OCTFME is able to realize its mission to ‘support a sustainable creative economy and labor market the District of Columbia’ by buy launching what will become a year-long creative economy support and marketing effort, serving as a branded linchpin for the District’s overall creative economy support strategy.	The Mayor Muriel Bowser Presents: 202Creates launch in September 2016 had the following measurable impact and outcomes: 944 total supported or curated events, including 211 Film Industry Events; 176 Music Industry Events; 170 Performing Arts Events; 140 Book/Literary Events; 121 Visual Arts Events; 10 Festivals. There were over 18 Million #202Creates social media impressions during the month.

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DC Film, Television and Entertainment Rebate Fund: The goal of the DC Film, Television and Entertainment Rebate Fund is to encourage the use of the District of Columbia as a production location for film, television, interactive, and digital video content; support the development of media industry infrastructure projects; and incentivize the hiring of District residents as cast and crew.

Through the management and administration of the DC Film, Television and Entertainment Rebate Fund OCTFME is able to realize its mission to 'support a sustainable creative economy and labor market the District of Columbia.' OCTFME's long term goal is to encourage the growth of a sustainable local media production infrastructure and labor force, leveraging the District of Columbia as a creative storytelling backdrop. OCTFME also seeks to execute a strategy that supports the sustainability of DC-based production companies in addition to encouraging out-of-state production companies to film in DC.

During FY2016 the DC Film, Television and Entertainment rebate Fund achieved the following measurable outcomes: 12 program awardees; \ \$2.5M assigned in rebate award requisitions; \ \$4.5M in direct District expenditures by program awardees (82.2% ROI); \ \$10.1M in direct, indirect, and induced economic impact (306.8% ROI); 321 DC resident temporary job hires; and \ \$1.1M in wages paid to District residents. Of the 12 program awardees, 5 were local production companies.

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In FY 2016, OCTFME had 17 Key Performance Indicators. Of those, 0 were neutral. Of the remaining measures, 100% (17 KPIs) were met, 0% (0 KPIs) were nearly met, and 0% (0 KPIs) were unmet. In FY 2016, OCTFME had 28 Initiatives. Of those, 93% (26) were completed and 7% (2) were nearly completed, and 0% (0) were not completed. The next sections provide greater detail on the specific metrics and initiatives for OCTFME in FY 2016.

## FY16 Objectives

Division	Objective
Cable Programming	Improve and expand the distribution and delivery of OCTFME programming using traditional and new digital technologies.
Cable Programming	Inform and expand the knowledge District residents by providing educational and learning opportunities through its programming and community partnerships.
Film & Television Development	Establish OCTFME as the premier production resource and logistics agency for all film, television, entertainment, and special event projects in the District.
Film & Television Development	Develop a framework and formal recommendation for a comprehensive Creative Economy support strategy for the District of Columbia.
Film & Television Development	Market and promote the District as a location welcoming to media makers. Facilitate the media production process in the District.
Film & Television Development	Expand community outreach and enhance constituent communication.
Film & Television Development	Research and develop media literacy and education programs and partnerships.
Film & Television Development	Support economic activity, infrastructure development, and workforce development and job creation in the District of Columbia's media industry.
Operations	Provide quality and efficient management and support services.
Regulatory Management & Oversight	Protect and advance the cable television-related interests of District residents.

## FY16 KPIs

Objective: Develop a framework and formal recommendation for a comprehensive Creative Economy support strategy for the District of Columbia.

Measure	Target	Freq	Q1	Q2	Q3	Q4	Total	KPI Status	KPI Barriers
New Contacts Made (in person or over the phone) with location media production decision-makers to facilitate media projects filming in the District	440	Q	125	80	120	331	656	Met	

Objective: Establish OCTFME as the premier production resource and logistics agency for all film, television, entertainment, and special event projects in the District.

Measure	Target	Freq	Q1	Q2	Q3	Q4	Total	KPI Status	KPI Barriers
Content creators that rank the overall film experience in DC as satisfactory or very satisfactory	99	Q	100	100	100	100	100	Met	
OCTFME on location set visits with productions with significant impact/importance	80	Q	37	41	21	3	102	Met	

Objective: Expand community outreach and enhance constituent communication.

Measure	Target	Freq	Q1	Q2	Q3	Q4	Total	KPI Status	KPI Barriers
Events/activities aimed at connecting District residents with job and training opportunities	17	Q	9	9	9	5	32	Met	

Objective: Improve and expand the distribution and delivery of OCTFME programming using traditional and new digital technologies.

Measure	Target	Freq	Q1	Q2	Q3	Q4	Total	KPI Status	KPI Barriers
Number of Community Outreach and Information via News Tickers and Snipes	300	Q	107	92	66	45	310	Met	
Hours of Programming via Smart Phone Applications	125	Q	49	41	44	34	168	Met	

Objective: Inform and expand the knowledge District residents by providing educational and learning opportunities through its programming and community partnerships.

Measure	Target	Freq	Q1	Q2	Q3	Q4	Total	KPI Status	KPI Barriers
NA	120	Q	32	67	36	31	166	Met	
Number of District students exposed to hands-on television production	20	Q	5	14	6	8	33	Met	

Objective: Market and promote the District as a location welcoming to media makers. Facilitate the media production process in the District.

Measure	Target	Freq	Q1	Q2	Q3	Q4	Total	KPI Status	KPI Barriers
Film and video projects produced in the District	330	Q	74	79	77	105	335	Met	
Industry events or activities attended and/or participated in to market the District as a production venue	50	Q	46	33	55	75	209	Met	

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

Measure	Target	Freq	Q1	Q2	Q3	Q4	Total	KPI Status	KPI Barriers
Review of the Status of Cable in the District	1	A					1	Met	
Community Outreach Event	10	Q	5	0	7	4	16	Met	

Objective: Provide quality and efficient management and support services.

Measure	Target	Freq	Q1	Q2	Q3	Q4	Total	KPI Status	KPI Barriers
Percent of Outside Infrastructure Complaints Responded to Within 48 hrs	96	Q	96.92	96.55	97.83	97.27	97.2	Met	
Number of Hours Employees Trained in Professional and Personal Development	680	Q	137	112	112	361	722	Met	
Number of Visits to Franchisee Customer Service Centers	12	Q	4	4	3	2	13	Met	

Objective: Support economic activity, infrastructure development, and workforce development and job creation in the District of Columbia’s media industry.

Measure	Target	Freq	Q1	Q2	Q3	Q4	Total	KPI Status	KPI Barriers
Motion picture and television industry spending in the District	11,000,000	Q	2,734,070.10	4,779,098.80	3,840,456	2,295,246	13,648,871	Met	
Temporary job and training opportunities in the motion picture and television industry	2,340	Q	728	753	772	159	2,412	Met	

## FY16 Workload Measures

Measure	Freq	Q1	Q2	Q3	Q4	Total
Total Number of Film Permits issued	Q	94	82	92	125	393
Total number of film permit fees collected	Q	32,009.30	14,790	29,590	36,900	113,289.30
Hours of Programming for DCC	Q	200	349	251	49	849
Hours of Programming for DCN	Q	73	62	99	48	282
Hours of Programming for DKN	Q	23	24	20	32	99



## FY16 Initiatives

**Title: Expand community outreach, information, and awareness via news tickers, snipes, and community events.**

**Description:** OCTFME will continue to work to create an effective program schedule that builds viewership and community awareness, and informs and educates District residents about the executive and legislative branches of government and the events, activities, and people that make up the District of Columbia. The additional content will communicate information regarding upcoming programming and events, weather and closing updates and announcements. OCTFME will increase messaging and information through stylish, text and graphic driven news tickers, full screen graphics, and snipes', that will alert the viewer to what they are watching, what will come on next, website and event promotion, and executive and legislative updates.

**Complete to Date:** Complete

**Status Update:** OCTFME successfully executed the target deliverables for this initiative activity

**Title: Increase the availability of programming content via Smart Phone Applications.**

**Description:** OCTFME will increase the distribution of its media content and information on its channels to broaden its reach beyond the television. In addition to its Internet availability, content and program schedules will be accessible from virtually anywhere by Smart Phone.

**Complete to Date:** Complete

**Status Update:** Over 50% of programming content is posted to agency's and EOM's You Tube channels which are accessible via mobile devices. Currently, OCTFME has posted 134 hours of content, 107% of its FY target goal of 125 hrs

**Title: Increase the amount of educational, health, and local sports content that OCTFME produces and broadcasts on DKN.**

**Description:** DKN is a joint venture supported by District of Columbia Public Schools (DCPS) and the Office of the State Superintendent of Education (OSSE) and is designed to provide innovative resources and support to students, parents, teachers and community members. During FY16, OCTFME will increase the quality and quantity of information shown on DKN. OCTFME will refine and cablecast new and relevant series that incorporates the theme of lifelong learning. DKN's educational pieces will include the series 'What Did You Learn Today', 'Educator of the Week', and 'Quotes' (working title)

**Complete to Date:** Complete

**Status Update:** This is one of OCTFME's "ongoing activities" and not a distinct project with a defined end date/deadline. With the completion of the fiscal year, the management and execution of the activity is considered complete. With the addition of DKN Sports Minute and the Education Avenue, OCTFME continues to increase the number of education, sports, and health focused program packages, with 99 of the target goal of 120 segments already produced

**Title: Expose District youth to careers in television production.**

**Description:** OCTFME will perform outreach and professional development to District youth at schools, recreational centers, and other events and programs designed to engage young people in career choices. OCTFME will continue to give the students an opportunity to further their education in broadcasting, and communications with hands-on experience in studio production; field production; videography; editing; and computer graphics. The students will also have 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.

**Complete to Date:** Complete

**Status Update:** This is one of OCTFME's "ongoing activities" and not a distinct project with a defined end date/deadline. With the completion of the fiscal year, the management and execution of the activity is considered complete. OCTFME has enhanced its outreach beyond DCPS and the Marion Barry, Jr. SYEP to include District based youth organizations, (i.e., Project eXposure and Grammy U), providing hands-on training in television production and

operations

**Title: OCTFME will implement a proactive media production logistics support strategy.**

**Description:** OCTFME will be actively involved in the permitting and production process of projects and special events filming in the District. By having more of a hands-on approach to engaging productions from the start of the process, OCTFME will have more of an impact on improved client satisfaction and increased production days. This new engagement strategy will include visiting the sets of productions and providing pre-production and production logistical support.

**Complete to Date:** Complete

**Status Update:** This is another OCTFME agency "ongoing activity" and with the completion of the FY, the administration and execution of the activity is considered complete

**Title: Streamline permitting and ease procedural and jurisdictional challenges to local production.**

**Description:** The complexity of filming in the District can be turned into an opportunity to position OCTFME as the premier resource and logistics agency for film, television, entertainment, and special event filming in the nation's capital. The ultimate goal of OCTFME is to provide true one-stop permitting and act as an inter-agency liaison when multi-jurisdictional or alternative agency permitting is required by an event filming in the District.

**Complete to Date:** Complete

**Status Update:** This is one of OCTFME's "ongoing activities" and not a distinct project with a defined end date/deadline. With the completion of the fiscal year, the management and execution of the activity is considered complete

**Title: Facilitate content creator access to production locations falling under Federal Government jurisdiction.**

**Description:** Schedule a series of meetings with key officials in the Federal Government to discuss policies processes, procedures, rules and regulations that would allow content creators more access to popular locations under federal jurisdiction, such as the National Mall, Union Square, Federal Triangle, the US Capitol, etc. OCTFME will continue to coordinate with agencies that have federal permitting authority (NPS, U.S. Capitol Police, White House, etc.) to ensure the process is as smooth as possible for content creators requesting federal locations as sites for production activity.

**Complete to Date:** Complete

**Status Update:** This is one of OCTFME's "ongoing activities" and not a distinct project with a defined end date/deadline. With the completion of the fiscal year, the management and execution of the activity is considered complete

**Title: OCTFME will have strategic involvement in film, television and entertainment projects taking place in the District of Columbia.**

**Description:** OCTFME will take a more active role in the coordination, implementation and logistics of film, television and entertainment projects in DC. This new initiative will include pre-production, production, and post-production logistics.

**Complete to Date:** Complete

**Status Update:** This is one of OCTFME's "ongoing activities" and not a distinct project with a defined end date/deadline. With the completion of the fiscal year, the management and execution of the activity is considered complete. Current anecdotal and data-driven evidence indicates OCTFME is being successful in this area. 2.4 is closely aligned with 2.1 and 2.2. All of these initiatives speak to OCTFME's administrative and operations efforts to facilitate the smooth execution of production activity in the District.

**Title: Review the local creative economy landscape and elicit input and recommendations from local creative and interested stakeholders.**

**Description:** OCTFME will consult with the local artist/creator community and work with partner agencies like DMPED; the DC Commission on Arts and Humanities (DCCAH); the Office of Planning (OP); and others to amass the information required to formulate an effective creative economy strategy to support the following key creative economy segments: media and communications, performing arts, culinary arts, visual/digital arts, crafts/designer products, fashion, gaming/interactive arts, building arts/architecture; and museums and heritage.

**Complete to Date:** Complete

**Status Update:** This initiative is an ongoing, qualitative assessment process that is a part of OCTFME's ongoing effort to assess the creative economy landscape and work with sister agencies to formalize a holistic strategy for District government support of the creative economy. OCTFME spearheaded the effort to coordinate a September 2016 "Creative Economy Month" (202Creates) in Q4 and also secured a new FTE that will be focused on this area

**Title: Create a formal creative economy strategy proposal for Administration review and consideration.**

**Description:** OCTFME will create a creative economy strategy proposal that will support and grow the creative economy by: raising the profile of the District as a globally competitive and creative city; activating the creative economic potential of the District by providing business support and employment opportunities; creating an infrastructure for government support of creative economy special events; creating a unifying branding and marketing strategy, and laying out an achievable implementation plan.

**Complete to Date:** Complete

**Status Update:** In Q4 OCTFME worked with agency partners to create and execute a creative economy support strategy realized in the form of the successful and impactful Mayor Muriel Bowser Presents: 202Creates launch in September of 2016 with the following measurable impact and outcomes: 944 total supported or curated creative economy events and over 18 Million #202Creates social media impressions during the month

**If Incomplete, Explanation:** Much of the work has already been completed. In fact, the realization of the strategy was executed during the launch of the District's creative economy support initiative, 202:Creates. Now that the staffer is in place the actual report and action plan will be drafted under her supervision. This deliverable is Priority Initiative 3.4 in OCTFME's FY2017 Agency Performance Plan.

**Title: Launch a formal implementation strategy for the Creative Economy Strategy.**

**Description:** Once a comprehensive creative economy strategy is approved by the Administration and receive community buy-in, OCTFME will lead the effort to effectively implement the strategy working with local stakeholders and government agency partners.

**Complete to Date:** 75-99%

**Status Update:** In Q4 OCTFME retained a designated FTE that will be charged with formalizing in report form the ongoing implementation strategy that was initiated during the successful launch and execution of the Mayor Muriel Bowser Presents: 202Creates launch in September of 2016. This action item is Priority Initiative 3.4 in OCTFME's FY17 Agency Performance Plan

**If Incomplete, Explanation:** Much of the work has already been completed as realized in strategy executed during the successful launch of the District's creative economy support initiative, 202:Creates, but the formulation of the formal implementation plan could not be initiated until OCTFME's designated creative economy manager was formally retained. Now that the creative economy FTE is in now place, the actual report and action plan will be drafted under that staffers supervision. This deliverable is Priority Initiative 3.4 in OCTFME's FY2017 Agency Performance Plan.

**Title: Promote the District of Columbia as the venue of choice for media production, media industry business activity, and media industry infrastructure development.**

**Description:** OCTFME will continue to build on its marketing and communications efforts to raise the visibility of the District as an emerging center for creative entertainment and digital media economic activity. OCTFME will leverage various social media marketing tools such as Facebook, Twitter, and e-newsletter

distribution to promote the District, as well as proactively engage with key industry decision makers at industry events, film festivals, conferences and local activities.

**Complete to Date:** Complete

**Status Update:** This is one of OCTFME's "ongoing activities" and not a distinct project with a defined end date/deadline. With the completion of the fiscal year, the management and execution of the activity is considered complete. OCTFME has an operational administrative strategy for using the agency's social media platform to market DC as a center for creative entertainment. OCTFME's total twitter followers is currently 12.5k followers, 4100 "likes" on Facebook, and 1487 Instagram followers.

**Title: Identify and catalog District-owned properties suitable for use by the film industry.**

**Description:** OCTFME will identify and catalog District-owned or managed properties suitable for use by the film industry by working with District of Columbia government agencies that manage and operate buildings, facilities, and open spaces to make them available as production locations. Agencies OCTFME plans to work with on this project in partnership with DMPED, DGS, DCHA, DCPS, DPR, and OP.

**Complete to Date:** 75-99%

**Status Update:** OCTFME has nearly completed the project. OCTFME has received the raw data from DGS and other DC agencies identifying city managed spaces and facilities available for commercial filming. OCTFME is now in the process of formally cataloguing the identified sites into a user friendly format.

**If Incomplete, Explanation:** Much of the work has already been completed, however, the volume of the available locations submitted to OCTFME by DGS (over 4,000 buildings, schools, parks and public spaces) required more of a human resource heavy lift than originally anticipated. That said, this is still a high priority project for OCTFME and was added as Priority Initiative 3.2 in OCTFME's FY2017 Agency Performance Plan.

**Title: Promote locations within all eight wards of the District.**

**Description:** OCTFME will use its web site, social media platforms, Reel-Scout location support utility, and the 2016 Mid-Atlantic Production Resource Guide to help promote and market local properties. OCTFME also will continue its Location of the Month initiative, which features a new location each month from all eight wards of the city that are cinematically appealing. Additionally, OCTFME will work with the DC Chamber of Commerce; Destination DC; the Washington, DC Economic Partnership (WDCEP); and the Department of Small and Local Business Development (DSLBD) to identify local businesses that could increase their revenues by offering up their sites to production activity.

**Complete to Date:** Complete

**Status Update:** This is one of OCTFME's "ongoing activities" and not a distinct project with a defined end date/deadline. With the completion of the fiscal year, the management and execution of the activity is considered complete. OCTFME has been actively utilizing the Reel-Scout and the Mid-Atlantic Production resource guide to promote local properties as film production locations, and will continue efforts to further enhance location fee revenues for local businesses and publicly controlled facilities

**Title: Market OCTFME's Reel-Scout Location and Production Crew management service.**

**Description:** OCTFME will continue efforts to promote access to DC location and crew identification information through an online and mobile application service maintained by Reel-Scout. OCTFME's customized location and crew reference functionality gives users access to location and crew list information via their computer, mobile phones, or tablets. DC Reel Crew allows content creators and other crew members to be featured on the app free of charge. OCTFME will work with the Business Improvement Districts (BIDs), local business organizations (DSLBD, WDCEP and Events DC) and trade organizations (IATSE, Producer's Guild, and Teamsters) to get their constituents, stakeholders, and members registered for the DC Reel Crew application.

**Complete to Date:** Complete

**Status Update:** This is one of OCTFME's "ongoing activities" and not a distinct project with a defined end date/deadline. With the completion of the fiscal year, the management and execution of the activity is considered complete. OCTFME will continue its ongoing efforts working with local media professional organizations, BIDS and other partners charged with generating creative economy employment, economic activity, commercial tourism to maximize the impact of the Reel-Scout and Reel-Crew utilities

**Title: Participate in the publication and distribution of the 2016 Mid-Atlantic Production Resource Guide.**

**Description:** In FY2016, OFTE will contribute to the Mid-Atlantic Production Resource Guide, a production resource and media professional directory used by content creators to acquire crew and obtain the equipment and production services required for production activities. This comprehensive reference guide is the annually updated production guide of choice used by content producers from all over the country. The guide will include contact information for local media professionals, production crew, and production support companies looking for work in media production. The guide will be strategically distributed throughout the year at industry events, by direct mail, and will be available at OFTE's office.

**Complete to Date:** Complete

**Status Update:** This is one of OCTFME's "ongoing activities" and not a distinct project with a defined end date/deadline. With the completion of the fiscal year, the management and execution of the activity is considered complete. This initiative is closely aligned with the goals of initiatives 4.3 and 4.4 and is a part of OCTFME's production support efforts connecting the needs of content producers with local resources. Going forward, this initiative might be collapsed or consolidated into 4.3 or 4.4

**Title: Improve local media industry engagement and support and promote talents of local media professionals.**

**Description:** OCTFME will proactively engage media industry employer partners, media industry professionals, and aspiring media industry professionals through a series of targeted outreach efforts. OCTFME will continue sponsorship and co-hosting informational and networking events with local filmmaking constituent groups and stakeholders. OCTFME also will continue to celebrate, nurture and support local filmmakers by continuing the Filmmaker of the Month initiative and host regular local filmmaker networking events with OCTFME staff.

**Complete to Date:** Complete

**Status Update:** As a normal course of agency operations, OCTFME has actively supported various creative economy employers, media professionals, aspiring media professionals and youth to engage, inform, educate, and connect to employment or economic advancement opportunities. OCTFME has financially supported over 15 industry events and organizations (supporting year-long programming)

**Title: Continue to notify District of Columbia residents, businesses, neighborhood organizations, ANCs, and City Council constituent service representatives when production activity approved by OCTFME might impact them.**

**Description:** OCTFME will continue its policy of production alert notification to District residents and businesses that could be impacted or inconvenienced by content production activities permitted through OCTFME by providing advanced notification of any production activity taking place in their neighborhoods and ensuring timely and accurate information is disseminated. OCTFME will utilize subscriber-based email alerts, Twitter messaging, the production alerts section on our web site, and other communication platforms to inform residents of potential traffic, parking, or other restrictions related to production activity that might impact their community or constituents.

**Complete to Date:** Complete

**Status Update:** As an ongoing regular course of the permitting process, OCTFME uses its website, email notification, and direct contacts with ANCs, BIDs, individual businesses, and constituent service officers at the City Council to keep the public and businesses notified about production-related activity that might have an impact on a business or neighborhood

**Title: Support and administrate media literacy education programs in the District.**

**Description:** OCTFME will research, design and execute media presentations to underserved communities with limited resources. OCTFME will partner with local organizations and stakeholder groups on a series of ongoing programming and events offering the District's youth and underserved access to media education.

**Complete to Date:** Complete

**Status Update:** This is one of OCTFME's "ongoing activities" and not a distinct project with a defined end date/deadline. With the completion of the fiscal year, the management and execution of the activity is considered complete. OCTFME has facilitated and hosted several media education opportunities for District Youth in FY16. Including, but not limited to: Set visit to Bourne Identity 5, Broadcast facility tour for high school groups, behind-the scenes access to Jeopardy Game Show, and a filmmaking workshop for a youth filmmaking competition

**Title: Support media literacy education events in the District.**

**Description:** OCTFME will support programs, festivals, conferences, workshops and film series that provide media and entertainment literacy and educational opportunities for District residents.

**Complete to Date:** Complete

**Status Update:** This initiative closely aligns with initiative 5.1. In FY16 to date OCTFME supported or formally partnered on over 15 industry events like Filmfest DC, media professional organizations like Women in Film and Video DC (WIFV), and youth media education events like the High School 48 Hour Film Competition and Workshop. OCTFME's efforts supported programming and events targeting media industry professionals, aspiring professionals, and District youth

**Title: Manage and administrate the Film DC Economic Incentive Fund Program in FY2016.**

**Description:** The Film DC Economic Incentive Fund plays an important role in attracting production companies to film in DC, which in turn creates jobs for District residents. OCTFME has drafted a legislative amendment bill to amend the Film DC Economic Act of 2016. The goal of the legislative amendment is to make the current law clear, consistent, and enforceable. OCTFME will manage and administrate the industry incentive program in consultation with government agency partners. The program will support the creative entertainment industry and media production in the District of Columbia, and create job opportunities for District residents.

**Complete to Date:** Complete

**Status Update:** OCTFME successfully administered the DC Film, Television and Entertainment Rebate Fund. OCTFME successfully established an administrative process that managed the application and expense report review process

**Title: Implement and execute a workforce development program that will train D.C. residents with skills required to become marketable media industry professionals.**

**Description:** OCTFME will work in conjunction with sister government agencies, local training providers, and identified private and public sector employer partners to design and implement a media industry vocational training program. The Creative Economy Career Access Program (CECAP) will target District youth and adult residents, making them proficient in specific, marketable media industry trade skills required to secure long term, career-track employment. The program will include training and apprenticeship modules, placing graduates of the training program into an apprenticeship position with identified employer partners. OCTFME will develop new partnerships with creative media industry employers and trade organizations to inform the program curriculum and provide wraparound job placement services for the workforce training program.

**Complete to Date:** Complete

**Status Update:** OCTFME achieved the goal of establishing and launching the first cohort of the Creative Economy Career Access Program (CECAP). The

beginning of the first year of the program was announced on September 27, 2016 as part of Mayor Muriel Bowser Presents: 202Creates Month. On hand at the announcement was Deputy Mayor for Greater Economic Opportunity Courtney Snowden and DOES Chief of Staff LeJuan Strickland. Link to video of announcement at DCTV (the program's training partner) here: |<https://www.youtube.com/watch?v=lfm0m Oh-c8>

**Title: Identify and support sustainable opportunities for local creative economy infrastructure development.**

**Description:** OCTFME is currently investigating the feasibility and sustainability of the following in the District: incubators/creator spaces; pre-production and post-production houses; virtual/digital studios; Internet-based media; media centers; vocational media training centers; and production support vendor facilities (camera, lights, grip equipment rentals, etc.). OCTFME will assess which potential infrastructure projects will best contribute to economic development in the local media economy.

**Complete to Date:** Complete

**Status Update:** This initiative is an ongoing, qualitative assessment process that is a part of OCTFME's ongoing effort to assess potential projects and opportunities in the creative economy space, and follow up on potential leads on a case-by-case basis as opportunities present themselves. With the addition of a new FTE, a manager tasked with supporting Creative Economy programming during Q4, this effort was further advanced

**Title: Promote economic and efficient customer service support for District residents.**

**Description:** OCTFME will continue to monitor system failures and customer complaints regarding the cable provider's system as set forth in the Performance Indicators Chart below. OCTFME will explore additional ways, including community outreach, to provide educational and customer support services to District residents. In order to provide a more comprehensive assessment of system failures and customer complaints, OCTFME will continue to review and update the manners in which it collects customer service data.

**Complete to Date:** Complete

**Status Update:** OCTFME has successfully completed the customer service goals for the agency in FY16. A reference to the final KPI report will show that % of outside infrastructure complains responded to within 48 was met at 101% of target and number of visits to customer service centers was met at 108% of target

**Title: Provide quality support services and efficient equipment and property management.**

**Description:** OCTFME will continue to review its current methodologies of developing its inventory system to better track and manage property to safeguard against unauthorized use.

**Complete to Date:** Complete

**Status Update:** OCTFME's current methodologies, in tandem with third-party vendor SAManage, help to keep a ubiquitous, secure, and comprehensive report of all assets within the agency. OCTFME will continue to develop this system when appropriate to maintain efficiency and effectiveness.

**Title: Training and Personal Development.**

**Description:** During FY16, each employee will attend multiple professional and personal development trainings to augment job knowledge and increase overall job performance. This will enable each employee to increase their personal development and provide enhanced customer support for District residents. OCTFME will continue to conduct an assessment of current training and development structures based on its mission and employees' position related duties. Based on the assessment, OCTFME will work with DCHR and outside vendors to create more opportunities for specialized training related to the implementation of industry standard software, hardware and best practices.

**Complete to Date:** Complete

**Status Update:** A review of OCTFME's final KPI reporting will reveal that the agency did meet its staff training/professional development goals at a level of 106% of the FY target

**Title: Promote cable competition and choice for District residents.**

**Description:** OCTFME continues to work to bring greater competition and choice to the cable television market in the District by attracting additional cable service providers and cable services to the District. During FY16 OCTFME will continue to monitor each of the District's cable television franchises and insure that District residents benefit from healthy, customer centered competition. OCTFME will undergo projects aimed at further educating District residents about the cable options available to them, and ensuring that residents continue to have access to reliable cable television services throughout the District. As part of this effort, OCTFME will conduct a review of the status of cable television within the District of Columbia.

**Complete to Date:** Complete

**Status Update:** OCTFME completed all of their scheduled town hall meetings a part of a community cable needs assessment that will inform future programming and the current cable franchise negotiations. OCTFME exceeded the target goal of 10 community outreach events by 6 (for a total of 16 for the As a review of our final KPI report will indicate year).

**Title: Engage and Educate District Residents**

**Description:** OCTFME believes that when consumers are actively engaged with the local business communities, and informed of the consumer options available to them, they are able to make the best consumer choices for their particular situations. To this end OCTFME is committed to implementing various initiatives aimed at assisting District residents in becoming more informed and smart active consumers. In FY16 OCTFME will further this initiative through customer service surveys designed to ascertain how customers view the current services they receive and what services they would like to receive more or less of. OCTFME will also coordinate a series of town hall or roundtable meetings offering District residents opportunities to engage OCTFME regarding services and initiatives offered by the franchises, how to better targeted outreach to various communities throughout the District, and other concerns residents may have. The goal of these efforts is to maximize customer service and transparency increasing resident knowledge of the mission and function of OCTFME, the District government, and cable franchises accountability to District resident consumers.

**Complete to Date:** Complete

**Status Update:** OCTFME's customer service telephone survey of District residents as well as surveys taken and open community discussions at various town hall meetings conducted as part of a cable needs assessment were successfully completed in FY 16