

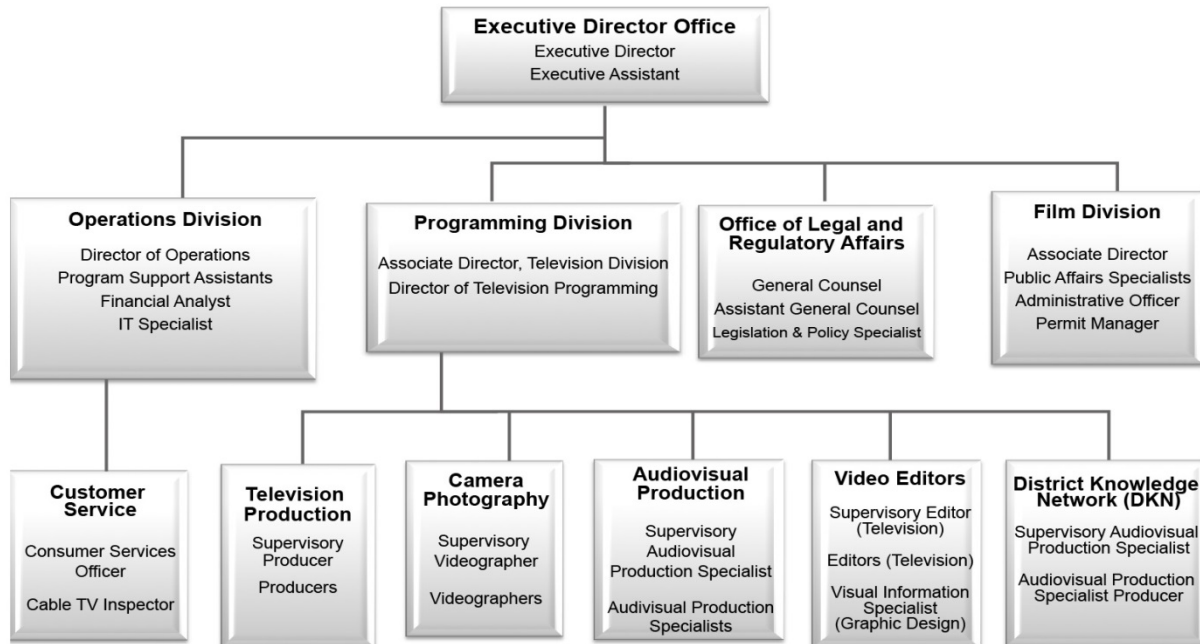
**Office of Cable Television, Film, Music and Entertainment (“OCTFME”)**  
**FY16-17 Performance Oversight Hearing Questions**  
**Committee on Business, Consumer, and Regulatory Affairs**  
**Kenyan McDuffie, Chairman**  
**February 22, 2017**

**I. Agency Organization**

1. Please outline the organizational changes to consolidate the Office of Cable Television and the Office of Motion Picture and Television Development since last year’s performance review? Please provide a complete, up-to-date organizational chart for each division within the new agency, including an explanation of the roles and responsibilities for each division and subdivision. This material can be either attached hereto or provided separately.
  - a. Please include a list of the employees (name and title) for each subdivision and the number of vacant positions.
  - b. Please provide a narrative explanation of any organizational changes made during the previous year.

**RESPONSE:**

**Office of Cable Television, Film, Music and Entertainment**



RESPONSE:

OCTFME did not make any organizational changes during FY16 with regard to the agency merger, since those changes occurred and were complete during FY15. OCTFME did hire a dedicated Human Resources Specialist to work closely with DCHR to facilitate the personnel management needs of the agency at a critical time when OCTFME was executing a broadened mission with advanced goals. As such, the focus during FY16 was the acquisition of talent to fill vacant positions and newly established positions critical to the OCTFME mission and direction.

2. Please give an update concerning the agency's relocation to the new facilities at BET, located at 1899 Ninth Street, NE. Please include:
  - a. When the relocation was complete;
  - b. Any problems or concerns concerning the relocation;
  - c. What did the agency do with its old facilities at 3007 Tilden Street, NW; and
  - d. Is there any remaining work to be done?

RESPONSE:

- a. The relocation was completed in August of 2014.
- b. There were not any problems associated with the move from 3007 Tilden Street to 1899 9th Street.
- c. The 3007 Tilden Street location was surrendered back to the building owners after a fully approved inspection by DGS and the building's management company.
- d. The agency completely vacated the facility. The lease ended on August 1, 2014. There is not any remaining work to be done.

**II. Personnel**

3. Please provide a complete, up-to-date position listing for your agency, which includes the following information:
  - a. Title of position;
  - b. Name of employee or statement that the position is vacant, unfunded, or proposed;
  - c. Date employee began in position;
  - d. Salary and fringe, including the specific grade, series, and step of position; and
  - e. Job status (continuing/term/temporary/contract)

RESPONSE:

Please see **APPENDIX A.**

4. Please provide the number of FY15 and FY16, to date, full-time equivalents (FTEs) for the agency, broken down by program and activity. Please also note the number of

vacancies at the close of FY15 and FY16, to date, by program and activity, and current vacancy information.

- a. For each vacant position, please note how long the position has been vacant and whether or not the position has since been filled.
- b. How many vacancies within the agency were posted during FY15 and FY16, to date?

RESPONSE:

OCTFME did not exist in FY15. As relates to FY16, the agency had 46 FTEs. Appendix A reflects the breakdown of FTEs by program and activity. Appendix B shows how long each vacant position has been vacant and the position status.

Please see **APPENDIX A** for question 4 and see **APPENDIX B** for 4(a)-(b).

5. Please provide a description of any changes in the personnel process within the agency since FY 2015 and the agency's relationship with the DC Department of Human Resources to ensure that human resource needs are met.

RESPONSE:

Since FY 2015, OCTFME has experienced two changes in the personnel process within the agency. Starting in FY 2015 until July 15, 2016, the agency was required to receive prior approval from the City Administrator before hiring new employees, due to a hiring freeze being in effect. The agency was required to submit a hiring freeze appeal waiver to the Office of the City Administrator in Quick Base. Once the waiver was approved, the agency worked with DCHR to obtain certification and classification of position descriptions and other paperwork to effect the hiring of needed staff. As of July 2016, the City Administrator issued an Order to eliminate the restrictions on agencies' personnel actions, among other things. The agency no longer was required to receive prior approval from the City Administrator before hiring new employees. Instead, the Department of Human Resources (DCHR) would provide monthly new hire reports to the Office of the City Administrator. As such, the agency worked with DCHR to affect hires.

6. Has there been any change in the agency's employee performance evaluation process since last year? If so, please explain.

RESPONSE:

There has not been a change in the agency's employee performance evaluation process since last year. The agency follows the mandates of the performance evaluation process designated for

managers and employees in accordance with the standards set by the Department of Human Resources. These standards also incorporate protocols for training and development for both managers and employees to ensure efficiency and effectiveness in meeting agency goals and objectives and to provide optimal levels of customer service.

7. Please list all employees detailed to or from your agency, if any. Please provide the reason for the detail, the detailed employee’s date of detail, and the detailed employee’s projected date of return.

**RESPONSE:**

OCTFME has only one employee detailed to our agency. Derek Younger has been detailed to OCTFME from the Commission on the Arts and Humanities. He works at OCTFME 75% of the time and at the Commission 25% of the time. Mr. Younger was detailed to OCTFME in June 2015 to assist with the merger of the Office of Cable Television and the Office of Motion Picture and Television Development. The merger entailed not only combining two departments and blending two staffs, but expanding the mission and function of the newly established Office of Cable Television, Film, Music and Entertainment (OCTFME) and developing and executing strategic initiatives to effect new projects and enhanced objectives. Since this is an on-going process, and Mr. Younger handles a critical role as Chief of Staff, the agency has not determined an end date for his detail. As stated above, Mr. Younger still has dedicated time to the Commission.

8. Please provide the Committee with:
  - a. A list of all employees who receive cell phones, personal digital assistants, or similar communications devices at agency expense;
  - b. A list of all vehicles owned, leased, or otherwise used by the agency and to whom the vehicle is assigned;
  - c. A list of employee bonuses granted in FY16 and FY17, to date, if any;
  - d. A list of travel expenses, destinations, and purpose of travel arranged by employee
  - e. A list of the total overtime and workman’s compensation payments paid in FY15 and FY16, to date

OCTFME devices (FY16)

<b>a) Cell phones</b>	
Executive Director	Gates, Angie
Supervisory Videographer	Avery, John
Cable TV Inspector	Gist, Mabel
Executive Assistant	Mhlambiso, Thembi
Director of Operations	Steven Johnson
Consumer Services Officer	Hicks, Marcella

Supervisory Specialist	Audiovisual	Production	Mallory, Brenda
Videographer			Oluyole, Silas
Videographer			Parker, Shaun
Supervisory Producer			Patterson, Ferman
Producer			Carter, Kelly
Producer			Fernandez, Cecily
Producer			Washington, Lindsay
Producer			Thorpe, Eugene
Producer			Granato, Matthew
Editor			Dorsey, Nicholas
Editor			Holmes, Stacy
Editor			Phan, Francis
Graphics Designer			Djimbabaou, Salah
Program Analyst			Boddie, Jeffrey
Production Program Assistant			Wooden, Michael
Special Assistant to the Director			Younger, Derek
Financial Analyst			
Deputy Director			Yeldell, Robin
Administrative Officer			Niles, Herbert
Public Affairs Specialist			Detra Dickens
Public Affairs Specialist			Butler, Rhett
Videographer			Williams, Raynard
Audio Visual Specialist			Petty, Eugene
Audio Visual Specialist			Borden, Kenneth
Supervisory Audiovisual Specialist			Dove, Dion
Supervisory Editor			Reed, Maurice
Director of Programming			Shameem, Mohamed
Videographer			Tolson, Karen
Attorney Advisor			Vegas, Oscar
General Counsel			Logan, Gavin
Legislative & Policy Spec			Cooper, Lawrence
			Jones, Ryan

<b>iPads</b>	
Program Analyst	Boddie, Jeffrey
Cable Inspector	Gist, Mabel
Special Assistant	Younger, Derek
Consumer Services Officer	Hicks, Marcella
Director of Television Programming	Tolson, Karen
Executive Director	Gates, Angie
Administrative Assistant	Dickens, Detra
General Counsel	Cooper, Lawrence
Legislation & Policy Spec	Jones, Ryan

**(b) OCTFME Vehicles**

<b>Vehicles</b>	
2016 Chevy Colorado	Owned
2002 GMC Field Production Truck	Owned
2013 Dodge Caravan	Leased
2013 Dodge Caravan	Leased
2013 Dodge Caravan	Leased
2013 Dodge Caravan	Leased
2012 Dodge Caravan	Owned
2014 Chrysler Town & Country	Owned

OCTFME vehicles are not assigned to individual users. All vehicle operators are required to complete annually an *ORM District of Columbia Vehicles Operator's Acknowledgement Form* and submit it along with a copy of a valid driver's license to the Fleet Certifying Official (FCO) or designee. All vehicles use DPW's Fleet Share Program to schedule vehicles before use and are tracked by the agency's Fleet Coordinator and DPW.

(c)

- **A list of employee bonuses granted in FY15 and FY16, to date, if any**

Neither OCT or MPTD employees were granted bonuses in FY15. OCTFME employees were not granted bonuses in FY16, to date.

(d)

- **A list of travel expenses, destinations, and purpose of travel arranged by employee**

**OCTFME FY16 and FY17, to date**

OCTFME FY16				
Name of Traveler	Position Title	Destination	Purpose	Total Expenses
Angie M. Gates	Director	Austin, TX	SXSW Conference -	\$273.05
Angie M. Gates	Director	Miami, FL	American Black Film Festival	\$2,027.43
Lawrence Cooper	General Counsel	Austin, TX	NATOA Conference	\$1,646.50
Gavin Logan	Assistant General Counsel	Austin, TX	NATOA Conference	\$1,551.27
Angie M. Gates	Director	New York, NY	202Creates Sponsorship Series Event	\$721.80
Derek Younger	Staff Assistant	New York, NY	202Creates Sponsorship Series Event	\$707.00
OCTFME FY17				
Name of Traveler	Position Title	Destination	Purpose	Total Expenses
Maryann Lombardi	Creative Economy Specialist	Miami, FL	Americans for the Arts Private Sector	\$679.88

**(e) A list of the total overtime and workman’s compensation payments paid in FY15 and FY16, to date**

1. FY 2015 - Office of Cable Television Overtime - \$56,459
2. FY 2015 - Office of Motion Picture and Television Development There was no overtime in FY 2015
3. FY 2016 - Office of Cable Television, Film, Music and Entertainment Overtime - \$157,786.38

**III. Budget**

9. Please provide a chart showing your agency’s approved budget and actual spending, by program, for FY16 and FY17, to date. In addition, please describe any variance between fiscal year appropriations and actual expenditures for FY16 and FY17, to date.

**RESPONSE:**

Personal Services (Salaries, Fringe, Overtime and Additional Gross Pay) - With the exception of across the board COLA’s and scheduled step increases, there have not been any major changes to salaries for the agency. With the merger of both the Office of Cable Television and the Office of Motion Picture and Television Development, OCTFME continues work to find

the optimal alignment of staff for the combined agency. Currently, OCTFME has five agency vacancies that should be filled by April 2017. Finally, to support production schedules, the agency will provide an additional \$145,000 of Special Purpose Funding for overtime.

Fixed Costs- In FY 2017 an additional \$937,192 is budgeted for fixed costs verses the final FY 2016 revised budget. In FY 2016, DGS did not require that OCFME pay energy, occupancy costs due to the merger, which account for 91% or \$850,039 of the variance from FY 2017.

- Fund 0600 Programs 1000-Agency Management and 2000-Cable Television
  - Other Services & Charges- CSG 40, Contract- CSG 41 and Equipment-CSG 70 – Additional funding was added to these categories through a reprogramming in FY 2016, which has yet to be added in FY 2017. Currently, the FY 2016 budget is \$1,457,734 more than is budgeted for FY 2017; however, OCTFME is evaluating its resource needs and plans to add additional budget to these categories by the end of March 2017.
  - Subsidies and Transfers- CSG 50- This budget was reduced based on anticipated PEG revenue levels and contractually required payments. The budget has been reduced to \$1,250,000 and the agency paid out \$1,077,490 in FY 2017. The additional budget will not impact spending in other areas.
- Fund 0100 Program 3000-Motion Picture
  - Subsidies and Transfers- CSG 50- The FY 2017 budget includes \$3.3M carried over from FY 2016. In FY 2017, new budget added to the program is \$796K in locally appropriated funding.

Please see **APPENDIX C**.

10. Please list any reprogramming, in or out, which occurred in FY16 and FY17, to date. For each reprogramming, please list the total amount of the reprogramming, the original purposes for which the funds were dedicated, and the reprogrammed use of funds.

RESPONSE:

Please see **APPENDIX D**.

11. Please provide a complete accounting for all intra-District transfers received by or transferred from the agency during FY16 and FY17, to date.

RESPONSE:

Please see **APPENDIX E**.



12. Please identify any special purpose revenue accounts maintained by, used by, or available for use by your agency during FY16 and FY17, to date. For each account, please list the following:
- a. The revenue source name and code;
  - b. The source of funding;
  - c. A description of the program that generates the funds;
  - d. The amount of funds generated by each source or program in FY16 and FY17, to date; and
  - e. Funds spent, including the purpose of each expenditure for FY16 and FY17, to date.

RESPONSE:

Please see **APPENDIX F**.

13. What percentage of the FY15 budget was used to underwrite various promotional and operational elements of the OCTFME and how were the funds used? What percentage is reserved for FY16?

RESPONSE:

FY16 OCTFME amount = \$12,378.89 which is less than 1% of the budget.  
FY17 OCTFME amount to date = \$4,986.90 which is less than 1% of the budget.

14. Please provide a complete accounting of all federal funds received and/or carried over for FY16 and FY17, to date.

RESPONSE:

OCTFME did not receive any federal funds for FY16 or FY17 and therefore will not carryover any funds into FY17. There were no federal funds received or carried over by OCT or MPTD in FY2015.

15. How has the agency taken additional steps since last year to reduce the following during FY16 and FY17, to date in the following areas?
- a. Space utilization;
  - b. Communications costs; and
  - c. Energy use.

RESPONSE:

**Space utilization:**

OCTFME has taken measures to maximize the utilization of space and improve the efficiency of operational systems. OCTFME constructed set designs in its Studio A facility to produce multiple productions within the existing space to reduce fixed costs associated with operations. The agency has also maximized the current facility utilization through the completion of a radio station and incorporating the internship/workforce development initiatives to offer television broadcast training for the District's youth.

**Communications Costs:**

Communications costs have increased with the agency-wide cellular phone initiative to keep all employees accessible when out in the field. Communications costs will also increase with the expansion of the wireless broadcasting systems that support multiple-location live broadcasting demands throughout the city. Mobile viewpoint units were provided for the field operations to increase the timely delivery of news and transparency of information for the District residents. The inauguration of the new radio station has also increased the required costs for operation using fiber-optics.

**Energy Use:**

OCTFME has several contractors working to reduce the amount of energy used for its HVAC units. This redevelopment project will reduce the agency's energy consumption and shall reduce costs mostly in the winter and summer months. With the appropriate HVAC settings in the studios and broadcast facilities, all of the production equipment shall require less energy consumption, which eliminates computer/device overheating. OCTFME has replaced most of its production studio spotlights with LED lights to reduce its carbon footprint, upgraded its HVAC systems in studios to eliminate humidification issues and air flow quality, and planning of UPS electrical back-up systems and redundancy are underway to prevent potential outages.

16. Please provide the agency's fixed costs budget and actual spent for FY15 and FY16, to date. Please include a narrative description of any substantial changes in these costs.

RESPONSE:

Please see **Appendix G**.

17. In the 2016 budget, the Council provided \$2,500,000 for the Film DC Economic Incentive Program. Please explain what plans have been developed and implemented by the agency for the utilization of these funds? Please explain if and why the DC Film Incentive Program is not meeting objectives and what solutions must be implemented to make a new incentive program more practicable. Also, please provide a timeline of when these objectives and solutions can be met.

RESPONSE:

During FY16, OCTFME marketed the DC Film, Television and Entertainment Rebate Fund to District based and out-of-state production companies. The agency received a total of 27 applications. After reviewing the applications, 18 projects received preliminary “pre-qualification” letters and were formally accepted into the program. At the end of the fiscal year, a total of 12 projects submitted the required expenditure reports and independent audits. After a review of those 12 submitted expense reports, OCTFME assigned a total of \$2,501,117 in rebate awards to those projects. OCTFME has issued payments to 8 of those 12 projects as of February 1, totaling \$935,117. OCTFME expects to issue payments for the remaining 4 projects, totaling \$1,131,789, by March 15, 2017.

With regard to the program “meeting objectives,” OCTFME was able to attract projects and disburse payment, or will disburse payment that meets the goals of the Fund. Out of the total of \$2.5M in rebates assigned to the 12 program awardees that submitted their expense report and independent audit by the end of FY2016, a direct District of Columbia return on investment was \$4.6M, with a “direct, indirect and induced” impact of \$10.2M. The 12 program awardees created 321 District resident temporary jobs, and a total of \$1.1M in wages paid to District residents.

Since the results of the first year of the program have been positive, OCTFME looks forward to using a similar strategy for identifying and accepting new awardees into the program during FY2017, and anticipates return on investment results to be similar to or greater than those realized in FY2016.

18. Please identify all legislative requirements that the agency lacks sufficient resources to properly implement.

RESPONSE:

At this time, OCTFME has not identified any legislative requirement that the agency lacks sufficient resources to properly implement.

**IV. Agency Programs and Policies**

19. Did the agency undertake any policy initiatives during FY15 and FY16, to date? If so, please provide the following information:
- a. A detailed description of the program;
  - b. The name of the employee who is responsible for the program;
  - c. The total number of FTE’s assigned to the program; and
  - d. The amount of funding budgeted to the program.

RESPONSE:

The agency implemented two new programs, a *Creative Economy Activity Support* and a *Radio Station*. The following answers for each enhancement are answered under the sub-heading:

a. Creative Economy Activity Support description: OCTFME has been directed to take a lead role in formulating and executing creative economy, which is a major initiative formed by the Executive Office of the Mayor with the primary intentions of supporting business and agencies in all eight wards within the District. The program has one assigned FTE.

Radio Station Administration and Support description: As part of the music economy support and as an adjunct delivery system for the existing governmental informational programming that currently appears on the PEG channels and the OCTFME YouTube channel, OCTFME will launch a new radio station in conjunction with technical partner WHUR in FY 2017. As the maintenance and administration of the radio station continues into FY 2018, OCTFME will utilize the station as an additional media platform and as an educational opportunity for local residents, including youth and millennials, to create their own community issue oriented programming and broadcast music programming thereby gaining marketable job skills that can lead to stable long-term careers in the creative economy and a pathway to the middle class.

b. Creative Economy - Maryann Lombardi

Radio Station Admin - Maxx Myrick (contractor) and Bruce Walker (Television and Entertainment Division Associate Director)

c. Creative Economy - FTE assigned: one.

Radio Station Admin: FTE assigned: vacant

d. Creative Economy - Total funding budgeted: \$286,000

Radio Station - Total funding budgeted: \$319,000

20. Please describe any initiatives your agency implemented within FY15 and FY16, to date, to improve the internal operation of the agency or the interaction of the agency with outside parties. Please describe the results, or expected results, of each initiative.

RESPONSE:

INITIATIVE 1: OCTFME Staff Health Initiative

OCTFME has introduced a health initiative program in correlation with Mayor Bowser's health initiative to get its employees healthier and more health conscious. The plan is to ensure that all employees are aware of their fitness and health levels to promote healthier communities.

The expected results are that employees will reduce their body mass index and body fat percentage while increasing overall energy levels and teamwork. Currently, employees are invited to take part of a fitness class at the end of the workday on Tuesdays to help support in their personal goals. The attendance has helped to build encouragement amongst management and subordinates as everyone works at the same level to conquer fitness obstacles.

Also, in an effort to promote overall health consciousness, OCTFME partnered with DC FEMS to host a Hands Only CPR class that was opened to the public. The event was televised to help expand general knowledge of proper CPR and medical emergency assistance.

### INITIATIVE 2: CECAP

The Creative Economy Career Access Program (or CECAP) is a workforce training program that integrates 2 key program design 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-partner. The program was officially launched in September of 2016 at a 202Creates event at DCTV (the program training provider). The program is now in its 4th month and there has been great positive feedback to date from both the trainees and the employer partners. OCTFME would also like to make a special acknowledgment to DOES and Director Carroll who have been invaluable partners as we have developed and implemented this program. Without their support this program would not have been possible.

Agency & Cluster Impact of the Program: CECAP allows OCTFME 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.

Resident Impact: 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 is further distinguished by being the first District government L.E.A.P. Academy workforce program that specifically targets the creative economy.

21. Please provide a list of all studies, research papers, and analyses (“studies”) the agency prepared, or contracted for, during FY15 and FY16, to date. Please state the status and purpose of each study.

RESPONSE:

In FY16 OCTFME contracted for the creation of a “cable needs assessment.” The information for the assessment was obtained in two parts; (1) 4 public hearings were held so that OCTFME could interact directly with District residents and allow them the opportunity to share their concerns and hopes for the future of cable in the District; and (2) conducting a telephonic survey designed to gauge consumer attitudes towards service price and quality of the District’s cable providers, as well as they types of programming consumers wish to see when watching the District’s PEG channels. This assessment was completed in April of 2016.

OCTFME contracted for an Economic Impact Study of the Film Incentive Rebate Program, during FY16 and is carrying over into FY17.

22. If applicable, please explain the impact on your agency of any legislation passed at the federal level during FY15 and FY16, to date.

RESPONSE:

NOT APPLICABLE

23. Please provide a copy of the agency performance plan for FY15 and FY16 and provide a narrative description of what actions the agency undertook to meet the key performance indicators or any reasons why such indicators were not met. Did the agency meet the objectives set forth in the performance plan for FY15?

RESPONSE:

Please see **Appendix H**.

Please refer to the OCTFME accountability reports filed with the Office of the City Administrator for an overview of the performance objectives that were met and reasons why any indicators were unmet. In that attached report, 100% of our Key Performance Indicators were met, with 0% unmet.

24. Please list and describe any ongoing or completed investigations, studies, audits, or reports on your agency or any employee of your agency during FY15 and FY16, to date.

RESPONSE:

NOT APPLICABLE.

25. Describe any upgrades to the electronic database REELSCOUT maintained by your agency and, please, provide the following information: how they have improved the agency's capacity to market District film locations for shootings, enhanced the agency's outreach efforts to film and television production companies for DC film location information, and provided useful information for the DC-based film and television production industry?

RESPONSE:

OCTFME coordinated and consulted with several DC agencies (OCTO, DGS, DCPS, and DPR) during our research and development phase of REELSCOUT, which is a comprehensive mapping project that catalogs all District government owned, leased, and managed spaces. REELSCOUT delivers the content as an interactive web service. The upgrades OCTFME made to the map were designed to point filmmakers to city-controlled spaces (as opposed to the typical federal monuments.) Phase 1 of the Map will go live this calendar year of 2017.

26. How has the agency worked with stakeholder communities as a means of increasing public transparency and communication of the agency's work, including partnerships in the motion picture and television industry, community associations, and ANCs? Has the agency built on those efforts to bridge new partnerships and, if so, what has been the feedback these partners have given regarding the agency's efforts, as well as the agency's opinion regarding what might be done to improve upon them.

RESPONSE:

OCTFME has participated in city sponsored Open Houses such as the Open House for The Deputy Mayor of Planning and Economic Development; OCTFME managed the CECAP Program which placed residents in motion picture and television jobs; and OCTFME interfaced with stakeholder communities during 202Creates sponsored events (944); as well as events hosted by the DC Economic Partnership. The aforementioned allowed the agency to provide exposure to its services and initiatives. Interfacing at those events led to meetings and other engagement in support of stakeholders and their ideas and business efforts within the motion picture and television industry. The agency published items in its Monthly newsletter that are sent citywide to provide updates on its activities. This newsletter also highlights the great work of District residents in the motion picture and television industry. Furthermore, these events and publications allowed OCTFME to share the agency goals and accomplishments with those in attendance and with our broader stakeholder communities. Additionally, OCTFM has sought to increase transparency and stakeholder understanding of film division programs like the DC Film, Television and Entertainment Rebate Fund by having OCTFME executive representatives attend community and industry events, film festivals, meet-ups and other events where the goals and instructions on how to apply for the program are explained to local filmmakers and aspiring filmmakers. It is important to OCTFME that the local community is aware that one of the most important goals of the program is to support local, indigenous filmmaking activity and not just the activity that comes from producers based out of state. With regard to maximizing awareness and transparency with regard to the CECAP program, OCTFME also has gone to job fairs and

other events where OCTFME has discussed the program and actively marketed the program to both potential program participants as well as potential employer partners. These efforts are continuing and ongoing.

27. What has the agency done in the past year to make the activities of the agency more transparent to the general public?

RESPONSE:

OCTFME continued to make sure that information about the agency's activities was available to the public, and that the agency remained transparent by increasing the use of its media platforms, including cable television, the internet and social media. Through conscious media strategies and engagement, OCTFME consistently communicated with District residents to inform them of activities and initiatives of OCTFME and the District at large. Another example of OCTFME's efforts was part of our community engagement during a cable needs assessment conducted in FY 2016. The agency strategically held town hall meetings throughout the District to provide opportunities for the agency to fully engage and interact with District residents.

28. Please identify ways in which the activities of the agency and information retained by the agency could be made more transparent.

RESPONSE:

OCTFME can make the activities more transparent by increasing its engagement with the public and further seeking input from stakeholders. In addition, OCTFME can continue to increase its strategic partnerships with sister agencies and non-governmental bodies to increase OCTFME's ability to share information with more stakeholders throughout the District and facilitate support for sustaining a viable creative economy and entertainment media industry. OCTFME is also actively investigating ways that the agency's website and social media platforms can be leveraged in a way that can make the agency's activities, programming and initiatives more transparent to the stakeholders. OCTFME is currently in the process of redesigning the website and has implemented a proactive digital messaging strategy that engages the agency's 12,000 Twitter followers, 4,100 Facebook likes, and 1800 Instagram followers to make sure OCTFME's activities are fully transparent to the stakeholder community.

29. Please identify any statutory or regulatory impediments to your agency's operations.

RESPONSE:

OCTFME has not identified any statutory impediments to its operations, but continues to work with the Mayor's office and Council in prioritizing the execution of initiatives that address the mission of this newly created agency.



30. Please identify all recommendations identified by the Office of the Inspector General or the D.C. Auditor during the previous year. Please note what actions have been taken to address these recommendations.

RESPONSE:

OCTFME has not received any recommendations from the Office of the Inspector General nor the DC Auditor during the previous year.

31. Please describe the services and assistance you provide to filmmakers and the industry and a percentage breakdown of the categories of assistance provided by OCTFME.

RESPONSE:

OCTFME provides service and assistance to filmmakers by responding to their emails, telephone calls, and fielding walk-in inquiries. Filmmakers are typically curious about film permit requirements and procedures; where in the District they are allowed to film; finding specific locations; and, parking-related matters in the District.

OCTFME assists filmmakers by finding or referring them to District locations and offering pre- and post-production resources and services needed to produce their project. This is accomplished by either providing them with the information directly or referring them to our online film resources for production assistance, locations gallery, associations and networking opportunities, and film events.

OCTFME also offers filmmakers who reside in the District the opportunity to sign up for ReelCrew, an in-house, online database of crew and production services for District businesses and residents only.

OCTFME posts casting and crew opportunities that are relevant to District residents on our website, as well as production alerts of current film production activity in the city to raise the awareness of District residents, tourists, potential producers and directors and other interested persons.

OCTFME responds directly walk-in inquiries, and to telephone and email inquiries within 24-hours or the next business day.

Overall, the assistance that OCTFME provides to filmmakers can be broken down into the following categories and percentages:

- Film, television, multimedia, and still photography permitting support – 35%
- Support and marketing of community media events and professional organizations – 25%
- Technical and logistical assistance for local production activity – 10%
- Location assistance related to local production activity – 10%

- General production research assistance – 5%
- Administrate and execute community media events (Summer Film Series) – 5%
- Concierge services: Assistance with temporary office space, hotel and other miscellaneous services for productions. – 5%
- Online location gallery (OCTFME’s website and ReelScout) – 5%

32. How does OCTFME work with other District government agencies, the federal government, and the private sector to increase its effectiveness to enhance film production in the District?

RESPONSE:

OCTFME focuses on building and maintaining strong partnerships with local media industry groups and professional associations, District government agencies, federal government agencies and other stakeholders.

OCTFME works closely with several District government agencies, including but not limited to the: District Department of Transportation (DDOT), Metropolitan Police Department (MPD), Department of Consumer and Regulatory Affairs (DCRA), Department of General Services (DGS), Fire and EMS Department (FEMS) and DC Commission on the Arts and Humanities (DCCAH); federal government agencies, including but not limited to the: National Park Service (NPS), United States Secret Service (USSS), Capitol Police and Transportation Security Administration (TSA); and the private sector to enable OCTFME to realize its stated mission of facilitating and maximizing media production activity in the District of Columbia.

OCTFME has worked diligently during FY15 and FY16 to develop very positive working relationships with DDOT, DCRA, MPD, NPS, Secret Service, Capitol Police, and FEMS especially, so that the agency is able to quickly consult with the decision-makers at these agencies. The agency believes these stronger working relationships will help cut through some of the obstacles faced in the past, and increase our effectiveness at getting more film production permitted and licensed in the District.

OCTFME also has a seat at the Mayor’s Special Events Task Group meetings bi-weekly. This also helps to solidify relationships with our contacts at various other DC and federal agencies.

33. From the feedback you have received from customer surveys, please provide the following information:
- a. The number of customer surveys received;
  - b. What did the Office learn from the feedback; and
  - c. What changes has the Office implemented as a result of such feedback.

RESPONSE:

a. As part of OCTFME's cable needs assessment that was completed in April of 2016, the agency conducted telephone surveys of 949 District residents (600 of whom were active cable subscribers).

b. As a result of the surveys conducted with the needs assessment, the agency learned many of the District's seniors felt as though there should be some sort of benefit or discount available to them, given that many of them are on a fixed income. OCTFME also learned that, while many residents are watching our channels, there is a desire to see more diverse and dynamic programming.

c. As a result of the feedback, the agency is aggressively seeking distinct and tangible benefits for District residents, particularly for our seniors, in our cable franchise negotiations. OCTFME has also aggressively rebranded the cable television programming and is continuing to create new and exciting content that is more engaging and impactful for District residents.

34. Please provide an analysis of the complaints the office has received regarding the operational aspects of the agency. Please include:

- a. A description of the most common complaints;
- b. A breakdown of the percentages of the most common complaints; and
- c. A description of the actions taken to address and reduce these common incidences.

RESPONSE:

From FY16 to date, OCTFME has received one complaint regarding a film program participant. That complaint was in regard to property damage, and it was resolved by the production company paying for the damage. The agency helped facilitate that arrangement. OCTFME has received one other complaint regarding the operational aspects of the agency. This complaint was related to technical concerns of a customer in accessing certain content on the agency website. The agency responded to this complaint within 24 hours, as is the goal in responding to all complaints.

35. Now that the OCTFME is under new leadership what are your new visions and goals for FY17? (Not the same as the mission statement)

RESPONSE:

Since the OCT and MPTD merged there was an internal review of how the two former agencies might adjust their separate missions and visions into one cohesive mission and set of goals and objectives that would most effectively serve District residents. Below find the result of that review:

## **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 channels; regulate the District of Columbia's cable television service providers; provide customer service for cable subscribers; and support a sustainable creative economy and labor market the District of Columbia.

## **SUMMARY OF SERVICES**

OCTFME is responsible for regulating cable television in the District and managing the District's government access channels: the District Council Channel (DCC), the District of Columbia Network (DCN), and the 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.

OCTFME provides 24-hour informative, open government, public interest programming on the District Council Channel (DCC), District of Columbia Network (DCN), and the District Knowledge Network (DKN). Programming includes coverage of the activities of Executive Offices of the Mayor and the executive branch; the District of Columbia City Council, the Office of the Attorney General, and the State Board of Education. OCTFME provides transparent public access to the governmental process and insights into life in the District. OCTFME is dedicated to providing quality, diverse programming and services that educate, enlighten, and empower the residents of the District of Columbia.

OCTFME offers a number of support services to local and out-of-state film, television, video, entertainment, interactive, multimedia, and digital media content creators, including: media production permitting; location scouting; production support; production and infrastructure incentives; job placement assistance and workforce development programs. OCTFME also administrates a media production incentive program, the DC Film, Television and Entertainment Rebate fund.

OCTFME engages the community to create a greater understanding of the creative economy as a whole, the media production process, and access to training opportunities required to become marketable creative economy industry professionals.

**AGENCY OBJECTIVE 1:** Provide District residents informative, educational government programming via the District Council Channel (DCC), the District of Columbia Network (DCN), and the District Knowledge Network (DKN).

**AGENCY OBJECTIVE 2:** Regulate the District of Columbia's cable service providers and enforce federal and District government cable television laws and regulations.

**AGENCY OBJECTIVE 3:** Implement, administer, and support programs, education and employment initiatives that advance the District of Columbia's film, television, music, entertainment industries.

AGENCY OBJECTIVE 4: Create and maintain a highly efficient, transparent and responsive District government

36. How many shootings took place in FY16 and FY17, to date?

RESPONSE:

- In FY16, there were 393 permits issued by OCTFME for media production projects. OCTFME had the strongest quarter on record in FY17 for permits. This year the agency saw a marked increase in permit fees collected, totaling \$113,000. That dollar amount is greater than our last three-year average; and almost 45% higher--per permit issued—compared to our last three-year average.
37. What was the economic impact of film and television industry activity in Washington, DC for FY16 and FY17, to date? Include the following information:
- a. How much revenue was generated for Washington, DC;
  - b. How many DC residents were employed by the film and television projects undertaken in Washington, DC;
  - c. What formula does OCTFME use to measure these economic indicators; and
  - d. Projections for FY2015 and FY2016.

RESPONSE:

All of the following answers are derived from FY16 data since FY17 applicants have not submitted audit reports as of yet for the agency to compile that statistical, economic information for this fiscal year.

- a. \$10,233,106 was the total revenue generated for Washington, DC.
- b. 321 DC residents were employed by the film and television projects undertaken in the District. (Totaled from the attached FY16 Overview)
- c. Our metrics, derived from audit reports submitted by production companies include:
  - Taxable production expenditures in the District
  - Non-taxable production expenditures in the District
  - Qualified personnel expenditures that are subject to taxation in the District
  - Qualified personnel expenditures that are not subject to taxation in the District
  - DC job training expenses
  - DC infrastructure investment

- The sum of the indirect/induced effects of the film industry (i.e. Employees hired for a production in DC using their salaries to purchase goods and services from other businesses).
- d. In FY2016 the agency received 27 applications, and admitted 18 projects to participate in the Film Rebate program. Of the 18, there were 12 projects that completed the process and were disbursed an award. OCTFME believes that a similar interest exists, if not greater, for FY17. As for the remainder of the film industry in the District, the agency is of the opinion that many more projects will continue to film and request permits to film here.

38. What percentage of time does OCTFME devote to the following activities?
- a. Permitting
  - b. Site location
  - c. Marketing and Promotion
  - d. Other (please describe)

RESPONSE:

Please find in the following an estimate of the time devoted to these operations within OCTFME for the Film, TV and Entertainment department of the larger OCTFME, which includes cable provider regulation and television programming, among other duties:

- Programming – 20%
- Regulatory – 18%
- Consumer support – 18%
- Film Rebate Administration – 14%
- Permitting -12%
- Locations/site assistance – 5%
- Marketing and Promotion – 5%
- Media Workforce Training & Media Education Opportunities – 5%
- Administrative/Other – 3%

39. Please describe OCTFME’s biggest accomplishments in FY16.

RESPONSE:

1. Formation of OCTFME: Executing the merger of OCT and MPTD. The agency achieved the innovative idea to consolidate two existing agencies into one. OCTFME capitalized on synergies to more efficiently and effectively deliver services to district residents, cable subscribers, and support a wider and more diverse cross-section of the creative economy than was previously possible.

2. New OCTFME Programming: OCTFME has launched new programs, including: *We Are Washington* – (DCN); *Display* (DCN); *EZ Street Show* – (DCN); *Simone Butterfly* – (DCN); *I Wish You Knew* – (DKN); *Missing* – (DKN); *Think Big* – (DKN); *Make TV* – (DKN); *DKN Sports Special: National Signing Day* – (DKN); and *Unsolved Cases* (DKN) [10 total].
3. Agency Directors' Profiles (DCN) & Councilmember (DCC) profiles.
4. Live Coverage of Emancipation Day 2016, as well as the ability to cover events live: Coverage of parade and live concert booked and staged by OCTFME. Closed Captioning and providing graphics in real time for Live coverage.
5. Built the infrastructure to launch the District's first government operated Radio Station.
6. Scholastic Sports Programming Regional Exposure: OCTFME covers local sports for programming and out-of-market broadcast regionally on RCN for the first time to Pennsylvania & New Jersey.
7. Innovative and inspirational PSAs in support of LGBTQ community.
8. OCTFME Programming Awards: OCTFME was awarded several NATOA awards for programming work.
9. OCTFME's continued support of Mayor Muriel Bowser Presents: 202Creates.
10. D.C. Film, Television and Entertainment Rebate Fund: 12 projects, 5 local.
11. Youth Media Education Initiatives: *HS 48 Hour Film Project*, *Bourne 5* set visit, *Jeopardy!* Free tix and behind-the-scenes access.
12. BET Networks Soundstage Access: Allowing for production companies to use the facilities to create content.
13. OCTFME Broadcast Technical Upgrades: (1) HD transmission upgrades at JAWB & 441; (2) Live streaming performance upgrade; (3) Closed captioning service capability added for all live events on DCN, DCC, and DKN; (4) technical upgrade to improve "encoding speeds" 50%.
14. OCTFME Facility Technical Upgrades: (1) HVAC; (2) CPU back-up/redundancy system to insure no interruptions to government broadcast capabilities; (3) Facility security camera system.
15. District Cable Subscriber Community Forum & Survey: Conducted during eight town halls in 2016.

40. What industry infrastructure improvements is OCTFME working on this year and how do these infrastructure improvements increase workforce development in the District?

RESPONSE:

OCTFME plans to continue to leverage the feature of the Film DC Economic Incentive Rebate Program that supports “infrastructure improvements” at a 25% rebate level and will actively promote and market this support option to local and out-of-state media operations that seek to improve and upgrade their current local operations or are interested in using this incentive to move their operations into the District. The agency will also support the District’s build out of a co-working space, which should inherently increase the workforce and the development of that workforce in the District.

OCTFME will also continue to increase its use of the BET Soundstage campus and explore opportunities to facilitate infrastructure improvements that will make the location even more attractive to media producers. OCTFME will continue to build out the studio space at 1899 9th Street NE to enhance the quality of the space, which can be utilized as a production space for private companies.

OCTFME worked closely with Pigmental, a production company, as they have opened their DC studio space.

OCTFME believes that the increased growth and diversification of the local media industry infrastructure will lead to increased employment within this segment of the economy and increased opportunities for workforce development and media literacy opportunities.

41. Please discuss plans for developing educational programs to train District students and residents in film and television production and related fields?

RESPONSE:

OCTFME was able to facilitate through the Film Economic Incentive Rebate Program, for students to visit the set and learn behind-the-scenes dynamics on the set of Bourne 5. OCTFME sponsored the High School 48 Hour Film Project, which allowed for High School students to write, direct, film, and edit films during a 48 hour period, at the direction of those from OCTFME and local filmmakers.

OCTFME also enlisted students from Richard Wright Public Charter School in the studio production of one of our feature programs called *The O*. The participants received instruction in the operation of studio cameras, proper placement of guest microphones, teleprompter reading and how to perform on-air as guest panelists. The students also taped individual messages highlighting the Mayor’s public safety PSA campaign.



Through the CECAP program and a partnership with Pigmental on Gallaudet's Campus, OCTFME is able to employ and educate District residents and students.

42. Producers have indicated there are many obstacles in obtaining permits for filming in DC in regards to the number of police agencies that control the different jurisdiction's, such as sidewalks, streets, and monuments. Do you have a plan to simplify this process; such as a one stop shop?

RESPONSE:

This is a valid and ongoing concern among media producers who have filmed in the nation's capital. Unfortunately, Washington, DC has restrictions and cannot permit for Federal property. As home to Congress and the President of the United States, security restrictions will not be compromised.

OCTFME has partnered with its sister agencies such as the District of Columbia Public Access Corporation (DCTV), DGS, and Destination DC to leverage its combined assets more efficiently to provide filmmakers with the best experience possible in the District.

Secondly, OCTFME will continually meet with agencies such as National Park Service, U.S. Capitol Police, MPD, Washington Metropolitan Area Transit Authority, and DPW to establish the minimum requirements for allowing filming in all areas of the District. OCTFME's objective is to smooth out jurisdictional lines and ensure a cooperative working relationship.

OCTFME's strategy includes working more closely with stakeholders on securing locations, assisting in a liaison capacity with securing permits with federal agencies, and making sure they are able to execute their productions in a seamless manner. OCTFME's efforts in this area have included increased OCTFME staff "set visits" and increased personal engagement with media producers to get actionable feedback on how OCTFME customer service and production support for media makers can continue to improve.

The agency's media production permitting and production support staff has streamlined the customer support and engagement with productions filming in the District. OCTFME's permitting and production support staff also began an active effort to engage both District government and Federal government partners with permitting authority in an effort to simplify the permitting and location access process for media producers. Customer feedback has been extremely positive in this area since OCTFME began these inter-agency outreach efforts and OCTFME is on a positive trajectory in this area. This initiative is listed as "partially achieved" because OCTFME believes strongly that there can always be improvement in this area and will continue the efforts from FY15 and FY16, as an ongoing operational and administrative priority in FY17 and beyond. Given the time-sensitive nature of the media production process it is important that standard operating procedures as the agency partners with DCRA, DDOT and other federal agencies are put into place and made operational going forward.

43. What are your plans to incorporate the local film/TV community and to continue to attract both independent films as well as major picture productions?

RESPONSE:

OCTFME is actively working with local production crew professionals and locally based production support vendors to highlight their talents and offerings and communicate to the film and TV production community that DC is “open for business” and not only does DC have great locations it also has a vibrant media professional and crew community and a growing community of media support vendors like Shadowstone Lighting.

OCTFME will also be working with DSLBD to identify and create a directory of local businesses that could offer media support services for the industry and then market that list to incoming productions. That list of potential production support businesses include:

- Transportation (local) – Taxis, car rentals, car services limo services
- Transportation (production) – production vehicle rentals, trailers, honey wagons, etc.
- Camera Rental – cameras, cranes, dollies, tracks, sliders, jibs, etc.
- Lighting/Grip Package Rental
- Sound/Audio Package Rental
- Electrical/Gaffer Equipment Rental – generators, et. al.
- Security
- Craft Service/Catering
- Hotels/Accommodations
- Travel Agencies
- Production Office Space
- Office equipment Rentals – fax machines, copiers and the like
- Copying Services – Kinko's, UPS Stores, etc.
- Shipping services – local Fedex/UPS store franchises
- Casting/Extras Casting
- Dry Cleaning
- Costume Rentals
- Building and Industrial Supplies Purchases/Rentals – Home Depot, Lowes, Grainger, etc.
- Hardware Store Purchases

OCTFME will also engage local unions, media professionals and District based media business and non-profits for their input on how the District can leverage its existing media industry ecosystem to attract even more revenue-producing and job creation activity.

44. Hollywood continues to indicate that one of the District’s limitations is the need of a sizable “state of the art” soundstage. Has the agency developed a plan on the feasibility of building a soundstage and a timeline on doing so?

RESPONSE:

The film BOURNE 5 used the BET Soundstage for their editing needs while filming here in the District. Other projects can use that Soundstage which the agency helped to build out and make functional. Additionally, the production company Pigmental opened a headquarters on the Gallaudet's Campus, where students and private companies can use to produce and edit content.

45. Our neighboring jurisdictions, the state film commissions of Maryland and Virginia continue increase their film incentive funds. What is the agency's plan to compete with these states?

RESPONSE:

Our plan for competing with the neighboring jurisdictions is to continue to market and highlight the District as the most attractive place to film of the neighboring jurisdictions. In our marketing efforts, the agency will highlight the ease of working with the District and point to the distinguishable landscape and landmarks that create a desired artistic backdrop for production companies' concepts.

**V. Contracts and Procurement**

46. Please list each contract, procurement, lease, and grant ("contract") awarded, entered into, extended and option years exercised, by your agency during FY16 and FY17, to date. For each contract, please provide the following information, where applicable:
- a. The name of the contracting party;
  - b. The nature of the contract, including the end product or service;
  - c. The dollar amount of the contract, including budgeted amount and actually spent;
  - d. The term of the contract;
  - e. Whether the contract was competitively bid or not;
  - f. The name of the agency's contract monitor and the results of any monitoring activity;
  - g. The funding source; and
  - h. Whether the contractor is a CBE.

RESPONSE:

Please see **Appendix I**

47. Please provide a list of all MOU's currently in place, all MOU's entered into within the last year, and any MOU's planned for FY17.

RESPONSE:

At this time there are two MOU's in place, one with Department of General Services (DGS), and the other with the Commission on the Arts and Humanities (CAH). The purpose of the DGS MOU is to design and build the HVAC Systems, and electrical redundancy backup system to ensure continuous efficiency of broadcast operations. The CAH MOU covers the agreed upon percentage of the costs of services provided by Derek Younger, OCTFME's Chief of Staff, who is detailed to the agency from CAH.

48. Please describe the steps taken by the agency to provide oversight and management for contracts. Specifically, how does the agency ensure that its programmatic needs are being met? How does the agency ensure that contracting actions are standardized across various programs? How does the agency monitor contract compliance? If the agency has a written policy on contracting monitoring, please provide a copy of the policy.

RESPONSE:

OCTFME follows the policies set forth by the DC Office of Contracts and Procurement (OCP) to provide oversight and management for contracts. OCTFME has an agency contracting officer (ACO) that works in concert with OCP for procurement of goods and services. Procurement is carried out by the Operations Department who works directly with the Programming, Regulatory and Executive Director's office to ensure that programmatic needs are being met. Programmatic needs are analyzed, prioritized and are carried out in compliance with OCP standards and procedures.

OCTFME manages compliance by assigning an internal contracting monitor to provide oversight and management of contracts. The contracting monitor verifies invoices received by the vendor against the requested deliverables. OCTFME requires that invoices are signed off by the ACO/contracting monitor and the OCTFME Executive Director. Invoices are then reconciled internally and forwarded to Office of the Chief Financial Officer (OCFO) for payment. Payments are verified by using the SOAR accounting system. OCTFME also conducts monthly meetings with the OCFO to address any outstanding issues or concerns.

**VI. Cable Franchise Agreements**

49. Please provide an update regarding the franchise renewal negotiations with DCTV.

RESPONSE:

DCTV manages two of the District's Public, Educational, and Governmental Channels (DCTV, DCTV-2) and is one of the beneficiaries of the three District franchises. As such, they do not require a franchise to operate.

50. What actions have the agency taken to regulate the District's cable television service providers (Comcast, RCN, and Verizon) to ensure that they are in compliance with their respective franchise agreements and federal and District cable television laws?

**RESPONSE:**

OCTFME regulates the three cable providers in various ways. Each of the cable service providers are required, per their franchise agreements, to provide OCTFME with monthly, quarterly and annual reports. These reports include information such as the nature of the complaints the cable companies have received directly and any power or service outages that have taken place in the District. OCTFME reviews each of these reports and conducts follow-ups with the cable providers as necessary to discuss ways to improve the service they provide.

Additionally, OCTFME regulates the Cable providers to address the routine customer service and infrastructure issues that inevitably arise. With respect to customer service, OCTFME routinely ensures compliance with the District's and franchise agreement's customer service requirements and intervenes in those instances where OCTFME has found a cable provider to have acted inappropriately. While "billing complaints" were by far the most common, the nature of these complaints range from inaccurate billing, to requesting assistance in understanding the content of customer bills.

Finally, OCTFME makes daily inspections of the cable infrastructure. By way of example, OCTFME's cable inspector regularly checks for down or loose hanging cables that pose a threat to public safety, as well as responds to calls from the cable provider or customers when there is a known issue with the cable system.

**VII. Cable Programming**

51. Has the cable division been forced to cut any programs or services due to decreased federal funding?

**RESPONSE:**

Currently, OCTFME does not receive any federal funding, and therefore has not been forced to cut any programs or services due to decreased federal funding.

52. Please list all public, educational, and government access (“PEGA”) cable channels provided for in FY15, denoting any new channels. Please provide information regarding the number of viewers of each PEGA channel the agency provides. Please include daily viewership number for a sample week of FY15 and also during a different sample week of FY16, if available. If exact numbers are unavailable, please provide best estimates.

Please see the chart below for a listing of all the District’s Public, Educational, and Governmental Channels:

District of Columbia PEG Channel Listing			
	COMCAST	RCN	VERIZON
<b>DCN</b>	16	16	16
<b>DCC</b>	13	13	18
<b>DKN</b>	99	18	12
<b>UDC</b>	98	19	9, 21
<b>DCTV</b>	95, 96	10, 11	10,11,28

At this time OCTFME is unable to track the number of viewers for each of the District’s PEG channels. We are, however, actively exploring various options and strategies for securing services or capabilities that will allow OCTFME to track viewership information. Currently the District has approximately 244,000 cable subscribers. In addition, we do know that the combined homes passed by the cable providers is more than 580 thousand homes, making the District’s PEG channels widely available throughout the District. Approximately 30 percent of District residents routinely view the District’s PEG channels according to our cable needs assessment.

53. Please describe how the agency worked to expand the knowledge of District children by increasing the amount of educational video programming produced by OCTFME and cablecast on DKN and also by training District students in television production.

RESPONSE:

OCTFME has worked to expand the knowledge of District children, by creating new programming. One such program is “*I Wish You Knew.*” The program provides a comfortable environment for a panel of young professionals to openly discuss ideas and opinions on topics including politics, pop-culture, entertainment, current events and more.

*Missing* is a weekly half-hour series focusing attention on the plight of missing children.

The show features safety tips and scenarios to avoid for young people and parents. Each episode features a segment on a local DC missing child geared to assist the Metropolitan Police Department.

*So You Want to Be* is a weekly half-hour series featuring teens learning from adults accomplished in their fields, about possible future careers in those fields.

Lastly, *Make Television* is a program that showcases people who transform ordinary junk into amazing creations!

OCTFME has also created *DKN's Sports Minute*. Here the program will showcase football, basketball, and other sporting events from District High Schools capsulated in the week's top games.

54. Please describe how the agency has further facilitated open access to the District government through your government and education cable channels in FY16 and FY17, to date.

RESPONSE:

On the District Council Channel, in addition to capturing and producing the legislative activities occurring in the Wilson building, OCTFME recorded Council field hearings, press conferences, and the Arts in Politics program hosted at the JAWB. This year, the agency was able to engage the council in creating various messages and greetings, which included 'encouragement spots' for the Nationals participating in the World Series Playoffs. Also, OCTFME recorded holiday greetings spots by the Councilmembers for the Thanksgiving and winter holiday season that included words of peace and good fortune.

In addition, the agency covered the following events that were later aired on DCC:

1. CM Cheh's Ward 3 Community meeting - March 2016;
2. CM Cheh's Ward 3 meeting on DC General Hospital – May 2016;
3. CM Nadeau's Legislative Town Hall - April 2016;
4. CM McDuffie Public Panel Discussion Civil Gideon – June 2016;
5. Vincent Orange Resigns from the Council – August 2016;
6. DCC Council Swearing-In Ceremony – September;
7. CM Brandon Todd's 2nd Annual State of Ward 4 Senior Address – October 2016;

8. CM Allen Small Business Public Roundtable – November 2016 ; and
9. Committee on Education Public Roundtable on PR21-1040 - Chancellor of DCPS Antwan Wilson Confirmation Resolution of 2016 (Pt1 & Pt2) – December 2016

In FY 2017, OCTFME hopes to expand their coverage of Councilmembers with the presentation of ‘*Off the Dais*’ which will follow Councilmembers outside of the Wilson Building, or when they are not on the Dais.

Regarding coverage to enhance transparency, the agency covered the Mayor and Council Breakfast meetings live. The agency also covered CapStat meetings, and the Statehood Commission Meetings – Live. These events were broadcast on DCN.

55. Please provide an update as to whether OCTFME has provided for more live programming utilizing wireless communications to broadcast remotely from anywhere in the District in FY15 and FY16, to date.

**RESPONSE:**

As noted in question 54, OCTFME has provided more coverage of Live events. The agency was able to cover Emancipation Day 2016. The agency was able to enhance technology to enable live coverage of Council Hearings that allow for closed captioning on a High Definition signal. The agency will continue to enhance its technology and cover of events for a live feed that will stream on a web-based platform as well as on our three PEG channels.

**VIII. Cable Service Competition, Statistics and Expansion**

56. In FY15, the agency stated that many multi-dwelling units (MDUs) do not have access to multiple cable television providers because landlords and property managers would not allow more than one provider access to their buildings. The agency also mentioned that under District of Columbia Municipal Regulations, OCTFME may serve as a mediator between cable television providers, landlords, and tenants. What’s the status of these efforts?
  - a. What efforts have you made to utilize this mediator role in FY16 and FY17, to date; Have you had more success in getting more than one cable provider in MDUs than in previous years; and
  - b. Would you recommend the Committee propose legislation to expand OCTFME’s authority in this area?

**RESPONSE:**

In order to help bring awareness to cable consumers that they may have the possibility of getting cable service from more than one provider to their building, OCTFME has made efforts



to meet with various community groups, including Advisory Neighborhood Associations and tenant associations to speak with them about these and other issues. There have been several instances in which OCTFME has facilitated the entry of each of the District's cable providers to a building that previously only had one provider.

OCTFME has seen that both tenants and landlords have confused exclusive marketing agreements as being or including exclusive service agreements. Exclusive marketing agreements, a practice that has been affirmed by the FCC, is an agreement between a cable provider and landlord that requires a landlord actively market or advertise only one cable provider to its building tenants. These marketing agreements do not, however, amount to exclusive service agreements, which prevent any other cable provider from accessing the building as expressly prohibited in D.C. Code § 34-1261.01, "Landlord-Tenant Relationship." Regardless of whether a particular residential building has an exclusive marketing agreement with a cable provider, the tenants of that building maintain a right to receive service from any provider able to service that location. As part of its efforts to mediate issues arising out of this confusion, OCTFME has worked to educate both tenants and landlords as to the differences between these agreements, and has found success in doing so.

At this time, OCTFME is still exploring options to address this issue, and does not have a specific recommendation.

57. Please detail any new and on-going efforts OCTFME is making to help lower cable bills through encouraging competition or by directly working with cable providers.

RESPONSE:

OCTFME continually seeks opportunities to help make cable bills lower through encouraging competition, working directly with cable providers and educating cable consumers. OCTFME's efforts to encourage competition have been primarily through facilitating and mediating issues between current and potential customers and the cable providers, and identifying areas, buildings or communities in which cable providers may be desired. The agency has been successful in getting cable into buildings and homes which did not previously have a cable provider, facilitating the entry of an additional cable provider into a community, as well as mediating disputes between customers and cable providers, and between landlords and cable providers. In addition, OCTFME works with customers to help them understand their bills, correct inaccuracies, such as technical and billing conflicts, and also identifies areas the customer may consider to gain even greater value for their services.

Often the perceived higher cable rates are associated with the rates charged for High Definition, Interactive equipment, premium channels and many services that are outside of the agency's regulatory authority. Despite our limitations, OCTFME often reviews services and charges with the customers and may suggest ways in which the customer can save by re-examining bundled services, conducting price comparisons between the three companies and closely reviewing monthly bills. OCTFME also assists customers by suggesting they contract for services that will meet their particular needs from a technological and financial standpoint.

OCTFME continues to find that as consumers become savvier, they themselves increase the competition between cable providers through the use of their knowledge to leverage better deals.

58. Last year, the agency stated that once the Verizon FiOS rollout was more complete, a “competition threshold” would be reached where market conditions and increased access to multiple cable providers would force cable bills to begin to drop:
- a. Has this competition threshold been reached;
  - b. If not, when does the agency project it will be reached; and
  - c. If so, has OCTFME noticed any difference in cable prices offered by all the cable service providers operating in the District? Please explain.

RESPONSE:

On June 3, 2015, the Federal Communications Commission issued its Effective Competition Order stating that each franchising authority<sup>[1]</sup> will be prohibited from regulating basic cable rates<sup>[2]</sup> unless it successfully demonstrates that the cable system is not subject to Competing Provider Effective Competition. In light of the fact there are three providers in the District it would be difficult for the District to meet this requirement. In short, the FCC has taken the position that the desired level of competition has been achieved.

Nonetheless, OCTFME has observed that prices in the basic service tier continue to remain low. In addition, OCTFME has observed that another area in which the cable providers are competing is in quality and types of services offered. Due to the increased competition and consumer demand, OCTFME has observed a rise in the quality of video viewing and many other services that were unavailable in the past, including internet, which is now reaching speeds upwards of 1 gigabyte.

59. Please provide information concerning cable service penetration in the District. How many residents subscribe to cable television? If possible, please give a breakdown of the number of customers subscribing to Comcast, RCN, and Verizon.

RESPONSE:

OCTFME is unable to disclose the specific number of subscribers for each of the cable providers due to the proprietary nature of that information. However, the agency can report, based on our records that there are approximately 244,000 cable subscribers in the District, an increase of more than 45,000 subscribers from last year. Finally, each of the District’s 8 Wards are serviced by at least two of the three cable providers in the District.

---

<sup>[1]</sup> A “franchising authority” is “any governmental entity empowered by Federal, State, or local law to grant a franchise.” See 47 U.S.C. § 522(10).

<sup>[2]</sup> See *id.* § 543(b)(7)(A).

60. Please provide information about how many residents in the District use satellite television providers.

RESPONSE:

OCTFME is unable to provide information on the District's use of satellite services because they are not a locally regulated entity and are not required to provide our office with any information.

61. Please detail in which areas of the city customers have only one option for cable provider.

RESPONSE:

Every Ward in the District has access to at least two Cable providers, and most have three options. The cable providers available in each ward are as follows:

Ward	Provider
1	Comcast & Verizon
2	Comcast, RCN & Verizon
3	Comcast, RCN & Verizon
4	Comcast, RCN & Verizon
5	Comcast, RCN & Verizon
6	Comcast, RCN & Verizon
7	Comcast, RCN & Verizon
8	Comcast, RCN & Verizon

**IX. Additional Comments**

62. Please take the opportunity to provide the Committee with any additional comments, concerns, or suggestions that you feel the committee should be aware of that have not

been addressed in this questionnaire.