

▼ FY2017 Performance Accountability Report

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, and key performance indicators (KPIs).

▼ Mission

The mission of the Office of Cable Television, Film, Music & 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 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.

▼ FY17 Top Accomplishments

Accomplishment	Impact on Agency	Impact on Residents
2017 NATOA Programming Awards for OCTFME: At the 2017 National Association of Telecommunications Officers and Advisors (NATOA) Government Programming Awards, OCTFME received three first place honors for the following programs: 2017 State of the District Address (Category: Public Affairs); The 202: Raheem Devaughn (Category: Interview/Talk Show); and Education Avenue: Richard Wright PCS Visits Jeopardy (Category: Children/Youth). OCTFME was also honored with a 2nd place award for Overall Government Programming.	The NATOA awards are considered the most prestigious programming excellence competition for Public Education Government (PEG) Channels in the United States. Winning a NATOA award provides objective validation and acknowledgement that OCTFME is	OCTFME's recognition for national programming excellence impacted District residents by validating that OCTFME is effectively providing nationally recognized high-quality, transparent, open government and public affairs programming that educates, enlightens, and empowers the residents of the District of Columbia.

	<p>providing nationally recognized programming and informational services to District residents.</p>	
<p>On September 19, 2017 OCTFME made history by formally launched DC Radio 96.3 HD4, a non-commercial radio station that provides District residents information and programming on government activities, resources, public safety updates, news, community affairs, education, current events, arts, music, and entertainment. Managed and broadcast from the OCTFME's headquarters, DC Radio is a broadcasting partnership with WHUR who is providing access to their transmission towers and one of their digital signals. DC Radio 96.3 HD4 becomes one of only two municipally-owned full power radio stations in the country.</p>	<p>The accomplishment impacted the agency by demonstrating the agency's ability to execute an ambitious, historic extension of the transparent and open government services OCTFME provides District residents using an entirely new communication platform.</p>	<p>This accomplishment will impact District residents by providing a radio/digital platform for the dissemination of open and transparent, public information on government activities and services; emergency and non-emergency community alerts; offer a vehicle for promoting the music and creative economy industries in the District, and offer media education opportunities for District Youth.</p>
<p>Economic and Labor Force Impact of DC Film, Television and Entertainment Rebate Fund: An independent economic and labor force impact analysis of the DC Film, Television and Entertainment Rebate Fund during FY2016 was completed by Strategic Impact Advisors, Inc. and submitted to OCTFME in FY2017. The report submitted the following findings: (1) Twelve (12) media production projects qualified for Rebate Fund awards. (2) Of those 12 awardees, 5 were District of Columbia based production companies and 7 out-of-state production companies. (3) A total of \$2,592,394 in rebates were awarded to the 12 qualifying awardees and those production companies spent a total of \$4,649,582 in "direct qualifying media production spending" in the District of Columbia. (4) This direct media production spending resulted in a return on investment (ROI) for the District of Columbia of \$1.79 for every \$1.00 of rebate funds issued. (5) In addition to the direct media production spending, the economic activity generated by the 12 awardees contributed a "total estimated local economic impact" (direct, indirect, and induced spending) of \$10,233,593, a return on investment (ROI) for the District of Columbia of \$2.63 for every \$1.00 of rebate funds issued. (6) A total of 198 individual District of Columbia businesses were supported by the direct media production spending. (7) In the area of labor market impact, the 12 program awardees generated a total of 321 District of Columbia resident project-specific cast and crew jobs. (8) District residents were paid a total of \$1,647,121 in direct wages and compensation and a total of \$2,618,988 in "direct, indirect and induced" wages and compensation.</p>	<p>This accomplishment impacted OCTFME by providing independent empirical, data, and results driven evidence of the effectiveness of the DC Film, Television and Entertainment Rebate Fund.</p>	<p>The Rebate Fund impacts the District economy and labor force by incentivizing the use of the District of Columbia as a location for film, television, interactive, and digital video content production and business development; supporting the development of media industry infrastructure projects. In addition, District residents are employed as cast and crew, providing a pathway to the middle class.</p>
<p>Impact of Mayor Muriel Bowser Presents: 202Creates: During FY17 Mayor Muriel Bowser Presents: 202Creates supported a total of 4,362, events, films, and performances with 353 local stakeholder partners and 14 government agency partners. Also during FY17 Mayor Muriel Bowser Presents: 202Creates also hosted two (2) "Creative Conversation Series Events;" one (1) "Creative Economy Roundtable;" and ten (10) creative co-working events that connected roughly 200 creatives and engaged 19 public/private partners.</p>	<p>The accomplishment impacted the agency by realizing one of the agency's core goals to "support the local creative economy and</p>	<p>Mayor Muriel Bowser Presents: 202Creates programming and reach expanded in FY17 from the launch of the formal launch of the program initiative in September 2016. In FY17, in addition to the wide</p>

engage the community to create a greater understanding of the creative economy as a whole." In addition, expanding the arts and creative economy is a deliverable Mayor Bowser identified in her transition plan.

range of events and partnerships that impacted District creatives and creative organizations, from a social media impact point of view, the hashtag #202Creates generated 74.5M potential social media impressions, a total social media following increase of 34% year over year.

## 2017 Strategic Objectives

Objective Number	Strategic Objective
1	Provide District residents informative, educational government programming via the District Council Channel (DCC), the District of Columbia Network (DCN), and the District Knowledge Network (DKN).
2	Regulate the District of Columbia's cable service providers and enforce federal and District government cable television laws and regulations.
3	Implement, administer, and support programs, education and employment initiatives that advance the District of Columbia's film, television, music, and entertainment industries.
4	Create and maintain a highly efficient, transparent and responsive District government.**

## 2017 Key Performance Indicators

Measure	Freq	Target	Q1	Q2	Q3	Q4	FY 2017	KPI Status	Explanation
<b>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). (4 Measures)</b>									
New program series or specials produced and broadcast by DCN	Annually	4	Annual Measure	Annual Measure	Annual Measure	Annual Measure	8	Met	
Number of new program series or specials produced and broadcast on DKN	Annually	4	Annual Measure	Annual Measure	Annual Measure	Annual Measure	9	Met	
New Programs or Program Specials on DKN	Annually	4	Annual Measure	Annual Measure	Annual Measure	Annual Measure	9	Met	
New Programs or Program Specials on DCC	Annually	2	Annual Measure	Annual Measure	Annual Measure	Annual Measure	3	Met	
<b>2 - Regulate the District of Columbia's cable service providers and enforce federal and District government cable television laws and regulations. (3 Measures)</b>									
Percentage of customer service calls responded	Quarterly	95%	96.6%	97.5%	98.3%	96.8%	97.1%	Met	

to within 48 hours.									
Percentage of customer service emails responded to within 48 hours.	Quarterly	95%	100%	96.3%	95.5%	100%	97.4%	Met	
Number of community events hosted or attended to get programming and cable service feedback or disseminate information to the District Cable subscribers.	Annually	4	Annual Measure	Annual Measure	Annual Measure	Annual Measure	12	Met	

**3 - Implement, administer, and support programs, education and employment initiatives that advance the District of Columbia's film, television, music, and entertainment industries. (5 Measures)**

Percentage of Rebate Fund Obligated to Program Awardees by the close of the fiscal year.	Annually	90%	Annual Measure	Annual Measure	Annual Measure	Annual Measure	96.4%	Met	
Clients receiving permits from OCTFME that rank the agency's overall production support service as "satisfactory" or "very satisfactory"	Quarterly	99%	100%	96.7%	100%	100%	99.4%	Met	
Percentage of Permit applications processed or issued within 5 business days	Quarterly	95%	97.9%	94.9%	100%	100%	98.2%	Met	
Number of local industry events, programs or initiatives, sponsored, supported or facilitated by OCTFME	Quarterly	20	5	18	17	24	64	Met	
Number of media education or media literacy programs or events supported or facilitated by OCTFME	Quarterly	4	3	0	1	1	5	Met	

We've revisited a project to standardize District wide measures for the Objective "Create and maintain a highly efficient, transparent and responsive District government." New measures will be tracked in FY18 and FY19 and published starting in the FY19 Performance Plan.

**2017 Workload Measures**

Measure	Freq	Q1	Q2	Q3	Q4	FY 2017
<b>1 - DCN Channel Production, Programming and Broadcast (2 Measures)</b>						
Number of hours of programming broadcast on DCC	Quarterly	168	281	388	72	909
Number of hours of programming broadcast on DCN	Quarterly	75	79	83	59	296
<b>1 - DKN Channel Production, Programming and Broadcast (1 Measure)</b>						
Number of hours of programming broadcast on DKN	Quarterly	45	30	32	26	133
<b>2 - Support for District Resident Cable Customers (2 Measures)</b>						
Number of cable subscriber service request calls received	Quarterly	292	159	121	93	665
Number of cable subscriber service request emails received	Quarterly	17	108	88	92	305
<b>3 - Manage and Administrate the District of Columbia Film, Television and Entertainment Rebate Fund (4 Measures)</b>						
Number of incentive rebate program applications	Quarterly	4	2	4	4	14

received						
Number of incentive rebate program pre-certified awardees	Quarterly	0	4	4	2	10
Total program rebate funds issued to awardees	Annually	Annual Measure	Annual Measure	Annual Measure	Annual Measure	\$2068462
Total program rebate funds obligated to awardees	Annually	Annual Measure	Annual Measure	Annual Measure	Annual Measure	\$1984822

**3 - Permitting and Production Support Services (3 Measures)**

Revenue from Permits Issued	Quarterly	\$32660	\$11490	\$26090	\$20020	\$90260
Number of permits issued	Quarterly	48	38	59	62	207
Number of permit applications received	Quarterly	65	59	61	82	267

**2017 Strategic Initiatives**

Title	Description	Complete to Date	Status Update	Explanation
<b>Broadcast Operations (1 Strategic Initiative)</b>				
OCTFME Government Radio Station begins broadcasting in FY 2017	OCTFME will complete the installation of all equipment on its radio station studio and will begin programming and broadcasting this new digital and terrestrial radio channel. This project is being executed in partnership with WHUR who is providing access to their transmission towers. The radio station programming will include public information on government activities, a platform to promote the music industry in the District, as well an opportunity for media education opportunities and offering District Youth the opportunity to utilize the radio station and produce their own programming.	Complete	The OCTFME Digital Radio station has reached "Ready to Operate" status. Quality control testing will be on-going until the GO-LIVE date is set. Items such as phone line calibration, a calibration of the broadcast digital recorder for the placement of programming, the calibration of the ATI (on-air studio clock) reference for program inserts, and training are on-going items. AN ON THE AIR-GO LIVE date is TBD by the agency.	
<b>FRANCHISE REGULATION (1 Strategic Initiative)</b>				
Preliminary District Cable Franchise Agreement Negotiations completed in FY 2017.	OCTFME, working with OCTO and EOM will complete the District Cable Franchise Agreement renewal negotiations and will have a proposed agreement available for review and approval by Mayor Muriel Bowser and the District City Council. OCTFME is working to complete the negotiations and will present a draft agreement for review once terms that serve the interests of District residents are reached.	50-74%	As relates to the Comcast renewal negotiations have progressed and final details of community benefits are being finalized. A proposed agreement has been	Comcast has required resolution of all outstanding I-Net over lash issues with the District before

			submitted to OAG for legal sufficiency review and the parties are working to incorporate OAG's feedback before submission of the agreement in the IQ process. As relates to RCN as of the end of September negotiations are substantially completed and the parties are also finalizing community benefits.	finalizing the Franchise renewal agreement. A proposed I-Net agreement is in active negotiations and EOM, OCTO and OCTFME are currently working through ADA concerns raised by OAG.
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**Media Education and Workforce Development (1 Strategic Initiative)**

Administer the Creative Economy Career Access Program (CECAP).	OCTFME will work in conjunction with sister government agencies, local training providers, and identified private and public sector employer partners to administer the Creative Economy Career Access Program (CECAP). This program 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 12-month program will include training and apprenticeship modules, placing graduates of the training program into entry level positions 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. The program will be funded through the DOES administrated LEAP Academy Program. In the first year of the program 10 District youth will enter the program.	Complete	The second cohort of CECAP launched September 11, 2017. 4 DC resident trainees began their "training module" at DCTV (program training provider). Following their training module they will be placed for a year-long on-the-job placement with the following "employer-partner-mentors": The Raben Group, The Lookout DC, DCTV, and WHUT.	
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**ORIGINATED PROGRAMMING (2 Strategic initiatives)**

OCTFME will broadcast at least 4 new programs on the District of Columbia Channel (DCN)	OCTFME will broaden the programming offerings available to District residents in FY 2017. All new programming on the District of Columbia Network (DCN) will include: "Display" (a 30-minute music video show that will highlight the talents of District musicians and activate OCTFME's music industry support efforts); "We are Washington" (a fast-paced, dynamic and informative look at District news); "Simone Butterfly" (a program highlighting the District's fashion and culinary scene); and a program hosted by District DJ institution, EZ Street, that will highlight the District's music and lifestyle landscape.	Complete	DCN launched the following "new" program or specials in Q1 FY17: 1) Display 2) We Are Washington  3) EZ Street Show 4) Simone Butterfly	
OCTFME will broadcast at least four (4) all new programs on	OCTFME will broaden the programming offerings available to District residents in FY 2017. All new programming on the District Knowledge Network (DKN) will include "I Wish You Knew" (programming for the Millennial Generation); "Missing" (a series focusing on the plight of missing District children); and "Make	Complete	OCTFME launched the following "new" programs or specials in Q1 of FY17: 1) I Wish You Knew	

the District Knowledge Network (DKN) in FY 2017	Television" (a program that highlights District residents transforming ordinary items in to amazing creations).		2) Missing 3) Think Big 4) Make TV	
<b>PRODUCTION SUPPORT (2 Strategic initiatives)</b>				
OCTFME completes Government Facility Mapping Project identifying District government facilities available for commercial filming.	OCTFME, working with DGS, will complete a mapping and cataloguing project identifying and categorizing District of Columbia managed and controlled facilities that are available as locations for commercial filming. Once completed and operational this catalogue and searchable resource will provide local and national production companies the ability to easily identify and gain information about DC Government managed facilities and open spaces available for commercial filming.	Complete	This initiative was completed and the interactive map was posted on the OCTFME website on 2/24/17.	
Create a support plan and implementation strategy for the Creative Economy.	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	Final draft of creative economy strategy plan was submitted before the close of Q3.	
<b>PROGRAM REBATE (1 Strategic Initiative)</b>				
Administer the DC Film, Television and Entertainment Rebate Fund	The DC Film, Television and Entertainment Rebate Fund plays an important role in attracting production companies to film in DC, which in turn creates jobs for District residents. The Rebate law was updated as of March 9, 2016 and in FY2016 18 projects were accepted into the program. In FY 2017, OCTFME will administer the second year of the program and will assign at least 90% of the budget program funds to eligible media production or infrastructure projects. OCTFME will also reconcile and close out any FY2016 program awardee projects and ensure all assigned funds are duly distributed.	Complete	The administration of the Rebate program is an "ongoing operation" that was 100% completed at the end of the fiscal year. OCTFM obligated 96% of available program funds to program awardees in FY17 (the FY "target" was 90%).	
<b>PROPERTY MANAGEMENT (1 Strategic Initiative)</b>				
Technical Equipment upgrades to 441 Judiciary Square and the John A. Wilson Building	OCTFME will supervise the completion of several technical/audio visual equipment upgrades to 441 Judiciary Square and the John A. Wilson Building that will add high definition (HD) broadcast capabilities for the District government cable channels.	Complete	OCTFME have completed technology upgrades from Standard Definition to High Definition broadcasting at the John A. Wilson and 411 Judiciary Square Buildings.	