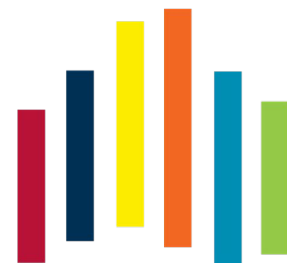


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Retreat – April 2024

Goals and Objectives FY24-25



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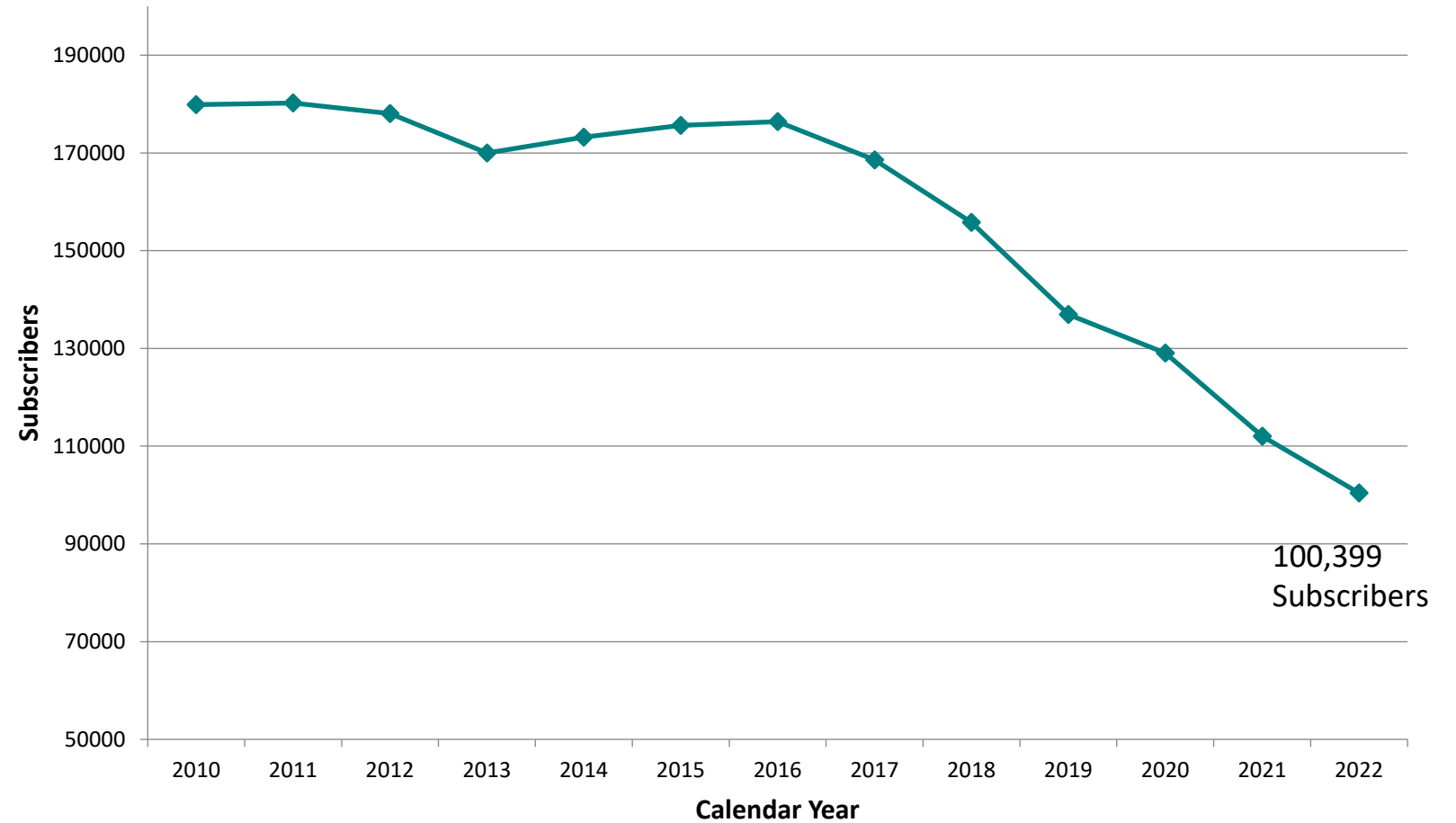
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Subscriberhip Trend

Cable TV Subscribers 2010 thru 2022

Cable TV Subscribers 2010 thru 2022	
Subscribers	Year
179,884	2010
180,204	2011
178,032	2012
169,997	2013
173,206	2014
175,616	2015
176,396	2016
168,575	2017
155,782	2018
136,923	2019
129,044	2020
112,055	2021
100,399	2022

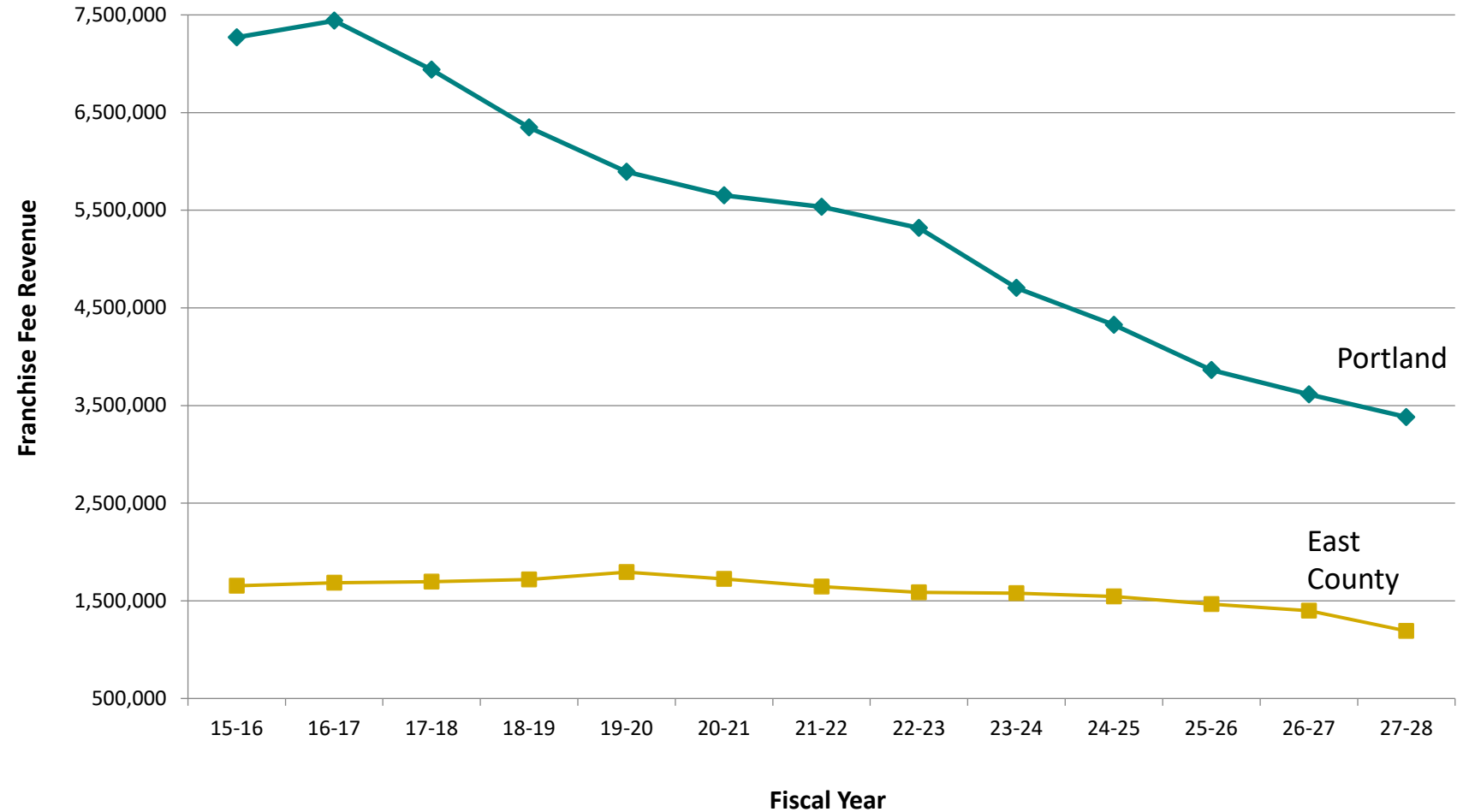
2023 data due May 2024



Franchise Fee Trend

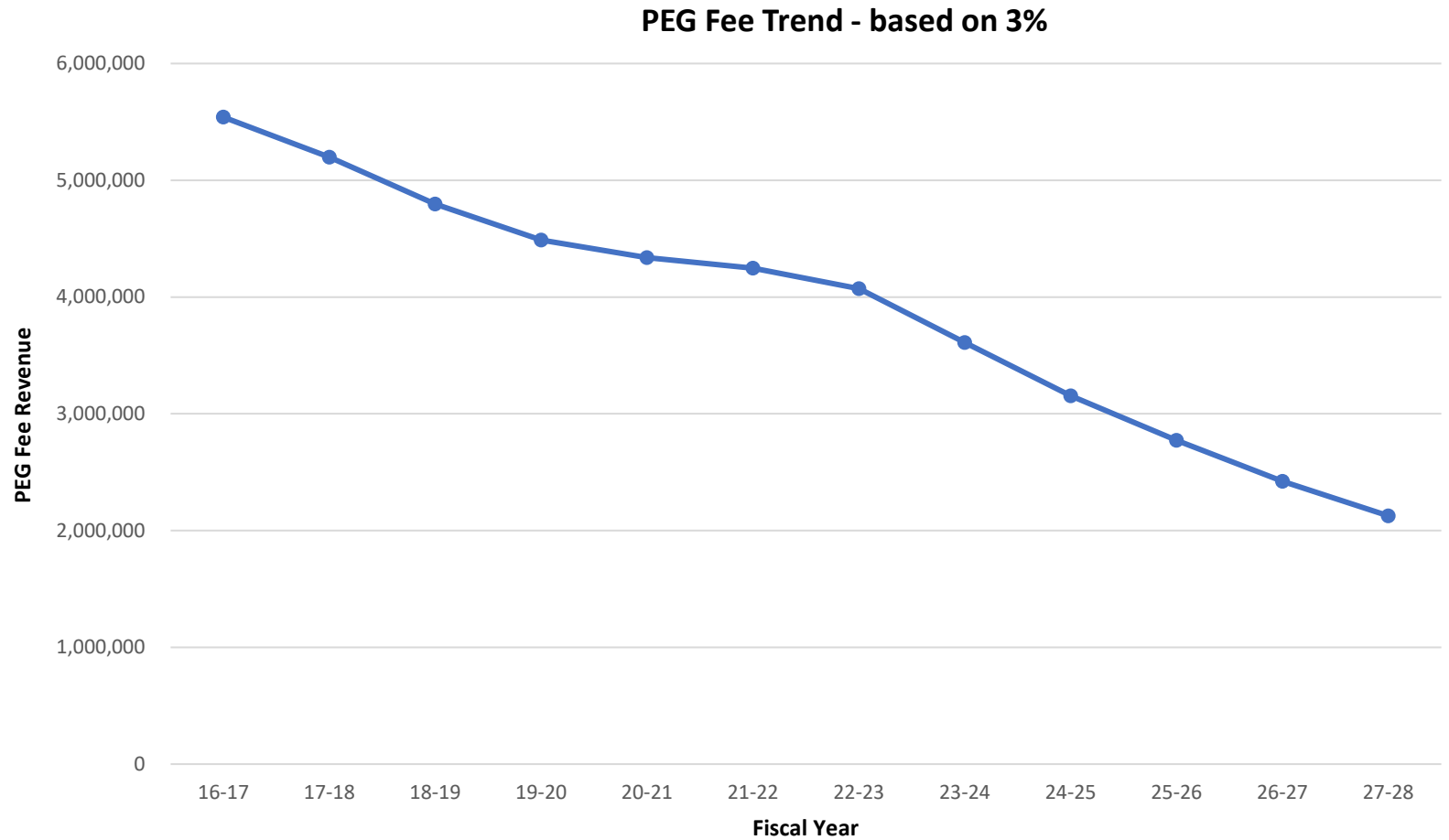
Cable Franchise Fee Trend

Franchise Fee Revenue		
Portland	East County	Fiscal Year
\$ 6,170,000	\$ 1,580,000	10-11
\$ 6,232,244	\$ 1,586,137	11-12
\$ 6,548,700	\$ 1,654,359	12-13
\$ 6,719,325	\$ 1,685,059	13-14
\$ 6,944,159	\$ 1,696,654	14-15
\$ 7,270,259	\$ 1,718,578	15-16
\$ 7,439,910	\$ 1,793,829	16-17
\$ 6,937,752	\$ 1,724,113	17-18
\$ 6,347,615	\$ 1,644,478	18-19
\$ 5,892,358	\$ 1,587,597	19-20
\$ 5,653,300	\$ 1,577,838	20-21
\$ 5,533,506	\$ 1,543,947	21-22
\$ 5,319,260	\$ 1,467,299	22-23
\$ 4,705,534	\$ 1,397,506	23-24
\$ 4,325,538	\$ 1,191,759	24-25
\$ 3,862,567	\$ 1,120,209	25-26
\$ 3,614,334	\$ 1,071,204	26-27
\$ 3,382,054	\$ 1,024,364	27-28

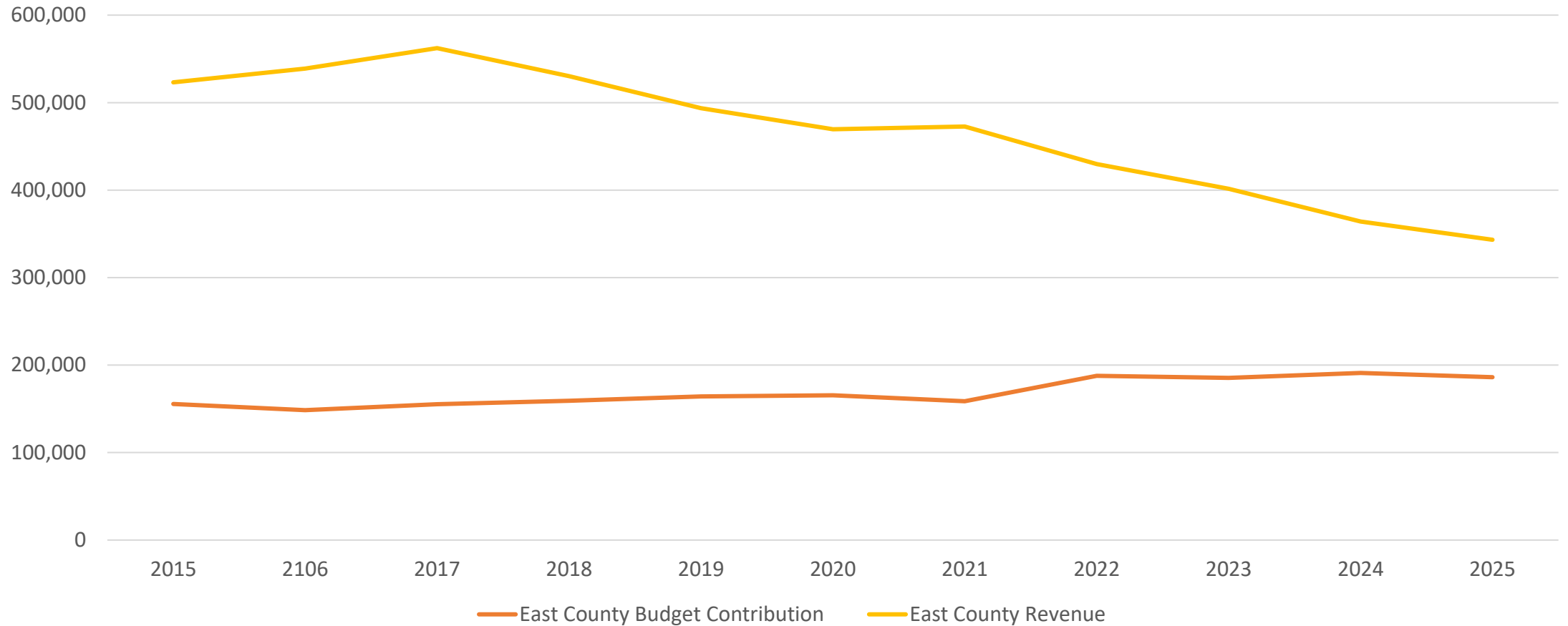


PEG Fee Trends

TOTAL	Fiscal Year
5,540,134	16-17
5,196,878	17-18
4,795,297	18-19
4,488,041	19-20
4,338,681	20-21
4,246,471	21-22
4,071,933	22-23
3,609,427	23-24
3,155,035	24-25
2,772,261	25-26
2,421,749	26-27
2,126,273	27-28



East County: Revenue & Operating Budget Allocation

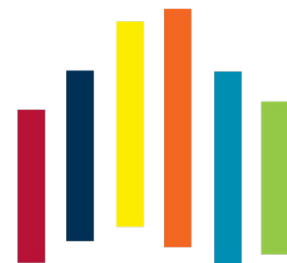


Strategic Planning Process Goals

- 1) educate MHCRC jurisdictions about the work of the MHCRC
- 2) determine the future needs of the MHCRC member jurisdictions regarding the cable and telecommunications system
- 3) develop a long-term strategy to meet the cable, telecommunications system, and community media needs of the jurisdictions, and
- 4) create recommendations for a new IGA to govern aforementioned priorities (the “Project”).



The IGA & Legal and Policy Framework



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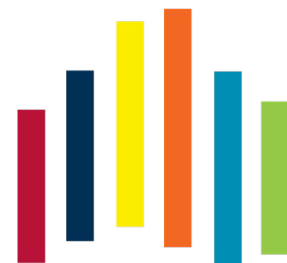
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Intergovernmental Agreement

1. General Purposes
2. Definitions
3. Commission Creation and Powers
4. Powers Retained by Jurisdictions
5. Commission Members
6. Meetings, Rules of Procedure and Officers
7. Administration and Staffing Services
8. Transfer of Staff and Assets
9. Receiving and Distributing Funds
10. Duration and Termination
11. Dissolution and General Terms



Interview Themes



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Theme #1: Strategic Alignment and Clarity

What we Heard

Recognition of the staff's competency and commissioners' enthusiasm, especially for community impact through grants and advocacy. However, strategic misalignment and unclear roles have emerged as concerns, stressing the need for greater internal coordination.

Strategic Planning Implications

Strategic planning foster a unified vision and understanding of roles, leveraging individual strengths and creating a collaborative environment for implementing the commission's mission and vision.



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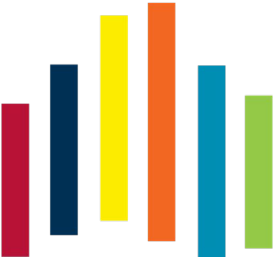
Theme #2: Revenue Streams and Financial Stability

What we Heard

The MHCRC has solid programs and negotiating leverage, which especially benefits east jurisdictions, but faces revenue insecurity from declining cable subscriptions and constraints from regulatory scope misalignment. Jurisdictions face potentially narrowing upside.

Strategic Planning Implications

Develop a financial strategy within the strategic plan that looks for alternative revenue streams and adapts to changing regulatory contexts to maintain operations and initiatives. This may mean orienting certain decisions and discussion around the MHCRC and on potentially new structures.



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Theme #3: Jurisdiction Engagement and Outreach

What we Heard	Strategic Planning Implications
<p>Engagement with jurisdictions has been inconsistent, with limited understanding of their unique needs. A strong public interest in consumer protection has been noted as an opportunity.</p>	<p>Create a strategic plan with robust communication and outreach strategies that are tailored to each jurisdiction's context and enhance understanding of the MHCRC's value and strategic priorities.</p>

Theme #4: External Influences and Opportunities

What we Heard	Strategic Planning Implications
<p>The potential for regulatory changes and industry shifts was seen as both an opportunity and a threat, with concerns about unilateral actions by cable providers.</p>	<p>The planning process should be flexible and adaptive, preparing for various regulatory and industry scenarios, and positioning the MHCRC to navigate and leverage these changes effectively. One option could be to focus MHCRC commissioners on a scope focused on the commission, and to focus jurisdictions and staff on exploring implications beyond the current commission structure.</p>

Theme #5: Advocating for the Public Interest

What we Heard	Strategic Planning Implications
<p>The MHCRC's role in advocacy is generally supported within the community, staff, and the commission. Yet, there are potential threats from industry influence and jurisdictional financial constraints. Jurisdictions may be able to lend additional support if engaged as a legislative advocacy coalition.</p>	<p>Emphasize consumer advocacy in the strategic plan, ensuring it remains a central focus as technology evolves and integrating policies and programs to uphold these interests.</p>

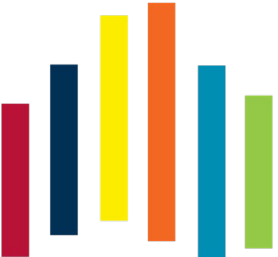
Theme #6: The Future of Community Media

What we Heard

Community Media Centers' dependence on MHCRC funding and their essential role in providing public access highlight their critical place in the media landscape amid financial challenges.

Strategic Planning Implications

The strategic plan should prioritize the sustainability of CMCs, seeking diverse funding solutions, advocating for supportive policies, and maintaining strong partnerships to ensure the continuity of services.



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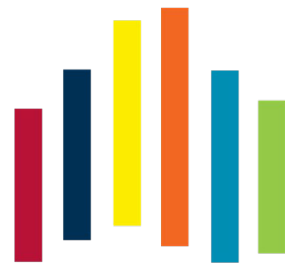
Jurisdiction Engagement



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Executive Session



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