

COVER SHEET – AGENDA ITEM #R3

For Commission Meeting: May 23, 2016

“FY 2016-17 MHCRC Goals and Objectives.”

Recommendation

Staff recommends that the Commission adopt FY2016-17 Goals and Objectives.

Background

Staff developed the proposed FY2016-17 goals and objectives, considering issues identified by the Commission at its annual planning retreat held in early March. In addition, staff has included objectives responding to anticipated workload items for next fiscal year.

Attachment: Draft FY2016-17 Goals and Objectives

Prepared By: Julie S. Omelchuck
May 12, 2016

MISSION

The Mt. Hood Cable Regulatory Commission advocates for and protects the public interest in the regulation and development of cable communications systems in Multnomah County and the Cities of Fairview, Gresham, Portland, Troutdale and Wood Village; monitors and helps resolve cable subscribers' concerns in these jurisdictions; and participates in the planning and implementation of community use of communications technologies which make use of the public right of way.

GOALS AND OBJECTIVES

Adopted: DRAFT

Effective: July 1, 2016 – June 30, 2017

The Commission acknowledges that the policy and regulatory work of the Commission is undertaken in a dynamic communications technology environment. Consequently, the Commission retains flexibility to modify or revise these Goals and Objectives as may be required from time to time.

Goal I: *Effectively administer cable services franchise agreements to serve our member jurisdictions and their residents.*

Objectives

1. Identify and address franchise compliance issues in response to and, when possible, prior to cable company actions.
2. Provide consumer protection for citizens and subscribers in cable service matters by helping to resolve complaints, enforcing customer service standards and addressing other consumer-related franchise compliance issues.
3. Design a community needs ascertainment in order to prepare for the renewal process for the Frontier and Reliance Connects franchises, which expire December 31, 2018.

Goal II: *Focus the community grants program on key impacts for addressing needs and equity issues identified through the MHCRC's Your Voice, Our Communications Technology initiative to guide the financial investment of Capital funds in the community over the next eight years.*

Objectives

1. Conduct the annual Community Technology Grants round to continue development of public, educational and governmental uses of cable system technology.
2. Further develop TechSmart Initiative partnerships with school districts in Multnomah County, through strategic grant investments in technology and assessment, to identify, implement and share effective instructional practices and strategies, which use technology to foster improvement in student academic outcomes and reduce the achievement gap.
3. Implement the TechSmart Initiative evaluation and reporting plan to measure results, identify improvements and share learnings.
4. Utilize the grants management system, financial models and evaluation tools to provide efficiencies overall in managing fund allocation, accountability and evaluation of impact.
5. Monitor grant projects to ensure accountability for grant funds and project activities.

Goal III: *Ensure access to and use of current and new services available through the cable system technology by citizens, local governments and community institutions.*

Objectives

1. Facilitate and manage Community Institutional Network (I-Net) partnership and network planning in order to leverage this low cost, high quality resource as a key tool for public organizations to communicate, inform and deliver services to their constituencies.
2. Negotiate the terms of renewal grant agreements with Portland Community Media and MetroEast Community Media, which agreement terms expire June 30, 2017.
3. Monitor and ensure accountability for capital funds paid to Portland Community Media and MetroEast Community Media.
4. Explore creative public and community opportunities arising through local adoption of digital technology for both content development and distribution.
5. Collaborate with organizations, at the federal, state and local levels, to advocate for the community's access to cable system technology.
6. Facilitate activation of additional HD access channels on Comcast's system to ensure timelines are met and subscribers are fully aware of the new channel offerings.
7. Work with Frontier and Reliance Connects on provision of access channels in an HD format on their systems.
8. Facilitate implementation of updates with community media providers, Comcast and CenturyLink to video-on-demand protocols and technical requirements.
9. Partner with the City of Portland and Multnomah County and other community groups in developing and implementing strategic actions and initiatives in support of the Digital Equity Action Plan.

Goal IV: *Communicate, educate and respond in a timely and accurate manner to our jurisdictions, cable subscribers and the general public regarding communications technology policy and regulatory issues.*

Objectives

1. Communicate with jurisdictions' elected officials and key staff in order to educate them about communications technology policy and regulatory issues and what's at stake for our communities.
2. Support our member jurisdictions in implementing FCC rules and federal laws related to cable and telecommunications.
3. Support and provide resources for the development of Commissioners' education and expertise.
4. Engage stakeholders (Jurisdictions, public institutions, community organizations, etc.) to assess their current and future local technology and broadband capacity needs and explore possible options and structures to address those needs.

Goal V: *Advocate for continued local authority regarding cable franchises and use of the public rights of way by communication providers.*

Objectives

1. Continue cross-jurisdictional collaborations for information-sharing and coordinated strategies on issues of common concern.
2. Participate in statewide committees or groups that address local government authority, management and control of public rights of way.
3. Prepare for and participate in 2017 Oregon Legislative Session.
4. Participate in FCC proceedings on behalf of our jurisdictions' and citizens' interests.
5. Advocate for local interests through participation on the Oregon Broadband Advisory Committee.
6. Advocate for and preserve existing and new public interest benefits at the state and federal legislative levels, including efforts to preserve PEG channels and funding.

Goal VI: *Lead Commission operations efficiently and effectively.*

Objectives

1. Fulfill Intergovernmental Agreement and Rules of Procedure administrative responsibilities.
2. Engage with the City of Portland to ensure a diverse pool of qualified candidates for the MHCRC Director position and a smooth transition to new leadership for stakeholders, staff and Commissioners.
3. Engage with the City of Portland to explore adjustments to the placement and structure of the MHCRC staff services and funds within the City of Portland to ensure transparency and continued provision of a high level of service to MHCRC's stakeholders and communities.
4. Plan and conduct Commission meetings in a way that respects the volunteer nature of Commission positions and is in accordance with Oregon Open Meeting laws.
5. Conduct annual strategic planning and goal-setting process.
6. Conduct annual MHCRC evaluation of staff services.
7. Conduct annual MHCRC Fund Audit and transmit it to the Oregon Secretary of State's Office.
8. Present an annual budget request to the Jurisdictions that supports the Commission's mission and respects the Jurisdictions' budget considerations.