

# ITS Strategic Roadmap – FY16

## **Metro 3 Television**

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## **Background**

Per FCC regulation and Metro Government’s local cable television franchise, Metro has been granted four public, educational and government (PEG) television channel slots. Metro 3, a division of ITS, is Metro Nashville’s PEG channel presenting government television programming to Comcast and AT&T cable customers.

The mission of Metro 3 is to provide informative television coverage concerning the programs, activities and legislation of local government. Coverage by Metro 3 includes public meetings, government initiatives and programs, community developments, legislative sessions, training programs, budget development sessions, and services provided by individual departments and agencies of Metro government.

Metro 3’s services also include creative design and program development to departments to enable those department services to be explained and/or highlighted for the citizens. Metro 3 is responsible for the library of materials that are aired on Channel 3 for archival purposes and for public records purposes. Metro 3 staff maintains the Metro YouTube channel. Most materials that are produced by Metro 3 are broadcast and also available on YouTube.

Other Metro Government departments and agencies that employ on-staff videographers dedicated to their department use include:

- Metro Nashville Police Department
- Davidson County Sheriff’s Office
- Metro Nashville Public Schools
- Nashville Public Library

Key stakeholders are Cable TV (CATV) Special Committee; state and local cable TV franchise holders; the departments and agencies of Metro Nashville and the citizens who receive information of, education about, and services from those departments and agencies.

## **Current Strategic Drivers**

1. **Citizen Demand: Transparency** (High) – Citizens want openness, accountability and honesty from their government, and sharing information with citizens is government’s obligation and allows citizens to hold public officials accountable.
2. **Customer Demand: Video productions**– (High) Metro 3 customers have become comfortable with the quality of work provided by the division, and as the awareness of the service grows, thus does the demand.



3. **Regulatory Compliance (ADA)** (Medium) - The *Americans with Disabilities Act of 1990* prohibits discrimination based on disability, which is defined by the ADA as ‘... a physical or mental impairment that substantially limits a major life activity.’ Currently only 4 of the Metro public meetings are closed captioned. FCC is also proposing changes to the way closed captioning is done.
4. **Cable Television Industry Change** (Medium) – The cable television industry model is rapidly changing, with traditional cable losing viewers to other on demand media such as Hulu and Netflix.
5. **Technology Change: From Standard Definition (SD) to High Definition (HD)** – (Medium) The industry standard moved from Standard Definition to High Definition more than 5 years ago. A State level agreement with Google to provide cable in this area would demand a quicker move to convert from standard definition to high definition.

### On the Horizon Strategic Drivers

1. **Staying Relevant with Citizens** (High) - The ability to view government proceedings from the comfort of your computer or mobile devices is becoming an expectation. The model is changing from sitting and watching government to experiencing and interacting with government proceedings. To broadcast from locations not on the Metro network and allow interaction into live meetings is becoming the expectation for government transparency.
2. **Pending Administration Change** - (High) A different administration potentially brings with it a different set of expectations for what is broadcast on Government Television.
3. **Google Fiber in High Definition (HD)** (High) – Google Fiber will transmit Metro Government Television in HD from the onset of service availability, assumed sometime in 2016 or early 2017 based on news reports.
4. **Technology Change: Comcast Relocation of PEG channels to “digital Siberia”** (medium) – As allowed per the current local cable franchise, Comcast may, with advance warning, eventually move Metros PEG channels to areas other than the current slots at 3, 9, 10 and 19.

### Short Term Goals (0-6 months) 7/1/15 – 12/31/15

#	Goal/Objective	Est. Start	Est. Duration
1	With MNPS, plan and implement a modern control room at Bransford Avenue for Metro Nashville Public School (MNPS) Board meetings to be broadcast on Metro 3 (funding necessary via PEG support and MNPS)	7/15	6 months
2	Develop plan for self-service searchable video storage solution	7/15	6 months
3	Develop and implement a plan for re-branding from Metro3 to a name that is not cable provider dependent. Channel 3 is the historic Comcast channel position.	7/15	14 months
4	Plan and implement FCC mandated changes for closed captioning (funding needed)	7/15	9 months
5	Develop plan to expand number of Metro public meetings that are closed captioned	7/15	3 months



6	Implement a training curriculum to increase Carousel users in departments	7/15	3 months
7	Investigate and develop plan for update of Metro 3 equipment and infrastructure to allow recording and broadcast of Metro 3 programming in high definition to cable service providers by July of 2016.	7/15	9 months
8	With the ITS networking team, develop and implement plan a plan to allow live broadcast locations from any location served by Metro's data network.	9/15	TBD
9	Develop plan to allow prioritized streaming live on YouTube	9/15	TBD

### Medium Term Goals (6-18 months) 1/1/16 - 12/31/16

#	Goal/Objective	Est. Start	Est. Duration
1	Develop and present to CATV Special Committee a plan for investment of PEG Support funds from local and state cable franchisees	1/16	4 months
2	Plan for and implement a self-service searchable video storage solution	4/16	24 months
3	Implement according to plan closed captioning for additional Metro public meetings (operational funding required)	3/16	12 months
4	Implement according to plan upgrade from SD to HD (using approved PEG Support funding)	1/16	ongoing

### Long Term Goals (18-36 months) 1/1/17 - 6/30/18

#	Goal/Objective	Est. Start	Est. Duration
1	Develop and present to CATV Special Committee a plan for investment of PEG Support funds from local and state cable franchisees	5/17	6 months

### Related Roadmaps

- PEG Studio

### Related Resources

- Metro Government's Local Franchise Agreement with Comcast
- State of Tennessee Franchise Agreement with AT&T
- State of Tennessee Franchise Agreement with Google
- NECAT Website: [www.necatnetwork.org](http://www.necatnetwork.org)

