

ITS Strategic Roadmap – FY20 Planning

Metro Nashville Network (MNN)

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Background

Per Federal Communication Commission (FCC) regulations and in accordance with Metro Government’s local cable television franchise agreement as governed by the Cable Television Special Committee (CATV), Metro Nashville has been granted four public, educational and government (PEG) television channels.


Metro Nashville Network, or MNN, is a division of Metro Government’s Information Technology Services (ITS) department. MNN’s mission and core capability is *“to provide informative multimedia coverage concerning the programs, activities and legislation of local government.”* MNN’s coverage includes public meetings, public service announcements, government initiatives and programs, community development, legislative sessions, internal and external training programs, budget development sessions, and services provided by individual departments and agencies of Metro Government.

In addition, MNN manages production facilities located at the Historic Courthouse, the Howard Office Building, and Metro Public Schools Central Office Boardroom as well as remote production equipment to ensure the capability of going live anywhere over the Metro network.

MNN key stakeholders include:

- Metro Nashville departments and agencies
- Metro’s Cable TV Special Committee (CATV)
- State and local cable TV franchise holders:
 - Comcast
 - Google Fiber
 - AT&T
 - Iris Communications
- Metro Nashville & Davidson County residents

Current Strategic Drivers

1. **Citizen Demand for Transparency**  (High) – Citizens want openness, accountability and honesty from their government. It is the government’s obligation to share information with its citizens, allowing them to hold public officials accountable.
2. **Technology Change: Digital/High Definition as Standard** (High) – MNN and PEG Studio produce a digital signal; Comcast does not, per the franchise agreement, provide a single HD channel for Metro. Google Fiber now delivers MNN in full HD (1080i).
3. **Video Sharing** (High) – MNN is requested with increasing frequency by the Mayor’s Office and other departments to produce video segments. The finished video is often requested to be shared with outside agencies or groups, such as public relations firms.



4. **Television Industry Changes** (Medium) – The ability to view content “anywhere and at any time” continues to drive massive changes in our industry. The Cable Model continues to change, with traditional cable television losing viewers to emergent on-demand media services similar to Hulu, Netflix and Amazon Prime.
5. **Possible Administration Change** (Medium) – The mayoral election of 2019 could bring in another administration with attendant potential for change in priorities.
6. **Demand for Transparency: Language Inclusion** (Medium) – As the demographics of Davidson County change so does the increase in need for languages beyond English.

On the Horizon Strategic Drivers

1. **Expiration of Comcast Franchise Agreement** (High) – The current Cable franchise agreement with Comcast will expire in May 2023.
2. **Changes in the way Franchise Agreements are Structured** (High) – The current cable franchising draft FNPRM (Further Notice of Proposed Rulemaking) that has been submitted by the FCC calls for the request that all in-kind cable contributions can be treated as franchise fees and would be subject to the same 5% gross revenue cap. This would affect ROW (right of way) cost and could affect Metro’s four PEG channels and is only a single example of potential changes to regulation affecting cable franchises and the PEG channels that are granted through them.

Short Term Goals (0-6 months) 7/1/19 – 12/31/19

#	Goal/Objective	Est. Start	Est. Duration
1.	In the event of administration change, MNN will work with Metro leadership to determine need for broadcast of meetings of additional boards and commissions.	9/2019	2 months
2.	Develop and implement an incremental plan to begin using a video agenda tagging service, whereby citizens could access a meeting’s agenda and be able to watch only the portion of the recorded meeting that pertains to a specific bill or item they are interested in.	7/2019	1 month
3.	Research and develop a plan to incorporate language translation software into the MNN workflow as requested in the Connected Nashville plan. (funding required)	10/2019	3 month

Medium Term Goals (6-18 months) 1/1/20 – 12/31/20

#	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.	5/2020	6 months
2.	Begin research of higher quality (4K) and innovative video (360 degree) recording equipment to replace equipment approaching end of life.	1/2020	TBD



#	Goal/Objective	Est. Start	Est. Duration
3.	Expand MNN’s footprint by exploring other platforms to deliver MNN to every citizen of Nashville.	1/2020	Ongoing
4.	Begin preparation for renegotiation of the Comcast franchise agreement and report findings to ELT.	5/2020	24 months

Long Term Goals (18-36 months) 1/1/21 – 6/30/22

#	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.	5/2021	6 months
2.	Begin addressing MNN editing equipment, as current workstations will go out of warranty.	2/2021	4 months

Related Roadmaps

- PEG Studio

Related Resources

- Metro Code establishing NECAT
- Metro Government’s Local Franchise Agreement with Comcast (Effective: 2013 to 2023)
- State of Tennessee Franchise Agreement with AT&T
- State of Tennessee Franchise Agreement with Google

