

MARIN TELECOMMUNICATIONS AGENCY
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MEMORANDUM

DATE: November 11, 2009
TO: MTA Board of Directors
FROM: Barbara Thornton, Executive Officer
SUBJECT: AGENDA ITEM F: MTA'S 2010 WORK PLAN

Recommended Action: Receive the MTA Work Plan FY 2009-2010 November Update and provide direction to staff if desired.

Background:

The Board approved the FY 2009-2010 Work Plan at the May 2009 Board meeting. This Work Plan covers the period from July 1, 2009 through June 30, 2010.

The attached Work Plan update provides the current status and plans for the individual Work Plan items.

Staff welcomes any input or direction the Board may have regarding the Work Plan.

Work Plan ID	Goal F/Y 2009-2010	Objectives	Status 11/11/09	Supports Strategic Direction #
1	Customer Complaint Handling - Monitor service obligations including customer complaints and inquiries with Comcast, AT&T, & Horizon Franchises.	Insure customer issues are resolved by providers.	Worked with Comcast to have customer issues associated with Comcast Digital Network conversion resolved. Required Comcast to improve FAQs, Guides and access to customer service Reps to resolve customer issues quickly. Continue to receive customer complaints regarding billing issues.	3
2	Monitor and administer MTA's Franchise Agreements with AT&T, Comcast and Horizon including customer service standards, franchise and PEG fees, reporting and payment, and other contract compliance issues. Undertake an AT&T Franchise & PEG Fee audit & establish standard reporting requirements.	Insure Franchise Agreement compliance by all providers.	Initiating work with AT&T regarding Franchise Fee and PEG Fee compliance/audit. Following formal audit of AT&T that Foster City is doing. Working with MTA and Marin county Counsel regarding Horizon Franchise Fee payment issues. Reviewing Comcast Franchise for compliance issues.	3
3	Support Board meeting information and regular meeting requirements	Ongoing Support.	Developed Agenda and Board packet for MTA Board and Committee Meetings.	1,2,3,4,5
4	Public liaison, communication & education	Ongoing Support.	Handle questions and requests for information from MTA constituents - residents, Government and other agency staffs and the press.	1,2,3,4,5
5	Board communications - education	Ongoing Support.	Provide information in meeting packets and via email as appropriate.	1,2,3,4,5
6	Maintain current Website	Ongoing Support.	Regularly update with MTA meeting information and announcements.	1,2,3
7	Upgrade MTA web site with modern technology to support all strategic plan initiatives and operations	Solicit Board input, develop requirements, select vendor, manage new website development. Implement new website April 2010.	Beginning evaluation of needs, requirements and vendors. Will bring update to the January MTA meeting.	1,2,3,4,5
8	Monitor ongoing operations of the CMCM	Ongoing interaction with CMCM.	Attend CMCM Board meetings. Work on CMCM issues and plans with the CMCM Staff. Recommended MTA become a CMCM member. MTA appointment of members to CMCM Government Channel Advisory Committee presented to MTA Board. CMCM Reports at MTA Board Meetings.	2
9	Participate in planning for the use of E and G channels	Establish G Channel when CMCM is operational June 2009. Participate in G channel planning, policy and use. As appropriate provide input regarding Education Channel.	Government Channel went live June 15, 2009. Developed recommendation for MTA to appoint CMCM Government Channel Advisory Committee for consideration at 11/11/09 MTA meeting. Obtain feedback from public regarding G Channel and communicate with CMCM staff.	2
10	Work with CMCM, community organizations/centers, MMA, MCOE, COM, Dominican regarding strategies for the distributed video network	Develop recommendations for MTA review March 2010.	Have begun discussions with CMCM and other agencies regarding distributed network. Need joint development of strategies & implementation recommendations.	2

11	Request additional 3 channels from Comcast (when Comcast is all digital)	TBD - depends on Comcast's plans to go all digital.	Comcast is currently planning to go all digital by 2012. Will request channels from Comcast when all digital and CMCM submits request to MTA.	2
12	Initiate formal liason with Agencies involved in telecommunications projects.	Participate in MMA Shared Applications Committee. Ongoing contact with Marin Managers, County of Marin and other public agencies.	Ongoing discussions in various venues regarding telecommunications in Marin and the value of and opportunities for collaboration. Worked with city managers regarding ARRA broadband opportunities. Conducting Marin Mobility Workshop 11/17/09.	1
13	Determine policy making role related to operating organizations such as marin.org/MIDAS, MGSA, MERA		Have worked with MGSA, regarding Marin Wireless Project and Marin.org/MIDAS and county of Marin regarding telecommunications policy. Initial discussions with MERA staff. Will provide update to MTA Board First Quarter 2010.	1
14	Determine MTA's role and policy opportunities related to the latest state and federal legislation and take appropriate actions	Ongoing	Brought Federal CAP legislation Resolution to MTA Board 11/11/09 for consideration. Worked with Senators Boxer and Feinstein regarding necessary revisions to NTIA guidelines for BTOP Round 2 funding. Worked with NATOA regarding filings to FCC and NTIA.	1
15	Engage with the community regarding Marin County needs for broadband and PEG. Consider establishing a Broadband Access Advisory Committee	Ongoing	Regular discussions with cities, agencies and organizations in Marin regarding PEG opportunities and broadband needs and uses. Various organizations are now including video production of their events and meetings for PEG.	1, 2
16	Monitor & identify ARRA Opportunities for Marin County, evaluate and submit project proposals as appropriate	March 2009 thru ~ April 2010	Evaluated ARRA Broadband project funding opportunities and developed a project to submit in Round 1. Unable to meet submission requirements. Will provide comments to RFI for Round 2 Guidelines.	1
17	Marin Wireless Project - Consider next steps	Board consideration February 2010.	Schedule joint Marin Wireless Committee meeting to consider the transfer of Marin Wireless from MGSA to MTA. Identify next steps for MTA consideration.	1
18	CATV Low Income Discount for Seniors and Disabled - Develop a program proposal for Board consideration	Board consideration of plan December 2009/January 2010.	Working with Director Bragman on development of trial program for consideration by MTA Board in December 2009 or January 2010.	1
19	Initiate steps necessary to invite Novato into MTA membership	2009 - May 2010	Work with Director Arnold and initiate discussion with new Novato City Management in January 2010.	3