



STRATEGIC PLANNING COMMITTEE

4:30 p.m.

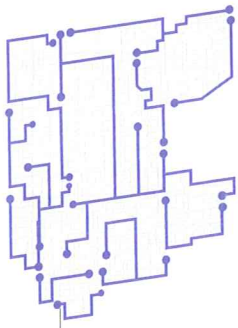
July 29, 2015

NSSC/NSAC Offices

2670 Arthur Street

A G E N D A

1. Call to Order
2. Accept Agenda
3. Accept Minutes of the May 29, 2015, Meeting
4. Review Viewership Survey
5. Proposed Channel Realignment
6. Set Next Meeting/Meeting Schedule
7. Adjourn



STRATEGIC PLANNING COMMITTEE

Minutes May 29, 2015

1. Call to Order
Chair Hal Gray called the meeting to order 11:30 a.m. The following persons met via conference call: Craig Wilson, Arden Hills; Susan Majerus, Falcon Heights; Gina Bauman, New Brighton; Hal Gray, St. Anthony; and Coralie Wilson, Executive Director.
2. Accept Agenda
Mr. Wilson moved, seconded by Mr. Gray, to approve the agenda. The motion was unanimously approved.
3. Accept Minutes of the January 21, 2015, Meeting
Mr. Wilson moved, seconded by Mr. Gray, to approve the minutes of the January 21, 2015, meeting. The motion was unanimously approved.
4. Review Proposals for Viewership Survey
The committee members reviewed and discussed three proposals to conduct a viewership survey. The members asked Ms. Wilson to contact two of the vendors for clarification of their proposals. The executive director indicated that she would do so early next week and share the responses with the committee.
5. Set Next Meeting/Meeting Schedule
The next meeting will be set once the survey vendor has been selected and a draft questionnaire is available for review by the committee.
6. Adjourn
Ms. Bauman moved, seconded by Ms. Majerus, to adjourn the meeting. The meeting adjourned at 12:05 p.m.

Minutes prepared by:

Coralie A. Wilson, Executive Director

THE MORRIS LEATHERMAN COMPANY
3128 Dean Court
Minneapolis, Minnesota 55416

CTV NORTH SUBURBS
SUBSCRIBER STUDY
REVISED 2.0 JULY 2015

Hello, I'm _____ of the Morris Leatherman Company, a nationwide polling firm located in Minneapolis. We've been retained by the North Suburban Communications Commission and CTV North Suburbs to speak with a random sample of residents about cable television service and the community cable channels in your city. The survey is being taken because CTV North Suburbs is interested in your opinions and suggestions. I want to assure you that all individual responses will be held strictly confidential; only summaries of the entire sample will be reported. (DO NOT PAUSE)

- | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Are you a current Comcast Cable television customer, a telephone customer, an Internet customer or do you bundle services from Comcast Cable? | CABLE TV.....1
BUNDLE.....2
TELEPHONE/INTERNET
..THANK & TERMINATE
NO.....THANK & TERMINATE |
| 2. How long have you subscribed to cable television? | LESS THAN ONE YEAR.....1
ONE OR TWO YEARS.....2
THREE TO FIVE YEARS.....3
SIX TO TEN YEARS.....4
ELEVEN TO FIFTEEN YRS...5
SIXTEEN TO TWENTY YRS...6
OVER TWENTY YEARS.....7
DON'T KNOW/REFUSED.....8 |
| 3. Overall, how would you rate your cable television service - excellent, good, only fair or poor? | EXCELLENT.....1
GOOD.....2
ONLY FAIR.....3
POOR.....4
DON'T KNOW/REFUSED.....5 |
| 4. When you consider the monthly charge you pay and the quality of cable television service you receive, would you rate the general value of the service as excellent, good, only fair, or poor? | EXCELLENT.....1
GOOD.....2
ONLY FAIR.....3
POOR.....4
DON'T KNOW/REFUSED.....5 |
| 5. Have you had contact with the cable company during the past year either in person or by telephone? | YES.....1
NO.....2
DON'T KNOW/REFUSED.....3 |

IF "YES," ASK:

- | | | |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| 6. | How long did you wait on hold to reach Comcast customer service - less than 2 minutes, 2 to 5 minutes, 6 to 10 minutes, 11 to 15 minutes or longer than 15 minutes? | LESS THAN 2 MINUTES.....1
2 TO 5 MINUTES.....2
6 TO 10 MINUTES.....3
11 TO 15 MINUTES.....4
OVER 15 MINUTES.....5
DON'T KNOW/REFUSED.....6 |
| 7. | How would you rate the level of service you received -- excellent, good, only fair or poor? | EXCELLENT.....1
GOOD.....2
ONLY FAIR.....3
POOR.....4
DON'T KNOW/REFUSED.....5 |

IF "ONLY FAIR" OR "POOR," ASK:

8. Why did you rate the service as (only fair/poor)?
-
-

- | | | |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|
| 9. | How frequently have you experienced technical problems such as interruption or pixelization of your television viewing - frequently, occasionally, rarely or not at all? | FREQUENTLY.....1
OCCASIONALLY.....2
RARELY.....3
NOT AT ALL.....4
DON'T KNOW/REFUSED.....5 |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|

Let's talk about programming on local government and sports channel 14.

During the past year, have you or any household members watched on the cable community channel 14.... (ROTATE LIST)

- | | YES | NO | DK/R |
|-----------------------------------------------------------------------------|--------------------------|--------------------|-------------|
| 10. Your City Council meetings? | 1 | 2 | 3 |
| 11. Other City Council meetings? | 1 | 2 | 3 |
| 12. Ramsey County Board meetings? | 1 | 2 | 3 |
| 13. North Star Girls Roller Derby? | 1 | 2 | 3 |
| 14. Roseville Skating Center events? | 1 | 2 | 3 |
| 15. High school sports? | 1 | 2 | 3 |
| 16. How often do you watch Channel 14 -- frequently, occasionally or never? | | | |
| | FREQUENTLY.....1 | OCCASIONALLY.....2 | NEVER.....3 |
| | DON'T KNOW/REFUSED.....4 | | |

17. Is there any additional programming you would like to see offered on Channel 14? (IF "YES," ASK) What type of programming would that be?

Now, let's talk about local programming on channel 15.

During the past year, have you or any household members watched on channel 15.... (ROTATE LIST)

	YES	NO	DK/R
18. High School graduations?	1	2	3
19. High School concerts?	1	2	3
20. City parades and festivals?	1	2	3
21. City concerts?	1	2	3
22. North Suburban Beat?	1	2	3
23. Disability Viewpoints?	1	2	3
24. Roseville Strings Concert?	1	2	3
25. Shoreview Northern Lights Variety Band Christmas Concert?	1	2	3
26. A Tale of our cities?	1	2	3
27. WWA Talk Show?	1	2	3
28. UFO's and the Paranormal?	1	2	3
29. CTV Election coverage?	1	2	3
30. High School Robotics Competition?	1	2	3
31. How often do you watch local programming on Channel 15 - frequently, occasionally or never?	FREQUENTLY.....	OCCASIONALLY.....	NEVER.....
	1	2	3
			DON'T KNOW/REFUSED.....4
32. Is there any additional local programming you would like to see offered on Channel 15? (IF "YES," ASK) What type of programming would that be?			

Let's talk about non-local programming on channel 21.

During the past year, have you or any household members watched on channel 21.... (ROTATE LIST)

	YES	NO	DK/R
33. Democracy Now?	1	2	3
34. Saint Paul Saints' games?	1	2	3
35. Classic arts?	1	2	3
36. How often do you watch the non-local programming on Channel 21 - frequently, occasionally or never?	FREQUENTLY.....1	OCCASIONALLY.....2	NEVER.....3
			DON'T KNOW/REFUSED.....4
37. Is there any additional non-local programming you would like to see offered on Channel 21? (IF "YES," ASK) What type of programming would that be?			

Moving on....

When you consider all the television channels available on your cable television system....

38. How important are local city, school district and public access channels - very important, somewhat important, not too important or not at all important?	VERY IMPORTANT.....1	SOMEWHAT IMPORTANT.....2	NOT TOO IMPORTANT.....3	NOT AT ALL IMPORTANT....4	DON'T KNOW/REFUSED.....5
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Information about cable television programming is available from a variety of sources.

39. Which one source of information do you use most often to find information about programming on cable television channels? (ROTATE AND READ LIST)

COMCAST'S ON-SCREEN GUIDE.....	01
TV SECTION OF NEWSPAPER.....	02
CHANNEL SURFING.....	03
TV GUIDE MAGAZINE.....	04
THE INTERNET.....	05
TIVO.....	06
COMMERCIALS.....	07
MULTIPLE (VOL.).....	08
SOMETHING ELSE (_____)	09
DON'T KNOW/REFUSED.....	10

40.	How often do you watch cable television programming in high definition - almost always, frequently, occasionally, rarely or never?	ALMOST ALWAYS.....1
		FREQUENTLY.....2
		OCCASIONALLY.....3
		RARELY.....4
		NEVER.....5
		DON'T KNOW/REFUSED.....6

Just a few more questions for demographic purposes....

41.	Approximately how many years have you lived in your city?	LESS THAN TWO YEARS.....1
		THREE TO FIVE YEARS.....2
		SIX TO TEN YEARS.....3
		ELEVEN - TWENTY YRS.....4
		21 TO 30 YEARS.....5
		OVER THIRTY YEARS.....6
		REFUSED.....7

Could you please tell me how many people in each of the following age groups live in your household. Let's start oldest to youngest, and be sure to include yourself....

42.	First, persons 65 or over?	NONE.....0
		ONE.....1
		TWO.....2

43.	Adults under 65?	NONE.....0
		ONE.....1
		TWO.....2
		THREE OR MORE.....3

44.	School-aged children and pre-schoolers?	NONE.....0
		ONE.....1
		TWO OR MORE.....2

45.	Do you own or rent your present residence?	OWN.....1
		RENT.....2
		REFUSED.....3

46.	What is your age, please? (READ CATEGORIES, IF NEEDED)	18-24.....1
		25-34.....2
		35-44.....3
		45-54.....4
		55-64.....5
		65 AND OVER.....6
		REFUSED.....7

47.	What is the last grade of school you completed?	LESS THAN HIGH SCHOOL...1 HIGH SCHOOL GRADUATE...2 VO-TECH SCHOOL.....3 SOME COLLEGE.....4 COLLEGE GRADUATE.....5 POST-GRADUATE.....6
48.	Which of the following categories includes your monthly Comcast Company charge? (READ RANGES)	LESS THAN \$50.....1 \$51.00-\$100.00.....2 \$101.00-\$150.00.....3 \$151.00-\$200.00.....4 OVER \$200.00.....5 DON'T KNOW/REFUSED.....6 REFUSED.....7
49.	Is your pre-tax yearly household income above or below \$50,000? (IF "BELOW," ASK:) Is it below \$35,000? (IF "ABOVE," ASK:) Is it above \$75,000? (IF "ABOVE," ASK:) Is it above \$100,000?	UNDER \$35,000.....1 \$35,000-\$50,000.....2 \$50,001-\$75,000.....3 75,0001-\$100,000.....4 OVER \$100,000.....5 DON'T KNOW.....6 REFUSED.....7

Thank you for your time. Good-bye.

50.	Gender.	MALE.....1 FEMALE.....2
51.	City	

July 23, 2015

to: Strategic Planning Committee

from: Cor Wilson
Executive Director

subject: Proposed Channel Realignment

Background: Eight PEG (public, education and government) channels are currently activated on the Comcast cable system in the NSCC/NSAC service area. Of those, three are designated for use by the three public school districts: Roseville, Mounds View and St. Anthony/New Brighton (SA/NB). Of those three, the SA/NB channel has, by far, the least amount of programming. They currently show only the school board meetings.

Last summer, I met with the SA/NB Superintendent Bob Laney and discussed moving the SA/NB school board meetings to another channel in order to more effectively and fully program the channel that the district is currently using. The SA/NB staff was amenable to the idea and said they would like to move to the St. Anthony city channel 16. Then, all of the St. Anthony local government programming would be on the same channel. However, since the district also serves a small portion of the City of New Brighton, they wanted to have their school board meetings on the New Brighton channel 16 as well. I shared this information with City Manager Mark Casey and City Council Member and NSCC/NSAC commissioner Hal Gray.

However, before we could pursue the change, franchise and transfer of ownership negotiations took precedence last fall and negotiations with CenturyLink took precedence this spring. Nevertheless, the staff continues to believe that the programming move, facilitating some channel realignment, is a good idea, and we hope to implement the new channel lineup this fall. To that end, we have discussed scheduling SA/NB school board meetings on the New Brighton channel with that city's staff, and they are amenable to the idea. So, I then talked with Council Member Hal Gray and City Manager Mark Casey again, and I am working with them to secure permission from the City of St. Anthony to program the school Board meetings on that city's channel 16. Once permission

is granted and the new channel lineup is approved by the NSCC/NSAC, the staff will implement the change and will work with the city and the school district to communicate the district's new channel and schedule.

This is not, by the way, our first channel realignment. In the original cable franchise, we had a designated library channel. Neither the Ramsey County Library nor the St. Anthony Branch of the Hennepin County Library was interested in programming the channel, so in the 1990's NSCC took it back and eventually designated channel 14 for government programming, primarily city meetings that, because they were being cablecast on the discrete channel 16's, could not be viewed by subscribers outside of their own city.

New Channel Lineup: With the proliferation of sports-related programming on our primary community channel, Channel 15, several years ago we shifted sports programming to Channel 14. We scheduled city and county meetings on Monday-Wednesday and sports from Thursday-Sunday. The split-identity channel is not ideal, however. Moving the SA/NB school board meetings to another channel frees up an entire channel and enables us to dedicate it to sports programming. Doing so will make it much easier to promote the channel, and we believe a channel devoted to local sports programming will be very popular. As part of the realignment, we have also renamed the channels, tagging them all to the CTV identity, to facilitate our channel marketing and promotion efforts. A copy of the proposed channel realignment is attached.

We would like to implement the change in September, accompanied by a major marketing campaign.

Action Requested: Motion to recommend the proposed channel realignment to the North Suburban Communications Commission at its August 5, 2015, meeting.



CHANNEL REALIGNMENT v1

TODAY

- 14** Govt/Sports
Mon-Wed: City Meetings
Thu-Sun: Sporting Events
- 15** Public Access
Community produced programs by CTV Producers or 10-city residents.
- 16** Municipal
Discreet city programming managed by each CTV City.
- 18** RV Schools
Roseville Area Schools District programming.
- 19** St. Anthony/NB Schools
St. Anthony/NB School District programming.
- 20** Mounds View Schools
Mounds View School District programming.
- 21** Outside Programs
Programming by non-resident producers across the nation.
- 98** NASA
NASA programming

TOMORROW [Sept. 2015]

*SA/NB School Board Mtgs. remain on Ch19 and/or SA & NB city channels

- 14** CTV Sports
24/7 Sporting events featuring teams & athletes from CTV Cities
- 15** CTV Community
Community produced programs by CTV Producers/residents.
- 16** CTV Cities
Discreet city programming managed by each CTV City.
- 18** CTV 623
Roseville Area Schools District programming.
- 19** CTV Civic
Live and archived city, county, and school board meetings.
- 20** CTV 621
Mounds View School District programming.
- 21** CTV Beyond
Programming by non-resident producers across the region and nation.
- 98** CTV NASA
Satellite programming Including NASA
- HD** CTV HD
Collection of CTV's High-Definition programs