

MEETING MINUTES

Information Technology Advisory Commission

(ITAC)

Wednesday 7:30 pm

September 27, 2017

Arlington County Courthouse Building

Room 311

2100 Clarendon Boulevard

Arlington County, VA 22201

In attendance:

Chair: Frank Jazzo

ITAC Members Present: Mary Crannell, Vice Chair
Phil Caughran
Dr. Denise Haskins
David Husband
William Lang
Dan Laredo
Martha Moore
Anita Nolen
, Kevin Robins
Patrick South

Members Not Present: Joshua Farrar

1. Meeting Called to Order at 7:30 pm. A quorum was in attendance
2. Public Comment

3. Approval of Minutes of Prior Meetings (August 23rd)

- Correction – Martha Moore shown as both Present and Not Present. Corrected to show Not Present only. Approved with correction.

4. Cable Administrator's Report (George Parr)

- **Cord Cutting** – (From Variety) “American consumers are cancelling traditional pay-tv service at a much faster rate than previously expected, according to research firm eMarketer.

In 2017, a total of 22.2 million U.S. adults will have cut the cord on cable, satellite or telco TV service to date – up 33% from 16.7 million in 2016 – the researcher now predicts. That's significantly higher than eMarketer's prior estimate of 15.4 million cord-cutters as of the end of this year.

Meanwhile, the number of “cord-nevers” (consumers who have never subscribed to pay TV) will rise 5.8% this year, to 34.4 million.

Overall, 196.3 million U.S. adults will have traditional pay TV (cable, satellite or telco) this year, down 2.4% compared with 2016, eMarketer predicts. By 2021, that will drop to 181.7 million, a decline of nearly 10% from 2016. The number of pay-TV viewers 55 and older will continue to rise over the next four years, while for every other age cohort the subscriber tallies will decline.”

<http://variety.com/2017/biz/news/cord-cutting-2017-estimates-cancel-cable-satellite-tv-1202556594/>

Chair Frank Jazzo said that the number of U.S. households with paid TV has shrunk from 88% in 2010 to 78% this year. In a survey of those households without paid TV service, two thirds said they once subscribed while the remaining third never subscribed. He added low income households are twice as likely not to subscribe to paid TV service.

Comcast's Marie Schuler noted that despite this trend, in 2016 Comcast added 161,000 new subscribers nationwide. She added that a larger percentage of Comcast's revenues, which continue to increase, come from services other than TV and are bundled, i.e. security, VoIP.

4. Cable Administrator's Report (George Parr) - Continued

- **Layer 3** – Layer 3, a high-speed internet service provider, is licensing dark fiber from Verizon to bring its pure fiber service, its all HD line up of 275 channels and access to 4K content to Arlington residents. One Arlingtonian called to inform the County that a sales rep from Layer 3 said for him to discontinue his Verizon FIOS service so that Layer 3 could install their 100/100 Mbps internet service. Because Layer 3 is licensing Verizon's fiber, it is not required to have a franchise agreement with the County. Thus, it does not appear Layer 3 is required to pay Virginia's Communications Tax, contribute to PEG channels, carry their broadcasts nor meet specific customer service performance standards described in both Verizon's and Comcast's agreements with the County. Marie Schuler said that in other markets, Comcast is offering IP delivered "skinny packages" to consumers, which means personalized programming that is chosen a la carte and at a lower monthly cost. Frank Jazzo added that localities, such as Arlington do not govern "over-the-top video" but the FCC is considering doing so.
<http://www.multichannel.com/news/distribution/layer3-tv-reselling-broadband-using-verizon-s-network-washington-dc-area/412538>
- **PAWR/ITAC** – Possible site visits (Oct 30 – Nov 3) or (Nov 13-17) It was expected that a decision by NSF would be made by the end of September regarding which four applicants would receive grants.
- **NextCentury Cities Update** – County Board must pass resolution required for membership. No change since last ITAC meeting.

5. Administrative and Other Issues:

- **County Manager's Budget Roundtable**
Frank Jazzo and Martha Moore were invited to represent ITAC by the County Manager at the first of his "budget listening sessions" on Wednesday morning, September 27th. Martha Moore said about 45 people attended, who Frank Jazzo described as "older".
Martha Moore said she went to the meeting expecting to hear the County Manager talk about the need for belt tightening. Rather than talk about what he thinks, the County Manager said the purpose of the meeting

5. Administrative and Other Issues: CMO's Budget Roundtable (continued)

was for him to listen to what everyone in the room had to say. Frank Jazzo said that once completed, the CMO said he'll make available an on-line summary of these sessions.

The question was asked if there was a general sense among the attendees that people are fed up with paying more and more for government. Frank Jazzo replied that there were many divergent viewpoints but overall people seemed to generally feel good about the services provided. Frank Jazzo said the CMO asked him and Martha Moore to talk about ITAC while other attendees representing other County commissions were given the opportunity to talk about their respective commission. Finally, while there was no mention of a deficit, Martha Moore said that the CMO did ask the question, "Would you be willing to pay more for services?" She said added that the question was a hint that budget challenges are coming, which the CMO didn't specifically address. The CMO's budget recommendation will be presented in February. Meanwhile, Frank Jazzo said that DTS CIO Jack Belcher is being asked for budget reductions. The comment was made that DTS is a utility that supports a large network. Unlike other County departments, DTS cannot make cuts without affecting service across the board. It was noted that money is also needed for innovation. It was suggested that ITAC write a letter in this early stage of the budget cycle to emphasize the importance of DTS and present it to County Board member Libby Garvey.

- **Meeting with Libby Garvey** - Mary Crannell and Frank Jazzo met with Board Member Libby Garvey to discuss ITAC's changing purview. Mary Crannell said Ms. Garvey is very supportive of ITAC and recognizes that with the growth of technology, ITAC must take a broader view than just focusing on cable tv. Following their meeting Ms. Garvey sent a follow up to the other Board members saying that ITAC needs to take a broader view and that the Commission will be giving them feedback on the County's digital future.

5. Administrative and Other Issues: Meeting with Libby Garvey (continued)

The question was asked if the Board views ITAC as a commission solely concerned with cable tv. Mary Crannell responded by saying that's how ITAC started. She added we're now about smart cities and public safety, which they discussed with Ms. Garvey, who wants to make sure the other Board members know this too.

Discussion then turned to how ITAC can increase its profile in the County and the role that technology plays in making Arlington an attractive place to live, work and play. It was suggested that ITAC's web page be revised to tout the County's achievements as a leader in technology. An ITAC brochure, which includes its charter, focuses on its role in the administration of cable tv. It was suggested that that promotional piece be revised to reflect ITAC's expanded advisory role.

There was discussion about asking Shannon Whalen McDaniel, DTS's communications specialist, to advise ITAC on how to go about raising awareness about the County's identity as a leader in technology.

Finally, there was a motion for the Commission to revisit the language on its web page and promotional brochure. The motion was passed.

- **Open Data Advisory Committee** – Recently formed to advise the County Manager. The Open Data Program is part of a broader Data Program. The vision for Arlington's Data Program is to maximize value and minimize risk through the coordinated management, sharing and analysis of data to optimize County operations and decisions. Initial efforts of the Data Program are focused in three areas – Governance, Data Management and Data Analytics. The Committee is comprised of 11 Arlington residents and 10 County staff, which include five from DTS. ITAC Commission member David Husband also serves on this committee.

<https://arlingtonva.s3.dualstack.us-east-1.amazonaws.com/wp-content/uploads/sites/5/2017/07/Open-Data-Advisory-Group.pdf>

5. Administrative and Other Issues: Open Data Advisory Committee (continued)

The Committee has met twice. According to David Husband staff is eager to provide deliverables and actions but he said they need to get a sense of all data the County first and to establish structure. He said staff has no sense of its inventory. He added they also need to determine what's open and what's not, which is why it is important for the County Attorney to be involved in the process in the early stages. He said a privacy person and records person are needed as well as a data scientist. He said the staff assembled to perform the work lack experience.

David Husband said the Committee will meet via Skype in October.

Because ITAC advises the County Board on policy matters related to the collection and use of data, there was discussion about ITAC's need to know what the Committee is recommending to the County manager. ITAC will look to DTS CIO Jack Belcher, who is a staff member on the Open Data Advisory Committee, to report to ITAC any recommendations the Committee makes to the CMO.

- **Teleworking Discussion** - Following a June presentation by the County's Human Resources Department on the County's teleworking policy and its efforts to promote teleworking by County staff, there was concern expressed that Arlington was lagging other jurisdictions in the percentage of its workers making use of the practice. It was stated that teleworking is important to the County as it makes it more competitive in attracting and retaining highly qualified staff. A request was made to get a department-by-department break down of who is teleworking. When it was suggested that teleworking is a management policy issue and not a matter on which to advise the Board, discussion turned to security of the devices assigned to teleworkers. Martha Moore recently spoke with DTS chief of security David Jordan, who said that multi factor authentication would be a cost-effective way to provide additional cyber security for all County employees, not just teleworkers. He said the cost per device would be about \$30 or about \$50,000 for all devices each year. David Husband said that there are a select few in the County who must have even greater security on their devices due to the confidentiality of such information as

5. Administrative and Other Issues: Teleworking (continued)

financial data and other sensitive proprietary information. He suggested their devices be encrypted.

A question was raised regarding what security exists to protect Arlington's network from potential viruses from the state's network and other Virginia jurisdictions. A request was made to provide members with copies of the County's Flexwork/Telework Policy/Administrative regulations.

- Arlington Mill Demonstration Project Update – The owner of the property elected to use Comcast instead of the County's fiber network
- Verizon Construction Update – FIOS service to the Arbor HOA in Fairlington is about to begin. Construction in that community is now complete. Five of other HOA's in South Fairlington are slated to be done by year end. Work in the Villages in North Fairlington, the largest Fairlington HOA with 1700 households, will begin after the first of the year. The HOA did not sign a PAL until last spring, which delayed design and construction
- Comcast Construction Update – The decision to suspend construction until November was made in order to deal with quality control issues. **A request was made for staff to provide an update on revenue from ConnectArlington. Staff liaison George Parr reported there was one licensee to date: Marymount University.**
- Upcoming Meetings: APS – APS' Matt Smith was not in attendance. George Parr to follow up with phone call regarding joint meeting with APS Superintendent's technology advisory committee.
- Board Vacancy – No new applications

6. Regulatory & Legislative Update (Frank Jazzo) -

- The FCC adopted an Order to modernize its cable TV technical rules to reflect the use of digital transmission systems. The expectation is that the SCTE 40 signal quality standards will lead to better PEG channel quality.
- The FCC commenced a Notice of Inquiry concerning 911 calling capabilities of enterprise communications systems, which serve many office buildings, educational campuses and hotels, because some of these

6. Regulatory & Legislative Update (Frank Jazzo) - (continued)
 systems may not support direct 911 dialing, route 911 calls to the nearest
 911 call center or transmit accurate information on the caller's location or
 call-back number.
7. Good of the Order
8. Adjournment