



Communications Advisory Commission
April 4, 2022, 6 p.m.
Regular Session
City Council Chambers, 1 Quail Creek Circle, North Liberty, Iowa

This meeting may be accessed live by the public on the internet at northlibertyiowa.org/live, on Facebook at facebook.com/northliberty or on YouTube at youtube.com/northliberty. Meetings are rebroadcast on cable and available on-demand on northlibertyiowa.org.

1. Call to Order
2. Approval of the Agenda
3. Public Comment
4. Staff Report
5. Discussion of Public Access and Cablecasting
6. Old Business
7. New Business
8. Adjournment



To **Mayor, City Council, Communications Advisory Commission**
CC **City Administrator Ryan Heiar**
From **Communications Director Nick Bergus**
Date **Feb. 3, 2021**
Re **Communications Staff Report**

COVID-19

Through increased cases counts, we continued to amplify our public health partners on vaccinations, boosters and masking. Our work this month was impacted by COVID-19 as it limited the availability of staff and sources and forced changes and cancelations to events.

Beat the Bitter

Jillian, with department support, led the execution of our annual celebration of winter on Jan. 29, with the debut of North Liberty Lights and the 5K-ish Glow Run, and Jan. 30, with Fire & Ice and fireworks. We saw about 250 runners, walkers and joggers spread across two 5K-ish starts, and an estimated 3,000 for Fire & Ice, which was by far our largest turnout to date. The North Liberty Lights display will remain at Liberty Centre Pond through February. Our thanks to Recreation Department staff, including Matt Meseck and Shelly Simpson, and Parks Department staff for their help setting up, executing and breaking down the event.

Derek produced event producing promos and StoryWalk audio recordings for the Library's contribution to Fire & Ice, and Derek and Thron documented both the 5k-ish Glow Run and Fire & Ice events.

During planning in the fall, our hope was to primarily return to week-long form, thinking ticket sales and activities might return to pre-pandemic levels, though we hedged our bets by only working towards a single indoor event (Snuggie Crawl, scheduled for Feb. 5) and setting aside another growing event (Igloo Jam). The winter COVID-19 surge led us to cancel the Snuggie Crawl and go without its supporting revenue. We also postponed our plan for a larger, intergenerational version of the 55+ Senior Connections Lunch originally planned for Feb. 4.

Still, with City Slate support and reserves, we were successfully able to offer the community something to do in the middle of winter.

Welcoming America: Rural Welcoming Initiative

The City of North Liberty has been selected by Welcoming America for the 2022 Rural Welcoming Initiative. The program supports efforts to make communities of 50,000 people or fewer more welcoming for immigrants and refugees. Membership benefits include coaching calls with Welcoming America staff, peer exchange opportunities, access to grant funding and more. Micah began coordinating North Liberty's RWI efforts in January and will work with staff throughout the year to advance this work. North Liberty's RWI action team also includes Angela McConville (Administration), Kellee Forkenbrock (Library) and Zach Pilcher (Recreation).

A Story and an Act of Service

Micah and Library executed A Story and an Act of Service, an event that honors the life and legacy of Dr. Martin Luther King Jr. About three dozen participants joined a part of the event, including storytime and assembling hygiene kits.

Connected to Tomorrow

In January, we worked with Planning and consultant RDG to roll out the public input elements of the Connected to Tomorrow comprehensive plan project. Discussion was included in the January edition of the North Liberty Bulletin and we pushed the Community Roundtable, which was moved online, on social media and through emails. Derek worked with both Ryan Rusnak and Mayor Chris Hoffman to record script reads for a video promoting the project, which he is complete in February.

City Slate

We started rolling out the new City Slate of events for the year, with Lighthouse in the Library, North Liberty Lights and Fire & Ice all part of the collection in January. We're diving in to plans for other collaborative programs with staff including summer concerts and Blues & BBQ .

is set, while still allowing for flexibility throughout the year. The 40+ events on the 2022 City Slate schedule are a collection of large programs from across city departments that are free to attendees. The events will be funded largely from the dollars raised in our sponsorship drive with some expenses covered by existing city programming dollars. Jillian and Nick spent time in December mapping out a promotion plan for the slate, creating artwork and delegating specific programs to committees. We're working on building a webpage now and will launch the City Slate in the coming weeks.

Other Items

We produced City Council meetings and submitted them to the Iowa City government channel.

Staff represented the city at the Building Better Bridges conference, attending Business Partnership's Community Leadership Program and in the United Way's Community Impact Council site visits.

Staff gave interviews with local news outlets about Beat the Bitter and North Liberty Lights and the Outreach & Equity Coordinator position.

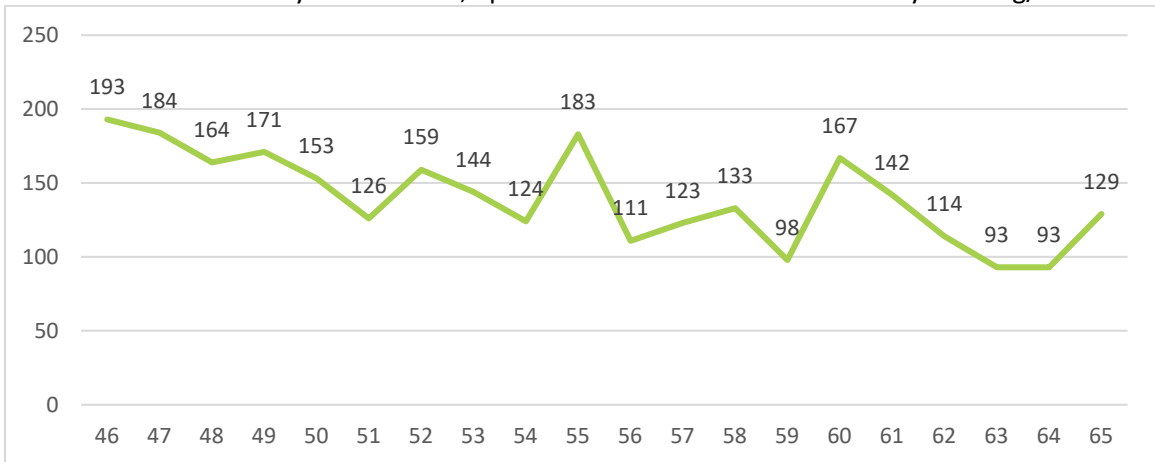
We posted news releases about upcoming programs, holiday hours, special election, winning the Severson Challenge, Behind the Badge and more.

Completed Videos

Title	Requested By	Completed	Duration
Communications Advisory Commission	Administration	Jan. 3	0:16
Planning and Zoning Commission	Administration	Jan. 4	1:03
Parks and Recreation Commission	Administration	Jan. 6	1:19
City Council	Administration	Jan. 11	0:49
Tree and Storm Water Advisory Board	Administration	Jan. 12	0:19
Promo: Beat the Bitter 5K-ish	Communications	Jan. 13	0:01
City Council	Administration	Jan. 18	2:22
LITL: New Year, New Career panel	Library	Jan. 21	0:50
Library Board of Trustees	Administration	Jan. 24	0:59
City Council	Administration	Jan. 25	2:37
Good Neighbor Meeting	Planning	Jan. 28	0:33
Eye on: North Liberty Lights	Communications	Jan.	0:03
Total completed productions: 12	Duration of new video: 11.18 hours		

52317 Podcast

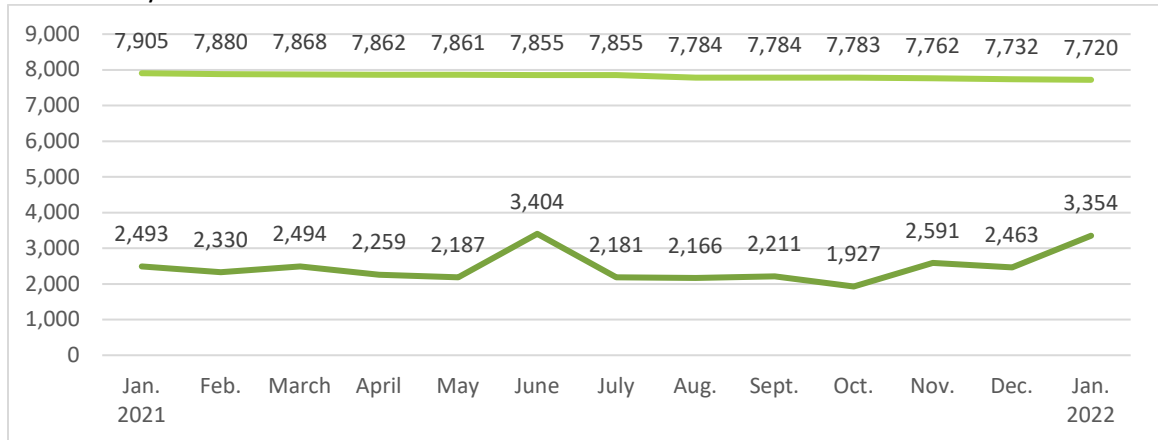
Release schedule is every three weeks; episodes can be found at northlibertyiowa.org/52317.



Downloads is the number times the podcast file was downloaded to a player, including a podcast client, webpage-embedded player or other device since its publication. Numbers are as reported by service provider LibSyn as of the date of this report. **Episodes** 65: LaLa Boutique; 64: Kirkwood Workplace Learning Connection; 63: Leash on Life; 62: Chomp Delivery; 61: Speedy Mike's Carwash; 60: Flip Salon & Spa; 59: Rock Valley Physical Therapy; 58: NASA; 57: Animal Kingdom; 56: Concha Audiology; 55: Silver Rooster Tattoo; 54: Aero Performance and Physical Therapy; 53: Breathe; 52: Meadowlark Psychiatric Services; 51: Psychiatric Associates; 50: Letter B; 49: Fryvecind Voice Studio; 48: A Chocolate Studio; 47: Corridor Rentals; 46: MixHomeMercantile

North Liberty Bulletin Email Newsletters

In October, an update to Apple's Mail app made measuring opens more difficult and may impact the accuracy in the future.

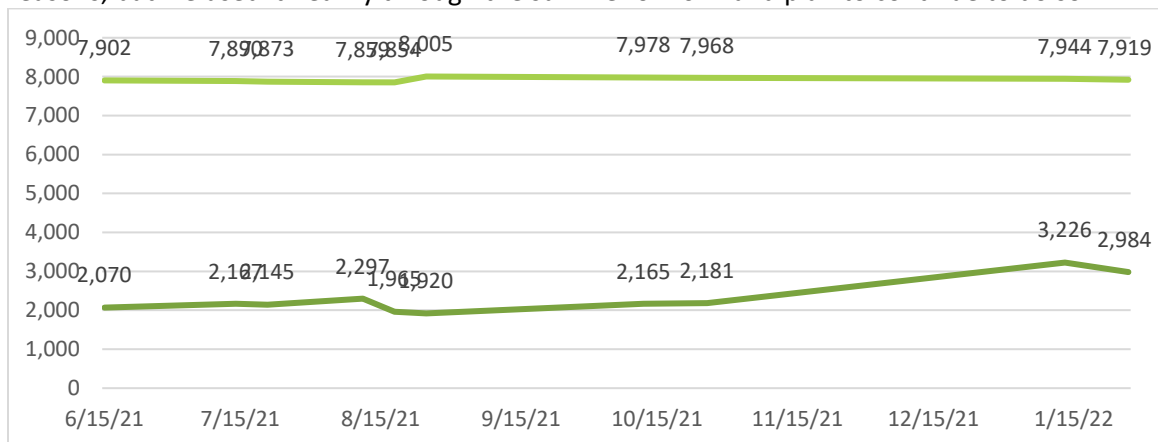


Recipients is the number of email addresses to which an issue of the Bulletin was sent and is represented by the top line. **Opens** is the number of unique recipients who opened the Bulletin and is represented by the bottom line; the standard open rate for government is 25.4%. Numbers are as reported by service provider Mailchimp.

Subject lines Jan: Tomorrowland; Dec: Conspiring, to eat cookies, by the fire; Nov: Not sure you know how psychologically healthy that actually is; Oct: Pumpkin spice spooky decorative gourd season; Sept: My fall plans vs; Aug: Summer send-off 🍁 July: My dog hates fireworks; June: Magical world of normal-ism; May: It's no walk in the park; April: Anything dirty or dingy or dusty; March: A really weird lion; Feb: Hi, neighbor 🐾; Jan: Storms ☁️

Know Before You Go Emails

We developed and began sending "Know Before You Go" emails at the end of 2019 for community events that could accommodate large numbers of attendees without registration as a way to leverage the city's email list. The format didn't get a lot of use in 2020 for obvious reasons, but we used it heavily through the summer of 2021 and plan to continue to do so.



Recipients is the number of email addresses to which an issue of the Bulletin was sent and is represented by the top line. **Opens** is the number of unique recipients who opened the Bulletin and is represented by the bottom line; the standard open rate for government is 25.4%. Numbers are as reported by service provider Mailchimp.

Events: Drive-in Movies (June); Drive-in Movies (July); Inflatables Day; Eastern Iowa Circus; Concert in the Park and fireworks; Playground Crawl; Moonlight Walk; Haunted Happenings; Lighthouse in the Library (Jan.), Fire & Ice

Social Media

Month	Facebook		Twitter		Instagram	Nextdoor
	New likes	Reach	New follows	Impressions	Followers	Members
Jan 2022			7	40,500	2,600	5,411
Dec 2021	32	19,971	11	23,500	2,575	5,383
Nov 2021	14	20,182	9	30,400	2,570	5,361
Oct 2021	50	35,617	2	20,600	2,537	5,279
Sept 2021	60	26,516	11	21,900	2,521	5,237
Aug 2021	59	26,710	15	40,100	2,497	5,178
July 2021	80	21,523	3	34,600	2,471	5,114
June 2021	72	25,066	-4	45,400	2,456	5,076
May 2021	73	23,940	-19	42,200	2,418	5,018
April 2021	33	24,980	19	49,800	2,381	4,959
March 2021	72	100,455	18	61,600	2,342	4,900
Feb 2021	96	24,756	22	48,700	2,305	4,818
Jan 2021	55	19,163	-4	32,500	2,276	4,760

Facebook new likes is the net number of new users following the city's Facebook page; it does not include new *followers*. **Facebook reach** is the number of unique users who saw any of the city's Facebook content, reported on a 28-day period. **Twitter new follows** is the net number of new users following the city on Twitter. **Twitter impressions** is the total number of times a tweet from the city was shown to a user. **Instagram new follows** is the net number of new users liking the city's Instagram account. **Nextdoor members** is the number of verified North Liberty residents who are users and able to receive our agency messages.

Website Statistics

Month	Sessions	Users	Pageviews	Pgs/Session	Avg Session
Jan 2022	26,218	20,351	47,444	1.81	1:07
Dec 2021	17,011	13,056	33,502	1.97	1:12
Nov 2021	20,196	15,122	39,415	1.95	1:12
Oct 2021	17,041	13,190	32,858	1.93	1:10
Sept 2021	22,849	14,800	44,285	1.94	1:16
Aug 2021	29,557	21,990	54,762	1.85	1:12
July 2021	32,559	24,967	63,686	1.96	1:11
June 2021	22,840	19,955	64,284	2.03	1:28
May 2021	24,221	17,537	49,636	2.05	1:24
April 2021	22,452	13,855	44,847	1.37	1:24
March 2021	23,993	14,861	46,159	1.92	1:15
Feb 2021	27,228	20,540	47,047	1.73	1:06
Jan 2021	20,264	13,628	39,600	1.95	1:11

Sessions is the number of time-bound user interactions with the website. **Users** is the number of unique devices loading the site in that month. **Pageviews** is the total number of pages loaded or reloaded. **Pgs/Session** is the number of pages loaded per session. **Avg. Session** is the average length, in minutes and seconds, of user interactions. All stats are monthly.



To **Mayor, City Council, Communications Advisory Commission**
CC **City Administrator Ryan Heiar**
From **Communications Director Nick Bergus**
Date **March 2, 2022**
Re **Communications Staff Report**

COVID-19

February saw the end of the state's Public Health Emergency Proclamation and, with the decommissioning of the state's dedicated websites, we audited and decommissioned the city's resource page. At the end of the month, we issued an update on our masking policy based on the CDC's updated guidance.

Library Partnerships

Micah has been working with library on several projects in recent weeks.

She is on the planning committee for the library- and administration-led annual Embody Embrace event, one of the city's emerging signature DEI events, which is slated to return in-person in fall 2022. Micah has been helping the committee evaluate whether previously articulated goals were met in the first two years of the program and whether new values/priorities have emerged since then, and to set new goals for 2022 to ensure the committee can effectively serve the community with this program in 2022 and beyond.

Micah is also collaborating with library staff to develop the department's IDEA team, a staff committee that will work to identify and address the needs of Library patrons as they relate to topics of inclusion, diversity, equity and accessibility.

Micah also appeared on last month's episode of the library's podcast, *Love, Light, & Lit*, to share ideas for practicing inclusion year-round.

Ranshaw House

Micah and Nick have begun working on bringing programming and social services to the Ranshaw House, starting with youth programming in partnership with United Action for Youth this spring. South Slope will graciously provide high-speed internet, and we're assess what additional furniture and equipment we'll need for the space.

Beat the Bitter

North Liberty Lights – the illuminated display around Liberty Centre Pond – concluded Feb. 28 and will removed in early March. Jillian began plans for the display in May 2021

and secured GEICO Career's support to cover half of the \$25,000 price tag, while Beat the Bitter's operating budget covered the rest. North Liberty Lights was lit every night at sundown in the month of February for residents and visitors to enjoy at their leisure. It was also the venue for Beat the Bitter's inaugural 5K-ish Glow Run with 250 participants. Additionally, we partnered with Pedal Power to provide free bike carriage rides to over 100 households around the pond three Sunday evenings in February. The city has received social media and email praise from residents for the unique display and we plan to make it a winter staple.

City Slate

North Liberty's City Slate is a collection our largest special events planned by city staff. Every event on the slate is free to attend, and our team has over 40 events in store in 2022. Folks can see what's in store and save the dates for our events through August at northlibertyiowa.org/cityslate. The City Slate was created from the success of the 2021's Summer Slate and is a collaborative effort from programmers across city departments. Events are free for attendees thanks to \$48,000 raised from local businesses and existing city programming dollars.

Blues & BBQ

We're just four months away from the return of North Liberty Blues & BBQ. Jillian and Nick have been finalizing our sponsorship drive – of which we've secured \$67,000 out of a goal of at least \$70,000 in local business support in addition to \$15,000 from the City of North Liberty, collaborating with The Englert to book our stage lineup and headliner, contracting with vendors for kids' fun, drafting up a new layout for the event, outlining a marketing plan, preparing to accept food vendor applications and reengaging committee members after the event's two-year hiatus. We're excited to bring this summer tradition back to North Liberty.

Great Neighborhoods

We held our first quarterly meeting of 2022 with Neighborhood Ambassadors in February. We focused on the theme of Welcoming Neighbors at this meeting and plan to cover How Local Government Works, Social Services Neighbors Can Lean On, and a Review of the Comprehensive Plan at our Q2, Q3 and Q4 meetings this year. We continue to partner with our 40 ambassadors to coordinate citywide neighborhood events and initiatives, identify and create communication tools ambassadors can use to share city and neighborhood news, and promote and recruit for the program.

Our Neighborhood Ambassador program is still very new but has already caught some domestic and international attention. Jillian has been approached by Rockville, Md., Gunnison, Colo., and a German consulting company hired by the Government of Dubai to advise on community engagement efforts to share details about how we've set up our program.

Projects

Nick began preparing for construction seasons with updates to the projects webpage and organization for the the annual project open house to help folks learn about coming construction projects. In 2021, we held the open house's online and so liked the format, including being able to record the information to provide to folks later, that we're planning to hold online event again on March 17 (Dubuque Street), 24 (City Hall) and 31 (Jones Boulevard and Comp Plan). A registration link is available at northlibertyiowa.org/projects.

Welcoming America: Rural Welcoming Initiative

Our Rural Welcoming Initiatives committee has landed on two areas of focus for this year's efforts to better support immigrants and refugees in our city. Work will align with Welcoming America's standards regarding Equitable Access and Connected Communities. Projects will include creating a plan to increase language access in city communications and programs and hosting at least one Welcoming Week event that focuses on bringing together immigrant and non-immigrant community members for fellowship and exchange.

Other Items

Staff represented the city at the Building Better Bridges conference, Learning Exchange, attending Business Partnership's Community Leadership Program and in the United Way's Community Impact Council site visits and the monthly Whip Poor Wills club meeting.

We produced City Council meetings and submitted them to the Iowa City government channel.

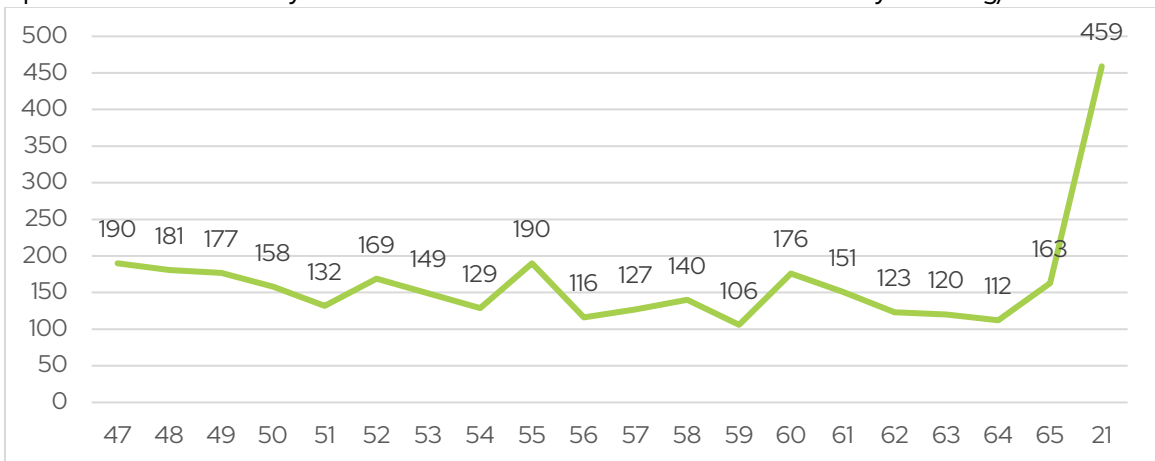
Staff gave interviews with local news outlets about snow clearing, city hall costs and the developments around medical facilities. We posted news releases about tax assistance, good neighbor meetings, PulsePoint, updated zoning code, the March 15 special election and more.

Completed Videos

Title	Requested By	Completed	Duration
Eye on: North Liberty Lights	Communications	Feb. 1	0:03
Planning and Zoning Commission	Administration	Feb. 1	0:35
Beat the Bitter: 5K-ish Glow Run	Communications	Feb. 2	0:01
Beat the Bitter: Fire & Ice	Communications	Feb. 2	0:02
Board of Adjustment	Administration	Feb. 2	0:31
Connected to Tomorrow	Planning	Feb. 8	0:02
Hype Video	Fire	Feb. 8	0:01
City Council	Administration	Feb. 8	1:30
Bomb Squad Robot	Communications	Feb. 9	0:01
Training	Fire	Feb. 9	0:10
GNM: Liberty Villas	Planning	Feb. 14	1:00
GNM: Jaro Way	Planning	Feb. 15	0:13
Eye on: Book Challenges	Communications	Feb. 22	0:26
City Council	Administration	Feb. 22	1:50
Candidate: Gulick	Communications	Feb. 23	0:04
Candidate: Strickland	Communications	Feb. 23	0:04
Candidate: Bermel	Communications	Feb. 23	0:03
Total completed productions: 17	Duration of new video: 6.6 hours		

52317 Podcast

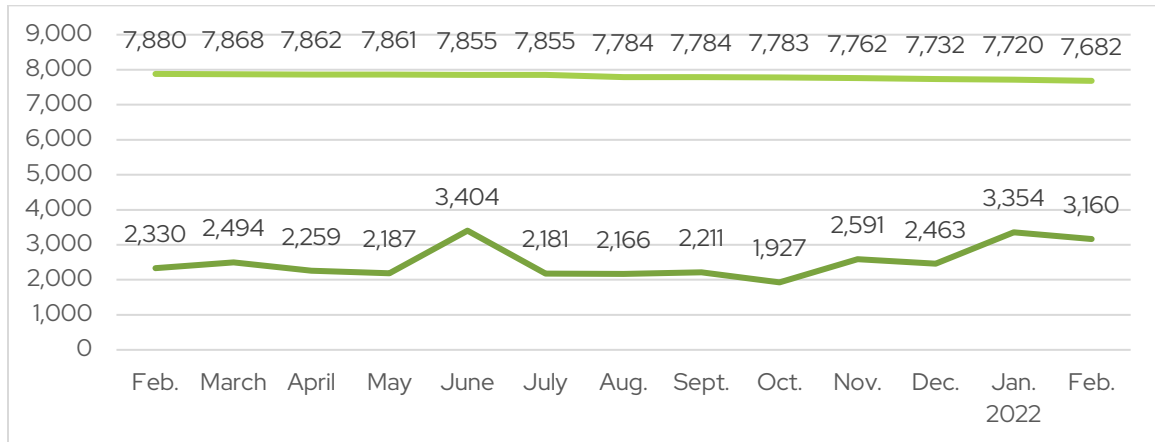
Episodes release every three weeks and can be found at northlibertyiowa.org/52317.



Downloads is the number times the podcast file was downloaded to a player, including a podcast client, webpage-embedded player or other device since its publication. Numbers are as reported by service provider LibSyn as of the date of this report. **Episodes** 21: Heyn's; 65: LaLa Boutique; 64: Kirkwood Workplace Learning Connection; 63: Leash on Life; 62: Chomp Delivery; 61: Speedy Mike's Carwash; 60: Flip Salon & Spa; 59: Rock Valley Physical Therapy; 58: NASA; 57: Animal Kingdom; 56: Concha Audiology; 55: Silver Rooster Tattoo; 54: Aero Performance and Physical Therapy; 53: Beathe; 52:

Meadowlark Psychiatric Services; 51: Psychiatric Associates; 50: Letter B; 49: Fryvecind Voice Studio; 48: A Chocolate Studio; 47: Corridor Rentals

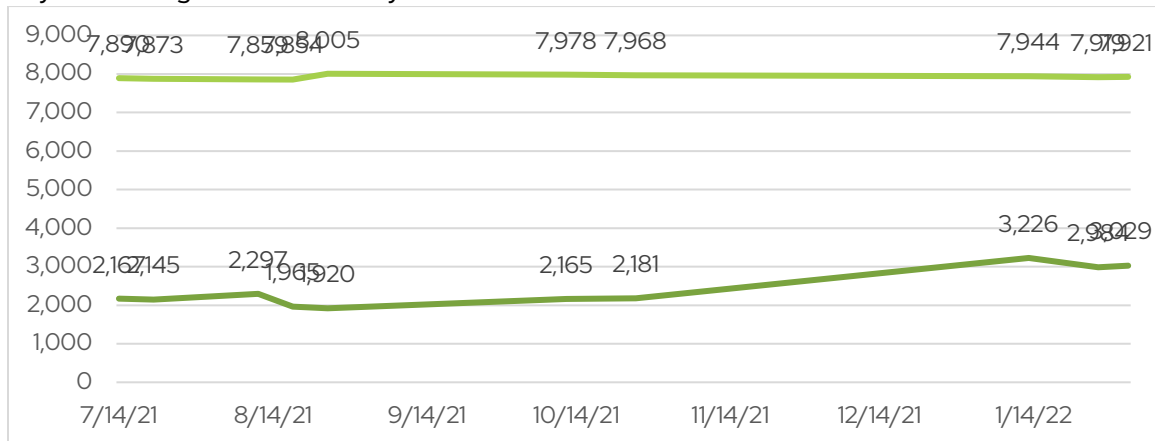
North Liberty Bulletin Email Newsletters



Recipients is the number of email addresses to which an issue of the Bulletin was sent and is represented by the top line. **Opens** is the number of unique recipients who opened the Bulletin and is represented by the bottom line; the standard open rate for government is 25.4%. Numbers are as reported by service provider Mailchimp. **Subject lines** Feb: Save the dates; Jan: Tomorrowland; Dec: Conspiring, to eat cookies, by the fire; Nov: Not sure you know how psychologically healthy that actually is; Oct: Pumpkin spice spooky decorative gourd season; Sept: My fall plans vs; Aug: Summer send-off 🍁 July: My dog hates fireworks; June: Magical world of normal-ism; May: It's no walk in the park; April: Anything dirty or dingy or dusty; March: A really weird lion; Feb: Hi, neighbor 🐾

Know Before You Go Emails

These emails focus on free, large-scale community and leverage the city's email list. It is a key marketing channel for City Slate events.



Recipients is the number of email addresses to which an issue of the Bulletin was sent and is represented by the top line. **Opens** is the number of unique recipients who opened the Bulletin and is represented by the bottom line; the standard open rate for government is 25.4%. Numbers are as reported by service provider Mailchimp. **Events:** Drive-in Movies (July); Inflatables Day; Eastern Iowa Circus; Concert in the Park and fireworks; Playground Crawl; Moonlight Walk; Haunted Happenings; Lighthouse in the Library (Jan.), Fire & Ice; Ice Fishing with TAKO

Social Media

Month	Facebook		Twitter		Instagram	Nextdoor
	New likes	Reach	New follows	Impressions	Followers	Members
Feb 2022	47	47,939	17	18,100	2,620	5,448
Jan 2022	139	209,293	7	40,500	2,600	5,411
Dec 2021	32	19,971	11	23,500	2,575	5,383
Nov 2021	14	20,182	9	30,400	2,570	5,361
Oct 2021	50	35,617	2	20,600	2,537	5,279
Sept 2021	60	26,516	11	21,900	2,521	5,237
Aug 2021	59	26,710	15	40,100	2,497	5,178
July 2021	80	21,523	3	34,600	2,471	5,114
June 2021	72	25,066	-4	45,400	2,456	5,076
May 2021	73	23,940	-19	42,200	2,418	5,018
April 2021	33	24,980	19	49,800	2,381	4,959
March 2021	72	100,455	18	61,600	2,342	4,900
Feb 2021	96	24,756	22	48,700	2,305	4,818

Facebook new likes is the net number of new users following the city's Facebook page; it does not include new *followers*. **Facebook reach** is the number of unique users who saw any of the city's Facebook content, reported on a 28-day period. **Twitter new follows** is the net number of new users following the city on Twitter. **Twitter impressions** is the total number of times a tweet from the city was shown to a user. **Instagram new follows** is the net number of new users liking the city's Instagram account. **Nextdoor members** is the number of verified North Liberty residents who are users and able to receive our agency messages.

Website Statistics

Month	Sessions	Users	Pageviews
Feb 2022	22,876	16,286	41,437
Jan 2022	26,218	20,351	47,444
Dec 2021	17,011	13,056	33,502
Nov 2021	20,196	15,122	39,415
Oct 2021	17,041	13,190	32,858
Sept 2021	22,849	14,800	44,285
Aug 2021	29,557	21,990	54,762
July 2021	32,559	24,967	63,686
June 2021	22,840	19,955	64,284
May 2021	24,221	17,537	49,636
April 2021	22,452	13,855	44,847
March 2021	23,993	14,861	46,159
Feb 2021	27,228	20,540	47,047

Sessions is the number of time-bound user interactions with the website. **Users** is the number of unique devices loading the site in that month. **Pageviews** is the total number of pages loaded or reloaded. All stats are monthly.



To **Communications Advisory Commission**
CC **Additional recipients' names**
From **Nick Bergus, Communications Director**
Date **March 2, 2022**
Re **Public Access and Cablecasting**

Since North Liberty Television began as a public, educational and government access channel in the 1990s, the legislative landscape, the modes for the distribution of video programming and use of public access by producers have changed drastically.

The Communications Department continues to invest staff time into receiving, transcoding and scheduling, and with the need to eventually replace the hardware necessary to automate playback, staff is seeking direction from the Commission on the future of its public access and cablecasting operations.

Legislative & Policy Background

Under the Cable Communications Policy Act of 1984, or Cable Act, local municipalities could negotiate local franchise agreements with cable providers. Cities, including North Liberty, were able to collect per-subscriber PEG fee to help fund public, education and government access operations. Local governments, including North Liberty, were also able to collect a franchise fee of 5 percent on gross revenues.

In 2008, the Iowa Utilities Board began issuing franchise certificates following legislation enacted the previous year. This change reduced the authority of local government to negotiate franchise agreements with providers and, while cable providers would still pay franchise fees, eliminated the per-subscriber support of PEG fees. The law also shifted the cost burden of cablecasting from cable providers to cities.

In April 2013, the city's franchise agreement with Mediacom expired and was converted to a state-issued certificate, and South Slope converted its local franchise agreement to a state certificate for competitive reasons, eliminating PEG fee support.

Changes in Video Distribution

North Liberty's cable channel, North Liberty Television, operated as a public, educational and government access channel under the Cable Act. The Cable Act and our policies allowed the public to provide video for playback provided it met certain technical standards and some basic, legally permitted, content standards, such as prohibiting the channel's use for commercial activity or obscenity.

This First Amendment-protected cablecasting service was critical to making sure members of the public had the ability to distribute messages to a wider audience when cable TV was a dominate form of mass media and the only real avenue available to small or independent producers looking to disseminate programs.

North Liberty doesn't have subscriber numbers from its local providers. The number of subscribers nationwide has declined; Pew Research found a 20-point decline from 2015 to 2021 with the decline being most pronounced in younger adults.

The internet is now a major, if not the dominate, mode of video content distribution for producers of all sizes. In 2019, YouTube, perhaps the most popular platform for medium- and long-form content on the internet with more than 2.3 billion users, hosted 500 hours of new video every minute. Facebook provides free, high-quality video streaming and hosting, as do myriad other services. These services allow producers to build communities around their interests.

Public Access Producers

Since its inception, North Liberty Television's schedule has included programming provided by local educators and school districts, residents, regional providers and others who sought out public access channels.

While North Liberty doesn't track historic producer numbers, staff notes the decline in producers, albeit slowly, over the years. We currently have three local producers who provide programs. Each also distributes their videos online. Coralville's CoralVision reports similar declines and currently has zero program providers.

The local landscape has changed, too. Public Access Television in Iowa City, a dedicated public access channel and non-profit that provided production assistance and cablecasting, ceased operations in 2019 and its successor, Media Arts Co-op, which is part of Public Space One, provides access to production tools but does not offer cablecasting.

The Future of NLTV

As we look ahead to moving our media production to a new city hall in 2024 and consider our now 6-year-old automatic hardware and other needs against this changing background, now is a reasonable time to assess our policy of cablecasting as well as providing public access services so we can plan our future services and resource needs. I look forward to discussing this with the Commission.