



CITY OF ALBANY COMMUNITY MEDIA ACCESS COMMITTEE

2021 – 2023 Work Plan *DRAFT*****

Recommended by the Community Media Access Committee: Date

Approved by the City Council: Date

The following work plan identifies recent accomplishments and priority work items for the upcoming work plan period. The work plan includes items identified as priority projects within the City Council's Strategic Plan. The Albany Community Media Access Committee shall review the work plan each year in January to identify accomplishments and ensure continued focus on completing work plan items. Work plans are presented to the Council every two years, and if a change is needed to the work plan outside of that schedule, the Community Media Access Committee shall submit a "Request for Amendment to Advisory Body Work Plan" Form for review by the City Council.

Community Media Access Committee Purpose

The purpose of the Community Media Access committee is to advise the City Council on issues related to media access in the City of Albany. In January of 2021, City Council broadened the scope of CMAC to expand the role of the Committee to include additional focus on community engagement and outreach.

Due to lack of quorum, CMAC only met a handful of times between 2018 and 2021. The COVID-19 suspension of non-critical committee meetings in 2020 also contributed to CMAC's inability to meet on a regular basis.

Recent Initiatives and Accomplishments

- CMAC received updates on Albany FilmFest activities
 - Attendance has been estimated to be more than 1,000 during the course of the day, and hundreds attend the weeknight feature screenings. Audience members range in age from pre-teen through senior citizens. Both the filmmakers and their films represent the wide variety of ethnic and social diversity that we experience in Albany and the East Bay
- CMAC received updates on ongoing KALB operations including public meeting broadcast and livestream, City audio-visual infrastructure, City communications
- Recommended use of PEG funds for 2019 purchase of new DSLR and video camera for KALB operations
- Recommended use of PEG funds for future upgrade of City Council camera system



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2021-2023 Policy Review and Initiatives (list items in order of priority)

With the expanded charge to include the responsibility of advising and working upon improving community access and information regarding local government matters, the following items will have the most impact in reaching Albany residents via electronic and non-electronic means while continuing CMAC's focus on other media access related issues. Implicit in all initiatives is the need to ensure that the policies implemented are fair and equitable and provide consideration of underserved community members in Albany.

Item 1: Physical Outreach

Determine functional communication strategies for non-digital communication, increasing accessibility to non internet users and recommend ways to create community partnerships. Explore and research options such as print flyers and postcards, paper signs, kiosks, and digital signage. Identify a process to prioritize information for dissemination.

Item 2: Survey the Community

Survey the Albany Community to find out how people get information about City-related events/meetings and how they would like to receive that information. Work with AUSD, Albany Village, Senior Center, businesses, and local partners. Survey must be an accessible and multi-lingual. Include an annual report from the City that uses some sort of scoring method for how the City provides information to the Public.

Item 3: Keeping Albany FilmFest Sustainable

Albany FilmFest is a great community event good for children/families. It is a creative outlet promotes Albany to other communities and has become a regional destination event. Albany FilmFest connects business, community, and the arts and benefits the downtown area. CMAC will work in conjunction with Albany Arts Committee and Economic Development Committee explore different organizational models that keep the FilmFest operating at the same high level, but with less reliance on City staff support.

Item 4: Health Show/Fair

Provide recommendations for how the City can build awareness around community health issues and the benefits of alternative medicine.



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Item 5: Communications between City Advisory Bodies

Provide recommendations for how the City can better channel Communications from Advisory bodies to the broader Albany community and utilize CMAC to accomplish this goal

Item 6: Digital Accessibility

Explore providing City-wide broadband access to ensure that digital communications can reach the most vulnerable residents including unhoused to ensure all community members can participate and add their voices. In addition to internet service, focus on providing free or low cost devices and access to electricity. Working with school district, businesses, library, YMCA, faith community, community groups and organizations and ask for their suggestions/input

Item 7: Liaison with Albany Schools

Provide recommendations and concrete step for how the City can better communicate and share information with and about Albany School District.

Item 8: Propose City of Albany Public Information Officer

Recommend that the City of Albany fund a permanent, full-time Public Information Officer to coordinate the sharing important community information. Establish a conduit for disseminating important information that is being discussed at Albany public meetings.

Item 9: Communications Plan

Recommend that the City of Albany develop an external communications plan that clearly defines and codifies methods and parameters regarding print media, website updates and quality content (such as blogs and webinars), social media, newsletters and public relations, including press releases.

Relation to City Council Strategic Plan

Engage our Diverse Community

- KALB is an important community source of public, government, and educational information.



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- The video and electronic media we generate is now a normal part of city recordkeeping—informing community members, acting as historical record, and enriching the City’s web content.
- Public access television allows community members to create programs and broadcast them to the larger community. It’s a great opportunity for individuals to take a position on current issues.
- Albany FilmFest brings international films and filmmakers to Albany and sparks creativity and conversational engagement among community members.

Advance Economic Development and the Arts

- Albany FilmFest has established itself as a place for artistic expression among the local filmmaking community of the Bay Area
- FilmFest audiences appreciate the variety of subject matter presented and welcome a chance to have dialogue with filmmakers
- Albany FilmFest attracts people to the film event on Solano Avenue and to the nearby businesses. The FilmFest has established a mutually supportive program with local businesses and organizations.

Facilitate Government Accountability

- Broadcast and livestream of public meetings allows community members to see government in action
- City website availability of meeting video, audio, and minutes assures community members can review present and past government meetings.