

# DEPARTMENT OF CABLE AND CONSUMER SERVICES CALENDAR YEAR 2025 EQUITY IMPACT PLAN



**Leadership Sponsor:** Rebecca L. Makely, Director

**Equity Lead(s):** Rebecca L. Makely, Director

## **Departmental Equity Guiding Statement:**

DCCS promotes equity in the workplace and in our community through the purposeful commitment of our organization in the delivery of media, oversight, and outreach.

## **Context:**

The Department of Cable and Consumer Services is the umbrella agency for three distinct functions: Consumer Services, Communications Policy and Regulation, and Communications Productions.

Consumer Services includes Consumer Affairs, Regulation and Licensing, Meeting Space Management and Event Support, and Administrative Services. Consumer Affairs investigates and mediates consumer complaints, tenant-landlord disputes, and cable television issues; provides an advice line for consumers to speak directly to staff about consumer issues; and provides education to the community by conducting presentations and distributing educational information on a variety of consumer topics. Staff also supports the Consumer Protection Commission and Tenant-Landlord Commission. Regulation and Licensing is responsible for issuing licenses, permits, certificates, or registrations to taxicab operators, taxicab drivers, canvassers, peddlers, solicitors, vendors, promoters, massage establishments and therapists, pawn brokers, precious medal and gem dealers, going out-of-business sales, solicitors representing charitable organizations, trespass tow operators, and shared mobility devices for hire operators. Staff also conducts taxicab inspections, investigates complaints, and provides staff support to the Trespass Towing Advisory Board. Meeting Space Management and Event Support provides reservation and scheduling services and meeting support for spaces throughout the Government Center Campus, supporting the Fairfax County Board of Supervisors; Fairfax County boards, authorities, and commissions; County agencies, and non-profit organizations. Administrative Services provides budget, fiscal, procurement, human resources, and information technology services to the department.

Communications Policy and Regulation negotiates cable franchise agreements and is responsible for the regulatory oversight of the County's three franchised cable television providers. Staff ensures that cable operators provide quality customer service, safe cable system construction and operation, access to PEG programming, and emergency information.

Communications Productions operates Fairfax County Government Channel 16 and the Fairfax County Training Network. Channel 16 televises and streams meetings of the Board of Supervisors, Planning Commission, and Board of Zoning Appeals; County

Executive projects; Board-directed special programming; town meetings; Board of Supervisors district programs; and informational shows highlighting the services of County agencies.

DCCS does not observe inequalities or marginalization trends in the services we provide to the public or in the inquiries received by the department. Through the department's equity impact plan, we endeavor to ensure that our provision of services avoids inequities or marginalization and that our staff is committed to this standard of performance.

**System-Level Infrastructure:**

- Work with Countywide Digital Equity Coordination (DEC) team, consisting of nine county agencies, to collectively address the digital divide in Fairfax County by ensuring all Fairfax County residents have access to affordable and reliable high speed (broadband) internet services, devices, software, training, and tools. County departments of the DEC work to:
  - Establish connections with and coordinate efforts of existing digital services;
  - Leverage best practices and identify gaps to enhance existing digital services;
  - Provide cross-department collaboration and support to operationalize the Digital Equity Action Plan; and
  - Create engagement opportunities to inform, connect, and educate internal/external stakeholders and the community.

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## DEPARTMENT GOALS

**Goal 1:** Lead the County-wide Digital Equity Coordination Team to support coordinated and collaborative efforts to ensure that all Fairfax County residents have the resources and skills to participate and thrive in digitally-connected communities.

**One Fairfax Area(s) of Focus:**  
15. Digital access and literacy for all residents.

**Countywide Strategic Plan Community Outcome Area(s):** Lifelong Education and Learning (LEL)

**Countywide Strategic Plan Strategies/Metric(s):**  
LEL 6. Identify and eliminate barriers to digital access through partnerships with local businesses and digital service providers.

Actions	Stakeholders	Resources/Supports	Responsible	Timeline	Performance Measures
1a. Facilitate communication and coordination of county agencies on the Countywide Digital Equity Coordination Team through monthly meetings	County staff Residents	Staff time	DCCS Director DCCS DEC Members	1/1/2025- 11/30/2025	
1b. Provide updates on state and federal broadband policy changes to guide the implementation of the county's digital equity efforts	County staff Residents	Staff time	DCCS DEC Members	1/1/2025- 11/30/2025	
1c. Lead outreach and engagement with internet service providers and the Virginia Office of Broadband to advance the county's digital equity efforts	Residents	Staff time	DCCS staff	1/1/2025- 11/30/2025	

## COUNTYWIDE GOALS

**Goal 1 Increasing County residents' awareness of broadband affordability programs, digital equity resources, programs, and initiatives.**

**Key Equity Driver(s):** Inclusive Prosperity, Cradle to Career Success

**Countywide Initiative:** Digital Equity Action Plan

**Countywide Strategic Plan Community Outcome Area(s):** Economic Opportunity (EO), Empowerment and Support of Residents Facing Vulnerability (ESRFV), Lifelong Education and Learning (LEL)

**Countywide Strategic Plan Strategies/Metric(s):**  
LEL 6. Identify and strive to eliminate barriers to digital access through partnerships with local businesses and digital service providers.

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Department Actions	Stakeholders	Timeline	Performance Measures
1a. Promote existing affordable subscription plans to residents	Residents	1/1/2025-11/30/2025	

**Goal 2. Increase awareness and access of broadband internet for all Fairfax County residents.**

**Key Equity Driver(s):** Inclusive Prosperity, Cradle to Career Success

**Countywide Initiative:** Digital Equity Action Plan

**Countywide Strategic Plan Community Outcome Area(s):** Economic Opportunity (EO), Empowerment and Support of Residents Facing Vulnerability (ESRFV), Lifelong Education and Learning (LEL)

**Countywide Strategic Plan Strategies/Metric(s):**  
LEL 6. Identify and eliminate barriers to digital access through partnerships with local businesses and digital service providers.

Department Actions	Stakeholders	Timeline	Performance Measures
2a. Promote low-cost broadband plans with the Commonwealth and ISPs	Residents	1/1/2025-11/30/2025	
2b. Coordinate with internet service providers on areas with limited coverage and/or BEAD eligible locations identified as unserved or underserved	Residents	1/1/2025-11/30/2025	

**Department Director's Signature:** DocuSigned by:  
*Rebecca L. Makely*  
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