

MEMORANDUM



To: Michael O Geisel, City Administrator
From: Matthew Haug, Information Technology Director
Date: May 4, 2017
Re: Live Streaming City Council Meetings

As directed by the Finance and Administration Committee, I have researched and communicated with multiple Cities that offer live streaming or viewing of their City Council Meetings. The technical and physical requirements to accomplish live streaming, limited to meetings, which occur in the Council Chambers, are not difficult and can be well managed by City Staff. However, there are initial and ongoing costs, as well as labor skillset requirements to provide Live Streaming of City Council meetings. If City Council elects to initiate live streaming of its City Council meetings, I estimate the initial start-up costs to be approximately \$31,000, and recurring annual costs of approximately \$120,000. In addition, there will be periodic maintenance and equipment upgrades or replacements, which will occur on an as-needed basis.

Six cities responded to my inquiry via our Missouri Municipal League group request. The summary table below details the expenses both initial and monthly each incurs. Every entity surveyed emphasized the labor necessary to accomplish video streaming. The smallest video production, which was not real time, required a minimum of one staff member, while the higher quality, higher volume providers required up to five full time staff positions. The largest expense, by far, is for the production staff needed to provide a quality experience. Additionally I have attached a quote from the TSI, our vendor for the A/V System and System maintenance at City Hall.

*Please forward
to F&A Committee
for review & recommendation
meh
5/4/2017*

Table below is a summary of costs as reported by various agencies.

| Org. | Providers | Hits | Initial Hardware | Monthly Cost | Personnel |
|--------------|---|-----------------------|---|--|--|
| O'Fallon IL | Access Channel / In-House / Virtual Town Hall via Earth Channel | | \$30,000 | \$5,000/year = \$415/month | Intern from SIUE for Sound, Asst. City Admin for Cameras |
| O'Fallon MO | In-House | 50-100 council | \$18,000 initial | N/A | 5 Full-Time Employees 2-3 each meeting |
| St. Charles | Swag-IT/Charter/ATT - ISG/Modern Communications | 3,100 in February | \$40,000 Switch + 4 cams at \$50,000 each=\$240,000 | \$550 | 4 Full-Time and 1 part-time in 2 at each meeting |
| St. Peters | Granicus | 1,100 Average per mtg | \$25,000 Hardware | \$1,000 | 4 People to run meeting, 4 FT and 4 PT for production. |
| Brentwood | YouTube, not live, Cable Access / Key West | 100 views post event | 4 CCTV 1 PTZ | \$1,000 | 1 - Full-Time Production/Video Person |
| Parkville MO | LiveStream & Vimeo/Curious Eye does cam work | | | \$560 streaming/\$850 hardware/\$50 per mtg. personnel | |

Based on my investigation, and the attached quote, I estimate that hardware, software, installation, programming, and training to cost approximately \$31,000. The monthly cost for a subscription service of reasonable quality, complete with the agenda bookmarking function is \$550/month.

It is my recommendation that if Council elects to proceed to provide live streaming, we need to:

1. Have a qualified vendor install and program the necessary hardware.
 - a. Includes all hardware installation and setup.
 - i. Cameras
 - ii. Encoder
 - iii. Network and Power Cables
 - b. Includes all software and streaming service setup.
 - c. Includes all interface (Crestron) programming to allow for interaction of our existing audio/video system output to the video feed.
 - d. Includes training of all staff members on both the use of and troubleshooting of common equipment malfunctions.
 - e. **Estimated Cost = \$30,000**

2. Use a quality streaming service provider to both stream AND host our videos.
 - a. Service will include bookmarking the Video to match our Agendas.
 - b. **Estimated Cost = \$600 per month / \$7200 per year.**

3. Hire two (2) new staff positions, in order to reliably assure that one person can attend each Council meeting to run the live feed/production and to allow for post-production quality control.
 - a. Includes monitoring the cameras and switching the video feeds when required.
 - b. Post-production work.
 - c. **Estimated Cost = \$110,000**

In summary and for budgeting purposes, after the initial \$31,000 start-up costs, the annual live streaming budget would be approximately \$120,000.



Matthew Haug

Information Technology Director

Project Number 16195

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TSI Global Companies, LLC

700 Fountain Lakes Blvd.
St. Charles, MO 63301

636-949-8889 Fx 636-925-2111

City of Chesterfield
690 Chesterfield Parkway West
Chesterfield, MO 63017

C03107 636-537-300

Project Title: Streaming Solution

| Mfg-Item No. | Qty Description | Unit Price | Extended |
|--------------|---|------------|-----------|
| | Streaming Solution | | |
| | Based off of notes from walkthrough meeting as well as notes and specs provided by JB&A to Chesterfield | | |
| | Power requirements to be discussed after acceptance of proposal and provided by others. | | |
| | 1 Tricaster Mini - Switcher/Streamer | 6,378.68 | 6,378.68 |
| | 1 Tricaster HD-4 Two Year Coverage | 1,484.28 | 1,484.28 |
| | 1 Tricaster Advanced Edition Software | 2,122.68 | 2,122.68 |
| | 3 PT-20X-SDI-GY-G2 PTZ Camera | 1,807.47 | 5,422.41 |
| | 1 HC-JOY-G2 Joystick for Cameras | 318.14 | 318.14 |
| | 3 HCM-1-WH Universal Wall Mount for Camera | 95.76 | 287.28 |
| CRESTRON | 3 Wall Plate 4K DigitalMedia 8G+ Transmitter 100, Black Textured | 465.50 | 1,396.50 |
| CRESTRON | 3 4K DigitalMedia 8G+ Receiver & Room Controller 100 100 [Just Released] | 598.50 | 1,795.50 |
| Liberty | 1000 CAT6 550 23/4P UTP CMR BLUE | 167.58 M | 167.58 |
| | 1 Misc HDMI/Audio/Patch Cables | 532.00 | 532.00 |
| | 1 Misc equipment and cost to extend joystick into room | 332.50 | 332.50 |
| | 1 Added Data Line - Equipment and Labor | 665.00 | 665.00 |
| | Equipment Subtotal | | 20,902.55 |
| | 40 T1 | 75.85 | 3,034.00 |
| | 16 Engineering/Design | 80.00 | 1,280.00 |
| | 16 Project Management | 70.00 | 1,120.00 |
| | 32 Programming | 100.00 | 3,200.00 |
| | 4 Documentation | 50.00 | 200.00 |
| | 8 Commissioning | 70.00 | 560.00 |
| | 4 Material Handling | 59.39 | 237.56 |
| | Installation Subtotal | | 9,631.56 |

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4/25/2017 Page: 2 **** Proposal ****

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|---------------------|------------------------|-------------------|-----------------|
|---------------------|------------------------|-------------------|-----------------|

Legend: M=1000Ft

This ** Proposal ** is Valid for 30 Days.

=====
\$30,534.11

Dave Dwerlkotte, ddwerlkotte@tsi-global.com

I Accept This Quote _____ Date: _____