

MEMORANDUM



To: Michael O Geisel, City Administrator
CC: Craig White, Finance Director
From: Matthew Haug, Information Technology Director
Date: June 21, 2017
Re: Live Streaming City Council Meetings

*Craig forward to
Please forward to
F&A committee for
review & recommendation
mgh
6/21/2017*

As requested, I have looked into Live Streaming our council meetings. Additionally as requested, I investigated contracting the filming of our council meetings. Contracting would allow us to get professional recordings of our meetings with an experienced person at a reduced cost. The contract for filming also includes the setup and testing of all recording equipment an hour before each council meeting. Optionally, I requested a cost for filming an introductory video that can be automatically appended to the beginning of each of our live streams and recordings. The introductory video will give each of our recordings a professional look and feel.

The solution I am recommending, provides for a High Quality 720p video feed, titles when speakers are zoomed in, and a full screen view with Picture-in-Picture of the speaker when a presentation is being displayed. The video can be streamed directly (live) to both our Facebook Channel, and our YouTube channel.

If we outsource the labor portion, we will save staff cost. It is my understanding that the zooming and additions of titles for the active speaker will be part of the live stream no matter who is doing the filming, as these functions are done real-time by the recording device. An intro-video can be pre-pended to the start of each recording/feed, giving us a high quality production.

The contracting/renting of the hardware to do the recording, was cautioned against by vendors, other cities, and the filming contractors that I spoke with. In a room like our chambers, having permanently mounted equipment is necessary as it takes up less space, improves the reliability of the equipment, removes the setup time required for

each meeting, and eliminates wires and clutter about the room. Additionally, the cameras and recording equipment are all network devices that must communicate with our internal network components, audio/visual system, network switches, file server, internet connection....etc. It poses a serious security issues to allow hardware that stores this kind of information to leave and return to our building and networks.

If the City elects to provide video recordings, we must be prepared to do so continuously, reliably, and without interruption.

Based on my investigation, and the attached quote, I estimate that hardware, software, installation, programming, and training to cost approximately \$33,000. The monthly cost for a quality subscription service complete with the agenda bookmarking function is \$550/month. Contracting out the filming of the City Council meetings is \$250/meeting.

It is my recommendation that if we proceed with this project, that we:

1. Use a qualified vendor to install and configure 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 as a backup.
 - e. **Cost Not to Exceed = \$33,000**

2. Use a quality streaming service provider to stream AND host our videos.
 - a. Service will include bookmarking the Video to match our Agendas.
 - b. Live Streaming to our YouTube and Facebook accounts.
 - c. **Cost not to exceed = \$550/month** $12 \times \$550 = \$6,600$

3. Contract out the recording of our city council meetings.
 - a. Contracting this portion will guarantee that a qualified professional is available to handle the recording and production work.
 - b. **Cost not to exceed = \$250/meeting for up to three hours and \$50 for each additional hour.**

$$\begin{array}{r} \$250 \times 15 \text{ Council} \\ = \$3,750 \\ + 250 \times 10 \text{ PC} \\ = \$2,500 \\ \hline \$6,250 \end{array}$$

$$\begin{array}{r} \$33,000 \\ 6,600 \\ 6,250 \\ \hline \$45,850 \end{array}$$