



Item No. 24 Town of Atherton

CITY COUNCIL STAFF REPORT – REGULAR AGENDA

TO: HONORABLE MAYOR AND CITY COUNCIL

**FROM: GEORGE RODERICKS, CITY MANAGER
THERESA DELLASANTA, CITY CLERK**

DATE: MAY 21, 2014

SUBJECT: AUDIO VISUAL DESIGN PROPOSAL

RECOMMENDATION

Accept the audio-visual design proposal and authorize staff to move forward with the project.

BACKGROUND | FINDINGS

In 2011, the Atherton Police Officers' Association (APOA) hired a professional videographer to begin videotaping City Council meetings. The purpose was to assist in keeping both members of the Association and the general public informed on current Town matters. In June 2012, the APOA notified the Town that they no longer had a budget to continue taping the meetings.

The Town recognized the benefit of videotaping meetings provided to the public and took over the costs. Presently, the videographer tapes Council, Committee and Commission meetings, and edits and uploads the video to the Town's YouTube channel, usually within 24 hours of the meeting. For FY12/13 the Town spent \$12,075 on videotaping services for City Council, Finance Committee, and Planning Commission meetings. Recognizing the need to expand and videotape the Civic Center Advisory Committee, Transportation, and the newly scheduled monthly City Council study sessions staff recommended doubling that cost for the FY13/14 budget. Council authorized and approved \$25,200 in the FY13/14 City Council budget.

Staff presented a report to the Council at their October 2013 study session with options for cable and webcasting meetings in-house and asked the Council to provide feedback on the level of priority for the project and timing.

There were some concerns such as portability of the system, non-cable subscribers, the potential of new facilities, and streaming versus cable-casting. Staff has conducted further research to hone in on a workable solution.

Staff met with Audio Visual Design Group to discuss functional needs and basic requirements for videotaping meetings in the Council Chambers.

Audio Visual Design Group is offering a recording system that includes the following:

1. A wall mounted high definition point-of-view camera that has a manual pan and tilt. (\$555.20)

Staff recommends a single camera mounted at a location within the room to capture the speaker, staff, and the Council dais. Staff does not envision panning or tilting the camera during meetings.



2. A simple, cost-effective video recorder in high definition 1080p. (\$3,953.47)

The video recorder would be used as a “hard-drive” to record meetings and events in the Chambers.



3. Reconfigure the Town’s existing audio system to feed to the recording system and install all audiovisual components in equipment rack. (\$321.44)

4. A 4.3” hard wired touch panel to control the recording system. (\$988.11)

The wired touch panel would be installed at the City Clerk’s station. A web interface will be included to allow users to control the system from a laptop (this is beneficial for committee and commission meetings that are presently held in the middle of the room.



The panel would allow the user to add bookmarks, and titling to the video prior to its upload to the web.

Additionally, the existing wireless network devices and presentation tools will be integrated into the system. In addition to the above components, technical services including design, engineering, CAD, programming and installation will cost \$3,200.00 for a system sub-total of \$12,125.09.

Separate from these costs the Town would independently purchase two 70” LCD displays for presentations. These displays would eliminate the projector and screen. The displays would be mounted to the wall on each side of the room. Each TV is estimated to cost about \$6,700. The system would be designed to connect to each display. Presentations would be routed to the

displays and as the video is produced on the web, picture-in-picture would be used to show the Council/Presenter and presentation simultaneously.

Staff previously obtained an informal quote for a more comprehensive system that included a number of robotic HD pan/tilt cameras, an all-inclusive production control system with the ability to remotely control, and repurposing of the entire system for teleconferencing at approximately \$60,000. Staff felt that the design provided by AVDG provides the most cost-effective and transferable solution without sacrificing functionality. The cost, excluding the two televisions is approximately \$12,125.

Currently, the Town pays a videographer on a contract-basis \$350 per meeting to record meetings and upload the video to the Town's YouTube Channel. Meetings include City Council and specific Council-appointed committees and commissions (Audit/Finance, CCAC, Rail, and Transportation). The Town budgets \$25,200 for contract videography services. Special meetings are at additional cost. If individual staff liaisons to Council, Committees and Commissions control the panel and record the meeting on their own, the cost of the proposed system pays for itself in a year.

Webcasting and Cablecasting

The cities of East Palo Alto, Menlo Park, Palo Alto, the Town of Atherton, and portions of the County of San Mateo and the County of Santa Clara created a Joint Powers Agency (JPA) for cable television service within these jurisdictions. The City of Palo Alto acts as the administrative agency for the JPA. In 2002, the franchise was transferred to Comcast Corporation. The franchise agreement required Comcast to complete an upgrade of the cable system, which included the construction of a dark fiber optic institutional network (I-Net). There is no charge for use of the I-Net for our channels. The I-Net supports the broadcast capabilities of the local area Media Center. The Media Center is responsible for operating and managing the JPA's public, education, and governmental channels (channel numbers 26, 27, 28, 29, 30, 75, and 76) and facilities.

In addition to residents who subscribe to Comcast, AT&T U-verse subscribers can also watch from AT&T's channel 99 menu, plus anyone with a high speed internet connection can watch the live stream from our website anywhere in the world.

There will be some initial work on the Media Center's part to get Atherton connected to channels. Then, on-going, staff will coordinate broadcasts with the Media Centers programming staff. There is no specific fee for this coordination of programming - traditionally it is built in to the *city hall video operator rate*, where the Media Center hires, trains, schedules, evaluates and manages the operators, provides program scheduling, and publicity, at a \$91 hourly rate. However, individual staff liaisons will control the video system and upload to the Town's website.

If recording by staff proves to be too time consuming and/or disruptive the Town has the option to hire staff from its Cable JPA to record the meetings at the \$91 hourly rate. Once the Media Center completes its setup, the Town's meetings will be available via public access channels on

Comcast and AT&T as well as via the Town's website. Staff has not worked out all of the details with the Media Center with respect to programming data and timing – i.e. when meetings play or replay, will they be live, etc.

FISCAL IMPACT

If the audio-visual design proposal is approved by Council staff will add approximately \$27,000 to the Fiscal Year 2014/15 budget and remove the current videographer services (\$25,200).