



Item #15-2-11 Action

SACOG Board of Directors

February 12, 2015

Webcast of SACOG Board of Directors Meetings

Issue: Should meetings of the SACOG Board of Directors be live webcast for audio and/or video?

Recommendation: The Government Relations & Public Affairs Committee recommends that Board of Directors direct staff to make a live audio webcast of Board meetings available to the public.

Discussion: Currently, our Board Room audio visual system collects an audio recording of the Board meeting, which is posted to the website following the meeting. Major presentations are video recorded using a tripod mounted camera, edited and posted to the internet following the meeting. Recent upgrades to Board Room visual presentation systems would allow for live audio web casting of SACOG's Board of Directors' meetings. Enhancements described below could add either cameras for video streaming of the presenters to the Board or cameras to video stream both the presenters and Board interaction.

Audio

SACOG's old system allowed an internal broadcast of Board meetings to the desks of staff through the phone system. The new system could restore that functionality through a live audio webcast. Staff has delayed implementing a live audio stream pending consultation with the Board. There are two options. Option 1 would provide an audio broadcast internal to the SACOG offices. Option 2 would provide a live audio webcast of the Board meetings available to any Internet user. The cost of either option is approximately \$500 a year.

Video

Staff also has researched camera options for video recording. Option 3 would install a mounted camera in the Board room for around \$8,000 to only record presentations. A webcast could then be built by adding the audio stream. Option 4 would provide multiple cameras to simultaneously record the presenters and Board members. Capital estimates for this option are between \$22,000 and \$80,000 depending on the technology used. Historically, SACOG would have needed to work with the cable systems' metro channel providers to secure broadcast space and technical assistance to share live video feeds of meetings. New web-based technologies may allow staff to edit the meeting live and run a multiple camera system from a mobile workstation that could be placed in the Board room and operated by existing SACOG staff. The video of these meetings could be archived on SACOG's YouTube site. Staff is still researching the video systems, the ability of existing staff to operate the video system, and the need for expert advice to initiate and train staff on the new system.

Peer Agency Review

Staff conducted a review of member and peer agency practices regarding audio or video recording of meetings. The attached Table 1 shows that the majority of our members and peers provide video or audio records of their meetings.

Summary of Options

Option 1: Internal audio broadcast of Board meetings.

Option 2: Live audio webcast of Board meetings available to the public.

Option 3: Add ability to video record Board presentations.

Option 4: Add ability to audio/video webcast of Board meetings available to the public.

Discussion at the Government Relations and Public Affairs Committee explored whether video of the Board interaction justified the expense of retrofitting the Board room. Committee members recommended that Board of Directors select Option 2 making the live audio webcast available. Committee members asked staff to explore the capability of providing convenient access to member meeting agendas and webcasts while monitoring cost effective technologies for the future.

Approved by:

Mike McKeever
Chief Executive Officer

MM:JC:ts
Attachment

Key Staff: Kirk Trost, Chief Operating Officer/General Counsel, (916) 340-6210
Erik Johnson, Manager of Policy and Administration, (916) 340-6247
Joe Concannon, Data Services Manager, (916) 340-6234

Table 1 – Peer Agency Review

Agency	Audio or Video Cast	Past Meetings Available on Video?	Software Used?	Size of Board
El Dorado County	Video	Video	Granicus	5
Placer County	Video	Video	Granicus	5
Sacramento County	Video	Video	SIREpub	5
Sutter County	Video	None	MediaTraq	5
Yolo County	Video	Video	Swagit	5
Yuba County	N/A	None	Legistream	5
City of Auburn	N/A	None	N/A	5
City of Citrus Heights	Video	Video 6 Months	Windows Media	5
City of Colfax	N/A	PDF	N/A	5
City of Davis	Video	Video	Granicus	5
City of Elk Grove	Video	Video	Granicus	5
City of Folsom	Video	Video	Granicus	5
City of Galt	Video	Video	pbtech	5
City of Lincoln	Video	Video	Vimeo	5
City of Live Oak	N/A	None	N/A	5
City of Marysville	N/A	None	Boarddocs	5
City of Placerville	Video	Video	Youtube	5
City of Rancho Cordova	Video	Video	SIREpub	5
City of Rocklin	Audio	Audio	Civica	5
City of Roseville	Video	Video	Granicus	5
City of Sacramento	Video	Video	Granicus	9
City of West Sacramento	Video	Video	Windows Media	5
City of Wheatland	N/A	N/A	N/A	5
City of Winters	N/A	None	N/A	5
City of Woodland	Video	Video	Granicus	5
City of Yuba City	Video	Video	Youtube	5
Association of Bay Area Governments	Video	Video	Youtube	9
MTC	Audio	Audio	Amazonaws	21
Sac Regional Transit	N/A	None	N/A	9
Sacramento Metro Air Quality District	Video	None	N/A	14
SAFCA	Video	Video	N/A	13
SANDAG	Audio	Audio	SoniclearGov	19-30
SCAG	Video	Video	Granicus	86
SFLAFCO	Video	Video	Granicus	8
SMUD	Video	Video	Granicus	7
SRCSD	Video	Video	SIREpub	17
El Dorado County LAFCO	N/A	None	N/A	7
Placer County LAFCO	N/A	None	N/A	7
Sacramento LAFCO	N/A	None	N/A	7
Sutter County LAFCO	N/A	None	N/A	7
Yolo County LAFCO	Audio	Audio	N/A	5
Yuba County LAFCO	N/A	None	N/A	5