

Board of County Commissioners Agenda Request

Date of Meeting: January 16, 2018

Date Submitted: January 4, 2018

To: Honorable Chairperson and Members of the Board

From: Dee Jackson, Interim County Administrator
Kembrew Jackson, Information Technology Operations Manager

Subject: Approval of Web Streaming Services for Public Meetings

Statement of Issue:

This agenda item seeks approval of web streaming services for regularly scheduled Board of County Commissioners meetings.

Background:

Staff was asked to research various means of live broadcasting regularly scheduled Commission Meetings, to ensure that the entire county citizenry received direct access.

Currently, regularly scheduled meetings are aired on public access networks through a contractual agreement. However, depending on the cable provider or the area of the county that citizens live in, they may or may not be able to receive direct television coverage of regularly scheduled commission meetings. Therefore, staff has researched several means that may increase access to citizens seeking to view public meetings via web streaming.

Analysis:

There are several scenarios for providing live streaming services for the regularly scheduled commission meetings:

- Scenario 1 - Purchase the additional component(s) required by the current contracted vendor that broadcasts regular scheduled meetings. This option allows for media to be streamed directly to web. There is no live capability on the existing cable channel.
- Scenario 2 - Utilize the existing equipment to stream live directly to Facebook Live without making any additional purchases or subscriptions.

- Scenario 3- Utilize a paid streaming service such as Livestream or U-stream. A paid option would ensure that there are no advertisements or mandatory logo placements from the company of choice.

Livestream can stream to Facebook and YouTube, embed video into a website, and also provide analytics and metrics for views. An advantage to this service is, by utilizing a camera and a mobile device such as an iPad, staff can broadcast a live stream with minimal additional effort, other than operating the display.

U-stream requires a device to connect the camera to a computer and the service, and can also provide analytics and metrics for views. The limitations are the number of allowed viewers per tier, the number of allotted hours per month, and allotted storage space.

Fiscal Impact:

- Scenario 1 - The current contractual vendor option is approximately \$495 initially and \$99 – \$199 monthly for selected streaming services.
- Scenario 2 - No fiscal impact.
- Scenario 3 - Livestream option is \$300 initially and \$199 per month.

Additional Equipment is necessary to utilize U-stream; it also has various options that range from \$99 - \$999, and the most efficient and cost-effective plan is \$499.

Options:

1. Approval of Scenario 2 - Facebook Live as the means for web streaming services for public meetings.
2. Approval of Scenario 1 - utilizing the contracted vendor (Southerland Enterprises) for web streaming services.
3. Approval of Scenario 3 - Livestream as the means for web streaming services for public meetings.
4. Board direction.

Interim County Administrator's Recommendation:

Option 1

Attachment:

N/A