



MEETING DATE: 5/15/2006

ITEM NO. 9

COUNCIL AGENDA REPORT

DATE: MAY 15, 2006

TO: MAYOR AND TOWN COUNCIL

FROM: DEBRA J. FIGONE, TOWN MANAGER

SUBJECT: AUTHORIZE TOWN MANAGER TO NEGOTIATE AND ENTER INTO A 3-YEAR AGREEMENT WITH GRANICUS, INC., TO PROVIDE WEB STREAMING SERVICES IN AN AMOUNT NOT TO EXCEED \$65,000

RECOMMENDATION:

It is recommended that Council authorize the Town Manager to negotiate and enter into a 3-year agreement with Granicus, Inc., to provide web streaming services in an amount not to exceed \$65,000.

PURPOSE:

The purpose of this report is to provide Council with an overview of proposed web streaming services provided by recommended vendor, Granicus, Inc., to facilitate the distribution of live and archived video and audio content of Town Council meetings and other applicable activities on the Town's website.

BACKGROUND:

As part of the continued enhancement of the Town's newly redesigned website, staff has been exploring web streaming media solutions to facilitate the distribution of live and archived video and audio content of Council meetings, public service announcements, and applicable Council Chamber activities on the website. After substantial research, including discussions with other municipalities that offer streaming video, staff has identified Granicus, Inc., a leader in web streaming solutions as the recommended vendor.

While the Council had previously expressed an interest in this opportunity, the web streaming costs and outdated Town website at the time were barriers to implementation. However, reductions in

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streaming technology and the recent Town website upgrade have now made this project feasible.

DISCUSSION:

Many cities are using online streaming video to enhance access to public meetings. This cost-effective solution promotes internal, administrative efficiencies in meeting workflow and minute-taking, provides enhanced web services, and makes public meetings more accessible. The recommended vendor, Granicus developed its web streaming technology specifically for local government, focusing on meeting workflow, along with the integration of documents, staff reports, and preparation of minutes. The following sections describe Granicus' unique features and benefits, associated costs, proposed implementation timeline, and current client list.

Web Streaming Features and Benefits

The proposed system would stream Council meetings live on the Town's website enabling larger segments of the community to view meetings via the internet. After a live broadcast, the streamed video would be archived and accessible on the Town's website. When viewing archived videos, users can select and view specific agenda items and simultaneously view meeting agendas, minutes, and associated attachments, such as staff reports. During live presentations, users will only have access to the live streaming video and supporting documents. The ability to jump between agenda items is only available after a video has been archived. Users will also have access to searchable archives, allowing them to find and view any section of a meeting using a simple keyword search.

The web streaming system can also be used to present video content internally or externally over the web. As a result, the Town will have the capability to convert video announcements such as public service/safety or community-related messages and make them available to the public on demand, 24-hours a day, seven days per week via the Town's web site. This feature can also be used internally for training and development purposes.

In the future, should the Town wish to automate document management functions, the recommended web streaming system can be integrated easily with other platforms. All ancillary functions are automatically synchronized and cross-linked supporting intuitive web-based searches and information retrieval.

Web Streaming Costs

Granicus' proposal for web streaming services includes an estimated one-time cost of \$19,000 for software/hardware, installation and training services, and a fixed, annual ongoing cost of \$12,000 for technical and user support for 3 years. It is anticipated that the total costs for the 3 year agreement will not exceed \$65,000. Upon expiration of the 3-year contract, the Town will have the option of renewing the contract for another multi-year term.

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Granicus' annual technical and user support fee includes 24-hour, 7 days-a-week technical support services and detailed reports on usage, electronic media storage, and items being viewed. Services also unlimited bandwidth for streaming live and on-demand content over the internet and 12 months of archiving storage for all public meetings and additional storage space other non-meeting video content.

Additionally, it is anticipated that ongoing operation and management of the system will not have a significant impact on staff productivity given Granicus' turnkey approach and efficient system design. Operating the system requires minimal web management and technical expertise.

Funding for this project is available through set-aside funds for technological resources and upgrades in the Management Information System (MIS) Service Fund.

Implementation Timeline

Should Council authorize the Town Manager to negotiate and enter into an agreement with Granicus, it is anticipated that the project could be implemented and ready for use by September.

Granicus Client List

Granicus currently provides web streaming solutions for several cities throughout California, including, but not limited to:

Apple Valley	Gilroy	Petaluma
Baldwin Park	Hampton	Sacramento
Bellevue	Irvine	San Diego
Berkeley	Kirkland	San Francisco
Brentwood	Long Beach	Santa Monica
Calabasas	Manhattan Beach	Stockton
Carson	Milpitas	Scottsdale
Cerritos	Newport Beach	Tallahassee
Chino	Palmdale	Torrance
El Segundo	Pasadena	Winslow

CONCLUSION:

It is recommended that Council authorize the Town Manager to negotiate and enter into a 3-year agreement with Granicus in an amount not to exceed \$65,000 from the MIS Service Fund.

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FISCAL IMPACT:

In prior years, funding was set aside in the MIS Service Fund, an internal services fund to support technological resources and upgrades. This funding was acquired through annual management information systems department service charges designated for system upgrades and replacements. The identified available fund balance in the MIS Service Fund is more than adequate to cover the estimated one time web streaming costs of \$19,000 for software/hardware, installation, and training, and an annual ongoing cost of \$12,000 for maintenance support for 3 years. It is anticipated that the total costs for the 3-year agreement will not exceed \$65,000. Upon expiration of the 3-year contract, the Town will have the option of renewing the contract for another multi-year term.