

SEWER AUTHORITY MID-COASTSIDE  
Staff Report

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***Subject / Title***

Discuss and Possibly Take Action on SAM Board Meeting Recordings - Video

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***Staff Recommendation:***

Discuss and Possibly Take Action on SAM Board Meeting Recordings - Video

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***Fiscal Impact:***

\$7,500 – 11,000 per year; sufficient funds are available in the FY2008-09 budget.

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***Discussion/Report:***

**Background**

As early as October 2000, the SAM board inquired about televising its meetings. This conversation renewed in September 2007. SAM staff presented information to the Board in December 2007, with updates in January and February 2008. During this time, there were numerous questions regarding a public agency's rights concerning the use of video recordings. Many of the questions have now been answered. As a result, staff has prepared this report for Board consideration.

**Alternatives**

Staff has reviewed the matter with the potential business partners and other local public agencies. We have summarized our findings into three alternatives for your consideration. Other alternative combinations are possible and could be developed during the Board's discussion.

**Alternative 1 – MCTV only - \$575 per meeting**

With this alternative, staff investigated the feasibility and cost of using the services of Mid-Coast Television (MCTV). With Alternative 1, MCTV would record the meetings with their staff and equipment. They would cablecast the meeting once. This alternative also includes the posting of the meeting video on their website for video-on-demand (VOD) web streaming. The VOD file would be indexed or chaptered to the agenda item title. MCTV would provide SAM with a DVD of the meeting. This on-line file would not be the property of SAM. This DVD would become SAM's property.

MCTV would likely cablecast the meeting within 2 business days and post it on their website within two business days later. Videos viewed from the MCTV site are scalable in size, should a member of the public want to make it larger, smaller, or full-screen. MCTV stated that the test video I viewed was indexed; however, my computer could not display the index (the meeting agenda). MCTV states they do not have a policy of how long a video file would stay on their system. MCTV states they do not have a policy on how many video files an agency may have on their system. SAM would likely generate 13 meeting videos per year.

With this and the other alternatives, SAM would create a new webpage on SAM's website that would link to the past meetings; for consistency purposes, this page would be created to have an appearance similar to our existing past agenda page. This page would also make it

easier for the public to navigate to our meetings. With this MCTV only alternative, SAM's webpage would link to MCTV's website for VOD.

**Alternative 2 – Boville only - \$691 per meeting**

With this alternative, staff investigated the feasibility and cost of using the services of Darin Boville. With Alternative 2, Boville would record the meetings with his equipment. There would be no cablecast as MCTV does not allow the cablecasting of recordings that have not been recorded by their staff. He would post the meeting video on SAM's website for VOD web streaming. The VOD file would be indexed or chaptered to the agenda item title. Boville will provide SAM with a DVD and would upload web-streaming files to SAM's website. The DVD and these files would be the property of SAM.

With Alternative 2, the meeting would not be cablecast. Boville would provide SAM with a DVD and upload the file within 2 business days. Videos viewed from the location where SAM would store its files (the same location as CCWD videos) ran smoothly; watching 5 minutes of a meeting took 5 minutes. The video is not scalable in size; the viewer cannot make it larger, smaller, or full-screen. The test video I viewed was well indexed and easy to navigate. SAM could maintain the web files for as long as it chooses and could store as many as it chooses. SAM would likely generate 13 meeting videos per year. The file size would be approximately 400 MB for a 2-hour meeting. There is a fee of \$10/GB per month for this storage.

With this and the other alternatives, SAM would create a new webpage on SAM's website that would link to the past meetings; for consistency purposes, this page would be created to have an appearance similar to our existing past agenda page. With Alternative 2 and 3, SAM's webpage would link to SAM's own website for VOD.

**Alternative 3 – MCTV and Boville only - \$846 per meeting**

With this alternative, staff investigated the feasibility and cost of using the services of both MCTV and Boville. With Alternative 3, MCTV would record the meetings with their staff and equipment. They would cablecast the meeting once. MCTV would provide SAM with a DVD of the meeting. This DVD would become SAM's property. Using this DVD, Boville would post the meeting video on SAM's website for VOD web streaming. The VOD file would be indexed or chaptered to the agenda item title. Boville would upload web-streaming files to SAM's website. The web-streaming files would be the property of SAM.

MCTV would likely cablecast the meeting and provide SAM with a DVD within 2 business days. SAM would provide the DVD to Boville and he would post it on SAM's website within two business days. The video is not scalable in size; the viewer cannot make it larger, smaller, or full-screen. The test video I viewed was well indexed and easy to navigate. SAM could maintain the web files for as long as it chooses and could store as many as it chooses. SAM would likely generate 13 meeting videos per year. The file size would be approximately 400 MB for a 2-hour meeting. There is a fee of \$10/GB per month for this storage.

With this and the other alternatives, SAM would create a new webpage on SAM's website that would link to the past meetings; for consistency purposes, this page would be created to

have an appearance similar to our existing past agenda page. With Alternative 2 and 3, SAM's webpage would link to SAM's own website for VOD.

The reasons staff presents Alternative 3 are to allow the Board to consider having a video viewer on SAM's webpage.

Staff did not consider the alternative of SAM staff only as SAM does not have the personnel, expertise, equipment, or software necessary to adequately video-record the meetings at this time.

Below are two tables; Table 1 compares the features of each alternative and Table 2 compares the costs:

Table 1 – Comparison of Features

	<i>Alternative 1 MCTV only</i>	<i>Alternative 2 Boville only</i>	<i>Alternative 3 MCTV and Boville</i>
Can it be seen on local cable TV	Yes	No	Yes
Days before web posting	4	2	4
Scalable / Full-screen	Yes	No	No
Viewed on SAM webpage	No	Yes	Yes
Indexed or chaptered	?	Yes	Yes
No. of files that can be stored	?	Unlimited	Unlimited

Table 2 – Comparison of Costs

<b>Per Meeting Costs</b>	<i>Alternative 1 MCTV only</i>	<i>Alternative 2 Boville only</i>	<i>Alternative 3 MCTV and Boville</i>
Audio Equipment (over 5-years)	26	n/a	26
Record Meeting	250	495	250
Single cablecast of meeting	75	n/a	50
Provide DVD files	50	-	50
Web VOD	100	-	n/a
File storage	-	196	196
File conversion, publishing	-	-	250
Indexing	100	-	50
<b>Total</b>	<b>\$ 575</b>	<b>\$ 691</b>	<b>\$ 846</b>

Attached are pricing and other information from both MCTV and Darin Boville.

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# ***Mid-Coast Television***

## **Rate Sheet for Video Production, Cablecasting, Webstreaming, and Video on Demand for Public Meetings Effective September 1, 2008**

Mid-Coast Television (MCTV) offers the following services for the taping and cablecasting of public meetings. MCTV now also offers the opportunity for public meetings to be webstreamed on MCTV's website (mctv.com) and for programs to be viewed after their initial airing through video-on-demand. Please note that the fees charged by MCTV help to offset the operational costs of taping and showing public meetings, however they do not recover the full cost to MCTV of the production, cablecasting, and webstreaming of these programs. MCTV is a non-profit public benefit corporation utilizing contributions from the public and volunteers to provide its services to the Coastside community. These rates are subject to change.

Production fee for taping a public meeting (not to exceed 4 hours or beyond 11 pm):

\$250 per meeting

Single cablecast playback of meeting on MCTV:

\$75

Duplication of meeting video onto DVD format:

\$50 per copy

Encoding meeting video onto MCTV server for Video-on-Demand:

\$100 per meeting

Encoding meeting video onto MCTV server for Video-on-Demand plus chaptering segments of meeting by agenda item:

\$200 per meeting

For more information, contact Constance Malach, MCTV President, at 650-726-1750 or at [mctv@comcast.net](mailto:mctv@comcast.net)

Mid-Coast Television  
525A Obispo Road  
P. O. Box 1750  
El Granada, CA 94018



# Watch MCTV on Cable Ch. 6 and at MCTV.COM

Mid-Coast Television is websteaming! If it's on Ch. 6, you can watch it on the web! Many of our local programs can be viewed any time by using the "Video on Demand" feature at [mctv.com](http://mctv.com).

Since 1983 MCTV has produced over 5,000 programs. Local interest and history programs are our specialty. MCTV has also taped government meetings since 1986.

Now that our shows are on our website, MCTV's Board of Directors has adopted a new policy to enable more people to view the government meetings we tape:

Anyone may use one of these three methods to copy and use MCTV videos of government meetings on their own websites:

1. The meetings may be taped when shown on Ch. 6.
2. Your website may provide a link to the MCTV website to allow viewers to watch the meeting.
3. You may use your own software to download the MCTV government meeting video and show it on your website.

Whether you use all or just a portion of an MCTV-produced government meeting video on your website, you must comply with the following requirements:

1. "Video provided by MCTV" must appear right next to the video images on the webpage, and the MCTV video must not be altered or edited in any way (and the MCTV logo must still appear on the screen).
2. If the MCTV video appears on the same webpage as any editorial content, a disclaimer must appear on the same page stating, *"The opinions expressed on this website are those of the author, and do not represent the views of MCTV."*
3. On the same webpage where the MCTV government meeting video appears, there must be a link to the MCTV website which will allow the viewer to view the entire public meeting.

These policies only apply to MCTV-produced government meeting videos. No other MCTV programming or independently-produced video programming cablecast or websteamed by MCTV may be copied, used, or redistributed by anyone without express written permission granted in advance. If you have any questions, call MCTV at 650-726-1750 or email [mctv@comcast.net](mailto:mctv@comcast.net).

**Become a member – Join MCTV. Visit [www.mctv.com](http://www.mctv.com).**



Dear Jack Foley,

Thank you for your interest in Montara Fog and in making your videos available to the public via the internet.

Montara Fog runs a popular coastside web site but also offers video production services to coastside governmental organizations.

### **Video Production and Distribution Services**

#### Advantages of choosing Montara Fog for SAM videos

#### **Filming the meeting**

##### *Reliability*

We are ready to shoot when your meeting starts.

##### *Unobtrusiveness*

Our goal is to blend-in and be invisible. We do not require officials or members of the public to adhere to any rules behavior to satisfy our needs--you run your meeting as you see fit. No "playing to the cameras."

##### *Active composition*

We actively move the camera and frame the speaker as large as possible so they will be visible on a small computer display. We avoid boring, wide-angle, static shots. A big boost to viewer interest.

##### *Live Sound*

On-camera microphones capture the voices of meeting participants no matter where they are in the room. No need for a complicated sound system and no need to require presenters or audience members to stand close to a microphone.

## Web distribution of your video

### *Fast turnaround*

Videos up on your web site within 48 hours, usually sooner.

### *Menus*

Long meeting videos are broken down by agenda item. This greatly increases viewer interest. Citizens can watch just the portion of the video that interests them

### *Proven technology tested in all popular browsers*

Part science, part art. We've done hundreds of web videos since early 2006 and are currently serving several coastside governmental clients. Our technology works.

### *No copyright demands*

You own your video, period. You can keep the copyright or put the video in the public domain, as you see fit. Montara Fog will not (and should not!) claim ownership of public meeting videos paid for with taxpayer funds.

### *Easy to integrate into your own site*

Your videos appear on your own web site, integrated into your existing structure. Little to no cost and viewers can easily find your videos on the same page as the agenda.

### *Existing working relationship with your web designer*

I am currently working with RogueWorks on another, similar project and thus start up problems will be minimal to non-existent. There are always unexpected start-up problems--but we've already solved them!

### *You control the video files, keep them on your server*

You keep the files under your control...this will become important later as you build up a large number of archived meetings. I will upload the files and your web designer will adjust your web page--no administrative responsibilities on your end. Much greater data security.

## **Price**

1) Meeting and Web conversion (with menus): \$495 per meeting. For meetings longer than three hours add \$100 per hour.

*-or-*

2) Web conversion only (with menus): \$250 per meeting (\$50 extra if video needs to be reviewed to identify agenda items start/stop times).

## **Flexibility**

Montara Fog offers a simple service for a complicated technology. If what we offer isn't quite right--if you have a special meeting, if you are concerned about data security issues, if you need an advanced web display..whatever--we are more than happy to explain things in more detail and adjust our service for a more perfect fit to your needs.

Thanks you for your attention and I look forward to the possibility of serving your video and web needs.

## **Contact Information**

Darin Boville  
Montara Fog  
PO 370120  
Montara, CA 94037

[darin@montarafog.com](mailto:darin@montarafog.com)