

TOWN OF FAIRFAX STAFF REPORT

To: Mayor and Members of the Town Council

From: Michael Rock, Town Manager 

Date: February 1, 2012

Subject: Discussion/Consideration of Utilizing PEG Funds for purchase of video equipment for the Town Council meetings and Discussion/Consideration of offer by Granicus for a discount through June 2012

RECOMMENDATION

That the Town Council considers directing staff to:

1. Work with the Community Media Center of Marin (CMCM) to design, purchase and install video equipment
2. Contract with CMCM to broadcast the Town Council meetings
3. Contract with Granicus for transmitting the video for web streaming as well as linking video with individual agenda items and individual staff reports

DISCUSSION

The Town of Fairfax, along with other local agencies in Marin County is able to utilize the PEG Funds for the capital costs needed to broadcast and web stream the Town Council meetings. Thus, there is no cost to the Town's General Fund (or any other fund) for the one time purchase of equipment.

Contracting with CMCM to broadcast the meetings is a critical need since there is no staff person either qualified or able to perform this function during a Council meeting. The other benefit of contracting with CMCM is that they have professional media staff and contracts like this one will allow the CMCM to operate more efficiently with the limited funding they receive.

The contract with Granicus would allow for optimal usage of the web stream by residents and other interested persons. Granicus would create individual links for each agenda item and staff report and would archive all agendas on the Town's web page. Granicus also offers other software that would aide Council Members using I-pads or lap top computers.

FISCAL IMPACT

CMCM – monthly costs to broadcast the Town Council meetings are approximately \$100/hour or about \$7000/year

Granicus charges a one-time capital equipment fee of approximately \$5000 and monthly costs (\$326/month) or approximately \$4000 per year if three cities share a server. Granicus is offering to waive the monthly fees through June 30, 2012. The Town of Ross and the Town of San Anselmo Town Councils have agreed to contract with Granicus if there are other towns willing to join in for the discounted rate.

ATTACHMENTS

Exhibit A: Memo from Barbara Thornton, Marin Telecommunications Agency on Video Services for Fairfax

Exhibit B: Granicus Proposal

To: Michael Rock, Town Manager
From: Barbara Thornton, Marin Telecommunications Agency
Re: Video Services for Fairfax
Date: January 13, 2012

I. Summary

This document presents information regarding video service elements for the Town of Fairfax. It includes information regarding the video equipment that will provide for the recording and transport of the video signals for real time cablecast on CATV and for real time web streaming. In addition, information is provided regarding the Granicus services. Estimated costs for the capabilities are also identified. The cost for Granicus services may vary depending upon a city choosing to be stand alone versus sharing the Granicus Open Platform server amongst 2-4 cities in order to efficiently use the server and decrease the cost for individual cities.

II. Discussion

Many cities and government agencies are increasing the transparency of government meetings by implementing the use of video and server equipment and services in order to facilitate web streaming and broadcasting on local community channels, often with indexing and links to meeting agendas and staff reports. In Marin the Board of Supervisors, the cities of Novato, Mill Valley, Sausalito and San Rafael are currently broadcasting and webcasting/streaming their meetings as are other government agencies such as Marin Energy Authority and SMART. In addition to Ross, the cities of Fairfax, Fairfax and Larkspur are considering initiating meeting video services in the near term.

There are two key start up components required to establish meeting video services for Fairfax: 1) The design, purchase and installation of the video equipment which can be done by Michael Eisenmenger of the Community Media Center of Marin (CMCM); and 2) The Granicus solution which provides the capability to capture and archive the video, link the agenda and staff reports to the video, along with other functionalities, such as the iPad app. The video or audio recording can then be played as a web stream, as video/audio podcasts, in addition to being cablecast on the local community TV channels (Comcast Channel 27 and AT&T U-verse Channel 99).

The CMCM has provided a quote for Fairfax video and related equipment installation. This is the work that can be covered by the MTA PEG fees. The multiple camera set up for Fairfax is estimated to be approximately \$24,000-\$29,000.

The Granicus capability is what provides for recording the meetings and transmitting the video for web streaming, as well as the software that enables the linking of the video with the agenda and staff reports, etc. The Granicus capability that facilitates the video recording and transmission, and linking of the video to the agenda and staff reports requires two suites detailed below. The Granicus cost is to be paid by the city/town.

1. Open Platform Suite

- \$100/month if shared with other cities (which is likely), plus a share of \$380/month for the shared server. As an example if 3 cities share the server it would be \$195/month for each of the 3 cities.
- *\$380/month if not shared with other cities.*

2. Government Transparency Suite

- \$190/month, and \$6,800 up front cost (the upfront cost can be decreased if multiple Marin government agencies are trained at the same time, thereby sharing the training cost, e.g. if 3

cities train at once it would be \$567 per agency rather than \$1,700 for each agency and the upfront cost per agency would be ~\$5,667 rather than \$6,800.

3. If two Marin cities/agencies sign up at the same time they would receive a 10% discount on the monthly rate and the upfront cost. If three or more cities sign up a higher discount may be available.
4. In addition, for the cities that sign up for Granicus within the December 2011 offer the monthly fees are waived until July 1, 2012. This offer is valid for Marin cities through January 31, 2012.

In summary, the estimated cost to Fairfax for Granicus Open Platform and Government Transparency Suites given optional discount offers:

1. Fairfax signs up under the December 2011 offer, no other cities sign up
 - \$6,800 upfront cost and \$570/month beginning July 2012.
2. Fairfax and another Marin city signs up (provides 10% discount) with benefit of the Granicus December 2011 offer
 - \$5,355 upfront cost (assumes training is shared with second city), and \$387/ month beginning July 2012.
3. Fairfax and 2 other Marin cities sign up (possible 15% discount) with benefit of the Granicus December 2011 offer
 - \$4,817 upfront cost (assumes training is shared with 3 cities), and \$326/month beginning July 2012.

Attached is a report that identifies various configurations of sharing the Granicus Open Platform Server and Training and the estimated cost for the various scenarios. Sharing the server amongst 2-4 cities that sign up reduces the cost for each city.

Another element of the video services is how the video recording is handled, i.e. by city/town staff with a few basic shots within the chambers and probably no titles, names, etc. Or alternately, Fairfax can contract with the CMCM or others to operate the equipment during the meeting and add in titles, names, etc. and provide transitions from one shot to another. The CMCM staff can do this work. Their rate is generally \$75-\$100/hour. If Fairfax engages the CMCM staff to do the video recording work, it helps support the CMCM with a revenue stream and supports the overall operations of the media center for the channels. The work can be done by others, although it wouldn't achieve a dual purpose of supporting the CMCM's ongoing operations.

This document provides information for Fairfax to consider with regard to having video equipment installed in the Town council chambers which can be funded by PEG funds from the MTA. In addition it provides information regarding the basic Granicus services and cost based upon various scenarios contingent upon the number of cities sharing the Granicus services, and the availability of the December 2011 special Granicus offer, and final negotiations given commitments by the cities that want to be included. The Granicus costs for Fairfax are the responsibility of the Town.

Attachments:

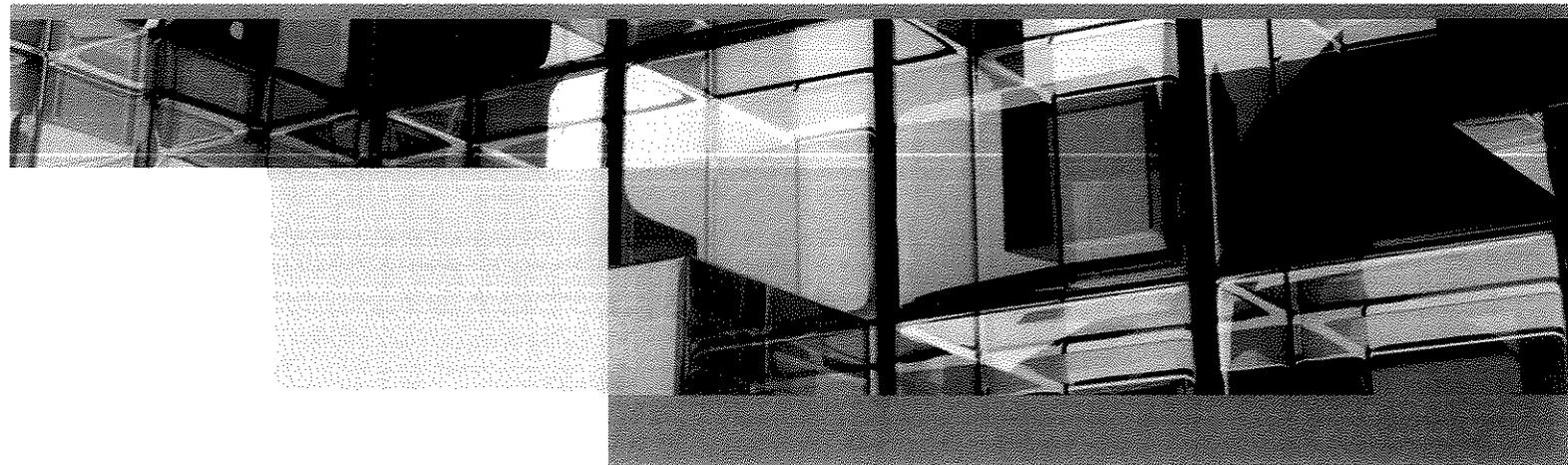
- CMCM proposal for video equipment design, purchase and installation in Fairfax Council Chambers
- Granicus proposal for Open Platform and Government Transparency Suites and Product Information

Granicus Cost Sharing Scenarios

Granicus Scenarios - DRAFT 1-10-12			
Single City	Upfront/city	Monthly/city	Computation of Shared Cost
Open Platform		\$ 380	
Govt. Transparency Suite	\$ 6,800	\$ 190	
Total Cost per city	\$ 6,800	\$ 570	
2 cities Sharing Server			
Open Platform		\$ 240	Monthly - (\$380 + \$100)/2 = \$240 each
Govt. Transparency Suite	\$ 5,950	\$ 190	Upfront - \$6,800/2=\$3,400 each
Total Cost per city	\$ 5,950	\$ 430	
3 cities sharing server			
Open Platform		\$ 194	Monthly - (\$380 + \$100 + \$100)/3 = \$194 each
Govt. Transparency Suite	\$ 5,667	\$ 190	Upfront - \$6,800/3=\$2,267 each
Total Cost per city	\$ 5,667	\$ 384	
4 cities sharing server			
Open Platform		\$ 170	Monthly - (\$380 + \$100 + \$100 + \$100)/4 = \$170 each
Govt. Transparency Suite	\$ 5,525	\$ 190	Upfront - \$6,800/4=\$1,700 each
Total Cost per city	\$ 5,525	\$ 360	
City Meeting Schedules			
San Anselmo			
Council meetings		2nd & 4th Tuesdays (same night as Larkspur Planning)	
Planning commission mtgs		1st & 3rd Mondays	
Fairfax			
Council		1st Wednesdays	
Planning Commission		3rd Thursday (also currently special mtgs 1st Thursday)	
Design		2nd Wednesday	
Ross			
Town council		2nd Thursday	
Larkspur			
Council		1st & 3rd Wednesday	
Planning Commission		2nd & 4th Tuesday (same night as San Anselmo council)	

Proposal for the City of Fairfax

Government Transparency Solution



Proposal presented to:

Barbara Thornton

Executive Officer

Marin Telecommunications Agency

10-31-2011

Granicus Proposal to the City of Fairfax

12-1-11

Dear Barbara,

Thank you for considering Granicus. It has been a pleasure to learn about the unique needs of the City of Fairfax. We look forward to establishing a rewarding, long-term relationship with you.

On the following few pages, you will find a breakdown of our proposed solution, some of our key differentiators, detailed pricing, some future possibilities and our next step checklist.

Nearly 1,000 jurisdictions have selected Granicus as a partner to help them build trust with citizens, reduce staff time spent on processing meetings and to deliver eLearning. We hope that you enjoy being part of the Granicus client family.

If I or any other member of the Granicus team can be of further assistance, please contact me at 206-859-0525.

Most Sincerely,



Kelly Barlow
Granicus, Inc.
206-859-0525
Kelly@granicus.com

Budgetary Impact

Our pricing reflects our commitment to supply customers with the highest value and quality software and support.

Item	Up-Front Cost	Monthly Cost
*Shared Open Platform Suite	\$0.00	\$100.00
Government Transparency Suite	\$6,800.00	\$190.00
Shipping	\$125.00	\$0.00
Grand Total	\$6,925.00	\$290.00

*If the City wishes to have their own Open Platform Solution, instead of the shared option the cost would be \$380.00 per month.

- All suites require the Granicus Open Platform
- All suites (except Meeting Efficiency add-ons) include hardware and software
- Sales tax may apply depending on your organization's tax status and the tax laws unique to your state, county and/or municipality

This proposal expires on 7-1-12

*** NOTE: The pricing in this preliminary proposal is SUBJECT-TO-CHANGE. While this preliminary proposal will provide you with our best possible estimate of what your solution will look like, it is not considered complete until a network assessment has been completed. Our goal here at Granicus is to make sure that every new client has a successful deployment and to make sure that our products exceed your expectations. We believe that spending the time to accurately conduct an assessment of your network and documents will help us meet our goals and will ensure that you have the best experience possible. ***

SPECIAL OFFER

**Buy faster and
save more!**

PROMO CODE: EOY11

Only eligible products apply.
See product terms for details.



FREE
Monthly Service Fees
on Granicus Solutions until
July 1, 2012

OFFER ENDS: 12/31/2011

This promotion does not alter or delay the date on which your upfront payments will be due as defined in the Granicus Service Agreement. Offer valid until 12/31/2011. As part of this promotion, the Client will receive Monthly Managed Services at no cost to Client until July 1, 2012. Discounted billing for Monthly Managed Services will start after deployment has been completed. Clients are responsible to pay their Monthly Managed Service fees in full starting July 1, 2012, billing for this period starts on April 15, 2012. Up-front costs are not affected by this promotion. Monthly Managed service fees on existing products are not affected by this promotion. For sales including managed hardware, deployment will not begin unless a signed contract has been received. This offer is valid only with the purchase of these products: Open Platform, Government Transparency Suite, Meeting Efficiency Suite, Legislative Management Suite, Citizen Participation Suite, the Training Management Suite, the Performance Accelerator, and the Mobile Encoder.

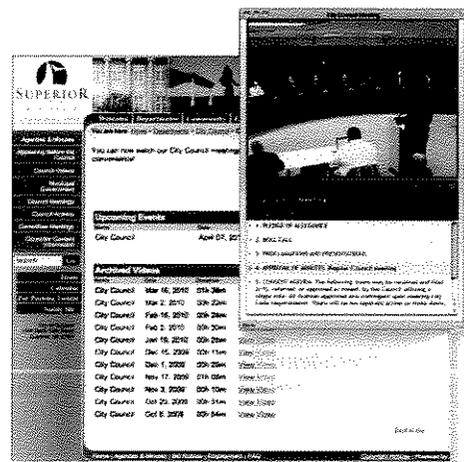
Proposed Solution

Granicus® Open Platform

The Granicus® Open Platform allows you to stream an unlimited number of meetings and events online and over mobile devices – play video in H.264* and Silverlight. Publish all of your content online with indefinite retention schedules. Granicus Encoding Appliance gives you unlimited bandwidth and storage as well as local live and on-demand streaming for up to 50 concurrent viewers. You can also access a library of community content and start publishing videos immediately. Finally, leverage an open architecture and connect in-house or third-party solutions to Granicus. [Click here](#) for more information on the Granicus Open Platform.

- Stream unlimited meeting bodies and events
- Indefinite retention schedules
- Intelligent media routing
- Community content library
- Open architecture and SDK

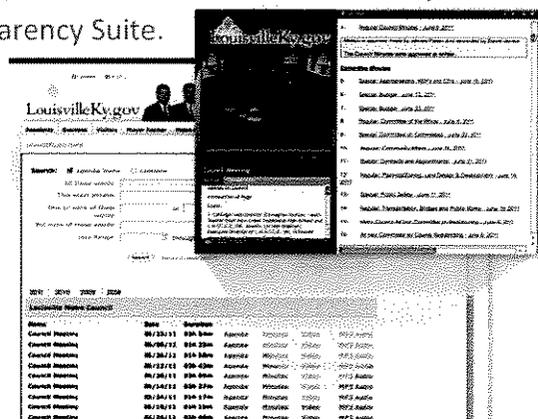
* In pilot, will be available to all customers upon release



Government Transparency Suite

The Government Transparency Suite gives your citizens greater access to public meetings and records online. Take the next step towards greater transparency and link related documents to your video, offer your full agenda packet, and provide advanced searching of archives. Connect agenda data to the iPad to review agendas and support documents, take notes and more. Reach a broader audience with podcasting - download media in MP3 and MP4 formats and view video offline. Granicus' reporting tools give you a detailed analysis of visitor statistics to help you better understand viewership trends. [Click here](#) for more information on the Government Transparency Suite.

- Publish agenda packets with video
- Link relevant materials
- Build reports and analytics
- Index videos live
- Offer downloadable formats (MP3 & MP4)



Future Possibilities

Citizen Participation Suite

The Citizen Participation Suite allows you to seamlessly collect feedback from citizens on items tied to upcoming meetings. Reduce the administrative overhead of collecting, organizing, and managing citizen feedback through an online form available on your website. Automatically produce and distribute a consolidated report of comments to help elected members better understand the opinions of citizens before making policy decisions. [Click here](#) for more information on the Citizen Participation Suite.

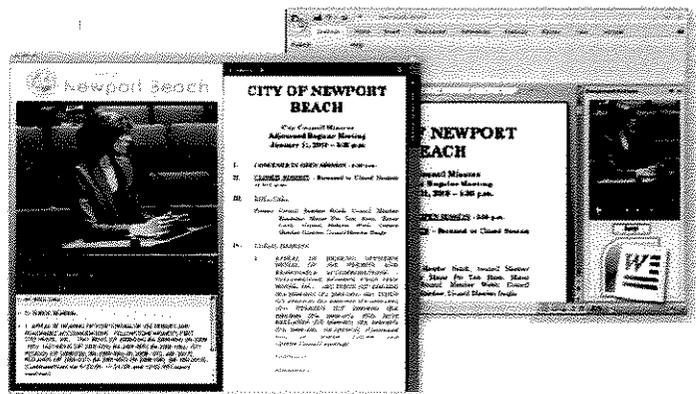
- Online comment form with related documents
- Website integration
- Get text and video comments on agenda items
- Build and distribute a consolidated report
- Agenda integration



Meeting Efficiency Suite

The Meeting Efficiency Suite is a live meeting workflow solution that combines minutes with a meeting's recording. Capture and publish minutes, saving staff time and cutting administrative costs. Record roll-call, agenda items, speakers, motions, votes, and notes through a simple interface. After the meeting, finalize minutes quickly and easily in Microsoft Word™. With VoteLog, allow the public to track legislation, ordinances and even voting member records through your website. This Suite you can seamlessly integrate with agenda solutions already in place. [Click here](#) for more information on the Meeting Efficiency Suite.

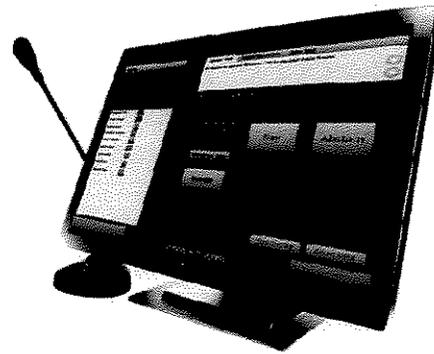
- Meeting preparation tools
- Live minutes automation
- Quick notes and text expansion
- Minutes editing and publishing
- Generate linked minutes



Electronic Voting and Public Displays (suite add-ons)

This addition to the Meeting Efficiency Suite gives elected officials a new way to participate in public meetings using touch-screen displays to record motions and votes as well as request to speak. View full agendas, supporting materials, the current item, speakers and vote results all from the touch-screen display. Record actions directly from elected members and ensure greater accuracy. Help your audience follow fast-paced meetings with a public display that shows current item, vote results and more.

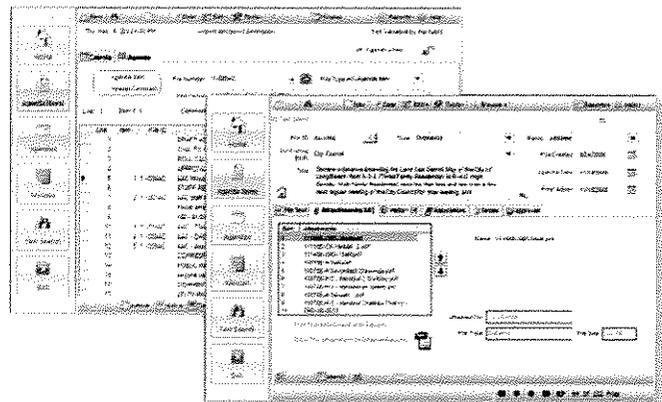
- Touch-screen displays
- Digital speaker queue
- Vote and roll call automation
- Review paperless agenda packets



Legislative Management Suite

The Legislative Management Suite offers a complete and automated agenda workflow solution. Create agenda items and assign them to the appropriate agenda, making agenda creation seamless. Item approvals are done automatically – approvers are notified when it's their turn to review. Once the agenda is generated, a minutes report is automatically created with the same data. All attendance, actions, movers/seconders, votes and notes can be captured for the public record. This Suite also allows you to track legislation from inception through approvals and actions taken. [Click here](#) for more information on the Legislative Management Suite.

- Agenda item drafting
- Electronic approval process
- Agenda packet generation and publication
- Meeting minutes
- Track and search legislative data



Training Management Suite

The Training Management Suite is an easy way to create, manage, and deliver online video training for staff and citizens. Web-based access allows you to manage and update content anywhere, at anytime. Synchronize video with course materials including documents, graphics, or presentations. Comply with state and federal training mandates through exam certifications and result tracking. Integrate with Learning Management Systems (LMS) and Enterprise Resource Planning (ERP) solutions. [Click here](#) for more information on the Training Management Suite.

- Trainee portal and transcript tracking
- Training course and exam builder
- Export training results
- Create certificates of completion
- API integrations



Closed Captioning Services

Engage new audiences and support ADA (Americans with Disabilities Act) compliance with closed captioning for your meetings. Give your audience greater accessibility and allow them to search archives for any word spoken during the meeting. Captions can be recorded in real-time or added to archive meetings.

Transcription Services

Produce a complete, word-for-word transcript and give the public a written account of your meeting. Transcripts can be attached to archived videos and published online as supporting documentation. This service is available for archived meetings only.

Minutes Annotation Services

Let Granicus help you complete and produce your meeting minutes. Stay consistent with your previously published minutes documents and choose your preferred format: action, summary, or verbatim. Minutes can be delivered as Word or PDF documents and published your website. This service includes post-meeting video trimming and time stamping.

Indexing and Publishing

For organizations short on staff or resources, allow Granicus to index and publish media content for you. Events will be setup and recorded in MediaManager. Once a meeting is complete, your archive is trimmed, time stamped to create easy to navigate jump to points, and published online.

Advanced Encoding Services

Encoding services allow our clients with existing media recordings to have files re-encoded into Granicus' preferred formats (WMV, WMA, Adobe Flash H.264*). Recordings will be trimmed and uploaded into your specified folder in MediaManager. Granicus will accept files in various formats including VHS, DVD, CD, Dv Cam, HDV, Beta SP, Beta SX, most digital files, audio cassettes, and more.

* In pilot, will be available to all customers upon release

Mobile Encoder

Involve citizens in meetings or special events that are held off-site or in hard-to-reach locations over the Web with Mobile Encoder. Simply connect your existing audio/video source to a laptop computer and stream the event to your website live or on-demand, with or without an Internet connection. Index in real-time and run the event like any other Granicus meeting.

Public Display

Help your audience follow fast-paced meetings. Display live meeting actions including current agenda item, vote results, and speakers over large monitors both inside and outside the meeting chambers. Push this information to the Web or display results on TV through your cable feed.

Performance Accelerator

This network performance tool allows you to distribute hundreds of simultaneous on-site streams with minimal network impact. Get enterprise class on-site storage and distribution of your video content. This system was designed, architected, and tested for high-performance needs to help you avoid single points of failure.

Advanced Website Integration

Website integrations are customized to match the look and feel of your website. Granicus offers multiple options to give you the results you want. From sectioned view pages organized by meeting bodies, to a listing of original programming organized by content, Granicus will design and create pages to help you better manage your online media.

Managed Services

Granicus provides a comprehensive Managed Services package with every solution to ensure long-lasting success with our technologies while maximizing your solution's performance. Our fully managed and hosted infrastructure offers unlimited bandwidth, storage and the highest security standards of your data through a cloud-based platform. Our remote, proactive systems monitoring guarantees faster response time, predicts problems before they arise, and helps reduce the cost of IT support and maintenance.

The Granicus team works around-the-clock to ensure your applications are protected and operating smoothly. You also receive continual access to advanced learning tools and the hands-on support, knowledge, and expertise of our skilled Support Engineers and Customer Advocacy professionals.

Professional Services	Open Platform	Government Transparency	Citizen Participation	Meeting Efficiency	Legislative Management	Training Management	
Managed Deployment							
Encoding Appliance	•	•		•			One-time installation of an on-premise unified encoding and storage appliance.
Hosted Web-Based Application	•	•	•	•	•	•	Activation of a hosted media and content management application.
Agenda Parser		•	•	•			Installation of the agenda parser to read and parse documents automatically.
Meeting Software		•		•			Local installation of software in meeting chambers to boost minutes efficiency.
Public Display				•			Application installation to live broadcast text displays of meeting actions in-person, online, or over TV.
Touch-screens				•			Local installation of touch-screen monitors and applications in meeting chambers.
Workflow Assessment & Configuration							
Workflow Assessment				•	•		Careful workflow review and software configuration.
Workflow Implementation				•	•		Hands-on guidance and support to ensure smooth and successful user adoption.
Onsite Training and Meeting Support				½ Day/ 1 MB*	2 Day/ Sys Admin		On-premise support and mentorship to guide users during a live meeting.
Product Training							
Self-Paced Online	•	•	•	•	•	•	On-demand online training courses accessible anytime, anywhere.
Instructor-led Online Training Series		6 hrs/ 8 Users		12 hrs/ 1 MB	5 Day Combo w/ Onsite	6 hrs/ 8 Users	Live online training led by a training professional in a classroom environment.
Onsite Training and Meeting Support				1.5 Day/ 1 MB*	5 Day Combo w/ Online		Intensive hands-on training at the clients' location to address unique user needs.
Web Integration & Design							
Standard Website Integration	•						Standard media player and media portal embedded into customer's branded website.
Customized Website Integration		•	•	•			Custom design and integration of a media player and media portal to match the look and feel of the customer's branded website.
Legislative Portal Website Integration					•		Standard portal for legislative information that matches the look and feel of customer's branded website.
Document Assessment		•	•	•			Analysis of current document layouts to ensure content importing and management is successful.
Customized Agenda Template		•	•	•			Development of an HTML agenda template to support indexing, search, and electronic comments.
Customized Minutes Template				•			Development of a minutes template in HTML or Microsoft Word to support video links.
Standard Reports					•		Standardized report templates for agendas and minutes.
Public Display Template				•			Configuration including graphics, colors, fonts, and standard text elements.
Training Portal						•	Standard portal for trainees that displays on-demand trainings, exams and reports.

Granicus Differentiators

- World's most experienced provider of government transparency, citizen participation, meeting efficiency, legislative management, and training management solutions with:
 - Over 900 clients in all 50 states, at every level of government
 - Over 31 million government webcasts viewed
 - More than 265,350 government meetings online
- First fully integrated legislative workflow management system for local government
- Open API architecture and SDK allow for seamless integrations with systems already in place
- Certified integrations provide flexibility and choice of agenda workflow solutions
- Only government webcasting service to provide encoding, minutes annotation, transcription, and closed captioning services
- Truly unlimited storage and distribution for all meeting bodies and non-meeting content
- Indefinite retention schedules for all archived meeting and non-meeting content
- Only provider of both government webcasting and citizen participation services
- Only provider of both government webcasting and training management services
- Access a library of peer-created government media content from over 900 Granicus users
- 24/7/365 customer service and support
- 97% customer satisfaction rating, 99% client retention rating
- Ranked 185 on Deloitte 500 fastest growing companies
- Ranked 419 on Inc 500 fastest growing companies
- Client Success stories are available here: <http://www.granicus.com/Clients/Case-Studies.aspx>

Plan for Success

Item	Date
Proposal Review	TBD
Technical Solution Review	TBD
Project Timeline Review	TBD
Funding/Procurement Process Review	TBD
Project Approved	TBD
Work Order Received	TBD
Contract Executed	TBD
Project Kick Off Call	TBD
Hardware Shipped	TBD
Software Installed and Configured	TBD
Solution Deployment Validated	TBD
Training Completed	TBD
Internal Go-Live	TBD
System Accepted	TBD
Go Live to the Public – Project Successful!	TBD