



Leveraging the Power of Video to Increase Reach & Accessibility

November 15th, 2017

www.granicus.com

Meet Our Speakers



CHRIS PECK

*Solutions Engineer
Granicus*



TONI TABER

*City Clerk,
San Jose CA*

IN THIS SESSION

- ✓ **BENEFITS OF INCREASED TRANSPARENCY**
and indexed on-demand video tied to your meeting agenda items
- ✓ **GAUGE INTEREST**
in community issues through reports on visitor trends
- ✓ **BECOME COMPLIANT**
with ADA requirements for video closed-captioning



CHRIS PECK

Solutions Engineer, Granicus






PRESSURE FOR TRANSPARENCY IS RISING



Why doesn't Overland Park
livestream council meetings when
other JoCo cities do?

OCTOBER 31, 2017

A map of the United States with state boundaries outlined in red. The state of California is highlighted in a solid dark blue color. A thick red horizontal bar is positioned across the middle of the map, containing the title and date.

Across Valley, Concerns Arise Over Government Transparency

OCT 17, 2017



Sioux Falls mayoral candidates weigh in on city government transparency

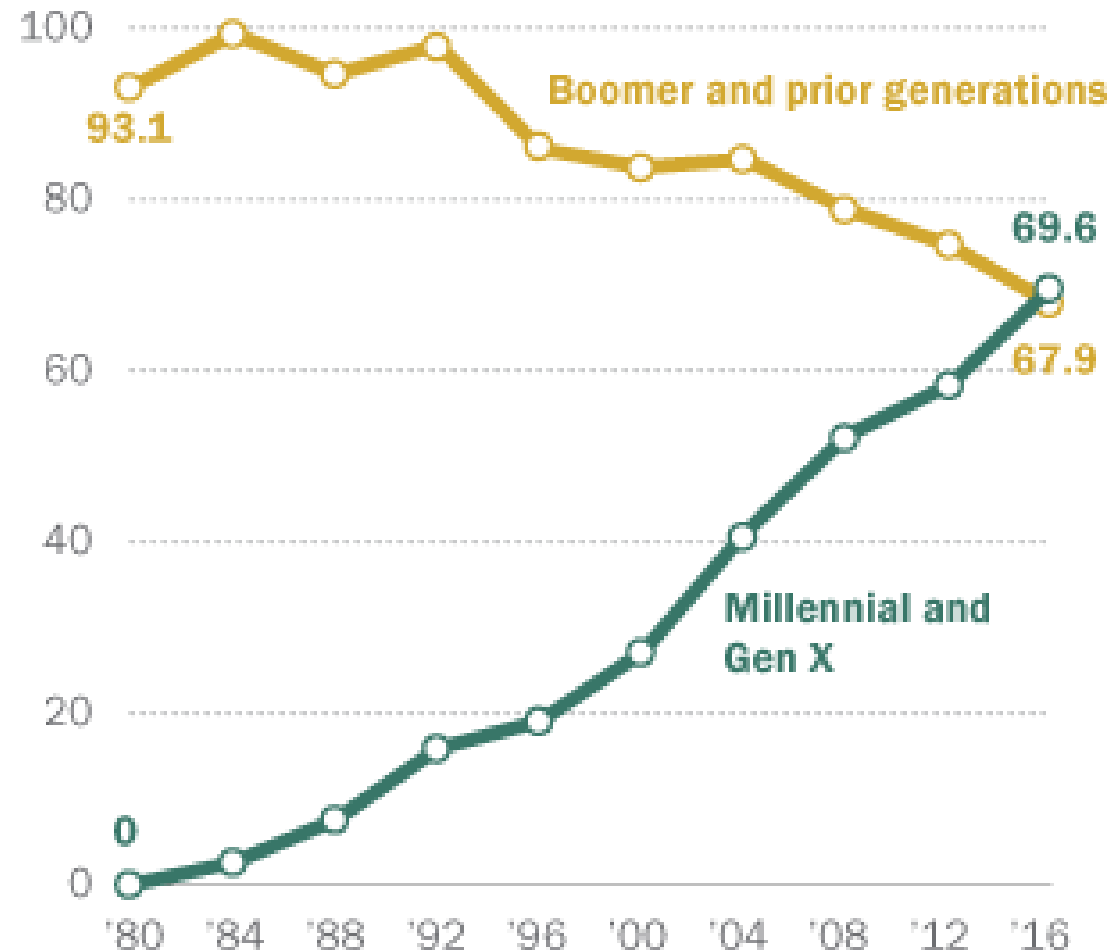
Oct 5, 2017

An outline map of the United States with a red border. The map is centered behind a white rectangular box with a red border. The box contains the title and date. The map shows the outlines of all 50 states.

Citizens seek greater government transparency

Oct 31, 2017

Millennial and Gen X Voters surpassed older generations in 2016 vote



How We Live has Changed



By 2021, internet video traffic will account for **82%** of all consumer Internet traffic

[Cisco, 2017]



Adults in the US will spend an average of **5 hours, 31 minutes** watching video each day

[eMarketer, 2015]



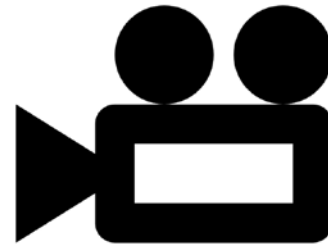
85% of the US internet audience watches videos online and **>50%** of video content is viewed on mobile

[Nielsen 2015 & ooyala, 2016]

How does it work?



Meeting



WEBCAST/RECORD
MEETING



PUBLISH TO WEB

Easy Access on Website



- Simple library of public meetings
- Archived video is indexed
 - Searchable
 - Skip to topic
- Public record
 - Linked to agenda

Home > Government > Open Government > Agendas & Minutes

AGENDAS & MINUTES

Regular City Council meetings and work sessions are open to the public and agendas are posted 72 hours in advance of the meetings. The Council Chamber and the Council Session Room are located at City Hall, 215 E. McKinney St. in Denton.

Meetings are also available live and on-demand online and are televised live on DTN City's government access cable channel: Charter 194, Grande 12, and Verizon 38.

Archived videos are arranged by date, with the most recent at the top of the list. Click [Video](#) to watch the meeting documents, or [Agenda / Minutes](#) to see just the documents. You can also search the archives by typing keywords in the Search box.

To enable the most effective streaming experience for all browsers and operating systems, please download and install [Silverlight](#) from Microsoft.

The minimum system requirements for watching the Archived video [are available here](#).

[Streaming video support](#)

Upcoming Events

Name	Date		
Public Utilities Board on 2017-11-13 9:00 AM	In Progress	Agenda	View E
Mobility Committee on 2017-11-14 9:30 AM	November 14, 2017 - 09:30 AM	Agenda	
City Council on 2017-11-14 12:00 PM	November 14, 2017 - 12:00 PM	Agenda	

Search Archives:

Enter Keywords here

Search

Subscribe via RSS feeds

[Agenda](#) | [Minutes](#)



City Council on 2017-08-22 1:00 PM

[Index](#) [Share](#) [Embed](#)

- A. ID 17-560 Receive a report, hold a discussion, and give staff direction regarding the Stoke Denton entrepreneur center's first year of operations and the Management Agreement between the City of Denton and the Dallas Entrepreneur Center.

Minutes

Agenda

CITY OF DENTON CITY COUNCIL MINUTES

August 22, 2017

After determining that a quorum was present, the City Council convened in a Work Session on Tuesday, August 22, 2017 at 1:00 p.m. in the Council Work Session Room at City Hall.

PRESIDENT: Council Member Haddock, Council Member Briggs, Council Member Huff, Council Member Ryan, Council Member Gregory, Mayor Pro Tem Tom Baggett, and Mayor Watts.

ABSENT: None.

I. Work Session Reports

A. ID 17-560 Receive a report, hold a discussion, and give staff direction regarding the Stoke Denton entrepreneur center's first year of operations and the Management Agreement between the City of Denton and the Dallas Entrepreneur Center.

Council Member Gregory recused himself from deliberation on this item.

Caroline Booth, Director of Economic Development, presented the information regarding Stoke Denton in terms of background and year 1 of operations and management. Background information included objectives, initiatives, and the public-private partnership. She reviewed the preliminary that approved the Stoke agreement and the provisions of these instruments. A timeline detailing the progress of Stoke Denton was reviewed.

Heather Gregory, Director-Stoke Denton, presented the metrics of the program in terms of mission statement, baseline metrics, member satisfaction, and Stoke program.

Council discussed what was involved with the various benchmarks presented, what the company was represented, definition of graduation rate, and what the business generation and growth represented.

Booth continued with fiscal information detailing the Stoke budget and expenditures for 2014-15, 2015-16 and 2016-17.

Council questioned what benefit the City was receiving from this program and the breakdown of utility costs.

Booth continued with the analysis of the program which showed stimulating Stoke as an economic development program would be detrimental to Denton's targeted efforts to grow local environmental and such businesses and recruit new ones to the community.

Council discussed that some of the number represented non-rack comparison which tended to skew the figures.

Booth continued with the analysis of the year 1 performance and noted that it had been successful. Options for the management agreement were provided along with staff recommendations. Staff was seeking direction regarding Stoke Denton's management for 2017-18.

Tracy Bowles, DEC, responded to questions regarding Stoke's profits and loss figures.

City of Denton City Council Minutes

August 22, 2017

Page 2

Council continued discussing the recommended goals for a future contract, preferred options for continuation of the contract, and the role of the program in the community.

Consensus of the Council was to move forward with Option 3.

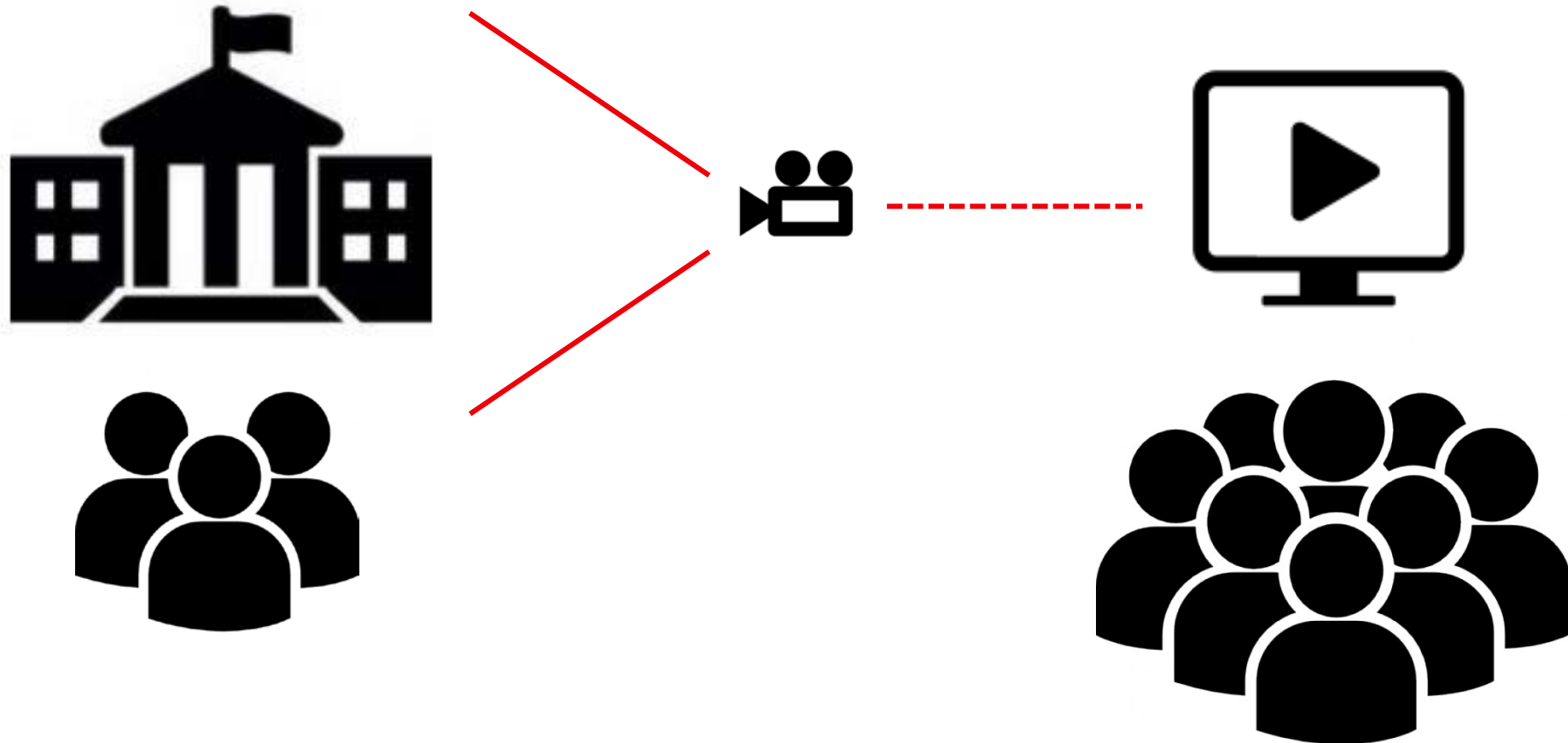
Council Member Gregory returned to the meeting.

Item D was considered.

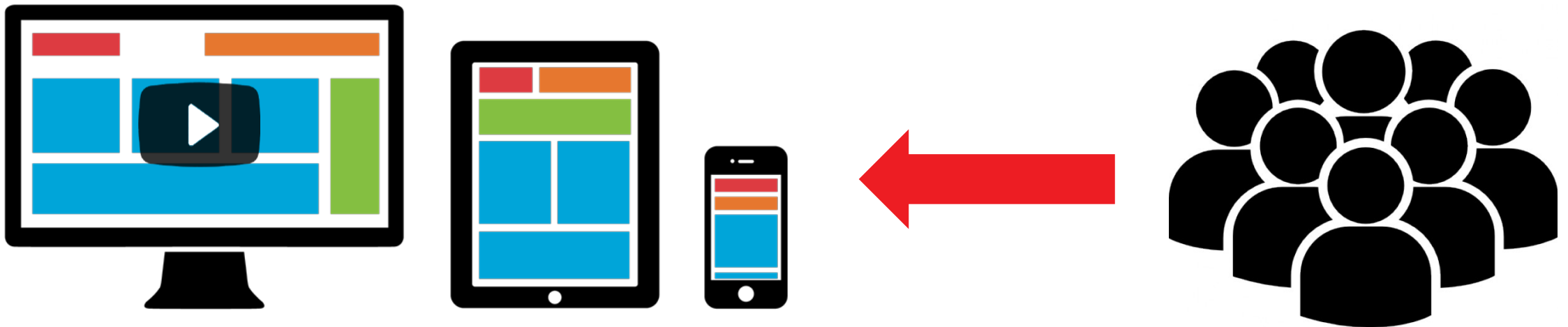
D. ID 17-1999 Receive a report, hold a discussion, and give staff direction on the City Council Employee Benefit Act 100a Committee recommendations for vacation and sick leave changes.

Carla Roman, Director of Human Services, presented the recommended changes from the Council

Increase Your Audience



PROMOTE



ADA Compliant?

15%

AMERICAN ADULTS
HEARING IMPAIRED

CLOSED CAPTIONING

- Support ADA compliance
- Captions added live or later
- Text is searchable
- Offer greater accessibility to meetings

Measure and Gauge Reach



- Visitor and viewership reports
- Analyze trends
- Better understand your audience

Key Features of Granicus Video



Automated recording
of meetings



Easy topic search



Integrated video
indexing



Viewing analytics



Unlimited users, data &
meeting bodies



Citizen view page

Benefits of Granicus Video



FOR GOVERNMENT

- Keyword search with historical archive
- Live streaming and on-demand access for internal stakeholder reference
- Reduced customer service demands for information
- Improved transparency and visibility for elected officials
- Easy integration with agenda mgmt tools



FOR RESIDENTS

- Rich video experience
- Access that fits any schedule
- Easy to identify clips of interest via search and indexing
- No hassle transparency
- Better understanding of issues and policy-maker stances and votes

Case Study





TONI TABER

City Clerk, City of San Jose

San Jose, CA



The City of San José is committed to open and honest government and strives to consistently meet the community's expectations by providing excellent service, in a positive and timely manner, and in the full view of the public.

San Jose, CA

Population: 1,025,000 (2016 estimate)

City Council: 10 seats + mayoral vote as chair

Council Committees: 10 committees

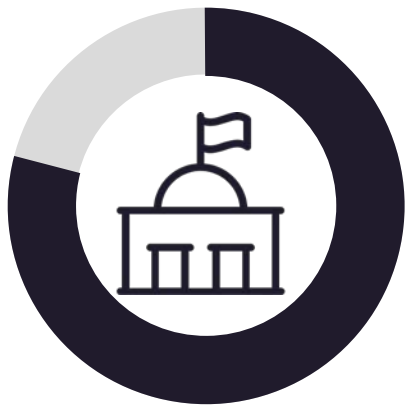


People are Hard to Reach

National survey data tells us...



81% haven't contacted an elected official

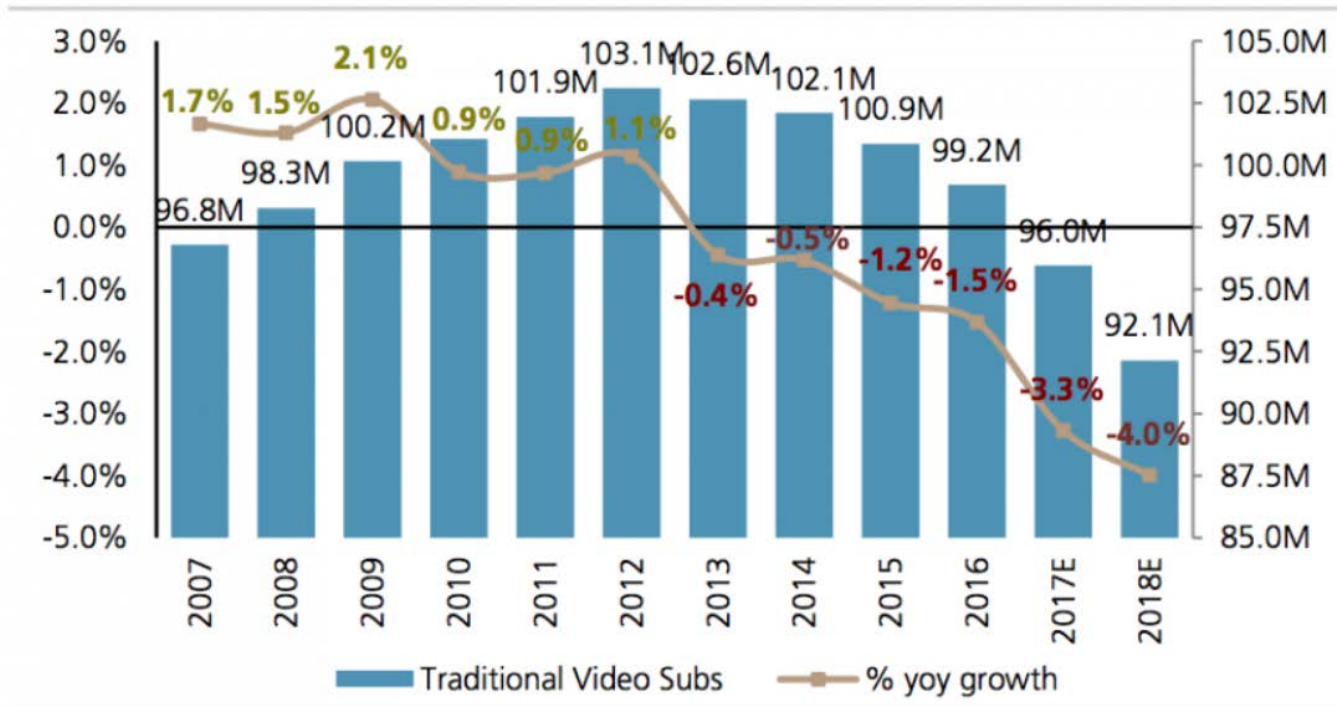


76% have never attended a local public meeting

National Research Center & Governing (2014)

Be Where the People Are

TRADITIONAL CABLE SUBSCRIBERS



Source: Company data, UBS estimates

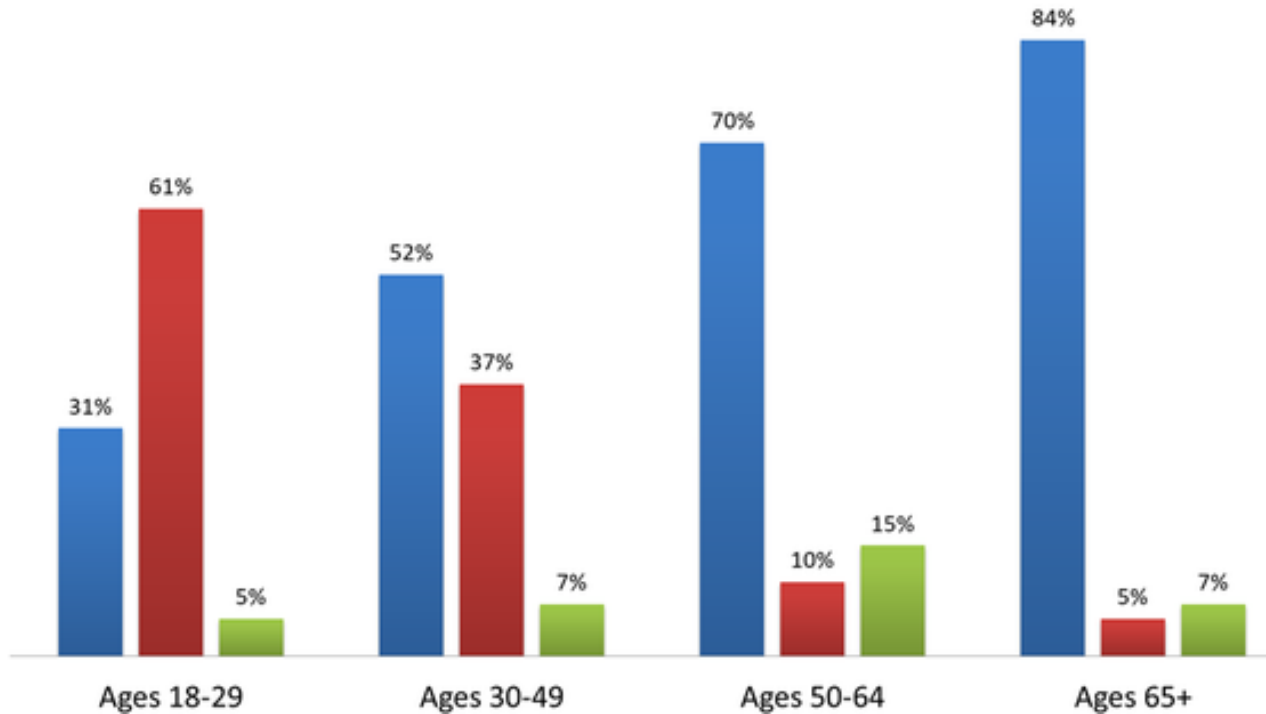
- 25% of Americans don't have cable – and that percentage is growing
- No one is watching cable access channels

Data & Chart: UBS & Business Insider

Be Where the People Are

How Americans Watch Television

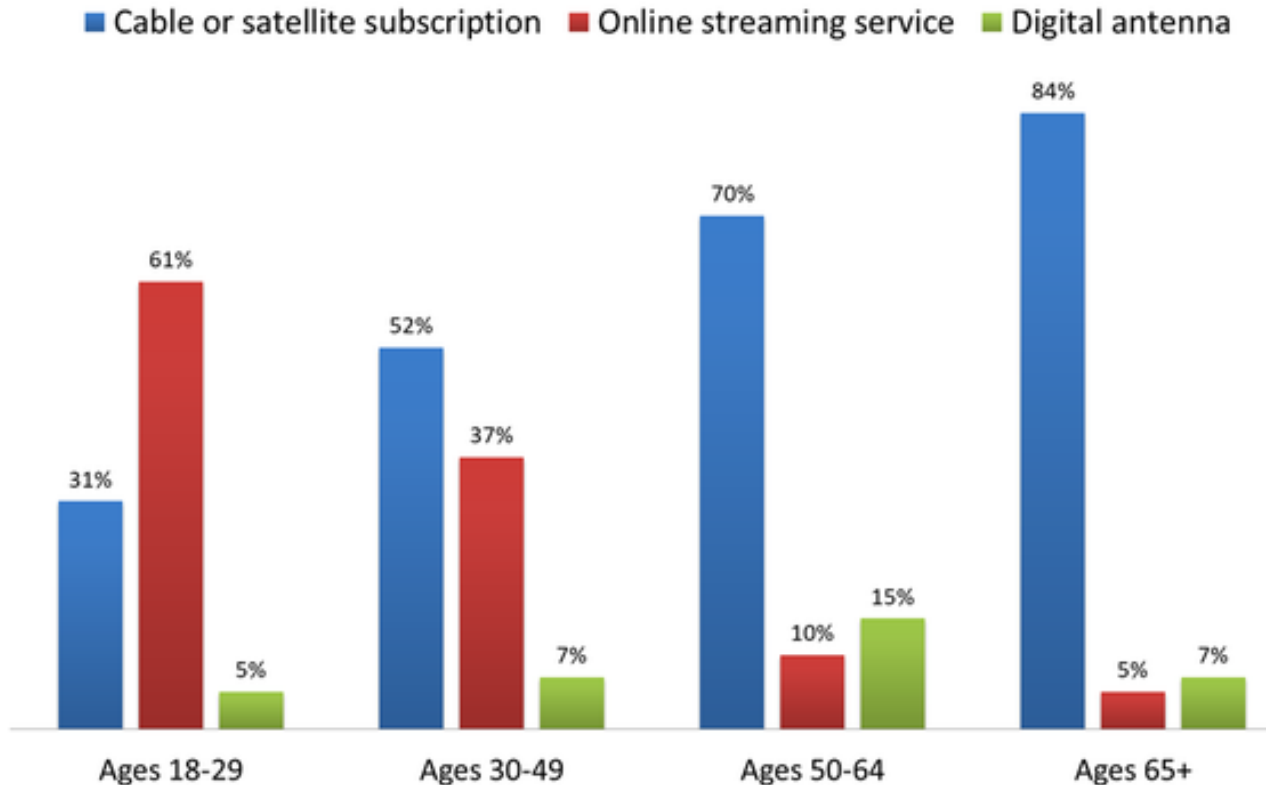
■ Cable or satellite subscription ■ Online streaming service ■ Digital antenna



Data: Pew Research; Chart: Motley Fool

Be Where the People Are

How Americans Watch Television



- People are more mobile than ever and so is their media
- On-demand, pick up right where you left off and want to be is a must

Data: Pew Research; Chart: Motley Fool

Consider All Audiences



Community Members

- Parents
- College Students
- Elderly
- Limited Transportation or Mobility



City Staff

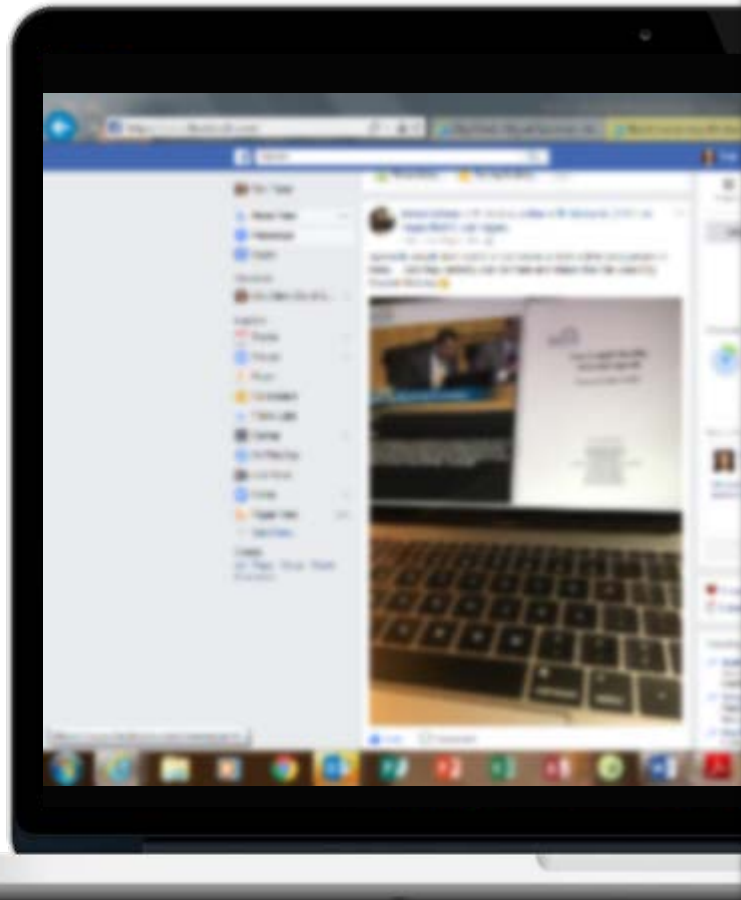
- 4000+ staff at City of San Jose and departments
- Ability to watch from their desks and skip to relevant items

How does it work?



- A/V team streams to the web and cable access
- In-meeting indexing for on-demand playback
- Live posts to social media with item actions

Connect Anywhere



Victor Gómez is ☕ drinking coffee at 📍 Starbucks (3570 Las Vegas Blvd S, Las Vegas).
4 hrs · Las Vegas, NV · 🌐

Aperantly people don't come to Las Vegas to drink coffee (only person in here).... And they certainly don't sit here and stream the San Jose City Council Meeting 😊



👍😂 You, Shane Patrick Connolly, Dayvid Gomez and 28 others

View 1 more comment

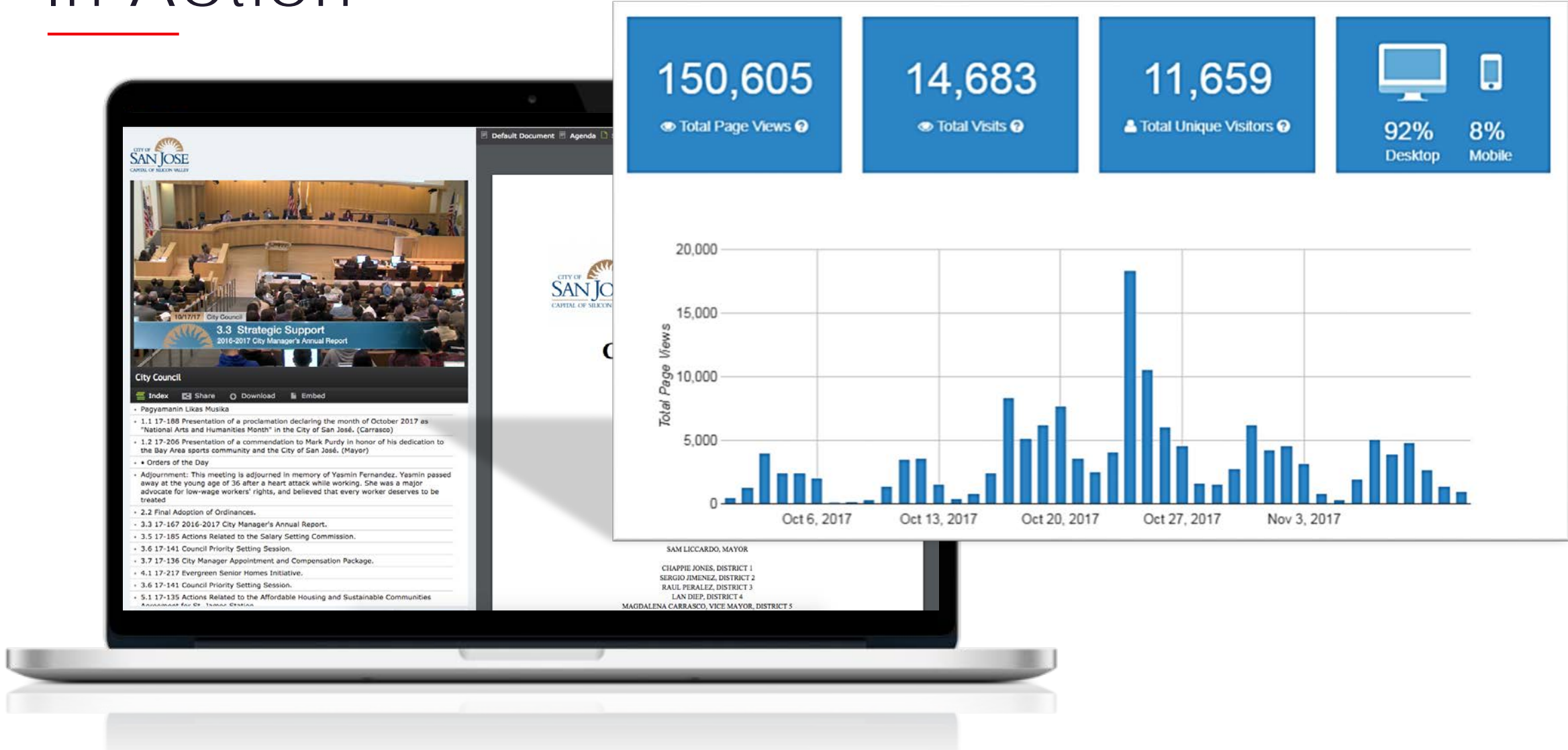
John Freeman You are a city. Council geek.
Like · Reply · 🔄 1 · 3 hrs

Terry Reilly I'm here at Park Station Hashery! Best seat at in the house!



Like · Reply · 🔄 2 · 2 hrs

In Action



Indexed Video Advantage

Citizens can easily find information on the topic that matters to them



Less staff time spent on meeting information requests!

Benefits



- No hunting required for citizens or staff to find video clips or results
- Integrates with Legistar agenda items
- Improved visibility to a wider breadth of community members

Thank you!

