

Streaming Strategies to Improve Accessibility

Captioning, Searchability, and the Resident Experience

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Welcome and Introductions

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Accessibility and Engagement

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Bilingual Broadcasting

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Automated Captioning

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Searchability with Sound Search

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Live Demo and Next Steps



Connecting & Interacting Today



Questions

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govCommunity

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Today's **Expert**



Daniel Kerr
Product Engineer
at Granicus

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Importance of **Streaming Accessibility**

What do we mean by accessible streaming?

- ✓ ADA considerations
- ✓ Linguistic considerations
- ✓ Generational preferences and expectations

Historic challenges with streaming accessibility

- ✓ Captioning has been cost-prohibitive due to strain on staff and or high prices
- ✓ Translating streams or captioning in other languages is an additional challenge



Importance of **Streaming Accessibility**



1

Captioning preferences are changing

Younger generations tend to use captions regardless of need

2

Communities struggled with ADA compliance in the past

Due to understandable obstacles, but new technology makes accessibility both possible and affordable

Importance of **Streaming Accessibility**

>> Better streams equal better engagement

High-quality content leads to better engagement so long as it reaches your audience

>> Expectations of the public are changing

Streaming and smart TV experiences have elevated public expectations when it comes to interacting with video content



How Streaming Can **Drive Engagement**



Imagine you're a resident. How would you want to experience a stream?



How easy is it to access a livestream or recording? Is it easy to find what you want?



Enabling easy access to specific information through Sound Search allows for meaningful engagement and satisfied residents

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Broadcasting to **All Your Residents**



Many communities in the U.S. and Canada have residents that speak multiple or different languages

68 million people speak a language other than English at home in the U.S. (Census.gov)



Looking to increase engagement for hard to reach communities? Bring the opportunities to them!



Broadcasting to **All Your Residents**



Communities with linguistically diverse populations need to connect with all their residents



Historically, streaming and captioning in more than one language would have strained many communities' resources, but what can you do today?

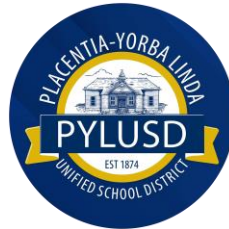


What **Bilingual Broadcasting** Looks Like

Bilingual Audio



Bilingual Captioning



Bilingual Broadcasting and Captioning leads to time savings for staff and a more engaged community as a whole

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Captioning Has Historically Been a Challenge



History of ADA laws and government captioning efforts

- ✓ Last revised in 2010, ADA laws protect the 18% of Americans with disabilities
- ✓ By the year 2030, approximately 71.5 million baby boomers will be over age 65 and will need services and surroundings that meet their age-related physical needs

Captioning has historically been a challenge

- 1 Communities have made commendable efforts to be as accessible as possible, but captioning has been cost-prohibitive for many communities
- 2 Cost of inaction often higher than cost of software
- 3 Why is captioning such a challenge?
 - ✓ Staff time
 - ✓ Financial resources



Captioning Made Easy



Captioning options

- ✓ Human and automated
- ✓ Live and VOD



The evolution of automated captioning



Customer use cases

- ✓ Search and navigate
- ✓ Caption text file



Time saving for staff

- ✓ Minutes

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Sound Search and the Resident Experience



- >> Public expectations have been changed by the ease of consumption provided by Smart TVs and streaming services

- >> Enabling an easy and efficient search experience creates a sense of transparency and improves engagement

Sound Search and the Resident Experience



What are residents looking for?

An hour-long stream, or specific information?



What would lead you to watch a stream? If it was specific information, how would you find it?



Sound Search in Action

Why is sound search so unique?



In many cases people search for shows on a Smart Tv/streaming service with their voice

- ✓ Enabling voice search within streams puts government ahead of the private sector



What does a search for a specific item look like in your current system?



What prompts a community to adopt voice search?

- ✓ Long meetings
- ✓ Hot button issues

San Antonio **Case Study**



Received All-America City Award by the National Civic League for the City's work in promoting equity through inclusive civic engagement

42% of residents speak Spanish at home

30% of residents are not fluent in English

70 public meetings per year are broadcasted in both in both English and Spanish



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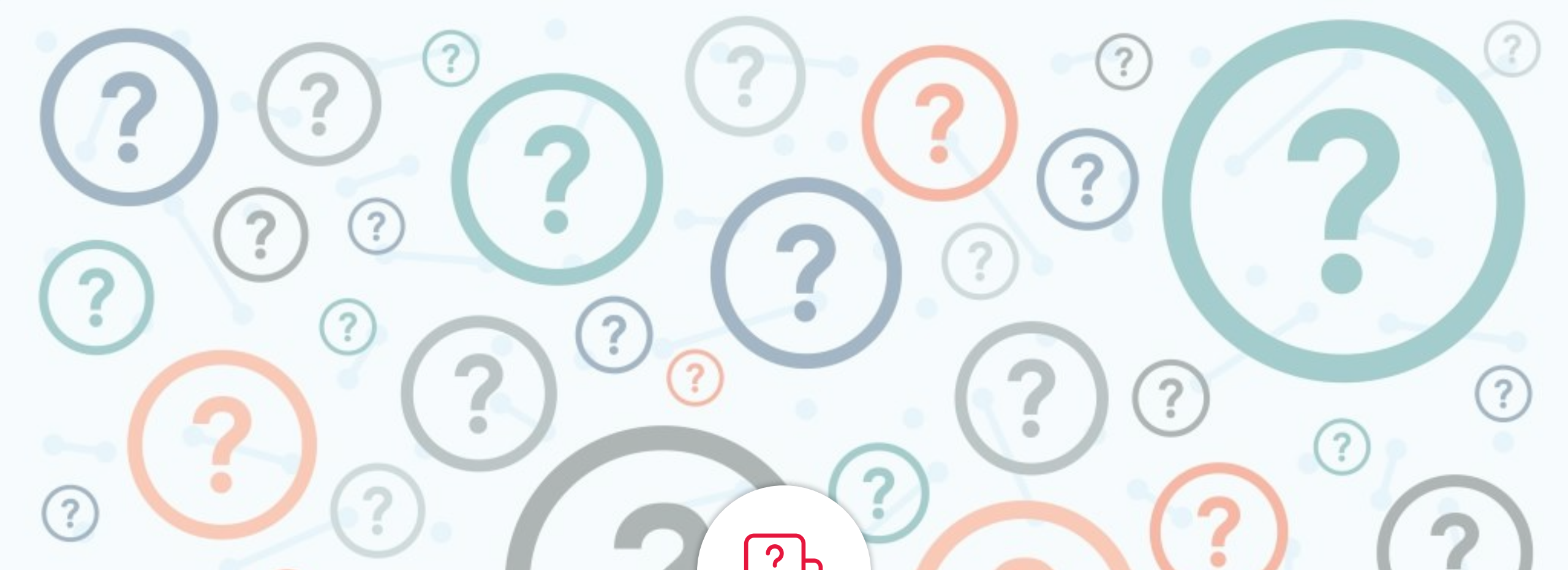
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Searchability with Sound Search

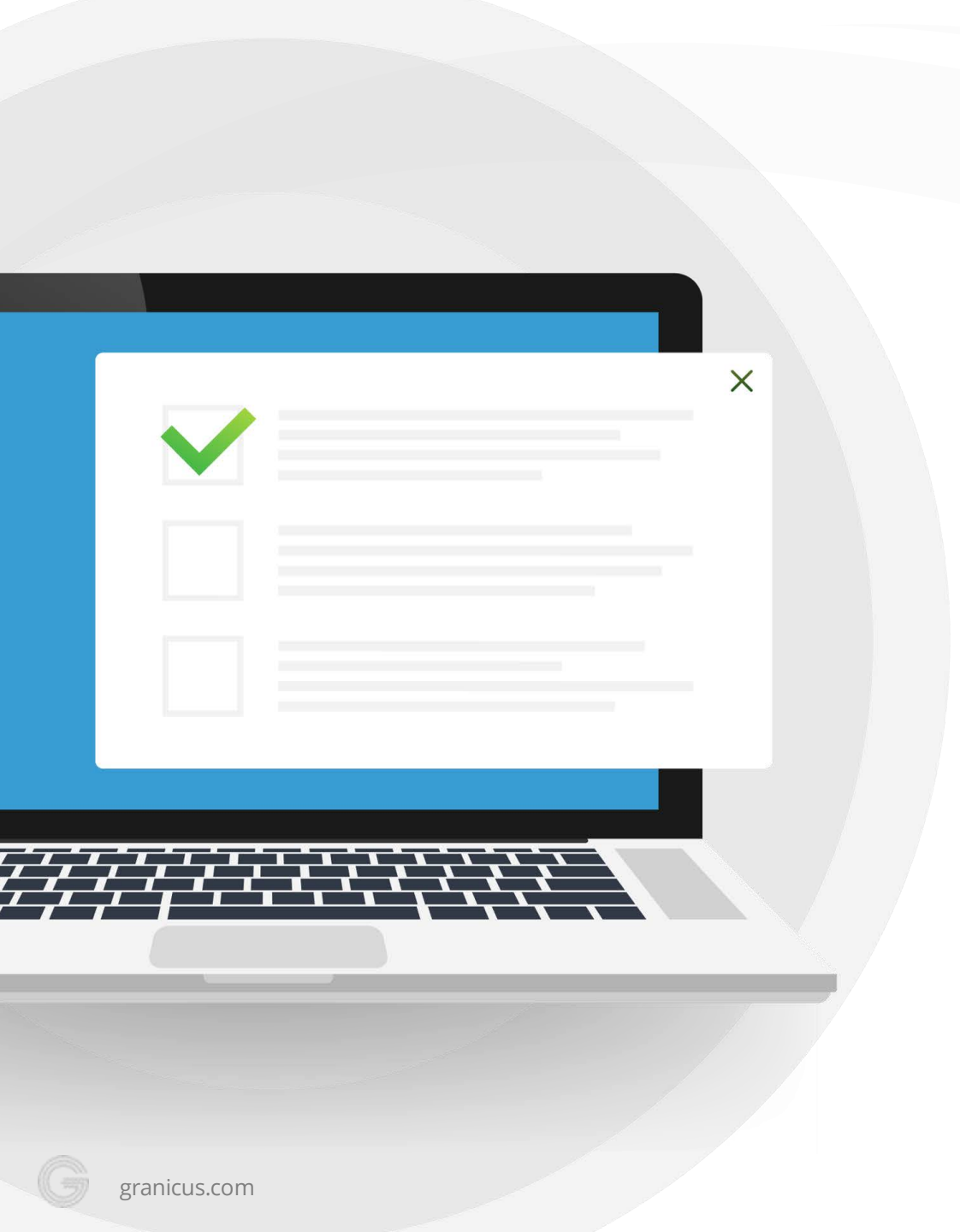
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Live Demo and Next Steps





Questions



Poll: Would you like more information on streaming best practices?

1. Yes
2. No



Thank you!