

CITY OF NEWTON

IN BOARD OF ALDERMEN

LONG RANGE PLANNING COMMITTEE AGENDA

WEDNESDAY, FEBRUARY 25, 2009

7:00 pm
Room 222

Please note the early start time of 7:00 p.m.

The committee will receive an update on and discuss available options for improving aldermanic communications in conjunction with NewTV and Granicus, Inc., through the use of on-line streaming of aldermanic meetings and indexing of agendas, reports and other documentation. This update will be provided by David Olson, Clerk of the Board, Maurya Sullivan, Telecommunications Specialist, Bob Kelly, Executive Director of NewTV, and Ryan Lund from Granicus. Sandy Pooler, Chief Administrative Officer, Ann Cornaro and Joe Mulvey from the Information Technology Department, and members of the Telecommunications Advisory Board will also be present.

If you are interested in viewing an online demonstration, please visit www.granicus.com.

Respectfully submitted,

Alderman Ted Hess-Mahan, Chair



Memorandum

To: Board of Aldermen
From: David Olson
Re: Webcasts of Board of Aldermen Meetings
Date: October 30, 2008

Aldermen,

At the Long Range Planning Committee meeting this past Wednesday, I introduced a proposal to contract with a company called Granicus to provide web streamed video of Board of Aldermen meetings that would be integrated with the Board's Dockets, Reports Dockets and Committee Reports to improve access to the work of the Board.

The proposal met with a favorable response from the Long Range Planning Committee members in attendance, and I was asked to provide information to all of the members of the Board for your consideration and reaction.

In brief, Granicus will take the meeting video created by NewTV and combine it with the text of the Reports Docket to create a webpage where the viewer can watch the entire board meeting, or can click on a specific item in the Reports Docket and have the video jump directly to that point in the video where the docket item was discussed. The Reports Docket can also be enhanced to include links to the Committee Reports or back-up material relevant to that docket item.

By implementing Granicus the wealth of Board of Aldermen material on the website will become more accessible and easier to navigate. Board meetings can be viewed by anyone with an internet connection at any time, links to all of the relevant materials supporting a docket item are all on one page, and individuals will be able to jump to the part of the meeting video that is relevant to them.

Why do we have to use an outside service? The IT Department has informed me that the bandwidth of the internet connections coming into City Hall is not great enough to handle streaming video of any length. Granicus has the capacity to have multiple downloads across multiple meetings and provide high speed connections to everyone who would want to access the material.

I have spoken with NewTV and with Newton's Telecommunications Planner who both are excited by this program. Funding to purchase the necessary hardware and pay the monthly

service fee could come from the City's Telecommunications funds, which are paid to the City to support NewTV and the Newton's Telecommunications infrastructure.

I have only provided a brief overview here and have attached some support material about Granicus to this memo. If you would like more information, please let me know and I can meet with you to discuss in detail. In the meantime, you can check out the services that Granicus provides, and see some of the communities that are already using their services at the Granicus website at: www.granicus.com

Let me know what you think about the services that Granicus can provide and if you think this is an opportunity to pursue.

Thanks

David



Delivering Better Public Access

Stream Cable Broadcasts to the Internet Automatically Archive on the Web for 24/7 Access

Streaming Solutions

MediaManager™

A comprehensive software solution to stream audio or video broadcasts to the Internet and archive them for future viewing and reference, plus much more.

[Read More >>](#)

Minutes Annotation Voting System

MinutesMaker™

Incorporate minute annotations, vote counts and more into your webcasts of your public meetings and have the content displayed with the video and other documents, all side-by-side.

[Read More >>](#)

VotingSystem™

Record legislative votes automatically from the council directly into the Clerk's minutes. Additionally display those votes as a projected image or through traditional methods.

[Read More >>](#)

Webcast Library

Currently delivering **89474** Audio and Video webcasts for Government Agencies.

Granicus clients with the most videos include:

- City of San Francisco (2046)
- City of Torrance (2011)
- Arizona State Legislature (2003)
- City of Los Angeles (1845)
- LA36 (1833)

Video Streaming Spotlight

- **Watch St. Paul's service announcement.**

[Learn how to integrate web streaming with your public records.](#)
[Watch St. Paul's service announcement.](#)

- **Watch a demonstration**

[Watch a demonstration and see how you can integrate your public record with video](#)

- **City of Sarasota goes live with Granicus!**

[Jan Thornburg, Public Information Officer presents Granicus solution to Council.](#)

News

Dallas City Meetings Now Online and On Demand

10/13/2008

Dallas is among the leaders in a larger local government movement towards improved transparency and accountability with their new on-line service allowing users to watch local City meetings broadcasted live on the Internet.

City of St. Peters Expands SPTV Programming to AT&T's U-Verse and the Web with Granicus Technology

10/09/2008

The city's new Granicus encoding technology allows SPTV to send a live cable feed over the internet and the U-Verse network simultaneously. This improvement will significantly expand the reach of SPTV programming - digitally distributing it to the web, over cable, and on digital TV.

New Granicus Clients

New members of the Granicus community within the past month:

- City of Bartlett, TN
- City of Brooklyn Park, MN
- Burbank Unified School District, CA
- City of Dubuque, IA
- City of Golden Valley, MN
- City of Ivins, UT
- City of Maple Grove, MN
- Miami-Dade County, FL
- Nassau County, FL
- City of New Hope, MN
- City of Oakland Park, FL
- City of Oregon City, OR
- City of Osseo, MN
- City of Piedmont, CA
- City of Plymouth, MN
- City of South San Francisco, CA
- City of St Charles, MO
- Town of Stallings, NC
- Washoe County, NV
- Wilson County, NC



Granicus Solutions for Government

Solutions for webcasting and managing public meetings

From local municipalities to federal agencies, today's governing bodies face mounting pressures to perform critical public services under intensifying scrutiny and transparency. Too often, expectations must be met without enough funding, or with technology inefficiently or inaccurately delivering information to public stakeholders. Often, technologies are neither intuitive nor economical, with staff spending more time learning and configuring it than using it to make their lives easier. Granicus solves these challenges with a platform for making government more transparent with an integrated public record that links webcasts of all public meetings and related documents. With a straight-forward workflow that saves staff time and taxpayers' money, Granicus solutions offer unprecedented communications and community engagement opportunities, driving strong financial, administrative and political returns for your community.

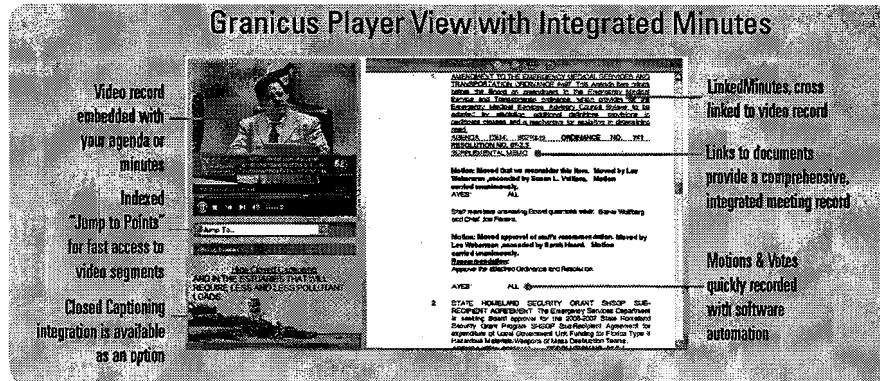
At the heart of the Granicus platform, powered by the company's award-winning and time-proven technology, is a solution for webcasting live and on-demand streaming video content such as public meetings, hearings, staff training and even emergency response briefings. Hundreds of towns, cities, special districts, counties and state agencies have turned to Granicus to improve external and internal access to public meetings beyond traditional and limited cable broadcasts. Many are also using Granicus to more efficiently and economically deploy internal staff training, meet educational accreditation requirements, and more. The Granicus platform is easily expanded beyond streaming video to include fully integrated modules for more effectively managing the complete public meeting process – preparing and annotating minutes, speaker management, recording motions, votes, roll call, and much more.

- ▶ **Reduce costs and administrative burdens** of public meetings, minutes annotation, and minutes publishing — making clerks and administrative staff significantly more efficient.
- ▶ **Enhance government transparency** with a single, integrated point of access to the complete, formal public record—at home, at work, at the local library, on the road, or anywhere in between.
- ▶ **Engage the community** with 24x7 access to public meetings, events, campaigns, debates and other public functions across all government departments and special districts.
- ▶ **Seamlessly integrate with existing systems** for document or agenda management without adding undue costs or complexity to IT operations.
- ▶ **Improve public communication** with the most comprehensive public records retention system on the market — fully indexed, searchable, and cross-linked to all related public documents and broadcasts of public meetings.



Granicus Solutions for Government

Solutions for webcasting and managing public meetings



How Granicus Works

The core of Granicus integrated solutions is nothing new — it builds on top of your existing infrastructure and operations investments, rather than replacing or duplicating it. Video and audio feeds from your cameras, video-cassettes, or compact discs are captured and converted to Microsoft Windows Media or Silverlight format. This is done with a small hardware device called the Granicus Outcast® Encoder, converting any of your audio/video signals into a digital format ready for streaming over the Web. Once the encoder has digitized your signal, it feeds it to a server connected to the Granicus datacenter. Whether you have one or many signals to feed, our datacenter receives all the signals and delivers it live or on-demand to all users requesting it — anywhere, anytime, with true cross-platform compatibility between PCs and Mac's using a single media format. By default, Granicus will maintain archives of all webcasts for twelve full months following the meeting, but can transparently extend this with a Granicus MediaVault™ server stored at your location — limiting storage only to the amount of disk space you choose to maintain on the server. Especially when combined with Granicus StreamReplicator® for redistributing broadcasts to your own internal audiences, Granicus is intelligently designed to use local storage and bandwidth when desired, or our fully managed data-center — your choice.

Granicus MediaManager™, a hosted Web-based application, works to make the process of setting up and automating recordings for webcastings as easy as possible. With a no-nonsense user interface and straight-forward simplicity, government staff can setup recurring public meetings, automatically index recorded videos live or following a meeting, and publish videos automatically.

From the viewer's perspective, Granicus is completely transparent. Streaming content plays smoothly, quickly, and side-by-side with any related documents and completely in-synch with indexed minutes. All this information is cross-linked and displayed in a Web page that the Granicus design team builds to look as precisely identical or different from your own site as you prefer. With indexing and cross-referencing, viewers have the freedom to view only the parts of a meeting that interest them the most: clicking an item on the agenda or from the minutes jumps straight to the relevant portion of the broadcast and displays all related information side-by-side.

Highly modular and customizable to the unique requirements of each customer's jurisdiction, this basic core of the Granicus platform is easily expanded with Granicus MinutesMaker® to add functionality for annotating and publishing meeting minutes, recording votes and more. Granicus VotingSystem™ can be added for automating vote taking from touch-screen or push button consoles on the dais. VoteCast automatically compiles the formal public record while providing the full board and clerks with access to all the same information. This information can be displayed on public screens overhead and is seamlessly integrated with the minutes and voting record of MinutesMaker. Other modules are available for storing archives for longer periods of time, podcasting public meetings, integrating closed captioning circuits on streaming video for ADA compliance, and more. Of course, all modules are seamlessly and smoothly integrated with each other, and also integrate with agenda and document management software from our partners. This seamless integration allows customers to build the most comprehensive integrated public record, retention and video streaming system available for government today.



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Streaming Public Meetings & Information

Delivering Public Access to Local Government 24 Hours a Day

Granicus opens the door for local government municipalities to webcast and deliver rich media to all their constituents. So they can have access from anywhere or at anytime. To do this Granicus developed MediaManager™, which consists of proprietary web-based software tools designed to efficiently organize and manage your streaming content. These tools put the control of webcast activity, user account management, live event management, and usage reporting in your hands.

MediaManager Basic Edition is the foundation of Granicus' software package and has a variety of robust add-on modules to meet the unique needs of every agency's size or cost requirement.

- **MediaManager Basic Edition:** a full featured software application to access, archive, keyword search, index, and integrate rich-media such as documents and slides into your webcasts. Basic Edition, the foundation of our software, contains all features necessary to save local governments time and money while providing an attractive entry level of service into streaming video. And includes basic training, and unlimited 24/7 technical support and system monitoring.
- **MediaManager Enterprise Module:** allows for unlimited access and use of the MediaManager Basic Edition application. Available for large organizations that require segmented control for different departments or services. The Enterprise tool set feature; categorized media libraries by group, setting user access to clips, assigning access based on specific criteria, access to software template language, unlimited template creation, flexible web publishing, and more.

Acquisition package to capture your video broadcast.

- **Granicus OutCast™ Encoder** coupled with the Granicus MediaManager™ software makes live streaming and archiving a simple, hands off process. Most encoders simply convert your audio/video signal into a digital format that can be used for webcasting; the Granicus OutCast encoder enables you to schedule live events, automatically publish to the web, index in real-time, present slides, include closed captioning, and automatically archive and transfer files to distribution servers.

Distribution options are available to better manage your external bandwidth requirements.

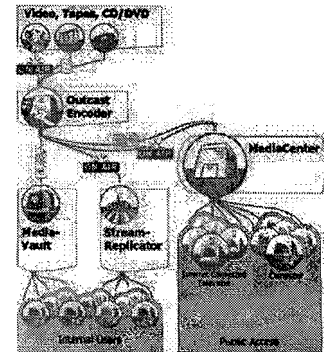
- **StreamReplicator™** replicates and redistributes your live streaming webcasts to large audiences inside your network without incurring exorbitant bandwidth costs.
- **MediaVault™** ensures you are maximizing your existing network infrastructure, audio/video archive requires storage, management and delivery. The Granicus MediaVault does this at a drastic cost savings.
- **Granicus MediaCenter™** provides you with optimized file management and distribution with redundant connections.

Added value services to ensure an end-to-end solution for all your needs.

- **Granicus Managed Services** provides 24/7 technical support, unlimited bandwidth, hosting, lifetime software upgrades, and system monitoring for a complete end-to-end solution created and designed for local government.

To access the CISV catalog listing for the Texas Building and Procurement Commission, [Click Here](#)

Webcasting System Diagram



[Click Here to View Larger Diagram](#)

Futher Reading Material

[Granicus Solutions for Government \(PDF\)](#)



Video, Tapes, CD/DVD

Video and Audio from cameras, videocassettes, or compact discs are captured and converted to Microsoft Windows media format.



ON AIR

Outcast™ Encoder

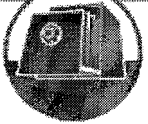
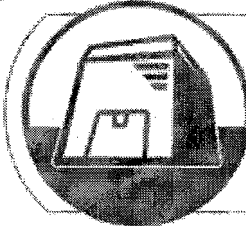
Converts your audio/video signal into digital Microsoft Windows Media format ready for streaming to the Web.



ON AIR

MediaCenter™

A secure and reliable facility stores and distributes audio/video content to the public over the Internet. MediaCenter receives one source file and delivers it to all public connections, keeping your bandwidth requirements to a minimum.



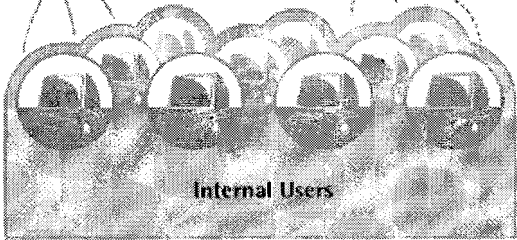
MediaVault™

Provides long-term storage and management of audio/video content, while maximizing existing broadband connectivity.

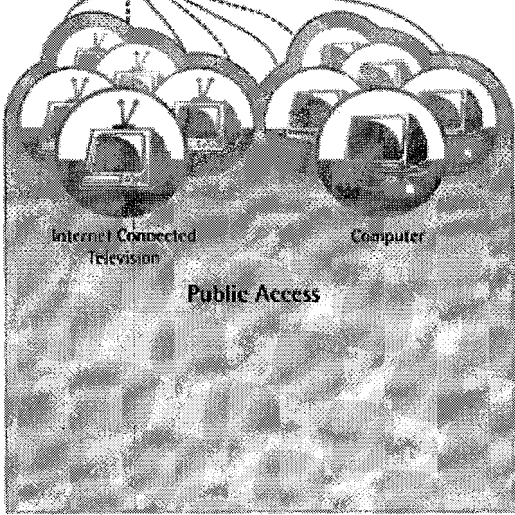


StreamReplicator™

Replicates live broadcasts to viewers within your network. Its multicast technology allows hundreds to watch a single stream file.



Internal Users



Internet Connected Television

Computer

Public Access



Legislative Management Solutions

Granicus' legislative management solutions moves the Clerk's minutes annotation process into the Internet age and makes the overall workflow more time efficient.

Granicus suite of additional modules cover many legislative areas;

Granicus MinutesMaker™ Module

Enables City/County Clerks to now record motions, votes, roll call, and speaker notes with a minimal amount of annotation work. And its all easily reviewed the next day or when you are ready to publish to the public web site. Reviewing missed segments of your minutes is quickly achieved, because you've indexed agenda items to the video, thus allowing you to jump straight that spot in the video. No more fast forward or rewinding. Every agenda item is automatically linked in the audio/video recording, making your work more efficient. You can easily record a variety of motion types including; amendments, substitute, and free form motions. You can easily handle updating the role call at any time during the meeting, by recording the times of voting members who join or leave a meeting, and recording votes live through a simple interface.

Granicus VotingSystem™

The Granicus VotingSystem Module enables the Clerk to ease their workload by saving more time with automatic recording of the council's votes. The council's votes are recorded from their touch screen panels or other input devices. The VotingSystem works together with the MinutesMaker module to automatically capture legislative motions, votes, and attendance information, which is recorded directly from the council into the clerks meeting minutes.

When City/County Clerks use Granicus' MinutesMaker they can now record motions, votes, roll call, and speaker notes with a minimal amount of annotation work. And its all easily reviewed the next day, by jumping straight to each agenda item in the video so there's not more fast forward or rewinding. Every agenda item is automatically linked in the audio/video recording, making your work more efficient. MinutesMaker works the way Clerks and councils/boards do, allowing for jumping to any point in the agenda or back again, and indexing the minutes to that point in the audio/video webcast. ([Click here for more information](#))

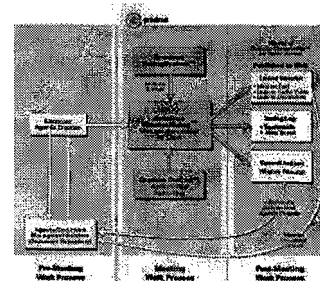
MobileEncoder™ Module

The Granicus MobileEncoder™ allows you to utilize all of the functionality of the MinutesMaker at remote locations, without Internet access. This application runs on a standard laptop and functions just like MinutesMaker; it comes with the necessary hardware for you to record the meeting's audio and keep notes, annotations and votes. When you return to your office, you can simply upload the audio file to the Granicus MediaManager software, at which point it is automatically published to the city's or county's web site. Additionally, you can edit the file just like the meetings that take place in the council or board chambers. Further detail regarding the MobileEncoder Module and its functionality can be found later in this product brochure.

Agenda/Document Integration & Management Module.

Granicus MinutesMaker Module allows for the integration with other vendor's document management or agenda management solutions, to create the most complete and accessible archive of your public meetings and legislative history. Granicus and its partners have worked together to produce a complete system that archives and manages all aspects of your public meeting records. Including meeting agendas, minutes, documents and audio/video recordings. All of these media types are automatically synchronized and cross-linked allowing for intuitive web based search and retrieval of information. In addition, the document and agenda management integration allows the two systems to automatically share information and streamlining your agenda and minutes creation workflow.

Clerk Workflow Diagram



[click here to enlarge](#)

Futher Reading Material

[Granicus Solutions for Government \(PDF\)](#)



