A **webcast** is a media presentation distributed over the Internet using streaming media technology to distribute a single content source to many simultaneous listeners/viewers. A **webcast** may either be distributed live or on demand. Essentially, **webcasting** is “broadcasting” over the Internet.

-Wikipedia
Purpose

• Give citizens convenient access to live and archived streaming through our website
• Reduce public inquiries with searchable, self-service access online
• Reach a broader audience – integrate closed captions with video
• Understand and measure public participation with in-depth video analytics
• Promotes accountability and public trust
Aspects of the Project

1. Infrastructure
   • Purchase and installation of cameras and hardware

2. Streaming and Archiving Application
   • Live or on-demand
   • Easily accessible on various formats and ADA-compliant

3. Production
   • Human resource experienced in video production

Infrastructure

• Installation of five fixed cameras that pan and zoom
• Control Board and display monitor
• Existing audio equipment will be used
• We will own equipment in order to expand further use beyond this application for board meetings
Example at BART

Live Streaming & Archiving Application

- Available off-the-shelf
- Hosted and maintained on providers server
  - Accessible and linked on our websites
- SFMTA, BART and Santa Clara VTA use live streaming
- Competitively procured contract available Granicus
  - Initial equipment (decoder) purchase and Monthly service fee
Features of Live Streaming

• Easily accessible on various platforms
  – Tablet, pc/mac, smart phone
• Indexed with agenda
• Downloadable
• Closed-Captioned
• 24/7 hosted support and archived storage

Example of video streaming
Production

Solicit for experienced live streaming and video production to support the live streaming of three monthly board meetings

- prepare, monitor, react & troubleshoot

Aim is to understand the need for other agency productions

Cost Estimate

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equipment and Infrastructure</td>
<td>$70,000</td>
<td>2016 Capital Budget – one time cost</td>
</tr>
<tr>
<td>Live Streaming &amp; Archiving Application through State Contract</td>
<td>$30,000</td>
<td>Annual Operating Budget – SamTrans, JPB &amp; TA</td>
</tr>
<tr>
<td>Production</td>
<td>$15,000</td>
<td>Annual Operating Budget</td>
</tr>
</tbody>
</table>
Next Steps

• Direction from the board to move forward
  – Authority limits are at GM’s approval
• Procure, install and train

Feedback & Answer Questions