



Date: November 20, 2017

To: Patrick H. West, City Manager *PH West*

From: Bryan M. Sastokas, Director, Technology and Innovation Department *BMS*

For: Mayor and Members of the City Council

Subject: **City Council Chamber Presentations and Videos**

The Technology and Innovation Department (TI) is leading an effort to improve the quality of audio/video productions during City Council, Committee, and Commission meetings in the Council Chamber. This effort is a partnership with the Office of the City Clerk and is intended to establish a presentation intake process, electronic media standards, and presentation protocols.

Background

Orchestrating these meetings is a team effort that involves many interdependent activities, including, but not limited to:

- Managing audio/video controls
- Activating presentation materials (such as PowerPoint presentations and videos)
- Switching the projector inputs between agenda items, presentation materials, and voting
- Managing over-the-air broadcast and web streaming controls
- Real-time camera management
- Management of the Granicus system (tablets, voting, display functions, etc.)

While most Council Chamber meetings are conducted without incident, occasional problems arise during presentations from problems that are mostly avoidable with proper planning, testing, and training. Due to the last-minute delivery of presentation materials prior and during meetings, as well as last minute changes in the agenda, insufficient testing time is available to reconfigure the computer/software and/or projection equipment so the presentation can meet the technological specifications required for a quality presentation. This problem is also compounded by the fact that as technology continues to evolve, there are ever expanding digital options for output, which can create compatibility issues with the current equipment in place.

As a result, visual and audio assets seen in the Council Chamber are often too loud, too low, blurred, blown-out, or too dark to see and hear properly. Videos are also unplayable and/or can skip during playback. This is magnified by the fact that these meetings are broadcast over-the-air, webcast, and recorded simultaneously. In short, the lack of format compatibility and last-minute delivery/changes have created a problem that impacts the meeting production.

Improvements to be Implemented

- 1) Develop a standardized presentation intake form that requests all the key information in one easy to read format. This will include: the name of the presentation, the agenda item number, and any special instructions for playback. Please see the attached Presentation

Intake Form. This form and the process described below will be required for all users, including departments, outside agencies, and appointed and elected offices.

- 2) All presentations must be provided to staff on a USB drive in an approved standard file format (AVI, MOV, WMV, MP4, JPEG, PNG, PPT, PDF). The provided USB drive should be labeled with name of the submitter, the file name(s) to be presented and the agenda item number. This will ensure proper playback during the Council Chamber meeting. The only files that should be included on the USB drive should be those that will be used at that meeting.

All USB drives will be returned to the City Clerk's Office at the conclusion of the meeting. It will be up to the presenter to retrieve their USB drive from the City Clerk.

- 3) TI will no longer accept links to files uploaded to YouTube, Vimeo, Dropbox, Google Drive, and social media sites nor any CDs, DVDs, etc.
- 4) All presentations and videos are due at 3:00 p.m. to the City Clerk on the day of the City Council meeting to ensure there is proper time for testing. For Committee and Commission meetings, the City Clerk should be in receipt of presentations/videos two hours prior to the start of the meeting. Additionally, due to the logistical challenges and the time available, and after consultation with the City Clerk, audio/visual presentations from members of the public will no longer be accepted for Council Chamber meetings for public comment.
- 5) The presenter will be responsible for driving their own presentation (clicking through slides). For videos, it is the responsibility of the presenter to include a verbal command to, "Roll Video," and for other audio/visual materials, the presenter will control the presentation clicker to move forward or backward as they choose. TI will provide the presenter with the necessary technology to control the presentation.
- 6) The presenter should be encouraged to meet with TI staff prior to the meeting to preview their presentation on the Council Chamber equipment.
- 7) TI will be responsible for ensuring presentations follow the agenda, are presented at the appropriate time, and are displayed on the screens and live feed when the presenter is delivering the presentation.

TI will also be upgrading equipment and software to provide optimal support of the standard file formats listed above. If you have any questions regarding this matter, please call Michael K. Kek, Customer Services Bureau Manager, at (562) 570-7002.

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DEPARTMENT HEADS



Presentation Intake Form

To ensure quality playback of audio/visual materials (e.g. presentation decks and videos) during City Council, Committee, and Commission Meetings, the Office of the City Clerk and Technology and Innovation Department require presenters to follow the procedures below.

- All presentations and videos are due at 3:00 p.m. to the City Clerk on the day of the meeting. For Committee and Commission meetings, the City Clerk should be in receipt of presentations/videos two hours prior to the start of the meeting.
- All presentations/videos must be provided on USB drives.
- USB drives must have an outer label that indicates the presentation name and agenda item number.
- The files in the USB should be named with the item type then sequence of playback. For example, WaterDayPresentation_Video1 or AgendItem23_Video1 or AgendItem2_PPT1.
- The USB drive should contain only the media files pertaining to the Council Chamber presentation and no other files.
- All presentation/media file(s) must be in an approved standard file format listed below.

The presenter is encouraged to meet with TID staff prior to the meeting to preview their presentation in the Council Chamber. All presentations will be controlled by the presenter. Remote keyboard and/or remote slide advancer is available at City Clerk Council Chamber station prior to the start of the agenda.

Date of Presentation _____

Agenda item number _____

Name of Presentation _____

Submitter Name _____

Submitting Department _____

Presenter Name _____

Contact Info (email/mobile phone) _____

File Type (circle one): AVI MOV WMV MP4 PowerPoint JPG PNG PDF
(We do not accept DVDs, CD's, or YouTube, Vimeo or any weblinks.)

File Name _____

FOR INTERNAL TI USE ONLY

Received by _____ Date _____ Time _____ Tested _____