March 4, 2024

To: Executive Committee

From: Darrell E. Johnson, Chief Executive Officer

Subject: Board of Directors' Meeting Streaming

Overview

The Board of Directors requested staff to explore options to gain an understanding of opportunities for streaming Board of Directors' meetings. Currently, every Board of Directors and committee meeting is live-streamed and options exist to incorporate live video streaming. The options vary in cost and quality and are categorized as single camera, multiple cameras, and multiple cameras with advanced features which may require professional services. An overview of these options and associated costs are provided in this report.

Recommendation

Receive and file as an information item.

Background

The technology used in the Orange County Transportation Authority (OCTA) boardroom has evolved over time. The use of the current system Granicus and associated tools started in 2007 with recording and webcasting the audio of Board of Directors' (Board) meetings. The use of Granicus was expanded in 2009 to include digital agendas. With portable technology becoming mainstream in 2011, an initiative was put forth to deliver agendas electronically via the use of iPads in order to decrease the cost of printing and courier services to deliver printed copies to Board Members.

In 2011 and 2015, live video streaming options for Board meetings were discussed by the Orange County Transportation Authority's (OCTA) Executive Committee and Board. In 2011, the Board decided not to move forward due in part to concerns over the expense of installing added functionality at a time following service reductions and budget constraints along with low utilization of existing live audio stream. In 2015, the Board also decided not to move forward

with video streaming, but to prepare for its possible use in the future by including video cabling during the construction of the current boardroom.

Discussion

Currently, OCTA provides live and archived audio streaming of Board and committee meetings. While there is no legal requirement to provide video streaming of Board meetings, OCTA strives for an inclusive and accessible process by providing the live and archived audio feature. Additionally, presentations are streamed live with the audio giving constituents a near in-person experience. A full catalog of past agenda packets is also publicly available on OCTA's public website dating back to February 14, 2005.

Should OCTA consider adding video streaming of Board meetings, there are a range of technical options available. These options vary in terms of quality of hardware, features, sophistication, quality of output, and cost. The lower cost automated system uses artificial intelligence (AI) for camera control whereas a higher cost system may utilize multiple people delivering a television broadcast-ready product. These options are discussed in further detail below beginning with the most simplistic and lowest cost to the more advanced and higher cost.

The first option would be to deploy an Owl 3 (Owl) 360-degree camera in the center of the dais. The Owl is completely controlled by AI and follows activity in the room based on voice and motion. It provides a 360-degree image along the top of the screen and provides up to three segmented videos of activity below the 360-degree image. This is the lowest cost option, but given the reliance on AI to track motion and voices, limitations include the potential of tracking Board Members entering and exiting the room and focusing on Board Members who may be speaking to each other while not being the primary speaker.

The second, or mid-range option, includes some capabilities of a high-end option, but not at the same level of sophistication and quality. This system would include four to five pan-tilt-zoom cameras with predefined zoom locations to highlight speakers. It would also include the ability to show on-screen graphics (including date and time), company name and logo, item number, and speaker's name and title. A single person located off premises would control the streaming content. This person would also control the onscreen graphics, cameras, zoom location, and video feed.

The third option is a high-end option with the most sophistication. It would include four to five pan-tilt-zoom cameras with predefined zoom locations to highlight speakers. The onscreen graphics would include a banner at the bottom of the screen and time and date in the upper right-hand corner. The banner at

the bottom of the screen would be completely customizable and could include items such as speaker name and title, item number, item title, and scrolling information to include larger item descriptions. Multiple people would be on premises to control the onscreen graphics, cameras, zoom locations, and video feed. With this option, the selection of the choices would be more fluid and timelier while producing a broadcast quality stream.

The cost difference between the three options varies widely based on the difference in quality of hardware, features, sophistication, and output. The below table breaks down the estimated costs per option.

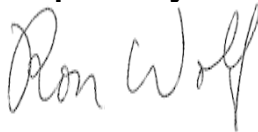|	Granicus (current system)	Option 1 Owl 3	Option 2 Cameras – Off Premise Control	Option 3 Cameras – On Premise Control
Startup	$0.00	$1,150	$75,000	$243,000
Annual	$0.00	$0	$48,000	$358,000
First year	$0.00	$1,150	$123,000	$601,000

Summary

OCTA currently streams live audio and presentations for all Board and committee meetings, and makes archived agendas and past live streams available via the OCTA website. Three options for including live video streaming of all Board and committee meetings are discussed herein for informational purposes.

Attachment

None.

Prepared by:

Ron Wolf
Senior Section Manager, Information
Systems Technology & User Support
(714) 560-5548

Approved by:

Andrew Oftelie
Chief Financial Officer
Finance and Administration
(714) 560-5649