

BOARD RETREAT 2019

LIVE BROADCAST AND VIDEO
RECORDING

Introduction

In calendar year 2019, the board has a total of 55 meetings listed on the master schedule:

23 regular board meetings
and 32 “special” board meetings

Comparators – Marin Cities and Towns

Marin Cities and Towns	Comments
Town of Corte Madera	Live Internet Streaming
Town of Fairfax	Live Internet Streaming
City of Larkspur	Live Internet Streaming
City of Mill Valley	Live Internet Streaming
City of Novato	Live Internet Streaming
Town of San Anselmo	Live Internet Streaming
City of San Rafael	Live Internet Streaming
City of Sausalito	Live Internet Streaming
City of Belvedere	Audio recording posted
Town of Ross	Audio recording posted
City of Tiburon	Audio recording posted

Comparators – Water Agencies

Water Agencies	Comments
Santa Clara Valley Water District	Live Internet Streaming
San Francisco PUC	Live Internet Streaming
Zone 7 Water Agency	Live Internet Streaming
Monterey Peninsula Water District	Video posted on YouTube - Not live
Calaveras County Water District	Video posted on YouTube - Not live
Alameda County Water District	Video posted on YouTube - Not live
East Bay Municipal Utility District	Audio recording posted
Orange County Water District	Audio recording posted
San Diego County Water Authority	Audio recording posted
Contra Costa Water District	None
Inland Empire Utilities Agency	None
Irvine Ranch Water District	None
North Marin Water District	None

Comparators – Marin Sanitary Districts

Sanitary Districts	Comments
Ross Valley Sanitary District	Video posted on YouTube - Not live
County No 2. Sanitary District	None
County No 5. Sanitary District	None
Almonte Sanitary District	None
Alto Sanitary District	None
Homestead Valley Sanitary District	None
Las Gallinas Valley Sanitary District	None
Novato Sanitary District	None
Richardson Bay Sanitary District	None
San Rafael Sanitary District	None
Sausalito - Marin City Sanitary District	None
Tamalpais Community Services District	None

Comparators – Marin School Board

School Board	Comments
Sausalito-Marín City	Video posted on YouTube - Not live
Tamalpais Union	Video posted on YouTube - Not live
Ross Valley	Audio recording posted
Bolinas-Stinson	None
Dixie	None
Kentfield	None
Lagunitas	None
Larkspur-Corte Madera	None
Marin County Board of Education	None
Mill Valley	None
Novato Unified	None
Reed Union	None
San Rafael	None
Shoreline Unified	None

Option Description

- 1) **In-House**: Stationary camera with single viewing angle; YouTube video post; not live streaming ready
- 2) **CMCM**: Ceiling camera with single viewing angle; YouTube video post; live streaming ready; access to Marin TV Gov channel; on site video engineer
- 3) **CMCM**: Four ceiling cameras with multiple viewing angles; YouTube video post, live streaming ready; access to Marin TV Gov channel; on site video engineer
- 4) **swagIT**: Three ceiling camera with multiple viewing angle; live streaming ready; swagIT video post, remote video engineer
- 5) **Granicus**: Four ceiling cameras with multiple viewing angles, live streaming ready; Granicus video post; board agenda integration
- 6) **In-House**: Four ceiling cameras with multiple viewing angles, Youtube video post, live streaming ready

Features & Cost Comparison

Option	Live	Archive Video	Camera	Gov TV Chn	Onsite Tech	S&M	Close Cap	Cost 1 st /2 nd Year
1) In-House	No	YouTube	One	No	No	No	Yes No Cost	\$0/\$0
2) CMCM	Yes	YouTube	One	Yes	Yes	Yes	Yes No Cost	\$46K/\$22K
3) CMCM	Yes	YouTube	Four	Yes	Yes	Yes	Yes No Cost	\$54K/\$22K
4) swagIT	Yes	swagIT	Three	No	No	Yes	\$150/ hr	\$60K/\$17K
5) Granicus	Yes	Granicus	Four	No	No	No	\$150/ hr	\$86K/\$13K
6) In-House	Yes	YouTube	Four	No	No	No	Yes No Cost	\$98K/\$30K

Proceed with:

Option 1) In-House 1: \$0 cost solution

- Currently unbudgeted so minimal impact
- No capital investment
- Use existing video equipment
- Quick to implement
- Use District staff for video production

District can evaluate Option 1 and after first year, if a more comprehensive solution is desired, then budget for Option 3

Option 3) CMCM with 4 cameras: \$54K first yr. & \$22K/yr. after

- Live Internet Streaming
- Delayed broadcast on Marin TV GOV cable channel
- Multiple viewing angles
- Professional production quality
- On site video engineer