

OCM 13-02 Podcasting City Meetings

Lead Department Office of the City Manager

History **1 year ago** None **2 years ago** None

1. What are the key elements of the issue? What precipitated it?

This study would consider the feasibility, costs and benefits associated with presenting as podcasts the online audio recording of Council, Commission, and other City-conducted public meetings that are not televised (e.g., community development workshops, park design sessions, etc.) for the general public's consumption.

2. How does this relate to the General Plan or existing City Policy?

Council Policy 7.2.1

A.1. Assure that all community members have reasonable access to City information, services and programs within budgeted resources.

A.2. Provide accurate and thorough information in a timely manner to ensure that community members have an opportunity to respond effectively.

A.3. Ensure an integrated approach to informing community members about local issues, City programs and services that reach segments of a diverse community.

3. Origin of issue

Council Member(s) Vice-Mayor Whittum; Councilmember Davis

4. Staff effort required to conduct study Minor

Briefly explain the level of staff effort required

Staff needs only to determine the amount of funding required to implement this concept (see #8 below).

5. Multiple Year Project? No **Planned Completion Year** 2013

6. Expected participation involved in the study issue process?

Does Council need to approve a work plan? No

Does this issue require review by a Board/Commission? No

If so, which?

Is a Council Study Session anticipated? No

7. Briefly explain if a budget modification will be required to study this issue

Amount of budget modification required 0

Explanation

There would be no cost to conduct the study itself.

8. Briefly explain potential costs of implementing study results, note estimated capital and operating costs, as well as estimated revenue/savings, include dollar amounts

Are there costs of implementation? Yes

Explanation

Costs of implementation would include the purchase of necessary hardware and software, as well as the staff costs necessary to produce the podcasts (i.e. set up equipment; operate equipment, take it down following the meeting; trim the recording and file the various podcasts).

9. Staff Recommendation

Staff Recommendation Drop

If 'Support', 'Drop' or 'Defer', explain

Staff recommends dropping this issue because existing policy (see #2 above) already supports this type of public outreach and education. Staff believe this issue can be decided by Council more efficiently via the budget issue process. Were Council to drop this study issue (thereby negating the need for a separate RTC and public hearing in 2013), staff would prepare for Council's consideration a budget supplement detailing the costs associated with podcasting public meetings. Council could then deliberate on whether or not to fund this particular service level in the context of the City Manager's budget transmittal to Council, and related public hearings, for FY 2013/2014. If funded, implementation would begin soon after.

Reviewed by



Department Director

11-6-12

Date

Approved by



City Manager

11-9-12

Date