



Facebook Live & Box Skills Pilot Update

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2 Pilots over 4 SCSl Meetings

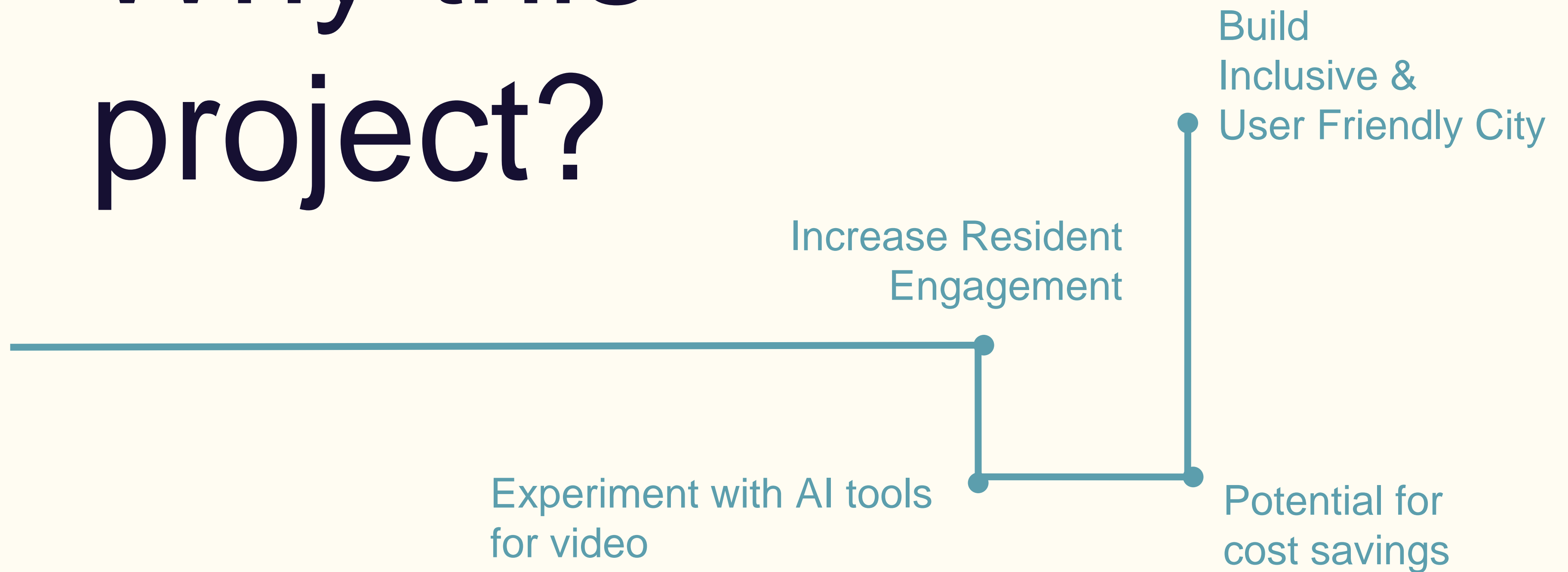
Facebook Live

- **Main Goal:** To raise resident engagement
- Stream live HD video
- Promoted through Twitter
- Posted on City Facebook Page
- For needed infrastructure, rented physical H.264 encoder & leased cloud encoder management SaaS

Box Skills

- **Main Goal:** To test feasibility of AI tech
- Host video on Box cloud storage
- Limited promotion to the public
- Box Skills uses AI technology to:
 - Make time-marked transcripts
 - Find keyword tags
 - Associate speech with Council Member Facial Recognition

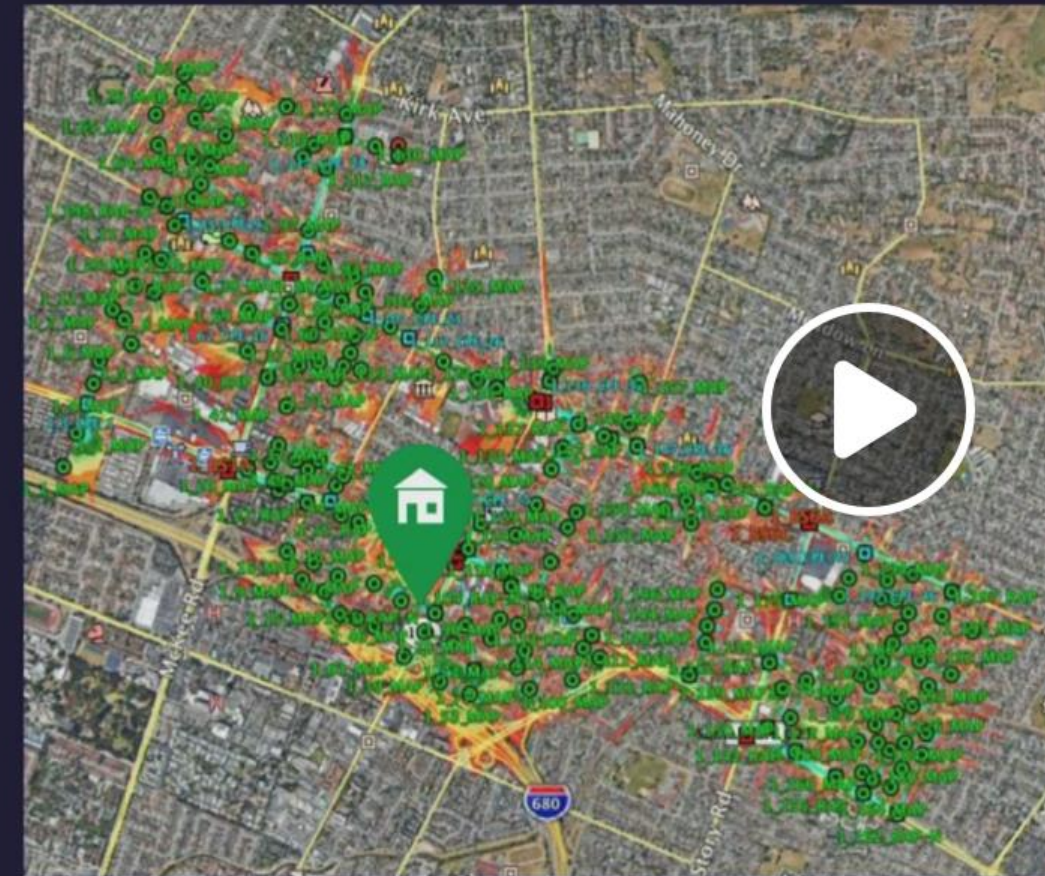
Why this project?





Facebook Live

Access East Side James Lick Coverage Area



- ✓ James Lick “Go Live” on 10/31/2017 for students and teachers
- ✓ 198 Wi-Fi access points installed
- ✓ High degree of satisfaction from the District and it’s students and teachers
- ✓ District and city currently evaluating user and technical performance



James Lick High School



Wi-Fi Access Point

5



City of San Jose - City Gov't was live.

September 6 at 1:30 PM · 🕒 · 🌐

Join us on September 6 at 1:30pm for this month’s Smart Cities and Service Improvements committee meeting. The Council committee will discuss the Digital Inclusion Program Fund, reviewing its program portfolio and the capital & operating budget. The Council committee will also focus on the deployment of a community wireless network within the James Lick attendance area of East Side Union High School District, with the goal of providing greater internet access to underserved students, teachers, and the surrounding community.

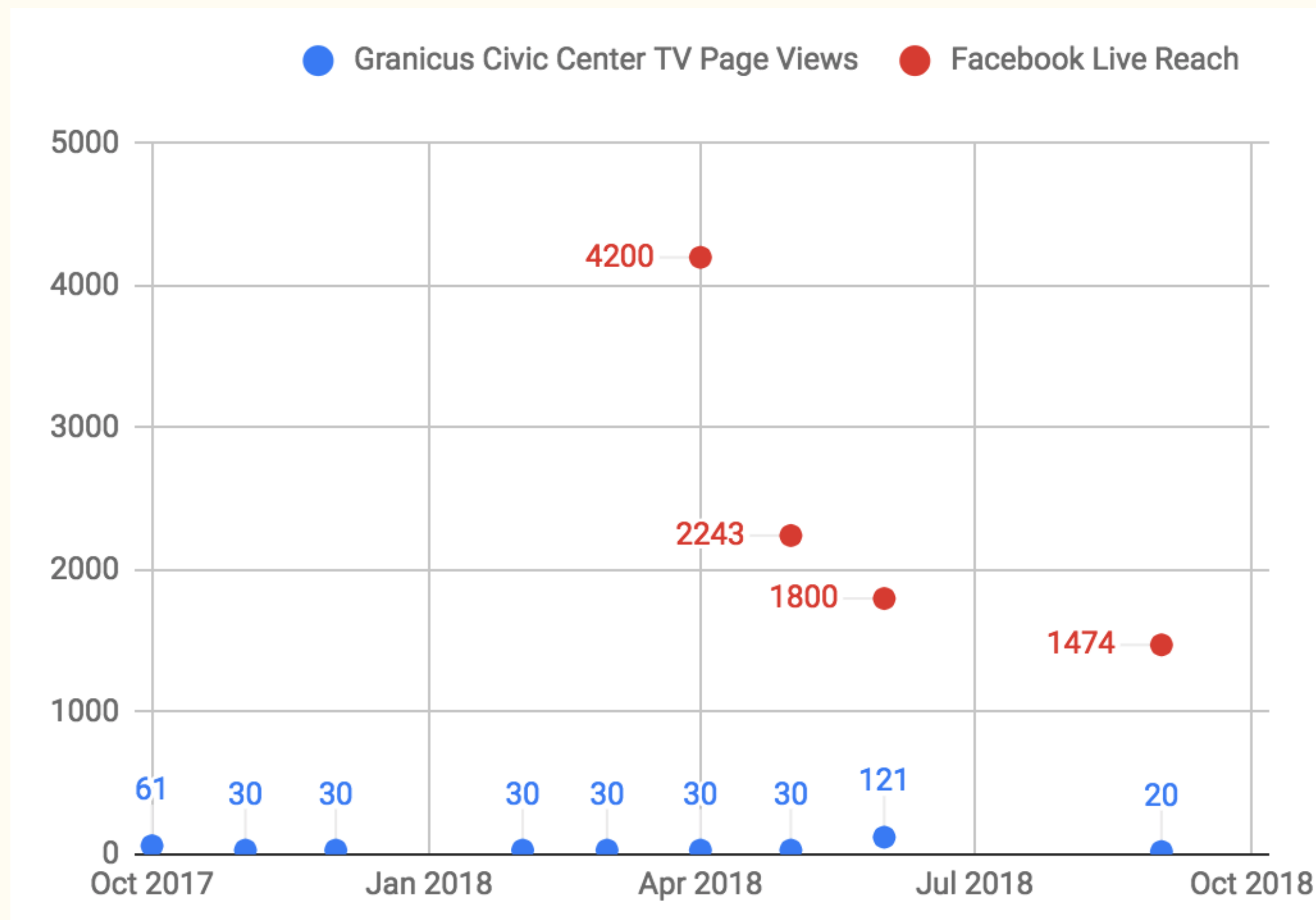
This Facebook Live session is a pilot project, and council members will not be able see your comments during the meeting.

342 Views

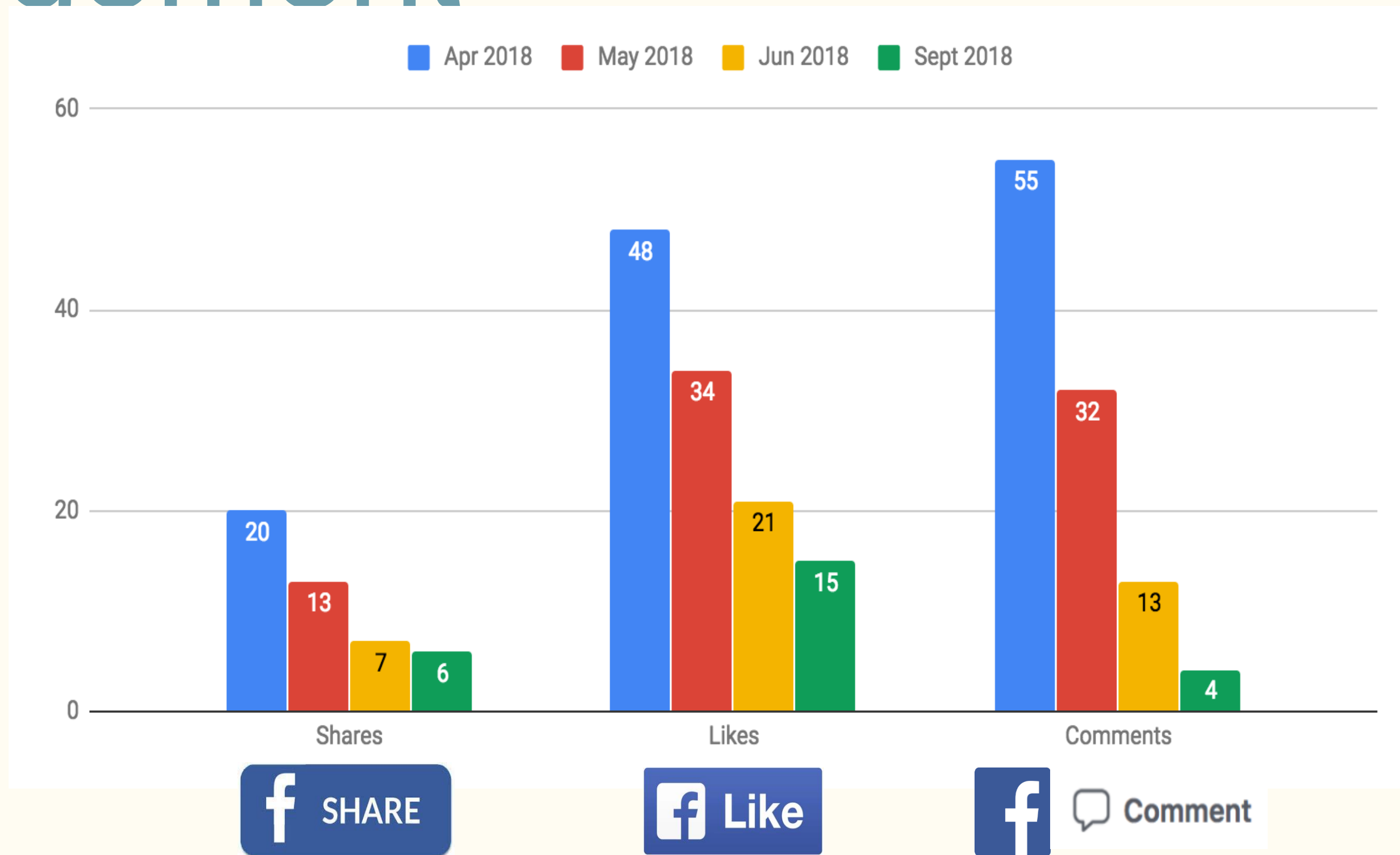
11 Likes 4 Comments 5 Shares

🔗 Share

Outcomes



Facebook Facilitates Engagement



Meet
residents
where they are

Facebook Live

Vote on
New Four
Month Pilot

Recommendations

1. Continue with Smart Cities & Service Improvements Committee meetings, with new pilot that tests the value of additional streaming platforms to determine optimal mix of social media
 - Pilot suggestion:
 - two months on solely YouTube Streaming
 - two months on both YouTube Streaming & Facebook Live
 - Requires continuation of rental & lease of infrastructure and consideration of longer-term hardware purchase
2. Create and utilize standardized marketing with an emphasis on discoverability and testing different promotional streams. For example:
 - Creating a consistent hashtag to link past and future posts
 - Expanding to Next Door and other discoverable platforms
 - Coordinating with Committee Chair staff to promote
 - Identifying and working with influencers in San Jose
3. Find funding sources (e.g. grants) to promote our efforts with open government and raising resident engagement
4. Evaluate staff time and resource impact

box

Box Skills



Skills

Faces

Unknown #4

Progress bar and playback controls (play, pause, stop, previous, next) are visible at the bottom.

Topics

- road map
- venn diagram
- big rocks
- cell towers
- build trust
- low income
- short notice
- chris funken

Transcript

0:21 Should

0:21 consider Davis? Considering back

0:25 I miss here consuming my dear here.

Product Update

- Product in early stage
- Product skill set focused around internal team productivity and cloud storage solution
- Pilot product available until early 2019
- Pricing pending

Increase content
engagement using
AI solutions

Box Skills

Access
ends

Early 2019

Recommendations

1. Continue with Smart Cities & Service Improvements Committee meetings until end of Box Skills pilot
 - Publicize as “sandbox experiment”
 - Conclude pilot in early 2019
2. Experiment with marketing to understand how residents interact with AI acquired data
 - For example, post on MOTI website and Next Door or tweet out Box links and create controlled experiments to test resident interactions with videos
3. Quantifying data gleaned from pilot after additional marketing to inform future pilots or platforms

Thank you

Appendix

Facebook Live Resource Impact

Each streamed meeting requires:

1. Checking infrastructure is in place: 1 hour
2. Creating an associated post: 1 hour
3. Monitoring engagement & comments during meeting:
 - Done over the course of meeting
 - Time is concurrently repurposed for other work
 - Requires staff member to be available at close of meeting

Box Resource Impact

Each streamed meeting requires:

1. Download video MP4 once available & upload to Box: 1 hour
2. Update API metadata: 1-2 hours
3. Re-publicize Box Link: 1 hour