

(d). 5. Civic Engagement through Technology Pilot Update

Smart Cities and Service Improvements Committee

June 6, 2019

Shireen Santosham, Chief Innovation Officer
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Denzil Eden, Technology & Innovation Advisor



Increasing Civic Engagement



2017 Memorandum – 3 Possible Civic Engagement Methods

Activate
eComment

Livestream to
multiple
platforms

Experiment with
new methods for
civic engagement

Ultimate Goal: “Report back to Council with findings before recommending expanding to other Council Committees and full City Council”

Timeline






Activating Granicus Features





eComment

- Low cost (\$5,400 annually)
- Comments sent directly to City Councilmembers & City staff
- Small number of users with high usage
120 eComments by 30 users over 44 meetings from 191 enabled
- Potential for high impact, but not well-promoted or discoverable

 Meeting: Joint Meeting for the Rules and Open Government Committee and Committee of the Whole

Meeting Time: May 22, 2019 at 1:46pm PDT

Disclaimer:
Tell us what's on your mind. Your comments and information will become part of the official public record. If you do not want your personal information included in the official record, do not complete that field.

 0 Comments  Closes for Comment May 22, 2019 at 11:46am PDT

Agenda Item

1. Review Final Agenda

Hello Guest User

Please enter your information or [Sign In](#)

Name	<input type="text"/>
	<input type="text"/>
Email	<input type="text"/>
Address	<input type="text"/>
City	<input type="text"/>
State	<input type="text"/>
Postal Code	<input type="text"/>
Neighborhood	<input type="text"/>

Select a Position: ☐ Oppose ☐ Neutral ☐ Support

500 of 500 characters remaining

Easily submit your comments related to any Council item or view previous comments via our eComment system. Alternatively, you can send any correspondence related to Council items that you wish Council to see prior to the meeting to city.clerk@sanjoseca.gov or Office of the City Clerk, City of San José, 200 E Santa Clara Street, San José, CA 95113. Items must be received by NOON on the day of the meeting to ensure it can be distributed prior to the meeting. Items received after the meeting begins will be posted online after the meeting. Hard copies may be brought directly to the meeting. For meetings that begin at 11:00 a.m., items must be received by 9:00 a.m.



Livestreaming to Platforms



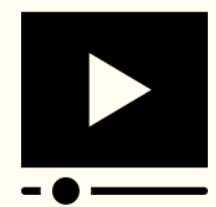
Two Livestreaming Pilots – April 2018 to March 2019



Each pilot was four meetings



Stream live HD video on social media platforms



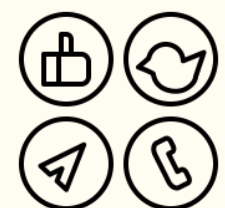
Four meetings on just Facebook



Two meetings on just YouTube



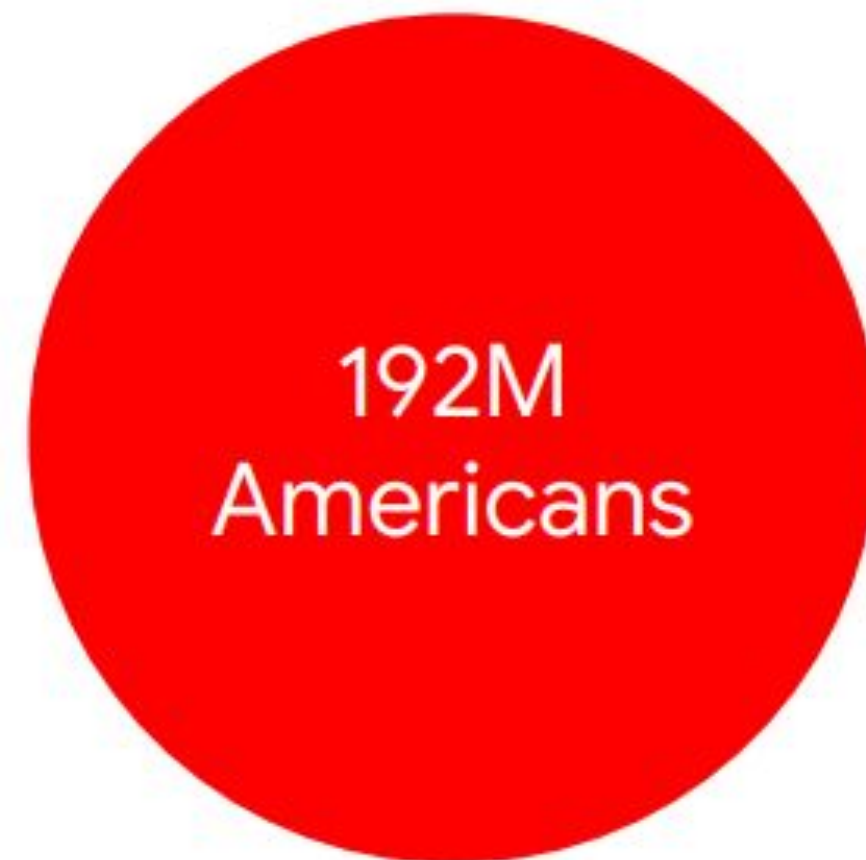
Two meetings on both YouTube and Facebook



Promoted on Facebook, Instagram, and Twitter

Why add YouTube?

YouTube is more a video and search platform than a social media platform.



Watchtime

+50%



3x

**The internet will be
82% video shortly**

 **YouTube**
**is where Americans
go to watch online
video**

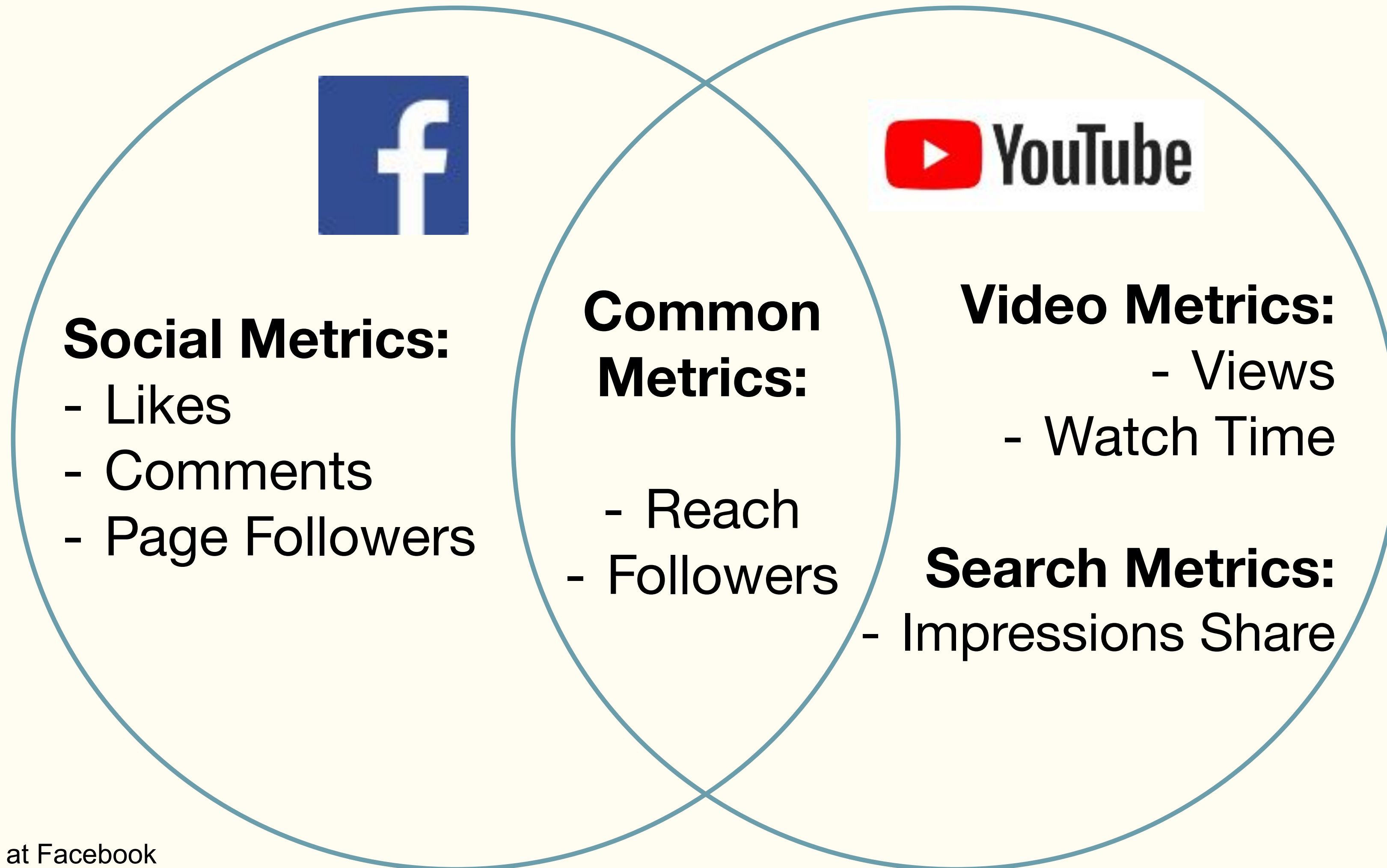
**American watchtime
growth spans all
generations and skews
mobile, SmartTV**

**Americans are
watching more
news & politics on
YouTube**



Sources:
Civic Outreach Team at Google

How do the platforms measure a successful video?



Sources:

Civic Outreach Team at Google

Politics & Government Outreach at Facebook

<https://improvado.io/blog/battle-of-video-facebook-vs-youtube>

What does the City gain from each platform?

👍 9,396 people like this
📡 18,261 people follow this



City of San Jose
50 subscribers



- Discoverability
- Resident Conversation

Common Gains:

- Reach
- Followers



- Playlist Archive
- Optimized for Video Presence

Sources:

Civic Outreach Team at Google
Politics & Government Outreach at Facebook
<https://improvado.io/blog/battle-of-video-facebook-vs-youtube>



Facebook Live



Smart Cities & Service
Improvements Committee
is scheduled to begin at 1:30pm

Smart Cities & Service Improvements Committee meeting – February 7, 2019



City of San José

✓ Following



was live.

about 3 months ago · 🌐

Join us on February 7th at 1:30pm for this month's Smart Cities and Service Improvements committee meeting. The Council committee will discuss San Jose's Smart City Roadmap and the Broadband & Small Cell Policy. Tune in to see a first draft of our prioritized "Big Rocks" initiatives, "Small Wonders" projects as well as an update on our IT Departmen...

[See More](#)



24

8 Shares 1.1K Views



Like



Comment



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Comments

Up Next

Most Relevant ▾



45:15 Good to see this. Seems like they are being very transparent about how difficult and costly this will be. And transparent about where the technology is at currently. So many learning curves to come. Take your time to get it right. Hire some of the young talent we have right here in SJ. I look forward to the rollouts.

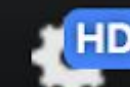
[Like](#) · [Reply](#) · 11w



1



-2:13:31



HD





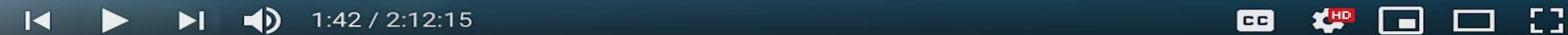
YouTube Live



February 7, 2019

Smart Cities & Service Improvements Committee

is scheduled to begin at 1:30pm



Smart Cities & Service Improvements Committee meeting – February 7, 2019

60 views



City of San Jose

Streamed live on Feb 7, 2019

SUBSCRIBED 49

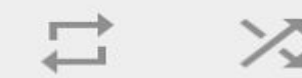


Join us on February 7th at 1:30pm for this month's Smart Cities and Service Improvements committee meeting. The Council committee will discuss San Jose's Smart City Roadmap and the Broadband & Small Cell Policy. Tune in to see a first draft of our prioritized "Big Rocks" initiatives,

Live chat replay was turned off for this video.

Smart Cities & Service Improvements Committee

City of San Jose - 2 / 11



1



Smart Cities & Service Improvements Committee meeting – March 7, 2019

City of San Jose

▶



Smart Cities & Service Improvements Committee meeting – February 7, 2019

City of San Jose

3



Smart Cities & Service Improvements Committee meeting – December 6th, 2018

City of San Jose

4



Smart Cities & Service Improvements Committee meeting – November 1st, 2018

City of San Jose

5



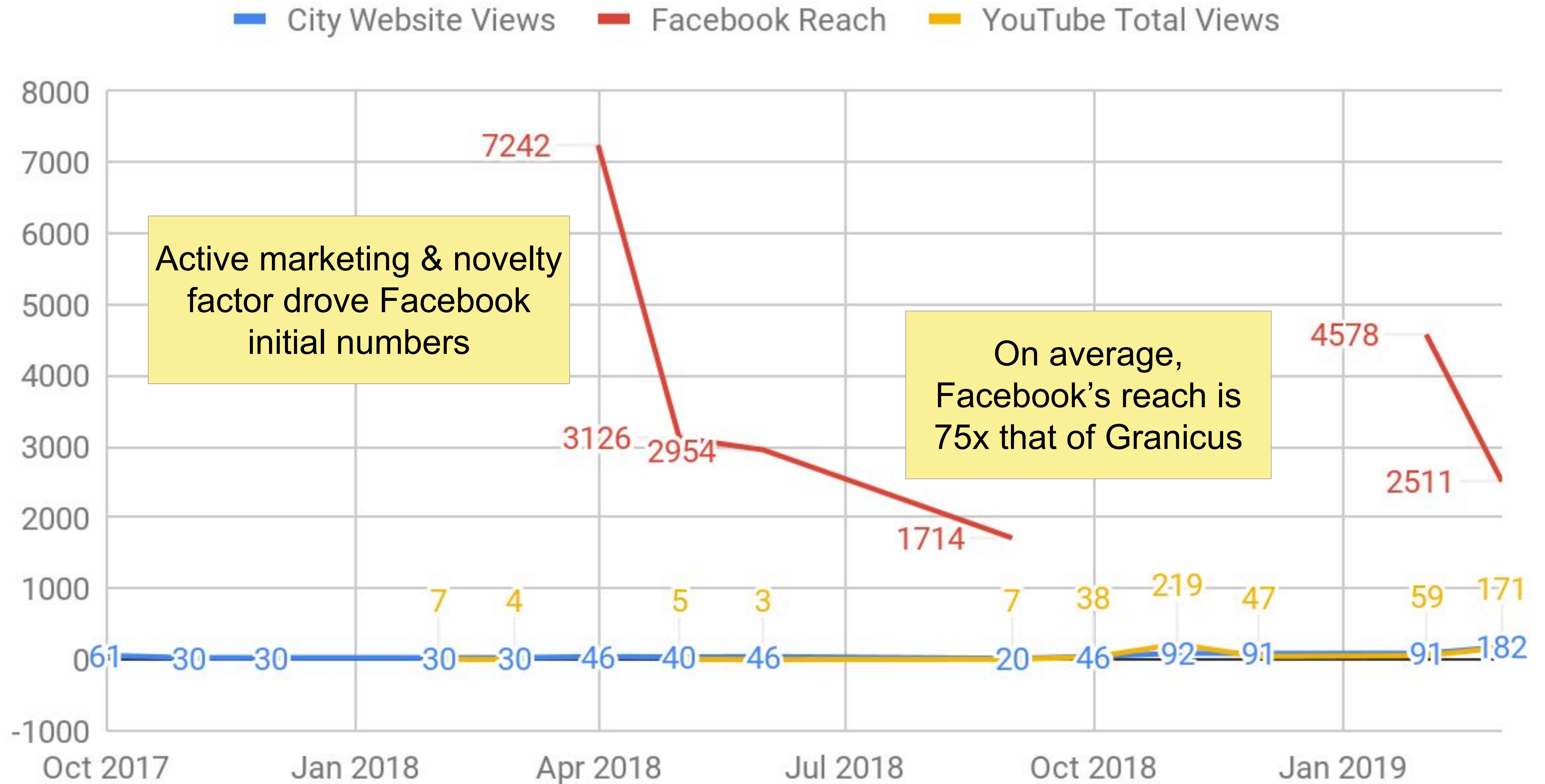
Smart Cities & Service Improvements Committee, October 4, 2018

City of San Jose



Smart Cities & Service Improvements Committee, September 6, 2018

City Website Views, Facebook Reach and YouTube Total Views



The Data

Updated
5/1/19



Exploration of New Tools



box

AI Skills



Skills

Faces



AI Skills



Standard view ▼



those current efforts. So with that I'll turn it over to Matt lash deputy director of Public Works and Matt can provide some more detail about the efforts currently underway to put our need my signature. Your national leader of Permitting system. So to talk about some common sense approach to some of this and that's where the engineer comes in is. How do we balance these help balance these priorities of the investment that's been made into our pavement and infrastructure to the PACE and speed at which things need to happen and really kind of look at it in a partnership approach. And so that's we've kind of changed the mindset a little bit instead of just only just protect but how do we look at as far as an opportunity to partner? So I looked at it in kind of three categories the first two being the bigger to how do we share our data that we maintain now?



Provides searchability
through human
generated transcripts

CivicCenter is the Cable Television and Web home for information about the City of San JosÃ©. CivicCenter programming is dedicated to presenting information about City services and programs, connecting residents to City Hall and encouraging people to become more involved in their community. You can find us on Cable channel 26 in San JosÃ© and online at www.sanjoseca.gov/civiccentertv.

Search Archives:

"Box Skills"

Search

[Advanced Search](#)

Search Results				
Searched for ""Box Skills""				
		X Clear Search		
Name	Date	Length		
City Council	01/29/19	Watch Video	MP3 Audio	04 hr. 26 min.
Caption: "...spray, baton and handcuffs, we consider those to be perishable skills and annually they are retrained on the skill sets to make sure they know how to use pthem for themselves and anyone they are working with good.>>Davis: thank you. I also want to..."				
Smart Cities and Service Improvements Committee	10/04/18	Watch Video	MP3 Audio	01 hr. 36 min.
Caption: "...director of communication s s. In March of 2018 we launched a committee to discover ways to use facebook live for streaming a , and the box skills for helping research to search for past council meetings. So that is an overview of each of the pilots...."				
Caption: "...live pilot is to increase awareness and engagement with the residents. We use the facebook live feature on the city of san jose's main page to promote live video and to stream through twitter. The objective of the box skills pilot is to test the feas..."				
Caption: "...skills demonstrated the ability to help with that problem. And here, you can see what the box user experience looks like. With box, every time a video was streamed, it would be upload ed to the box cloud storage solution, and the box skills would pro..."				
Caption: "...The skillset was mostly focused around the internal team productivity and box is focused on the cloud storage solution, and really meant to be worked or used by teams at companies, and so it is not providing a a feature set for government, and the ne..."				
Caption: "...us, but the process of going through this and by partnering with them, we were able to the understand what are some of the skills available in the future, and the pilot is available until nex next year, and box knows that we arep wrapping up this pil..."				
Smart Cities and Service Improvements Committee	05/03/18	Watch Video	MP3 Audio	01 hr. 47 min.
Item: 2. CC 18-179 Facebook Live and Box Skills Pilot. (City Manager/City Clerk)				
Caption: "...D-1, the website redesign.>>good afternoon, Mr. Chair, members of the committee and the general public. My name is kip harkness, deputy city manager. In today's presentations you will hear about three aspects of being a smart city, the website rede..."				
Caption: "...staff's report.>>motion to accept the staff report.>>second.>>so moved and seconded. All in favor say aye.>>aye.>>all opposed -- nobody. Motion carries. Thank you, team, for that. Next is d-2. Facebook live and box skills pilot..."				
Caption: "...committee meeting straight on the platform they're using and combined with box skills can give the public easy search and rewatched clips pinpointing the instances they're interested in. I'm going to turn it over to shireen to walk us through what th..."				
Caption: "...box skills to search for content. We do find that often after a council or committee meeting has already happened we have users who want to search for the archives and go back and look at the streams and so that's where box skills can help us better..."				
Caption: "...of any of the city's facebook posts. So again we look forward to running the full course of the pilot so that we can make an assessment and come back to council with our findings. Now I would like to turn over to the box skills pilot, which is a rela..."				
Caption: "...improve the experience of the resident during a meeting, box skills is meant to improve the experience of our residents after a meeting when we're going back to the archives to find something specific that was said or a specific piece of council's di..."				
Caption: "...that doing something like box skills can help move us towards our smart city vision, both the pillars of user friendliness, but also being a demonstration city. In fact, like shireen said, we are one of the first in the country or any of box's custom..."				

2 Pilots over 4 SCSI 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



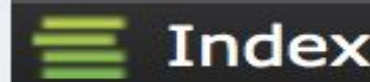
1:06:15 / 1:36:02



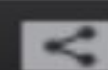
CC



Smart Cities and Service Improvements Committee



Index



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Embed

• (d) Reports to Committee

- 1. CC 18-278 Smart City Roadmap. (Civic Innovation & Digital Strategy)
- 2. CC 18-281 Small Cell and Fiber Optic Permitting Process Improvements. (Civic Innovation & Digital Strategy/Public Works/Transportation/Planning, Building and Code Enforcement)
- 3. CC 18-303 Facebook Live and Box Pilot Debrief and Next Steps. (Mayor's Office)
- • Open Forum
- • Adjournment



Provides searchability
through human
generated transcripts



Final Recommendations



Conclusion

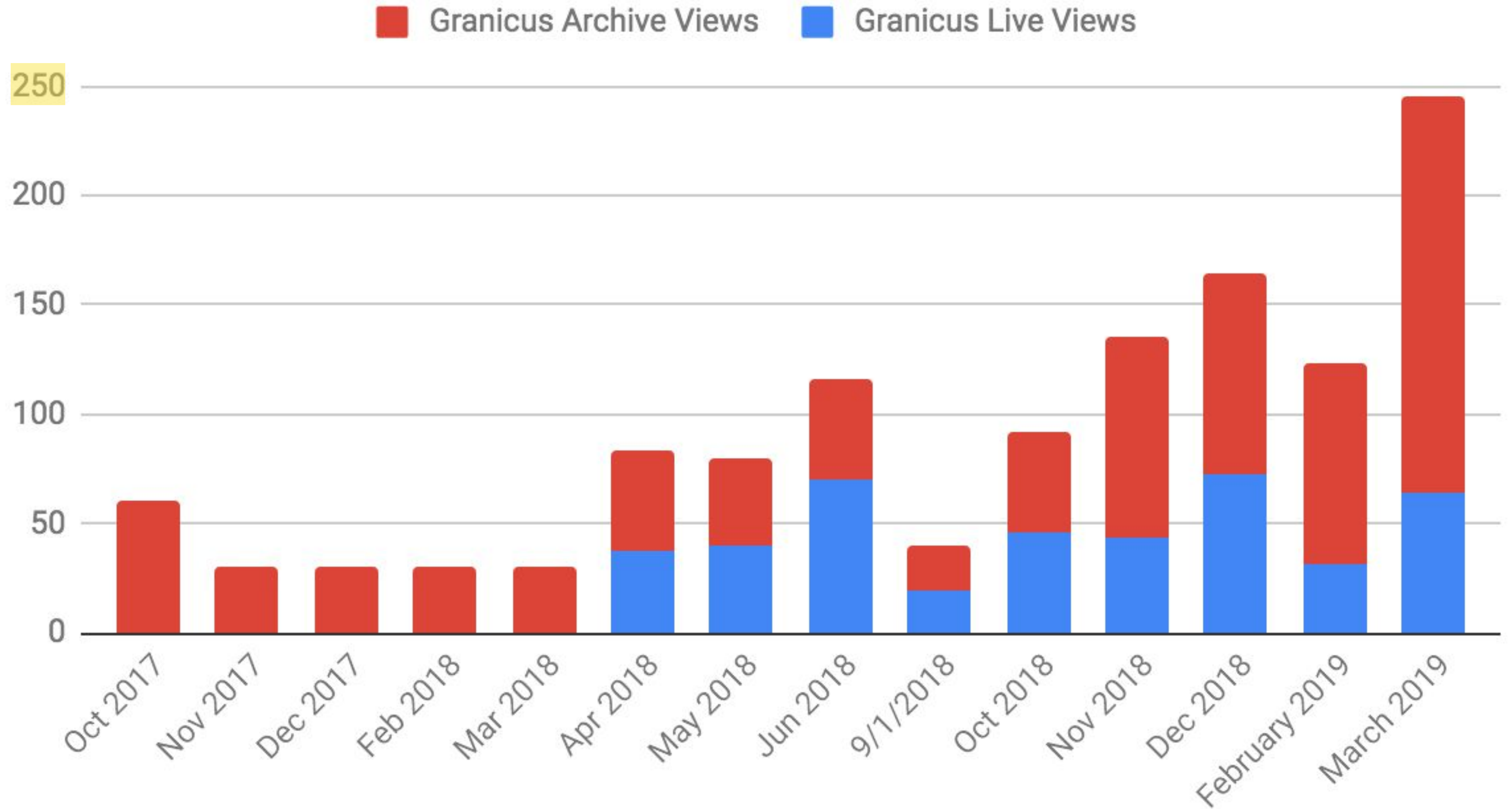
Recommendations

1. Expand livestreaming on YouTube to all Council and Council Committee meetings.
2. Continue to enable eComment and monitor any new Granicus' features.
3. Promote YouTube Livestream link in advance of all meetings on all possible social media outlets (at minimum, Facebook) with the associated eComment agenda link.
4. Monitor staff time and resource impact. The Office of Communications recommends hiring a Social Media Community Manager.
5. Do not invest in the use of Box Skills, Threadeo or other similar platforms at this time. Granicus has equivalent results using human-generated transcripts.

Thank you

Appendix

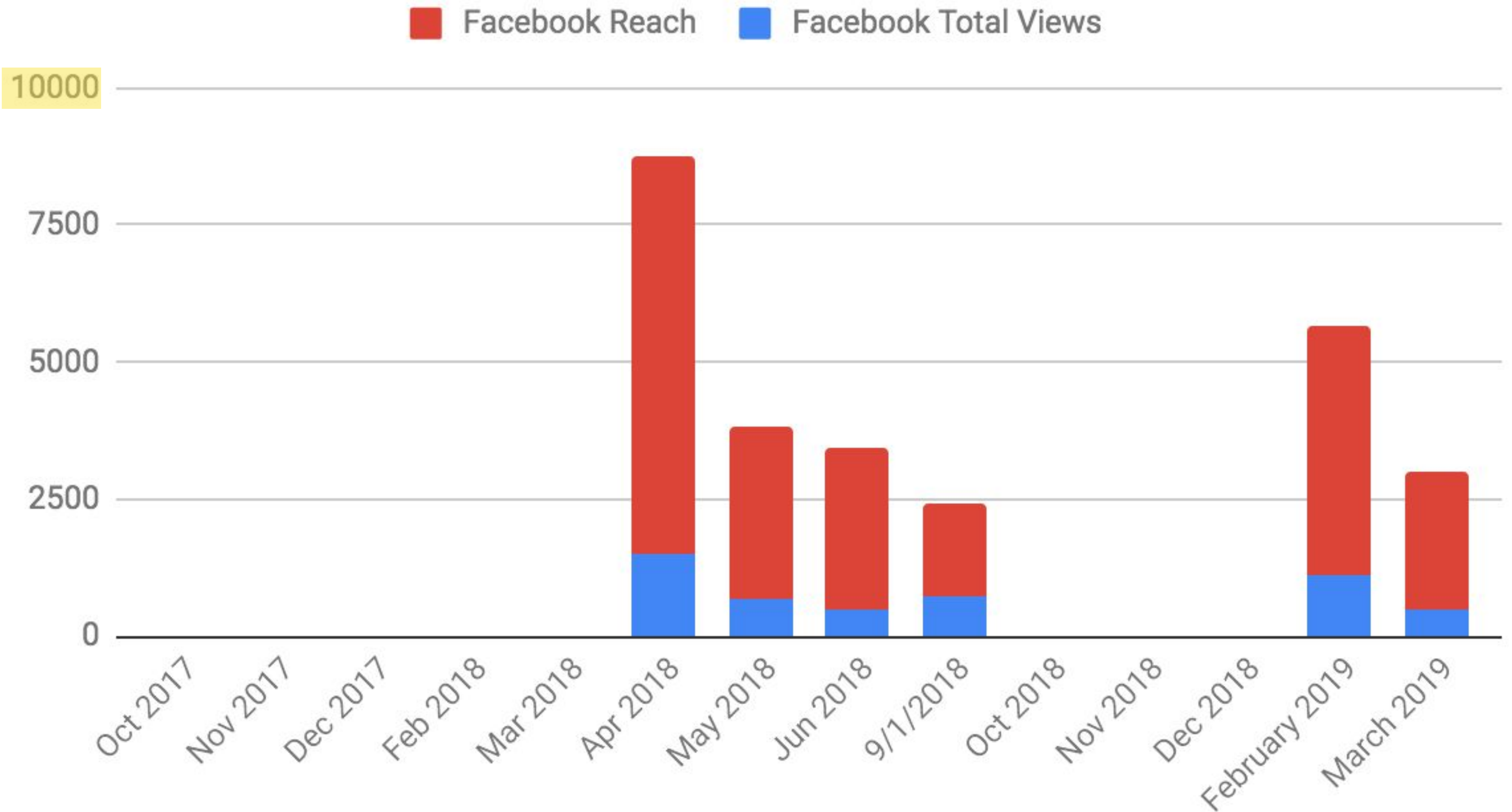
Granicus Live Views and Granicus Archive Views



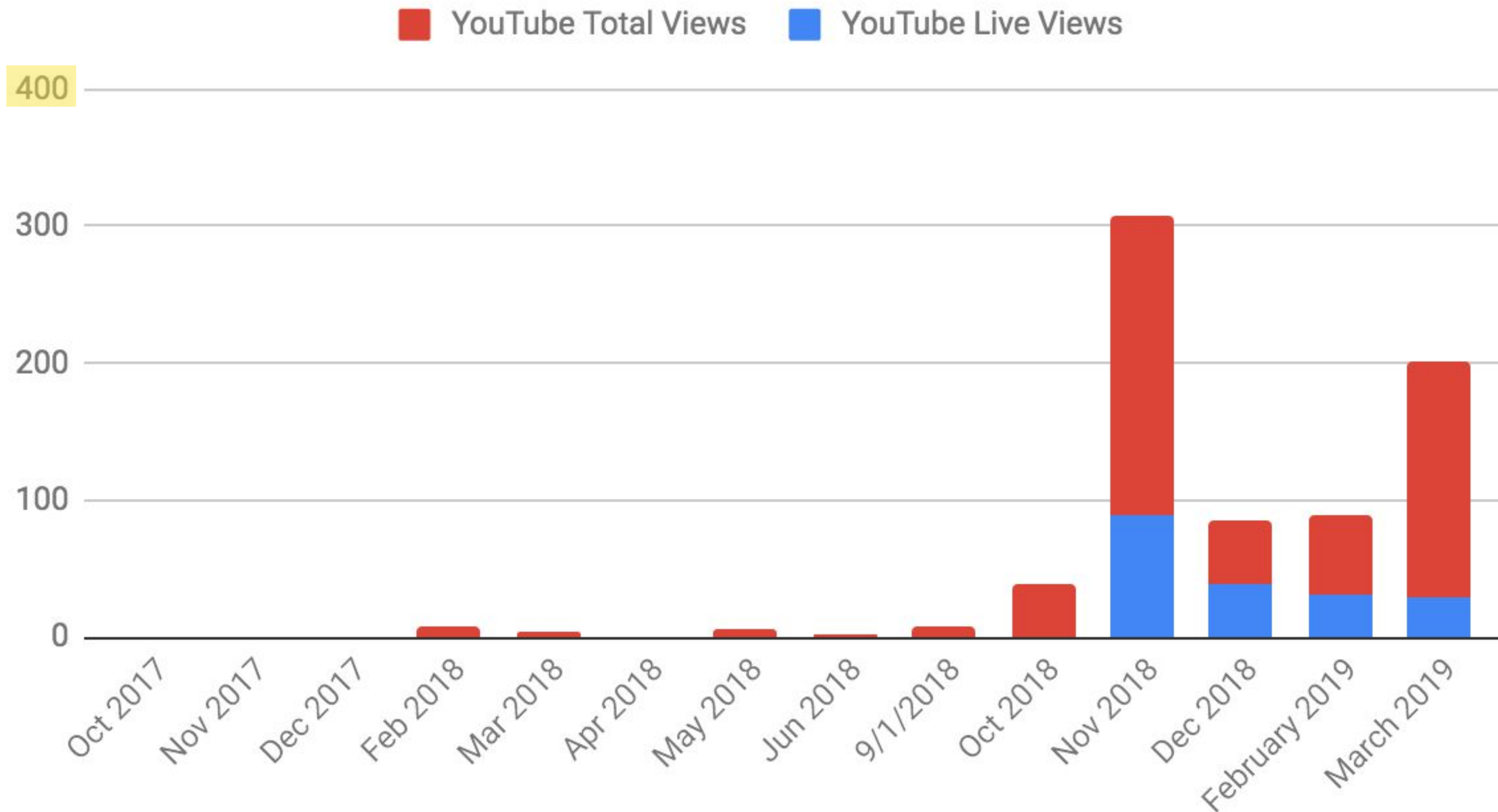
The Data

Updated
5/1/19

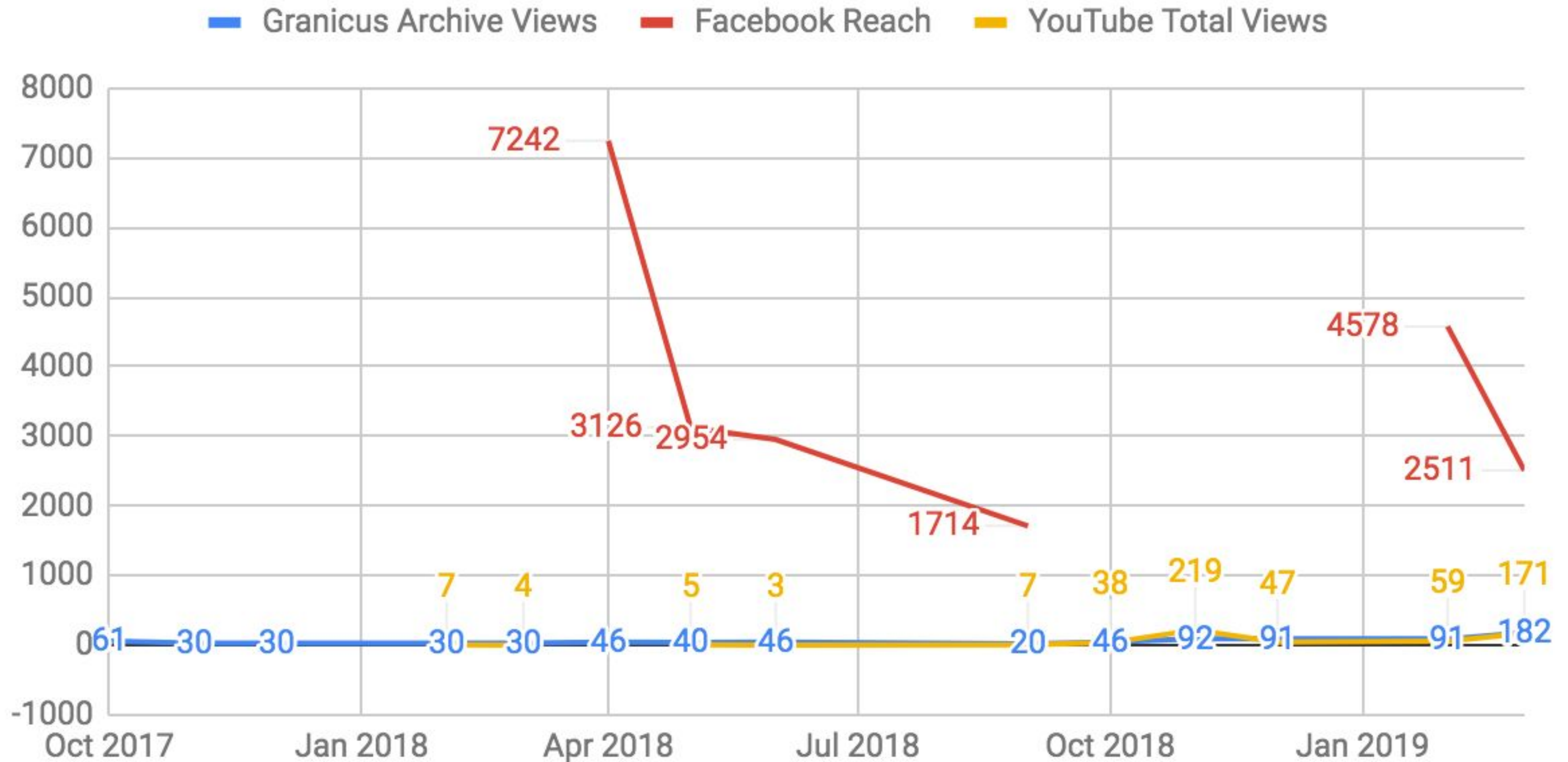
Facebook Total Views and Facebook Reach



YouTube Live Views and YouTube Total Views



Granicus Archive Views, Facebook Reach and YouTube Total Views



The Data

Updated
5/1/19

Fiscal & Staffing Impact for eComment

- eComment module costs \$5,400 annually
- eComment total cost to San Jose \$10,800 since first billing 7/1/2017 through end of current billing period 6/30/2019.

eComment Statistics:

- 120 eComments have been received for 75 agenda items over 44 meetings from the 191 enabled agendas
- Of the 117 enrolled public users:
 - 30 users accounted for the 120 comments
 - 4 Users account for 71 of the 120 comments
 - 76 enrolled eComment users are City of San Jose staff or support personnel
- Positions taken by eComment users:
 - 27 Support, 54 Oppose, 23 Neutral

Fiscal & Staffing Impact for Livestreaming

- Capital Estimate of \$11,500
 - For streaming hardware capital costs for CivicCenter TV
- Services estimate is \$1,500 annually
 - For hardware manufacturer's cloud streaming management software
- Manageable labor impact from Daily Meeting Production Labor Cost & YouTube Channel Customization
 - Production technicians must inspect new streaming components, confirm settings, wait for encodes to process, set up custom YouTube playlists and conduct other associated tasks