

Meeting Date: May 6, 2019
Department: Chief Administrative Office
Prepared by: Brianna Hammer-Keidel, Deputy Clerk/Communications Co-ordinator
Reviewed by: Greg McClinchey, Chief Administrative Officer
SUBJECT: **Live Streaming of Strathroy-Caradoc Council Meetings**

RECOMMENDATION: that the report regarding Live Streaming of Strathroy-Caradoc Council Meetings be received for information.

BACKGROUND

Following recent discussions about ways to increase citizen awareness of Council proceedings and decisions, the Chief Administrative Officer, in conjunction with the Information Technology Department and the Legal & Legislative Services Department, pursued options to “livestream” meetings online. Livestreaming also addresses recent concerns about the decreasing presence of Rogers Television at Council meetings to air proceedings via the local cable access network. Online livestreamed meetings are available to all residents regardless of television or internet provider. Further, a social media account is not be required to view a public livestream on the Municipal Facebook page.

The selected livestreaming system, “Mevo,” is a portable and cost-effective solution that permits livestreaming to a variety of social media accounts while recording to a hard disk that can be retained after the event is over. The Mevo system is controlled by a user-friendly app available on phone or tablet device.

COMMENTS

The first Mevo livestream occurred on April 15 to broadcast the Strathroy-Caradoc Council meeting at Caradoc Community Centre to a wider audience. The livestream remains accessible via the official Strathroy-Caradoc Facebook Page and to date has been viewed by approximately 1,100 unique viewers. While not all viewers remained tuned into the livestream, the appearance of a live event in users’ timelines increased awareness of the Municipality’s presence on Facebook and has driven more traffic to the Facebook page. Currently the intention is to retain the livestream on the Municipal Facebook page while staff research AODA-compliant options for hosting video on the Municipal website.

It was noted that while the video quality was excellent, the location of the April 15 meeting/broadcast may have impacted the quality of the audio. Information Technology staff are researching possibilities for hardwiring the Mevo system in the Council Chambers to ensure consistency with audio quality and internet connectivity for future meetings.

Staff believe Mevo will prove to be an effective tool for citizen engagement and public outreach. The opportunity to record and broadcast Council, board, and committee meetings as well as Municipal events will boost the profile of the Municipality in the community and help raise awareness of its programs and services.

CONSULTATION

- Joe Pilon, Director of Information Technology

FINANCIAL IMPLICATIONS

The purchase of the Mevo system falls within approved expenditures for the 2019 IT Capital Budget. The total cost of the device and supporting hardware was approximately \$1,000.00.

ATTACHMENTS

None