Today’s Agenda

1. Hybrid Initiative Introduction
2. Technology and Equipment use and Examples
3. Procurement opportunities
4. What’s Next
Project Partners

Town of Dedham
Leon Goodwin
Town Manager
Town of Dedham, MA
Sarah MacDonald
Selectboard Member
Town of Dedham, MA
Amanda Smith
Public Information Officer
Town of Dedham, MA

Town of Randolph
Michelle Tyler
Planning Director
Town of Randolph, MA

City of Framingham
Alaa Abusalah
Citizen Participation Officer
City of Framingham, MA
MAPC's Community Engagement Division

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Event Planner & Special Projects Coordinator
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Group Agreements

- Use “I” statements
- Take Space, Make Space
- Use accessible language
- Push past your comfort zone
- Accept and expect lack of closure
- Active Participation
Hybrid Initiative: June – Present

- **Project Kick-Off**
  - 3 partners – Randolph, Framingham, Dedham

- **Focus Groups**
  - K-12 Teachers/Universities 9/22
  - 4-5pm
  - Cable Access 9/7 1-2pm
  - 19 participants

- **Workshop #1**
  - Navigating Hybrid Engagement 8.18.21
  - 166 participants

- **Workshop #2**
  - Facilitation & Meeting Design 9.29.21
  - 97 participants

- **Workshop #3**
  - Technology 10.20.21

- **Workshop #4**
  - Policy 11.17.21

- **Online Hybrid Engagement Toolkit**
Hybrid Engagement

In-person Engagement

Virtual Engagement

Synchronous

Asynchronous
<table>
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<tr>
<th>Name</th>
<th>Type of Technology</th>
<th>Link</th>
<th>Portability</th>
<th>Setup</th>
<th>Notes</th>
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11 records

Sum 40

Sum 33

If you’d like to add something to this list, email communityengagement@mapc.org and let us know what it is!
RYAN BOYD
Executive Director
As Executive Director of Wakefield Community Access TV, Ryan’s primary responsibilities are the day-to-day operation of our studio, human resources, finances, and working directly within the community to help create and provide meaningful video content for the town of Wakefield. Ryan graduated from Elon University with a degree in Communications, and has worked in Los Angeles, Washington, DC, and Boston.

IAN MCDERMOTT
Chief Engineer and Operations Manager
He maintains the equipment and transmission services so that members can spend their time creating the programming they are passionate about and seeing it on television with their friends and family.
Hybrid Meetings
PROCESS USED BY WCAT
WCAT’s Timeline to Hybrid

September 2019 - Town asked us about remote call in.

March 2020 – COVID. Town asks to set up online meetings for first 6 months.

July 2020 – School Committee requests hybrid meeting. First system built with one computer and minimal interaction.

December 2020 – WCAT builds full hybrid control room/studio centered on Tricaster TC1 and zoom.
Stakeholders in our Municipality

• Town Manager
• Committee Chairs
• Town Counselor
• Scheduler
• Town IT Department
• ?
The Public’s Part

• Inform the public
  • Open meeting law considerations
  • Feeling of confidence

• Give clear direction and expectations
  • Not everyone is familiar with online meeting software
  • Lack of confidence leads to lack of participation
  • Use the most common meeting software (Zoom)
The Director/Project Manager

- Pre-Production
- Zoom/Online Setup
- Production
- Post-Production
- Distribution
The Director/Project manager

• Pre-Production
• Zoom/Online Setup
• Production
• Post-Production
• Distribution
Meeting types done by WCAT

- Online town committee meetings
- Live Town Council & School Committee Meetings
- Public forums with public Q&A

Each of these types of meetings have different needs:

- Production needs: software, hardware
- Meeting rules: open meeting rules, presentations, voting
- End results: Video files, social media posting
Town Meeting

Consent Agenda
Articles 4, 6, 7, & 16
Committee Meeting
thought processes and take you through some of that thought process as we move forward.
Being Successful with Technology in Hybrid Meetings
Three W’s

When is your meeting?
- Computer networks have travel times, and congestion just like highways
- Availability of resources when needed

Where are you hosting?
- What is the internet capability of your location?
- What is the space you are hosting the meeting?

What is your purpose?
- What other technology is needed?
  - Additional sound and video support
  - Multiple audiences or languages
  - Additional presentation devices/services
The Internet ate my meeting...

How big is the meeting attendance?
- Number of participants in-person and online affects data load

What is the network quality at the location?
- Age of routers
- Ethernet cat-5, cat5e, cat6, cat7
- Firewalls
- Local disturbances i.e. construction outages
Murphy has joined the meeting

With the number of computers, network middlemen and the internet itself involved SOMETHING will hiccup.

Take the time to fix it right.

Communicate with your audience to set expectations of changes.

People are more accepting of issues after two years of online meetings.

Ounce of prevention, pound of panic...you know the drill.
Roles

- PROJECT MANAGER
- TECHNICAL A/V
- TECHNICAL: IT
- IN-PERSON FACILITATOR
- VIRTUAL FACILITATOR

Skills and Training Matter
The Right Stuff: Equipment Choices

1. **Computers**
   - Do not skimp on processing power
   - Gaming computers
   - Vmix, OBS, Tricaster

2. **A/V Gear**
   - It is not all the same
   - Lights
   - Projectors/screens
   - Mics
   - Cameras (Owl, PTZ, NDI Enabled)
   - Custom or box systems (VIA, Soniclear)

3. **Meeting space**
   - Not every room works for hybrid
Set ups

**Level 1**
Price: 2k-5k  
Staff: 2-3

**Level 2**
Price: 5k-10k  
Staff: 4-6

**Level 3**
Price: 10k-30k+  
Staff: 6-10
Level 1

Example uses:
- Small subcommittee meetings
- 2-4 in-room participants

Equipment:
- A laptop
- A TV or Projector
- A camera with audio pickup, Owl
Level 2

Example Uses:
- Town/city council meeting
- Planning board (Town committees)
- 20x40’ conference room with 4-10 people

Equipment:
- 2 laptops – one for meeting and one for PPT/videos
- Multiple TVs or Projector,
- Multiple cameras. Software video mixer (OBS or Vmix)
- Separate audio using a mixer & Sound reinforcement (Speakers)
Level 3

Example Uses:
- Town Meeting
- National Grid project discussion
- School forum discussion
- Large meetings of 10+ with an in-person audience 20+

Equipment:
- Meeting laptop, powerpoint laptop and graphics
- Multiple tvs & projectors
- Multiple robotic or manned cameras. Full switching system (Blackmagic, Broadcastpix or tricaster)
- Mics for each person with audio mixer and speakers for sound reinforcement for audience and meeting members
Hybrid Meetings in Dedham Using OWL

- Started using Meeting OWLs in May 2021 with Zoom
- Used two OWLs (paired) in Select Board Meeting Room with Wall-Mounted TV screens
- One staff member responsible for running Zoom during meeting
- OWLs automatically follow motion and voice
- Local Cable Access broadcast as meeting attendee or from inside meeting room
Our Experience Using OWLs To Date

- **Cost Effective:** $1,000 per camera (we purchased tripods)
- **User-Friendly:** No training required and camera operates automatically to follow voice and movement without staff controls
- **Portable to Other Meeting Rooms (one or both):** Lightweight and can be used with or without tripod
- **Efficient Connection to Other Technology:** Easy to use with Zoom; standard port connections to power and electronics (i.e. HDMI cable to television)

What we have seen so far?
- Enabled us to act FAST to offer hybrid meeting options
- Acoustics and size meeting room play big role (sound and camera response time)
- Work well for our smaller meetings in smaller rooms
Town Council chambers – regulatory meetings

Washington Room – regulatory and community meetings

Lincoln Room – regulatory and community meetings
Walking Tour in Wakefield!
Don’t Panic

You can do this!

Dot your T’s and Cross your I’s. (nothing is perfect)
  ◦ Accept glitches for what they are, overcome and move on.

Get help!
  ◦ Do not be afraid of looking for help in your town or department.
  ◦ Public access or School tech programs
  ◦ Professional Companies

Equipment Matters!
  ◦ The type and model of equipment matters more than usual.
Questions

Ian Mcdermott: Ian.mcdermott@wcat.tv
Ryan Boyd: Ryan.boyd@wcat.tv
Chat: Have you ever had to procure technology for your city or town?
Procuring technology for your city or town

Kelsi Champley
Procurement Services Manager
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Brian Luther
Municipal Services Specialist II
bluther@mapc.org
Need for Procurement

If you’re spending money as a public entity, you are required to follow procurement law

- Massachusetts State Law, Chapter 30b
  - “Section 1. (a) This chapter shall apply to every contract for the procurement of supplies, services or real property and for disposing of supplies or real property by a governmental body as defined herein.”

- Local procurement staff

Thresholds

- Anything under $10,000 – Best Practices
- $10,000 and over and under $50,000 – Quotes
- Over $50,000 – IFB (Invitation for bids), RFP (request for proposal)
Options

State contracts
- **ITC** – Information Technology – Hardware
- **ITS** – Information Technology – Software
  - Compare and contrast between vendors, items
  - Minor bidding requirements for utilization

Individual Contracts and Purchases
- Estimate Project Cost (what are you buying, how many, etc.)
- Follow Threshold Options (Best Practices, Three Quote Process, IFB or RFP)
Options, continued

Joint contracts
- Small groups of communities to hold a collective procurement
- Estimated amount of funding
- Estimated specs, requirements
- IFB or RFP, depending on situation

What we can do for you
- Assist in State Contract navigation
- Provide examples and templates Procurement documents
- Collaborate on Joint Procurement
- Lead a Joint Procurement
- MAPC Joint Procurement Program
Takeaways

Understand what you need
- Work with Admin and Procurement Staff
- Draft clear specifications
- Understand available products

Know your budget

Commit to the process