

# Exploring Together: Navigating Hybrid Engagement



Shared practices, tools, and policies

October 20, 2021

# Today's Agenda<sup>+</sup>

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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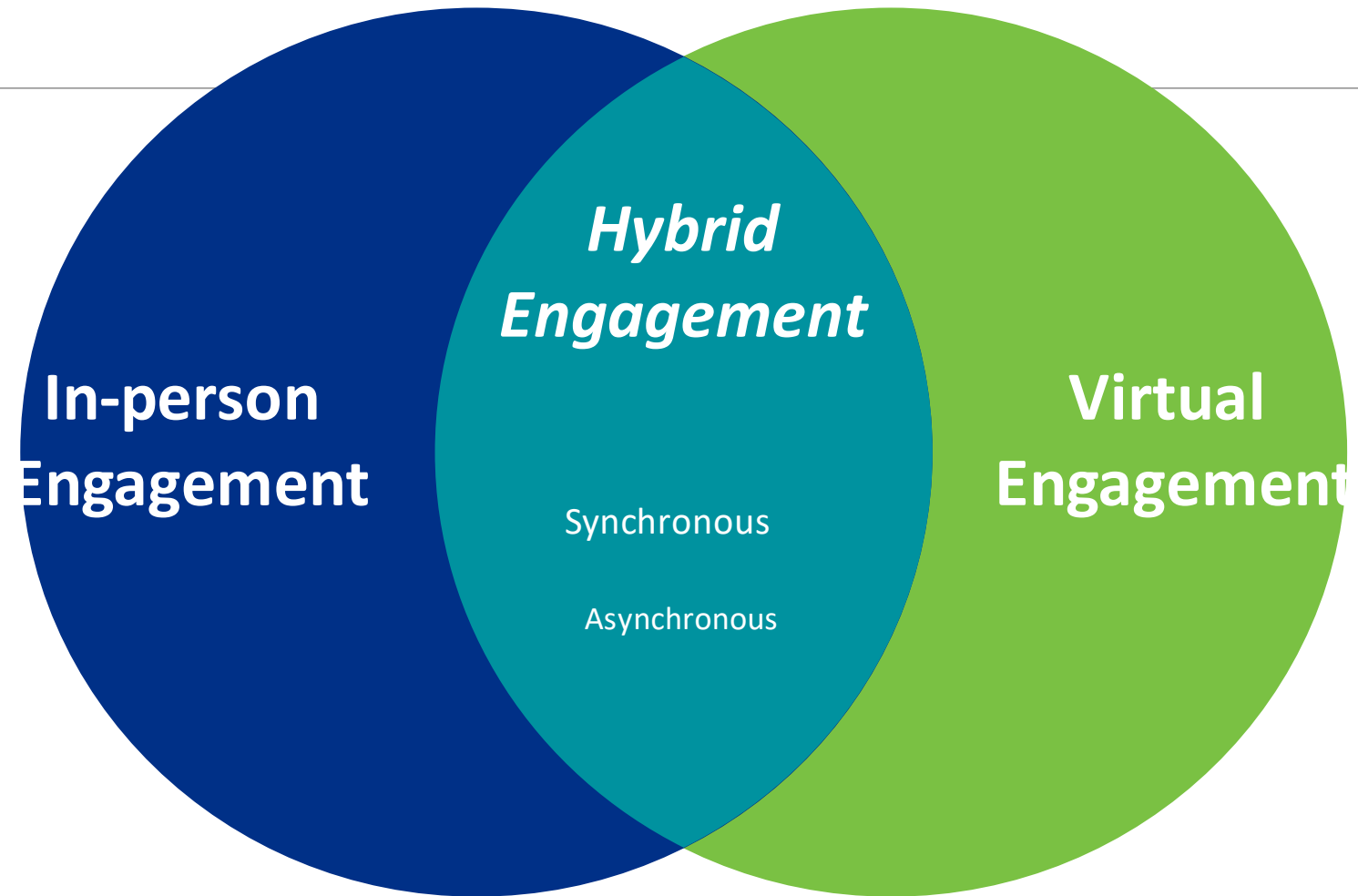
**Sasha Parodi**  
Event Planner &  
Special Projects  
Coordinator  
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# Group Agreements

- 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







If you'd like to add something to this list, email [communityengagement@mapc.org](mailto:communityengagement@mapc.org) and let us know what it is!

	Name	Type of Technology	Link	Portability	Setup	Notes	Status
1	Focusrite Scarlett 2i2	Audio					
2	Portal TV	Hardware		★★★★			
3	Logitech Conference Camera	Hardware	<a href="https://www.amazon.com/dp/B0788C8H75">https://www.amazon.com/dp/B0788C8H75</a>	★★★★★	★★★★★	Logitech	Webcam
4	Portal Plus	Hardware	<a href="https://www.amazon.com/dp/B0788C8H75">https://www.amazon.com/dp/B0788C8H75</a>	★★★★★		Facebook	Zoom
5	Logitech Meetup	Camera, Speaker, Microphone Hardware	<a href="https://www.amazon.com/dp/B0788C8H75">https://www.amazon.com/dp/B0788C8H75</a>	★★★★★	★★★★★	Logitech	Zoom
6	Meeting Owl	Speaker, Camera, Microphone Hardware	<a href="https://www.amazon.com/dp/B0788C8H75">https://www.amazon.com/dp/B0788C8H75</a>	★★★★★★	★★★★★★	Owl Labs	Zoom
7	Meeting Owl Pro, 360 Degree	Hardware	<a href="https://www.amazon.com/dp/B0788C8H75">https://www.amazon.com/dp/B0788C8H75</a>	★★★★★★	★★★★★★	Owl Labs	Smart
8	DroiX K5H Mini Smart Projector	Hardware	<a href="https://droix.net/products/k5h-mini-smart-projector/">https://droix.net/products/k5h-mini-smart-projector/</a>	★★★★★★	★★★★★★	DroiX	Zoom
9	Nebula Capsule II Smart Projector	Hardware Projector, Software, Microphone		★★★★★★	★★★★★★	Anker	
10	XGIMI Halo	Projector, Software, Microphone Hardware	<a href="https://www.xgimi.com/us/">https://www.xgimi.com/us/</a>	★★★★★★	★★★★★★	XGIMI	Zoom
11							
11 records				Sum 40	Sum 33		



## **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

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PROCESS USED BY WCAT

# WCAT's Timeline to Hybrid

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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

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- Town Manager
- Committee Chairs
- Town Counselor
- Scheduler
- Town IT Department
- ?

# The Public's Part

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- 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

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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

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- 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



# Committee Meeting
















# Public Q&A Meeting

Our Team

SMMA



 <p>Louise Finnegan, AIA, LEED AP BD+C, NCPPQ Principal-in-Charge</p>	 <p>Helen Farins AIA, LEED AP, NCPPQ Project Manager</p>	 <p>Matt Rice AIA, AIA, LEED AP BD+C, NCPPQ Project Architect</p>	 <p>Michael Pardo, AIA Architect</p>	 <p>Erin Prestileo, PE Civil Engineer</p>
 <p>Martine Dion AIA, LEED AP BD+C Sustainable Design/ NZE</p>	 <p>Andrew Oldeman, PE CSM, LEED AP HVAC Engineering</p>	 <p>Philip Porelli, AIA, LEED Educational Programming</p>	 <p>David Stephen Educational Programming NewVista</p>	



thought processes and take you through some of that thought process as we move forward.



# Being Successful with Technology in Hybrid Meetings

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# 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

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# 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

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**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)

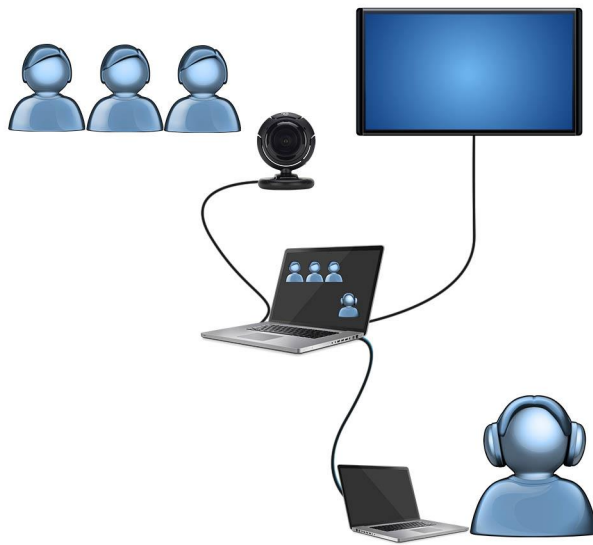
## 3. Meeting space

- Not every room works for hybrid



# Set ups

## Level 1



Price: 2k-5k  
Staff: 2-3

## Level 2

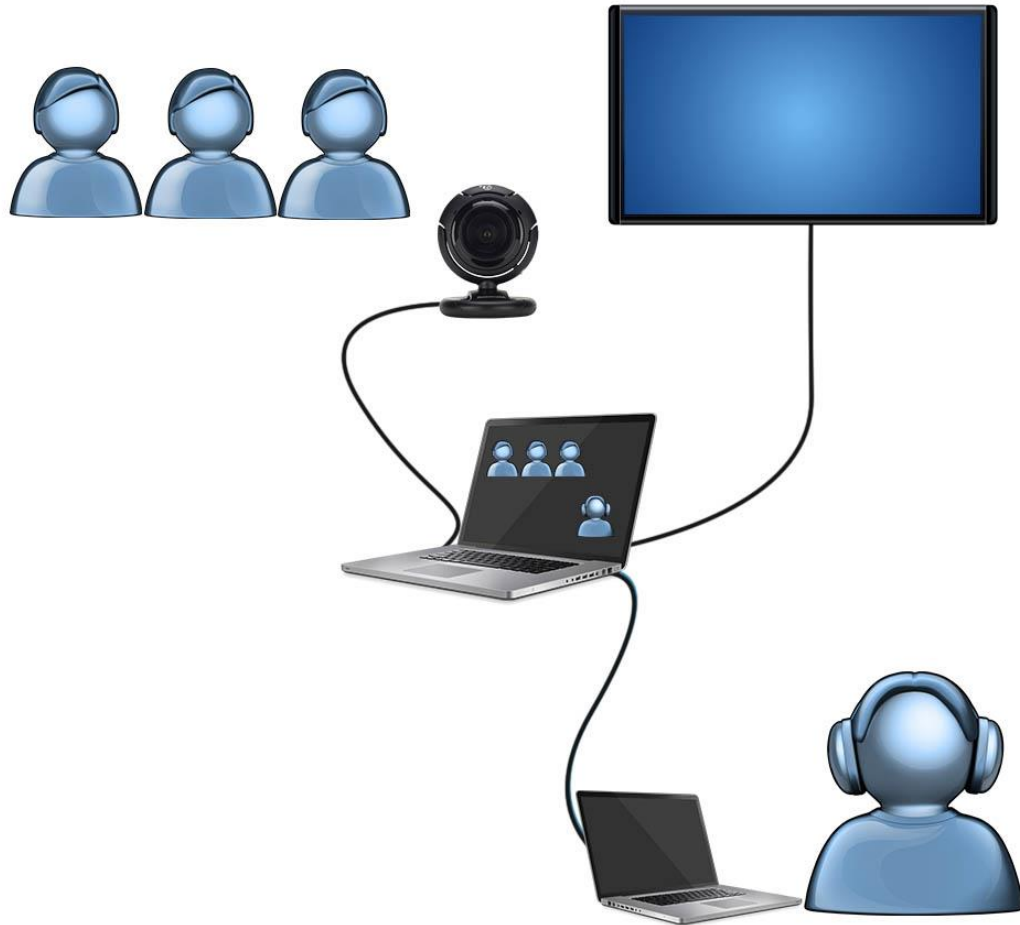


Price: 5k-10k  
Staff: 4-6

## Level 3



Price: 10k-30k+  
Staff: 6-10



# Level 1

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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

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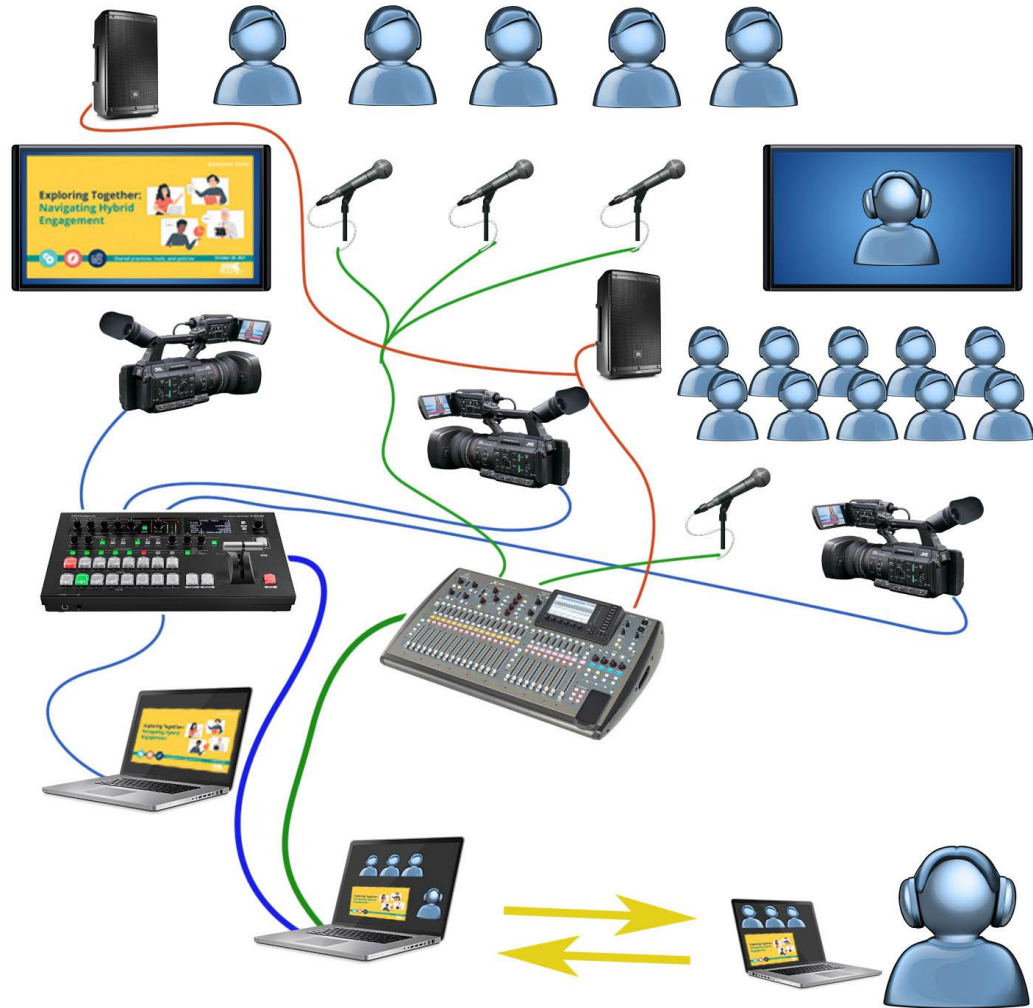
## Example Uses:

- 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

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## 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



**View of two OWLs\* and audience space from behind Select Board table**

\*Company recommended two cameras for the size meeting space

**View of meeting as attendee (virtual and in-person) using two OWLs**





# 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)

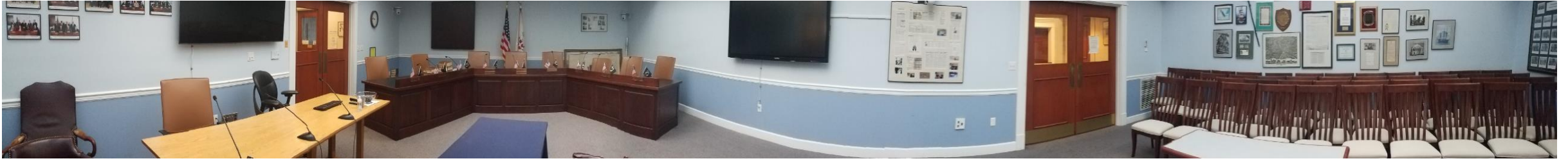


## What we have seen so far?

- 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 OF RANDOLPH



Town Council chambers – regulatory meetings



Washington Room – regulatory and community meetings



Lincoln Room – regulatory and community meetings





# Walking Tour in Wakefield!







# Don't Panic

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**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

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Ryan Boyd: [ryan.boyd@wcat.tv](mailto:ryan.boyd@wcat.tv)





Chat: Have you ever had to procure technology for  
your city or town?



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*Procurement Services  
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Brian Luther  
*Municipal Services Specialist II*  
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# Procuring technology for your city or town



# 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