eSCRIBE

Webcasting Plus

Proposal

Client: Town of Hawkesbury

By: George Attia,
gattia@escribemeetings.com
Date: September 6th, 2022
Valid Until: March 31, 2023

Situational Analysis

Customer is currently conducting Hybrid meetings and are looking for a safe way to stream meetings and retaining IP rights over their archived videos.

Project Goals

Based on our discussions to date, it is understood that the Town of Hawkesbury is looking to improve transparency by efficiently webcasting their public meetings, to:

- Improve citizen transparency with real time and archive Web-streaming
- Save time for staff by automatically indexing video to agenda and minutes on the web
- Have one central platform place that's easy to access for everything video related.

High Level Timeline

Stage	Description
1	Project Kick off - Agreement signed
2	Pre-Setup – Meeting, user and process information
3	Setup - Configure eSCRIBE settings for Client
4	User Adoption – Train and transition users to eSCRIBE
5	Live Meeting – First live web streaming meeting using eSCRIBE
6	Project Complete – Transitioned to Account Management

This proposal outlines how eSCRIBE can assist the Town of Hawkesbury improve the transparency of your existing public meeting processes and meet evolving ADA requirements for citizens.

Our Recommendation

Objective: Improve Citizen Transparency without burdening staff during the meeting

eSCRIBE is a highly modular and scalable solution. You can mix and match features (modules) to build your own custom meeting management solution or save money and reduce onboarding times by taking advantage of one of our pre-configured meeting management bundles designed to solve common pain points. Based

Based on our discussions, our recommendation is for the Town of Hawkesbury to initially implement **eScribe's WebCasting Plus.**

Webcasting Lite

Key Features

- No on-site encoder required
- Small technical and bandwidth footprint
- On-site IP camera (plug & play)
- More affordable

Webcasting Plus

Unlimited live and archival web streaming and content distribution

Bolstering organizations' transparency initiatives while simplifying video management during meetings, Webcasting Plus provides a fully managed, end-to-end solution for capturing real-time and archival video from your council or boardrooms and streaming it live online through the Town of Hawkesbury' website with no programming required.

Key Features

- Unlimited usage – as many meetings as you like – every day if you like
- Unlimited viewership for the live events as well as the archive
- Automatically detects and loads a suitable video player for viewers
- Allows for unlimited smart (hyper) tags of video to be inserted by the administrator (Auto (hyper) tagging included with full Transparency Bundle)
- Allows users to view entire meeting or jump to specific agenda item sections with a single tap ((hyper) tags required)
- Pixel Sensing - automatically switches the webcast feed between in-room presentations and speakers for custom look
- Access to reporting and metrics of performance and viewership
- Video feed can be provided by any video capture source (camera), even from the local cable companies feed

Onboarding

While a few vendors have solutions with features to address some of the pain points associated with meetings, features on their own don't necessarily drive benefits. While features are an important consideration at eSCRIBE, we've learned that the ultimate

success of a meeting management solution implementation is driven more by end user buying to the improved way of doing things. That is why more projects fail from lack of user adoption than virtually any other reason.

While training end users on proper system use is an important component, there are additional critical factors to consider. To ensure a successful implementation we assign a dedicated team and follow a repeatable framework that has been developed over hundreds of successful implementations spanning customers both large and small.

NOTE: The eSCRIBE system does have minimum requirements to ensure it can run properly with a positive experience, please refer to appendix D of this proposal.

Your eSCRIBE Team

Customer experience is very important to us. We understand it can be daunting to migrate to new software. That is why you will have access to a dedicated team of experienced eSCRIBE professionals supporting you every step of the way, reducing the impact on your internal staff and IT department and ensuring a successful roll-out, including:

- ✓ *Account Management*
- ✓ *Setup & Training*
- ✓ *Go Live Support & Coaching*
- ✓ *Online Resources and User Forums*
- ✓ *Realtime Technical Support*

Account Management

Overseeing your organizations onboarding and long-term satisfaction, the Account Manager acts as your single point of contact and eSCRIBE **"Champion",** well versed in the entire meeting cycle, who can answer questions and provide advice on how you can achieve the greatest benefits from implementation.

The Account Manager works side-by-side with eSCRIBE's implementation and training team from day-one to ensure efficient and successful onboarding and user adoption of the new system.

Scheduled Satisfaction Reviews

The Account Manager will schedule cadence meetings with you to ensure that your experience with eSCRIBE is optimal, asking for feedback and providing any assistance to further improve your experience with the system.

Setup and Training

eSCRIBE is a flexible cloud-based platform that can be personalized with the look and feel of an organization while still aligning with "best-practices" and automated processes to assist users before, during and after meetings.

Setup

Your Configuration Specialist will work with you to communicate with staff and coordinate the gathering of user, meeting and process information and configuring eSCRIBE for first use, including:

- Project Planning and ongoing Coordination
- Encoder Configuration
- Internet Publishing CSS Configuration
- End User Training
    - Meeting Administrators
    - Site Administrators
- Maintaining project documentation and resolving open items

Training

eSCRIBE is built to be user-friendly and with just a few training sessions, users will be quickly on their way to run their first live meeting independently and with confidence.

Available Courses

- WCP1 – Webcasting for Site Administrator
- WCP2 – Webcasting for Meeting Administrator

eScribe Academy – Self Lead Learning Management System

Leveraging the eScribe Academy, an online, self-lead Learning Management System, allows end users to learn the proper use of eSCRIBE in targeted sessions that can be taken by each individual end-user that requires training, at their own pace and on their own schedule. We have found this method to be extremely helpful as users can go back to a course or a particular lesson to freshen up on key concepts.

With eSCRIBE's Unlimited Annual Training Subscription, any number of designated users will have the flexibility to register as many times as required to provide ongoing training for new or existing staff as the need arises.

Go Live Support and Coaching

Unlimited Coaching Sessions

In addition to end user training, you will have unlimited access to your dedicated Account Manager for both ad-hoc and scheduled + coaching calls up to 30 minutes in length, who can answer questions and provide targeted training to key staff ensuring your ongoing success.

Dedicated Go Live Support

In order to ensure that your first meeting gets off to a strong start, your eSCRIBE Champion will support you through agenda prep and conducting and recording your first live eSCRIBE meetings to ensure administrative users are comfortable with all aspects of the meeting lifecycle.

Online Resources and User Forums

Monthly How-To Webinars

We also run monthly webinars on topics as requested and voted on by customers offering how-to instructions and time saving tips to help users get the most from eSCRIBE. Sign up for one or as many as you like.

Customer Community Portal (CCP)

To further empower our customers, the CCP can be used to submit and track support tickets. There is also a forum within it to communicate and share product ideas directly with the eSCRIBE product management team, and to collaborating on meeting "best-practices" with other eSCRIBE customers. Some key features of CCP include:

- **Access Knowledge Base** – a library of user reference, manuals and help guides
- **FAQ section** – "How-to" guides and technical trouble shooting assistance
- **Customer forum** – Chat with other eSCRIBE customers and learn from each other
- **Feature requests** – Submit ideas to eSCRIBE and vote/comment on proposed features from other users
- **Latest announcements** – including product release notes, promotions, company updates
- **Videos** – instructional videos for apps and various eSCRIBE features

Realtime Technical Support

We are very proud of our solution, but even prouder of our post sale relationship with our customers.

Our support team is just a few clicks or call away and prides itself on their responsiveness and knowledge of both eSCRIBE and the meeting processes we support.

eSCRIBE customers can access our support in three ways:

- Customer Community Portal
- support@escribemeetings.com
- 1-855-299-0023

Standard support hours are from Monday to Friday, 8am to 8pm local time (Video support 24hrs) excluding statutory holidays. Emergency and extended support are available by request. Key features of Technical Support include:

- Online access to eSCRIBE's trouble ticketing portal to log and update service requests, communicate directly with support personnel and access eSCRIBE's online technical repository
- Unlimited technical assistance by telephone or electronic mail for designated individuals
- Live answering and monitoring of customer tickets during regular support hours.
- Provide any updates to eSCRIBE software and its documentation automatically at no additional charge.

Optional Services

Closed Captioning

automated closed captioning is offered as a fully integrated option for eSCRIBE's Webcasting module, effortlessly bolstering your accessibility. eSCRIBE's closed captioning process also automatically generates a transcript that can be used to validate and update manually entered meeting minutes - particularly valuable in jurisdictions that use the narrative style of minutes.

Key Features

- 94% accuracy
- Screen reader compatible
- Text embedded into media player or available via iFrame
- No hardware required
- Transcripts provided
- Compliant with requirements such as ADA, WCAG 2.0
- Available in English, French and Spanish

A La Carte AV

Whether its support for multiple screens or integrating with microphone and physical voting terminal, eSCRIBE's provides off the shelf "connectors" to several leading manufacturers, and in many cases can customize a solution to meet individual requirements.

Migration/Transcoding

In many cases eSCRIBE's robust platform can import legacy video from internal or competitive systems to provide users with a seamless experience. We'd be happy to provide a custom statement of work and quotation based on a review of available content and structure.

Old Videos

YouTube Hosted Videos

> **Commented [JC1]:** Will need points for these

Why eSCRIBE?

With over a decade of experience in meeting management, spanning hundreds of man-years eSCRIBE has become the go-to-choice for public sector boards, committees and councils looking to go-digital. A Microsoft partner since day one, eSCRIBE also partners with other best-of-breed technology companies to offer clients trusted and reliable end-to-end solutions.

Key Differentiators

- **Modular and Scalable:** End-to-end solution that you can add to over time to support the entire meeting lifecycle
- **Efficiency:** Process automation and workflow support before, during and after meetings
- **Accessibility:** Industry leading ADA and WCAG 2.0 compliance reduces compliance risk and user workload
- **Transparency:** Improved citizen communication and real-time access to meeting video through your organizations existing website with no programming
- **Security:** Built on the Microsoft Azure cloud, offering advanced security access and data protection services and guarantees, including 2 factor authentication
- **Best of Breed Partnerships:** Relationships with complimentary industry leaders extending eSCRIBE functionality before, during and after the meeting.
- **100% Public Meeting Focus:** At eSCRIBE managing public meetings is all we do; That's why100% of our resources and R&D budgets are dedicated to helping our customers improve the efficiency and transparency of their public meetings

Pricing

The following outlines the eSCRIBE software, installation/configuration and training costs based on the requirements as they have been outlined.

Module	License Type	License Fee	Quantity	Cost	
Webcasting Plus	Annual	10250		$	12,040
Total - Annual Software and Support Fees				**$**	**12,040**
Implementation Fees		**Service Fee**	**Quantity**	**Cost**	
Webcasting Plus Setup fee		$ 2,700	1	$	2,700
Total - One-time Implementation Fees				**$**	**2,700**
Total Year One Fees				**$**	**14,740**
Total - Annual Support and Software Fees				**$**	**12,040**

Notes:
- Optional Webcasting Lite costs $9,830 Annually + $2,700 start up fee for camera and setup. This solution does not have a closed session mode, splash screens, or back up recordings.
- Fees can be prorated to your annual renewal upon request. We are happy to discuss arrangements that would assist in the customers decision process.

Contact

We look forward to working with you on this important project. Should you have any questions about this proposal, please do not hesitate to reach out.

George Attia
Client Development Specialist
6473949463
Gattia@escribemeetings.com
https://escribemeetings.com

Appendix A – Webcasting Lite

Key Features

- Panasonic 1/2.7" inch HD CMOS Sensor
- 3G-SDI High Definition Video Output
- H.264, H.265 & MJPEG IP Streaming Output (dual stream)
- High performance in low illumination situations
- Full 1920x1080p HD Resolutions up to 60 frames per second
- 2D and 3D noise reduction with our latest "low noise CMOS sensor"
- Wide Dynamic Range
- Menu controls on back of camera
- RS485 and IP remote camera control
- C/CS Type Lens Mount
- Standard 1/4-20 female thread for camera mounting (top + bottom)
- PoE (Power over Ethernet) or 12VDC

Camera and Lens Specification

- Dimension: 2.8'W x 2.4'H x 5.94'D (8.25' w/ incl. lens)
- Weight: 0.82 lbs (1.1 lbs w/ incl. lens)
- Power Supply: 12W (Max)
- Input Voltage: 12V DC (10.8 – 13V DC)
- Video CMOS Sensor: ½.7" CMOS, 2.07 Mega Pixels
- Frame Rate: 1080p 60/50/30/25, 1080i 60/50/30/25, 720p 60/50 30/25
- Included Lens: F 2.8mm ~ 12mm, F1.4
- Included Lens Zoom: 4X Optical Zoom
- Included Lens Field of View: 122°
- Min Lux: 0.05 Lux (F1.8, AGC ON)
- Shutter Speed: 1/30s – 1/10000s
- SNR: ≥55dB
- Vertical Flip & Mirror: Supported
- Included Lens Horizontal Angle of View: 28° (tele) - 122° (wide)
- Included Lens Vertical Angle of View: 16° (tele) - 91° (wide)
- Working Environment: Indoor

Appendix B – Webcasting Plus

Key Features

Encoder Specifications (onsite)

- Dimensions: 17.7D x 17.2'Wx3.5'H; 2U High
- Weight: 35 lbs
- Mounting: 1U Front Mount; Rail Kit (standard)
- Sound Output:
- Video Output:
- Power Requirements:
- Video Storage Space: Unlimited
- Video Viewers External: Unlimited
- Video Viewers Internal: Up to 25 (Optional Webcasting Plus Internal for large internal viewership)
- Cameras (Optional)

Resolutions and Bitrates

- Resolution Bitrate Low 320x240 350kBps
- Low Widescreen 480x288 420kBps
- Medium 480x360 600kBps
- Medium Widescreen 640x360 720kBps
- High 640x480 1000kBps 480p 720x480 1000kBps 72Op 1280x720* 1500kBps
- *HD upgrade required for this resolution

Streaming Formats

- Live streaming is in H.264 format using Flash® and HTML5.
- Platforms supported include PC, Mac, iOS (iPhone, iPad), and Android devices with the Adobe® Flash plugin.
- On-demand streaming is supported for most Android devices regardless of whether the Flash plugin is installed.
- Encoding Formats H.264 Adobe® Flash® H.264 HTML5 Bandwidth 650 Kbps Live and On-Demand Streams

Quality Assurance and Monitoring

eSCRIBE provides monitoring for the application during live events and can schedule additional staff as necessary for extended shifts. A customizable web-app enables our team of technicians to provide quality assurance monitoring of all live streams.

Our QA web-app facilitates monitoring of multiple feeds (slide presentations, video codecs and bandwidth rates) on a single screen and provides a method for tracking the status of each live feed in real-time. Any user can click to update the status of a live feed, identifying problems or marking a feed as "good".

Status information can be displayed instantly on the screens of all the users, including QA/monitoring technicians. Both eSCRIBE QA staff, as well as your IT personnel will have access to the QA web-app, to ensure complete transparency and improved quality assurance.

eSCRIBE recommends that one of your staff is available via instant messaging service as well as by phone, to ensure the lines of communication are open throughout any testing and live events.

Security

All eSCRIBE infrastructure and services are built with security in mind, from the ground-up. We host our services exclusively on a Linux-based platform and apply security updates as soon as they are released. Our datacenter facilities house our servers and are protected Anti-DDOS systems, where threats are instantly detected and automatically mitigated.

Webcasting is a dynamic, evolving service and our systems and infrastructure keep pace by undergoing constant refresh and replacement. Security by design and in operation are integral in this continuous process.

Editing and Indexing

Indexes can easily be applied and edited directly through the web interface. When combined with eSCRIBE Meeting Manager tags are automatically inserted into the appropriate agenda/minute items when published on the website.

Web Integration

eSCRIBE has two approaches to integration of the Webstream into your website. As a standalone webcasting solution, the player may be incorporated directly into a destination website using standard iFrames. When combined with eSCRIBE's Meeting Management solution, agendas/minutes and support documents, including indexed video are available to citizens through a single view on your website.

Reporting

You will have access to viewership statistics at any time, via your dedicated portal, where your username and password will provide real-time statistics as well as the archives of recorded meetings.

eSCRIBE Webcasting reporting metrics include:

- Total number of hits (live and/or archived)
- Total number of unique hits(live and/or archived)
- Number of concurrent users at any given time
- Peak concurrent users
- Average concurrent users
- Reporting by IP address
- Amount of data transfer

In addition to eSCRIBE's reporting platform, we can also incorporate Google Analytics, at no additional charge

While eSCRIBE is proud of its world class cloud infrastructure, we recommend that additional audio and video redundancy be built into your overall AV setup by a qualified third-party consultant. If you don't have one, we would be happy to recommend one of our authorized Integration Partners to assist you.

Commented [RT[2]: This is an internal screen vs the public screen
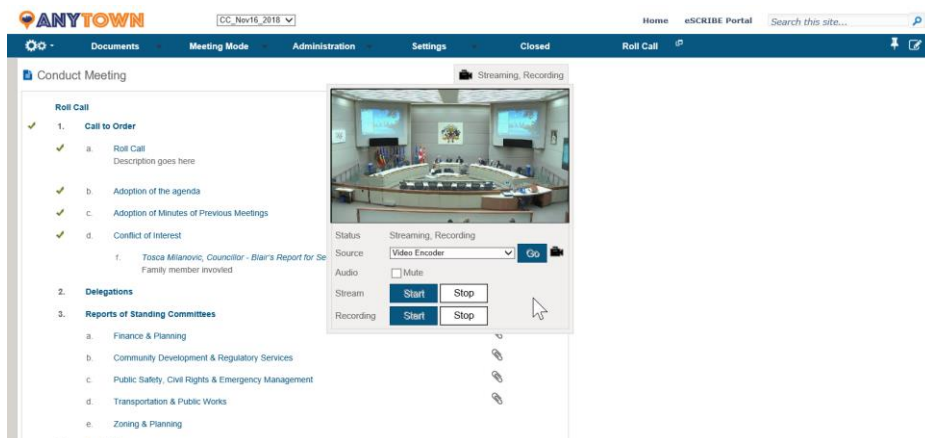
Appendix C – Webcasting Feature Matrix

FEATURES	LITE	PLUS	MANAGED
Unlimited Viewership	✓	✓	✓
Unlimited Meetings (Storage)	✓	✓	✓
Canadian Hosted and Distributed	✓	✓	✓
Optional Closed Captioning	✓	✓	✓
Supported on all devices and OS	✓	✓	✓
99.9% Server Uptime	✓	✓	✓
Integration with Meeting Management	✓	✓	✓
Ability to add indexing	✓	✓	✓
Supports Migrated Archival Content	✓	✓	✓
Advanced Reporting/Statistics of Viewership	✓	✓	✓
Integrates with any Existing AV		✓	✓
Local Recording Back-up		✓	✓
In-Camera Mode		✓	✓
Audio Correction		✓	✓
Adaptive Bitrate		✓	✓
Remote Troubleshooting/Support		✓	✓
Offline notification		✓	✓
Presentation Integration		✓	✓
New Feature updates included in Service		✓	✓
Encoder Included in Service		✓	✓
Encoder Replacements included in Service		✓	✓
Hands Free Streaming			✓
Remote Video Switching			✓
Automated Indexing			✓
Realtime Performance Monitoring			✓

Appendix D – IT Environment Checklist

In effort to facilitate an eSCRIBE roll out to staff and meeting participants that thoughtful and proactive to ensure that all eSCRIBE users will be working with equipment that is suitable to support their use of the system.

In a world of remote working and meeting participation, there has been a significant increase in the number of variables that need to be considered when running a remote or hybrid meeting.

The following is intended to be used as a check list for considerations to review prior to launching eSCRIBE, or as a troubleshooting guide in the event where issues have arisen in it's use.

NOTE: for the purposes of this document, the following terms are defined below:
- *A hybrid meeting* – where some participants join the meeting remotely, while others are in the meeting room
- *A remote meeting* – where all participants join the meeting remotely
- *eSCRIBE Meetings Pro* – Pro applications are provided on a per licenses basis for both iPad and Windows 10 devices

Network Connectivity
1. Webcasting services requires the following required dedicated bandwidth
   a. minimum level of available bandwidth- 3 Mbps upload speed
   b. ideal recommendation of available bandwidth - 5 Mbps upload speed

2. Investigate what bandwidth requirements are required from the chosen video conference tools being used.

3. Conduct evaluation of the internet connection available at each participant's location to ensure ample bandwidth is available to support a real time connection with the meeting.

4. Roll out standard procedures for reducing consumption of internet bandwidth at the time of the meeting, especially for those working from home. This would include procedures like reduce other people in the home on video conference meeting or using streaming services.

5. In effort to ensure optimal quality for the webcasting feed, implementing Quality of Service (QOS) rules within your network you can ensure that the feed from the encoder and the eSCRIBE website is prioritized within your available network bandwidth is STRONGLY recommended.

6. For an outline of internet bandwidth is required for eSCRIBE users, please see chart in appendix A.

Hardware Devices

1. It is strongly recommended that participants who are attending a hybrid (or remote meeting remotely have dual monitors (one to participate in the meeting via video conference, and the other to use eSCRIBE).
   a. If the participant is using an iPad, or other device that doesn't support a dual monitor, it is recommended that a secondary device be provided.

2. The meeting administrator functions will likely need to be divided into multiple administrators in effort to not overburden a single computer or administrator given the increased responsibilities to support a video conference.
   a. One administrator can conduct the meeting (take minutes, request to speak, open & close votes), while the other administrator can login to the video conference and manage the public display screens.

3. Meeting participants are required to have a quality peripheral headset and microphone.

4. See below for an outline of recommended device specifications.

Application	OS Supported	Minimum Dedicated Bandwidth	Minimum		Recommended	
			CPU	RAM	CPU	RAM
eSCRIBE	Win 10 Pro version 14393.0 or higher Architecture: x86 x64 ARM required	10 Mbits/s	i3 gen7, or comparable	4 GB	i5 - Latest 2 generations	8 GB
eSCRIBE + Video Conferencing (ex: Zoom, Teams, Webex)	Win 10 Pro version 14393.0 or higher Architecture: x86 x64 ARM required	15 Mbits/s	i5 gen7, or comparable	8GB	i7 - Latest 2 generations	16 GB
eSCRIBE Meetings Pro for Windows 10	Win 10 Pro version 14393.0 or higher Architecture: x86 x64 ARM required	10 Mbits/s	Dual Core	4 GB	Dual Core	4 GB
eSCRIBE Meetings Pro for Windows 10 + Video Conferencing (ex: Zoom, Teams, Webex)	Win 10 Pro version 14393.0 or higher Architecture: x86 x64 ARM required	15 Mbits/s	i5 gen7, or comparable	8 GB	i5 - Latest 2 generations	16 GB
eSCRIBE Meetings Pro for the iPad	iOS 12 to iOS 14	10 Mbits/s	n/a	n/a	n/a	n/a
Approval Manager app - iOS	iOS 12 to iOS 14	n/a	n/a	n/a	n/a	n/a
Approval Manager app - Android	Android 4.4 - Android 10	n/a	n/a	n/a	n/a	n/a

Browsers

1. Ensure that users are running the latest 2 version to any one of the following browsers:
   a. Google Chrome
   b. Microsoft Edge
   c. Apple Safari
   d. FireFox

2. Browser Configurations:
   a. JavaScript must be enabled
   b. Cookies must be enabled
   c. Local storage must be enabled
   d. TLS v1.2 or above
   e. eSCRIBE must be setup as a trusted site
   f. eSCRIBE site URL must be white listed in any pop-up blockers & ad blockers
   g. Enable the setting to "Automatic logon with current user name and password"

> h. For more details on the recommended browser settings please see [this article](#) in eSCRIBE's Customer Community Portal

3. [Microsoft Upload Center](#) – enable setting in Upload Center cache to "Delete files from the Office Document Cache when they are closed"

Other Applications

1. What other applications will be running on the device at the time of the meeting? It is recommended where possible that applications that are not in use are shut down to avoid resource conflicts.
    a. Example of this would be a VPN connection.

2. Ensure that there are no computer or network scans being done at one time (ex: virus scans, monitoring tools).

3. Windows 10 or greater is required.

4. Microsoft Office of 2010 or greater is required.