

<b>TO:</b>	<b>CHAIR AND MEMBERS COMMUNITY AND PROTECTIVE SERVICES COMMITTEE MEETING ON APRIL 25, 2017</b>
<b>FROM:</b>	<b>CATHARINE SAUNDERS CITY CLERK</b>
<b>SUBJECT:</b>	<b>CITY COUNCIL AND STANDING COMMITTEE PRE-RECORDED VIDEO CONTENT - CITY WEBSITE AND YOUTUBE CHANNEL</b>

<b>RECOMMENDATION</b>
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That this report BE RECEIVED for information and the City Clerk BE PROVIDED with direction as to the captioning of Council and Standing Committee Meeting pre-recorded video content on the City website, and YouTube.

<b>BACKGROUND</b>
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On April 4, 2017, the Municipal Council resolved the following, in conjunction with its consideration of the 2nd and 3rd Reports of the Accessibility Advisory Committee:

- c) the Civic Administration BE DIRECTED to provide an update with respect to closed captioning at the April 25, 2017 Community and Protective Services Committee meeting. (9/4/CPSC)

At this time, it is our understanding that pre-recorded video content on the City of London website ([www.london.ca](http://www.london.ca)) and YouTube are not subject to the Web Content Accessibility Guidelines (WCAG) 2.0 requirements as outlined in the Integrated Accessibility Standards Regulation (IASR) under the *Accessibility for Ontarians with Disabilities Act, 2005 (AODA)*. The content will be subject to the WCAG Level AA (with some exceptions outlined under the IASR) beginning January 1, 2021 and will apply to content posted after January 1, 2012. At any time, an individual may make a request to the municipality for information in alternative formats and the City of London has a process in place to accommodate such requests. Any proactive accessibility accommodations will not affect this process.

In order to start working to meet these future requirements, and potentially be proactive with the captioning (and media alternatives) of pre-recorded video content, steps are underway to secure a service provider. The parameters for a tender become a challenge, when the amount of content to be captioned is unknown. To this end, direction is sought from the Municipal Council with respect to the amount of pre-recorded video content to proactively caption (and media alternatives) in preparation for the requirements coming into effect January 1, 2021.

## DISCUSSION

### Video Content

The following summarizes the current Council and Standing Committee Pre-Recorded Video content (in hours:minutes:seconds):

	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
Council	13:37:30	84:44:06	62:52:31	68:15:43	120:58:33
Strategic Priorities & Policy Committee	5:43:23	42:15:30	83:27:27	100:09:12	108:21:48
Community & Protective Services Committee	0	29:42:33	17:39:29	30:27:37	49:51:22
Corporate Services Committee	0	7:21:40	17:50:43	36:34:41	34:17:11
Civic Works Committee	0	23:39:50	19:41:00	37:12:00	47:32:00
Planning & Environment Committee	0	50:41:15	83:27:19	106:46:43	71:27:55
<b>Total</b>	<b>19:20:53</b>	<b>238:24:54</b>	<b>284:58:29</b>	<b>379:25:56</b>	<b>432:28:49</b>

### SIRE

The current agenda management program, SIRE is used for all facets of our agenda and report/minute preparation and meeting management, including voting. The system has been successful in its use, and has served its purpose in providing additional transparency and availability to City governance. However, the current system infrastructure does have some limitations and requires investment in order to provide more up-to-date functionality. There is currently a project underway to investigate potential solutions. One specific limitation is that the player utilized by the SIRE system does not support closed captioning; to caption the pre-recorded video content would require additional and/or different work from a service provider. To this end, Council may want to reserve a decision on the retro-active captioning of SIRE pre-recorded video content at this time, noting that this could be considered at a future date when information related to improvements is available.

### YouTube

The "London City Council" YouTube channel has content as noted above. The SIRE video functionality limitations previously mentioned, result in many viewers preferring the YouTube option. There are currently 176 subscribers to the channel, however analytics indicates that viewing is not limited to the subscribers. YouTube video content can support closed captioning. YouTube provides a variety of metrics, including such data as number of views, viewing time, demographics and geography. For example, the available information indicates that the City Council meetings are viewed with greater frequency than Standing Committee meetings, at this time. It is important to note that the live streaming (and thus archived video) through YouTube cannot be paused or stopped during a meeting. The result of this is that meeting videos can be quite long, with periods of only a screen saver display during breaks and closed session portions of the meetings. There may be video editing required on a go-forward basis, which will require the involvement of our ITS partners.

### Captioning Service

At the present time, work is underway to secure a service provider for captioning and media alternatives for Corporate pre-recorded video content. Preliminary estimates indicate that this service cost can range from \$4 - \$9/minute, with an additional cost for a media alternative file. Pricing may be subject to change based on the volume of content being processed. Additional costs are anticipated should an open caption file be required for a video (i.e. to accommodate SIRE). Based on the information noted above, with respect to content quantity, direction is being sought as to how Council would like to see captioning work prioritized. The City Clerk's budget does not currently have the capacity to undertake the captioning of all posted pre-recorded video content based on the estimates we currently have.

**CONCLUSION**

The functionality of the current Council/Committee agenda management system (SIRE) has limitations, and solutions are currently being investigated, as such deferring the potential captioning of the SIRE content at this time is suggested. It is important to note that accessibility factors are being considered as part of the evaluation process related to this matter, including the documents (Agendas, etc.) that are produced by the system. The YouTube channel is more conducive to captioning, and is generally a more user-friendly platform.

For the purpose of the tender preparation, Council may want to consider directing that Council meeting pre-recorded videos be closed captioned for the YouTube channel on a go forward basis. This captioning pilot would involve an estimated 60 (sixty) hours of video content (noting that should funds be available, some additional captioning may be completed for previously archived Council video), which will assist in securing of a service provider. It will assist the Clerk's office in understanding the time it will take to have our video content captioned for posting, but will not delay the temporary posting of uncaptioned video on the City of London website ([www.london.ca](http://www.london.ca)), as the WCAG 2.0 Level AA Accessibility Standards outlined under AODA are currently not applicable. It is anticipated that funding for this could be accommodated by funds that have been made available through the Corporate Accessibility budget for 2017. There will need to be a future consideration for an addition to the City Clerk's operating budget going forward to accommodate maintaining this service, as well as the future requirements. It is further noted that as the WCAG 2.0 Level AA Standard requirement approaches, there continue to be significant advancements in automated captioning services/programs. This interim measure will allow the City to continue to investigate these future options.

The contributions of Information Technology Services and Human Resources, AODA, partners in the preparation of this report are acknowledged.

<b>PREPARED AND SUBMITTED BY:</b>	<b>RECOMMENDED BY:</b>
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cc. Accessibility Advisory Committee