

# NCSHA 2016 Annual Awards Entry Form

(Complete one form for each entry)

**Deadline: Wednesday, June 15, 2016**

Visit [ncsha.org/awards](http://ncsha.org/awards) to view the Annual Awards Call for Entries.

**Instructions:** Type entry information into the form and save it as a PDF. Do not write on or scan the form. If you have any questions contact [awards@ncsha.org](mailto:awards@ncsha.org) or 202-624-7710.

Fill out the entry name *exactly* as you want it listed in the program.

**Entry Name:**

\_\_\_\_\_

**HFA:**

\_\_\_\_\_

**Submission Contact:** (Must be HFA Staff Member) \_\_\_\_\_ **Email:** \_\_\_\_\_

Please provide a 15-word (maximum) description of your nomination to appear on the NCSHA website.

\_\_\_\_\_

Use this header on the upper right corner of each page:

**HFA:**

\_\_\_\_\_

**Entry Name:**

\_\_\_\_\_

**Select the appropriate subcategory of your entry and indicate if you are providing visual aids.**

Communications	Homeownership	Legislative Advocacy	Management Innovation
Annual Report	Empowering New Buyers	Federal Advocacy	Financial
Creative Media	Encouraging New Production	State Advocacy	Human Resources
Promotional Materials and Newsletters	Home Improvement and Rehabilitation		Operations
			Technology
Rental Housing	Special Needs Housing	Special Achievement	Are you providing visual aids?
Encouraging New Production	Combating Homelessness	Special Achievement	Yes
Multifamily Management	Housing for Persons with Special Needs		No
Preservation and Rehabilitation			

### **Background**

CalHFA has a board consisting of 14-16 members that meet bi-monthly throughout the state of California to discuss agency matters and take input from the public they serve. From conception the agency's board meetings were recorded verbatim by a stenographer. The stenographer would then provide the agency official meeting minutes 30 days after the event, usually ranging from 70 – 100 pages per document, per meeting. This process was time-intensive, costly and an inefficient process that grew over the next 40 years.

In 2015 CalHFA decided to join the digital era by digitally video recording the meetings, allowing anyone the ability to watch the meeting live, via our YouTube channel. This process also provides an archival copy for public viewing at a later time and a searchable, interactive transcript within 5 business days to meet the agency's legal obligation and closed captioning requirements. The live streaming feature is user friendly and can be viewed on any device that can access YouTube and our archival video and searchable, interactive transcripts are available on our website.

### **Why/When it was undertaken**

The process of staffing a stenographer was costing the agency roughly \$25,000 annually for the bi-monthly meetings. The Marketing department researched what other state agencies used and how they document public meetings, what webcasting options were available and made comparisons. In the end the Marketing department came back with 3 options:

*Option 1)* Record the event live, collect presentations after the event and produce a final video in post-production. Post the produced video on YouTube and have the video transcribed through a 3<sup>rd</sup> party.

- Initial investment was minimal due to owning video equipment, but the cost would be in the video post-production that would take about 3-4 days to produce.

*Option 2)* Record/Produce/Stream the event live, provide an archival copy on its YouTube channel once the meeting was over and have the video transcribed through a 3<sup>rd</sup> party.

- Initial investment was a little higher because some equipment needed to be purchased to deliver this option - \$15,500.00
- Contract with 3rd party transcription service at \$2.35 a minute

*Option 3)* Record/Produce/Stream the event live, provide live closed captioning and provide an archival copy on its YouTube channel.

- Initial investment was a much higher because equipment from option 2 needed to be purchased along with 3<sup>rd</sup> party initial and annual service charges for these options – total of about \$40,000 in purchase and another \$15,000 annually.

CalHFA's marketing division recommended Option 2 and its Legal division and executive management agreed.

### **What it has accomplished**

The ability to digitally record, live broadcast and archive our board meetings has allowed the agency to provide access to our meetings to anyone with a computer or mobile device with the YouTube application. The video recording also allows a person to see and hear the tone of conversation better than reading from a transcript.

Previously, if someone wanted to search for something said at a meeting they would have to read the minutes line-by-line to find what they wanted. With our new process, our 3<sup>rd</sup> party transcription service not only provides the transcript but includes a feature called Interactive Transcript, that's synced with the archived video and is key word searchable. So anyone can find exactly what they want instantly. A user can also download and print the transcript for their records. Above all the investment to move this direction will allow the agency to save by having one employee record, produce and post the meeting and the ability to provide a transcript within 5 business days.

### **Innovative**

The move to live stream and archive board meetings allows greater access and transparency to those they serve - elected officials, partners, customers, stakeholders, staff and the public. No longer are our board meetings limited to the specific date, time, location or a printable document, but now available to all with live streaming or archiving on the Internet.

### **Replicable**

The equipment, service and technology used are available for any public entity to purchase and use. CalHFA isn't the first government agency to provide this kind of service and have demonstrated to other entities looking to use this process to meet their needs.

### **Respond to a management challenge or opportunity**

Previously, CalHFA only had archival documents of its past board meetings for public access. We met the challenge of providing the ability to digitally record, stream live over the internet and provide a legal transcript to our legal team. The interactive transcript was a bonus that allowed the video and transcripts to work together for greater transparency. Our partners, customers, stakeholders, public and staff all have access to this information and content on our website.

### **Achieve measurable improvements in agency operations**

Cost Measurement: Digitally webcasting & recording save tens of thousands of dollars over staffing a stenographer and the 3<sup>rd</sup> party transcribing is a fraction of the cost.

Viewership Measurement: Prior to webcasting and recording our board meetings, we had an average of 10-20 attendees, aside from staff. Even though we have just begun live webcasting and posting recorded videos & transcripts, we are already able to see an increase in viewership.

These numbers are organic views, and involve no advertising or marketing efforts. We expect these numbers to increase once we begin to share the link on social media and send notices to our email lists notifying them of a live webcasting session.

Event	Total Watch Time	Views	Playback Locations
CalHFA Board Meeting – 01/13/2016	1,302 minutes	126	YouTube Ch:62% CalHFA Website:38%
CalHFA Board Meeting – 03/15/2016	1,775 minutes	124	YouTube Ch:91% CalHFA Website:9%
CalHFA Board Meeting – 04/11/2016*	729 minutes	56*	YouTube Ch:65% CalHFA Website:35%
CalHFA Board Meeting – 05/17/2016	1,400 minutes	81	YouTube Ch:77% CalHFA Website:23%

\* Event was not streamed live

### **Provide benefits that outweigh costs**

The primary benefit of the live streaming and video archiving is the ability to easily share current information any time, any place, and be transparent — rather than having to rely on a printed transcript. The information is viewable in video format; the transcript is word searchable for quick research; and the viewer can hear tone of a question or statement.

### **Achieve strategic objectives**

CalHFA's goal was to increase our ability to share information in a useful format. CalHFA's Management Team recognized the importance of providing this information online, in a web/mobile-friendly format that also met its legal requirements. Through the development and implementation of live streaming and video archiving, CalHFA has accomplished its goal of providing the most relevant information in a useable, easy-to-access format for elected officials, customers, partners, staff and stakeholders all while saving costs

### **Conclusion**

The implementation of CalHFA's live streaming, video archiving and interactive transcript provides a tremendous cost savings to CalHFA, in staff time spent with post-production and services of a stenographer. From fiscal year 2014 to 2015, CalHFA spent almost \$22,000 for services of the stenographer alone.

Not only are thousands of dollars saved on stenographer services; but significant staff hours are saved by producing live. CalHFA can now share agency information with elected officials, customers, partners, staff and stakeholders, any time and any place.

With CalHFA's Interactive Transcript, elected officials, customers, partners, staff and stakeholders can easily see and hear any meeting and search for specifics with greater ease.

**Visual Aids:**

**See CalHFA's Archived Board Meetings & Interactive Transcripts:**

[CalHFA Board Meeting – January 13, 2016](#)

[CalHFA Board Meeting – March 15, 2016](#)

[CalHFA Board Meeting – May 17, 2016](#)

The January 13, 2016 Board Meeting [archive page](#). You can see the video with the interactive transcript in action. In this example we searched for **CalHFA** and the results found 9 matching keywords.



This image is a sample of the software we use to live produce and live stream our board meetings.

