



Date of Council Work Session: June 24, 2012

**TOWN OF LEESBURG
TOWN COUNCIL WORK SESSION**

Subject: Town Services Orientation- Public Service Videos

Staff Contact: Scott E. Parker, Assistant Town Manager
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Recommendation: Staff recommends the production of public service videos on various Town services.

Issue: Should Town Council authorize the production of public service videos as an orientation for residents on Town services?

Fiscal Analysis: The cost to produce a three-minute video that can be played on various social media outlets such as the Town web site, YouTube, Facebook, etc is estimated at approximately \$3,000 to \$5,000 each. It is thought that between four and six videos would be produced as a first step.

Town staff has pursued a potential grant through a program sponsored by Best Buy to offset the cost of production, but the Town does not qualify for the grant. There is a potential, however, to fund this program through the use of PEG (Public, Education, and Government) money that the Town receives yearly from the Town's cable providers as part of their franchise agreements. It has been determined that this could be an appropriate use of these funds.

Background: The Council recently expressed interest in providing information to new residents on Town services. The original concept was to host public seminars on a variety of Town services such as, but not limited to, Town Council meetings, recreation, library, trash and recycling, brush and leaf pick-ups, document shredding, police, vehicle decals, water and sewer connections, Town taxes, etc.

In an attempt to reach a larger audience, the concept of developing several public service videos that can be played in various social mediums was explored instead. As a result, discussions about the best way to produce the videos have been held with the Information and Technology Commission, as well as Bob Cohencious of Capitol Productions Television (CPTV), who does work with video production for Virginia Tech. Mr. Cohencious is currently assisting the Town as a liaison with Monroe Tech for provision and screening of the students that currently run the Town's public meetings since the departure of Comcast last July.

As a beginning step to this program, the Department of Planning and Zoning has been taking a lead role in working to establish the first of these videos. They are in the beginning stages of producing a video related to the requirements of the Crescent Design District. It should be noted that Planning is utilizing money they currently have in their budget for their production. As an ongoing effort, should the Town Council decide to proceed, staff recommends a production

schedule of perhaps four to six videos a year, in order to efficiently manage the program. We suggest the first series of videos (outside of the Planning effort) focus on services of the Town, including trash/brush pick-up and recycling, when tax bills/decals, etc. are due and how to pay, water and sewer connections, or other similar services. Further discussions would need to be held regarding a more detailed strategy of the types of videos produced and their sequencing within the overall Town Services Orientation video program.