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Memorandum

TO: BATA Oversight Committee

DATE: April 1, 2009

FR: Executive Director

W.I. 1254

RE: Underwriting Commitment – KQED / Northern California Public Broadcasting, Inc.

BATA staff recommends using a portion of the \$3.5 million already allocated by the Authority for video documentation of the San Francisco-Oakland Bay Bridge East Span replacement project to make a \$500,000 underwriting contribution to KQED-TV and its parent company, Northern California Public Broadcasting, Inc., to advance BATA's public education and outreach mission, and to support the completion, broadcast and distribution of an upcoming documentary film entitled "Saving the Bay" to be narrated by the actor Robert Redford.

"Saving the Bay" is a four-hour documentary film scheduled to premiere on KQED-TV in fall 2009. The film's producers are negotiating with the Public Broadcasting Service and with PBS member stations for subsequent broadcast of a two-hour version of the documentary. The producers also plan to create film excerpts of various lengths for incorporation into school curricula and for use in other outlets to enhance public education about the natural, political and economic history of San Francisco Bay. The filmmakers already have filmed segments that highlight the bridges crossing the bay, including the San Francisco-Oakland Bay Bridge, and the Golden Gate, Carquinez and San Mateo-Hayward bridges, as well as environmental enhancements such as the bicycle/pedestrian paths on the new bridges, the eelgrass restoration project associated with the new Bay Bridge East Span and the public access accommodation at the west end of the Richmond-San Rafael Bridge.

KQED already has received underwriting commitments for the "Saving the Bay" documentary from over a dozen public agencies, including the California Coastal Conservancy (\$150,000), Sonoma County Water Agency (\$100,000), Association of Bay Area Governments (\$50,000), Bay Conservation and Development Commission (\$50,000) and Santa Clara Valley Water District (\$25,000). Other underwriters include the North Bay Watershed Association, Marin Municipal Water District, Port of Oakland, East Bay Regional Park District, California Regional Water Quality Control Board, Bay Area Clean Water Agencies, U.S. Fish & Wildlife Service, National Oceanic and Atmospheric Administration and San Francisco International Airport.

BATA staff identified two distinct approaches that could be followed to advance the public outreach and education mission through underwriting support for "Saving the Bay." The first approach would involve an underwriting commitment similar in size to those made by other public agencies and organizations. This would name BATA among the various underwriters

identified in the film's closing credits, and would allow BATA an opportunity — as part of the nascent public outreach and education campaign centered around the new Bay Bridge East Span — to screen some or all of the film excerpts the producers plan to create.

The second approach would be to make a larger contribution of \$500,000. This would identify BATA as the lead underwriter for the film, with 15-second spots at the beginning and end of each broadcast hour. The result would be a total of eight “branding opportunities” to highlight BATA's commitment to improved mobility, seismic safety, bay access, environmental restoration, etc. As the lead underwriter, BATA also would be in position to work in partnership with the filmmakers to create the film excerpts that would highlight the bridges and would be shown on various platforms. BATA staff already has identified several pieces it would like to have produced:

- a one-hour version of the film to be used in educational outreach, including at the Lawrence Hall of Science through our established partnership and at other institutions;
- a 20- to 30-minute version for use at the Bay Bridge East Span Public Information Office at Pier 7 in Oakland and eventually at a bridge and transportation museum planned for Gateway Park in Oakland;
- a 5- to 10-minute version for use as a looping video at the travel kiosk in the Embarcadero BART/Muni station and the Bay Crossings store in the Ferry Building in San Francisco.

Staff believes the audience size and publicity that come with a prime time broadcast on KQED — and likely other PBS stations nationwide — during the fall season, and the availability of eight 15-second spots, make this an outstanding opportunity to inform millions of Northern California residents about the work BATA is doing to improve regional mobility, ensure public safety and preserve the aquatic environment, and that a larger underwriting commitment of \$500,000 actually will deliver greater value than a commitment of a smaller amount of funds.

Recommendation

Staff recommends that the Committee authorize the Executive Director or his designee to negotiate and execute a \$500,000 underwriting commitment with KQED / Northern California Public Broadcasting Inc. to promote the Authority's public outreach and education mission, and to support the completion, broadcast and distribution of the documentary film “Saving the Bay” and various abridged versions of the film. This commitment would not involve a new allocation of funds. It would instead redirect funds from a previous \$3.5 million allocation for Bay Bridge East Span video documentation.



Steve Heminger

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract

Work Item No.: 1254

Vendor: KQED / Northern California Public Broadcasting, Inc.
San Francisco, CA

Work Project Title: Saving the Bay Documentary

Purpose of Project: Public Education and Outreach

Brief Scope of Work: Support completion, broadcast and distribution of the documentary film "Saving the Bay" and various excerpts of the film for use in schools and other public venues, including the Bay Bridge East Span Public Information Office and at the planned Gateway Park museum.

Project Cost Not to Exceed: \$500,000

Funding Source: RM1/SRP Capital Program Budget

Fiscal Impact: Project costs are consistent with funds programmed and budgeted in the BATA Toll Bridge Capital Program.

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and execute an underwriting agreement with KQED / Northern California Public Broadcasting, Inc. to support completion, broadcast and distribution of the documentary film "Saving the Bay" and various excerpts of the film for use in schools and other public venues, including the Bay Bridge East Span Public Information Office and at the planned Gateway Park museum, and the Chief Financial Officer is directed to set aside funds up to \$120,000 for such contract amendment.

BATA Oversight Committee:

Bill Dodd

Approved: Date: April 8, 2009