



Agenda Item No. (4)

To: Building and Operating Committee/Committee of the Whole
Meeting of August 23, 2024

From: Paolo Cosulich-Schwartz, Director of Public Affairs
Kellee J. Hopper, Deputy General Manager, Administration & Development
Denis J. Mulligan, General Manager

Subject: **AUTHORIZE EXECUTION OF THE SECOND AMENDMENT TO
CONTRACT NO. 2020-D-006-B, ON-CALL VIDEO PRODUCTION
SERVICES, WITH FIRE STARTER STUDIOS**

Recommendation

The Building and Operating Committee recommends that the Board of Directors authorize execution of the Second Amendment to Contract No. 2020-D-006-B, *On-Call Video Production Services*, with Fire Starter Studios, in the amount of \$5,500 for completion of the Suicide Deterrent documentary, with the understanding that there are sufficient funds in the FY 24/25 Bridge Division Capital Budget.

This matter will be presented to the Board of Directors at its August 23, 2024, meeting for appropriate action.

Summary

In November 2019, the Golden Gate Bridge, Highway and Transportation District (District) Board of Directors approved Resolution No. 2019-080 to provide \$250,000 to document the history, approval, design, construction, and completion of the Physical Suicide Deterrent System Project (SDS) and produce a feature length documentary for public distribution. In July 2020, the District awarded a video production services contract to Fire Starter Studios, an Emmy-nominated, woman-owned documentary video and film production studio based in Santa Clarita, CA. Over the last four years, the District has been working closely with Fire Starter Studios to produce the documentary by filming interviews, capturing construction work on the Bridge and at fabrication facilities across the country, and securing archival footage to include in the film. The documentary is currently being edited and is expected to be completed later this year.

Staff originally anticipated the documentary would be completed prior to the net commemoration ceremony in July 2024. Since the documentary is still in editing, the production team wanted to include footage and interviews from the July 15, 2024 ceremony, and they hired a local crew to

film the proceedings. The filming will also provide the District with an official video record of the ceremony available to the public on the District’s YouTube channel.

The additional day of filming the ceremony is outside the scope of the original contract and requires an additional \$5,500. This item requires Board approval since the total contract amount exceeds the \$250,000 approval limit under the General Manager’s authority.

Contract History

Contract Initial Award And Amendments To Date			
Type	Date Approved	Description	Amount
Contract Award	July 2020	Initial Award	\$200,000
First Amendment	July 2022	Increased Funding for Project	\$49,200
Second Amendment	Pending	SDS commemoration filming	\$5,500
Total			\$254,700

Fiscal Impact

The On-Call Video Production Services project is included in the FY 23/24 Bridge Division Capital Budget in the amount of \$250,000 and is 100% District funded. The proposed amendment would increase the total project budget by \$5,500 in District funds for a total project amount of \$254,700. Sufficient funds are available in the project budget to support these additional services. The following table provides the history of the project budget:

Project Budget	Amount	District Funds in Total Project (%)
<i>On-Call Video Production Services</i> Project Budget at Contract Award (Board Resolution No. 2019-080)	(\$250,000)	100%
Increase Budget to include SDS commemoration ceremony filming (Current Recommendation)	\$5,500	
Current Budget (August 2024)	\$255,500	100%