

Technology Innovation

Board of Directors

South Bay Cities Council of Governments

July 24, 2025

BioNautica



Conventional Production Cost

One Minute Spot

- Sets, props, actors, wardrobe, crew, locations, Computer Graphics, and markup
- About 100 jobs involved
- About 4 months from start to finish
- **\$ 500,000 to \$1 million**

AI Production – Text to Video with Sync Sound

Jeffrey Karoff

- Tools -- Google's VEO3, 2-yr old iMac (already owned)
- ChatGPT suggested a soundtrack based on clues about tone and feel, used first song suggested.
- ChatGPT suggested the name of the corporation. It generated 40 options, chose BioFaunica
- Direct cost -- \$160 for tool use
- Labor – 1 person for 12 hours

Presentation Purpose

1. Illustrate the need to think critically about all sound and images
 - Yourself, colleagues, staff, constituents
2. Demonstrate need to democratize all AI tools
 - Cannot leave in hands of large, wealthy organizations; SBCCOG's 3 step Ladder of Digital Access: simple connectivity, plus devices/training, and digital production, service access and weather resilience
3. Start a conversation about municipal AI applications
 - Current uses; draft staff reports, mine data in report archive, transportation intersection design, analyze public comments;
 - Future; anticipate questions from elected officials, predict outcomes of investment or policy decisions, review building plans, predict public responses

Purpose Continued

4. Sound alarm about AI impacts on the regional economy

- Between runaway production and AI, Hollywood as regional wealth driver appears diminished

5. Raise awareness of AI's substantial draw on electric grid (training and use)

- Micro-grids may be necessary to sustain quality of life and avoid heat deaths

Role of SBCCOG -- Options

- Working group similar to Social Media W.G.
- Form AI Tool “bench”
- Update Board on municipal AI applications