



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: December 18, 2007

TO: Mayor and Councilmembers

FROM: Creeks Division, Parks and Recreation Department

SUBJECT: Purchase Order With Rincon Broadcasting LLC To Broadcast Clean Creek Messages

RECOMMENDATION:

That Council authorize the General Services Manager to issue a purchase order in the amount of \$28,344 to Rincon Broadcasting LLC to broadcast clean creek messages as part of a public awareness campaign on water pollution prevention.

DISCUSSION:

Broadcasting water pollution prevention Public Service Announcements (PSAs) on the radio is an integral component of the Creeks Division's Public Education Program which includes a coordinated media campaign of television and radio PSAs, and print and bus advertisements. The goal is to increase public awareness of the sources of creek and beach pollution, and to promote behavior that reduces water pollution. Over the past three years, the Creeks Division has developed and aired bilingual television and radio PSAs on Cox cable stations, Univision, and various radio stations.

In 2008, PSAs will focus on specific behaviors that residents can do to improve water quality at home and will emphasize the concept that pollution from neighborhoods gets washed into storm drains, which flow directly to creeks and the ocean, untreated.

PSAs will be broadcast in English on 99.9 KTYD and 101.7 KLITE and in Spanish on 94.5 La Preciosa and 107.7 Radio Bronco. These stations reach a range of target audiences including women/adults 25-54 and Hispanics in Santa Barbara. The Creeks Division will receive a non-profit match (Rincon Broadcasting will air approximately 1 spot for no charge for every spot purchased by the Creeks Division).

REVIEWED BY: _____ Finance _____ Attorney

Agenda Item No. _____

BUDGET/FINANCIAL INFORMATION:

The total cost of the purchase order with Rincon Broadcasting LLC is \$28,344. In January 2007, Rincon Broadcasting LLC purchased Santa Barbara stations from Clear Channel Communications, Inc. In 2007, the Creeks Division broadcast PSAs on Rincon Broadcasting stations for 9 months for a total of \$21,240. The Creeks Division is requesting to continue the water pollution prevention radio campaign in 2008 under a new purchase order with Rincon Broadcasting LLC. Funds for this purchase order are available in the Creeks Division Fiscal Year 2008 Operating Budget.

SUSTAINABILITY IMPACT:

Controlling the quality of urban runoff from developed areas within the City is critical for the protection of water quality in the City. The goal of the public awareness radio campaign is to educate residents about specific behaviors and habits that can improve water quality, such as picking up pet waste, using less fertilizer on lawns, fixing leaky cars, and taking cars to a carwash instead of washing in the street. Another goal of the campaign is to raise awareness among residents that storm drains lead straight to the creeks and ocean, without treatment.

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Manager/js

SUBMITTED BY: Nancy L. Rapp, Parks and Recreation Director

APPROVED BY: City Administrator's Office