



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: June 30, 2009

TO: Mayor and Councilmembers

FROM: Creeks Division, Parks and Recreation Department

SUBJECT: Purchase Order With Univision To Broadcast Spanish Language Public Service Announcements

RECOMMENDATION: That Council:

- A. Accept a contribution of \$3,400 from the County of Santa Barbara and \$3,000 from the City of Goleta; and
- B. Authorize the General Services Manager to issue a purchase order in the amount of \$20,000 to Univision for a Spanish language public awareness campaign on water pollution prevention.

DISCUSSION:

Working with City TV, the Creeks Division created a series of English and Spanish language TV public service announcements (PSAs) which focus on reducing key pollutants of concern. The PSAs follow the campaign theme "It All Flows to the Ocean" and animate current print PSAs. They are designed to raise awareness about pollutants and increase understanding that polluted storm water flows into storm drains and directly to the creeks and the ocean. Target audiences include auto repair do-it-yourselfers, young families, pet owners, and gardeners.

Broadcasting water pollution prevention PSAs on television is an integral component of the Creeks Public Education Program, which involves a coordinated television and radio media campaign, as well as print and bus advertisements. According to the 2008 follow-up opinion research survey, 70% of Hispanics recalled the specific Creeks Division advertising on radio and television. Moreover, national research suggests that over 60% of Hispanic families use television as their primary source of information.

Spanish language PSAs shown on Univision are estimated to reach 50,000 Hispanic residents throughout the South Coast with an estimated 900,000 impressions annually. Univision is offering a nonprofit match for every paid advertisement purchased by the City. The campaign will run from July 2009 through June 2010. In addition to the PSAs, the Creeks Division will continue to work with local nonprofit program Youth CineMedia

to develop and broadcast 1-2 short films and 1-2 PSAs created and edited by participating youth.

BUDGET/FINANCIAL INFORMATION:

Univision was not selected through a competitive application and interview process, but was selected as a result of being the only completely Spanish language television provider on the South Coast. The total cost of the proposed 12-month campaign is \$20,000. The County of Santa Barbara will contribute \$3,400 and the City of Goleta will contribute \$3,000. The \$13,600 contribution from the City is included in the Creeks Division's Fiscal Year 2010 operating budget.

SUSTAINABILITY IMPACT:

Reducing polluted urban runoff is critical for the protection of water quality in the City of Santa Barbara. An important goal of the Creeks Division public outreach effort is to educate Spanish-speaking residents through television PSAs about local creek and water quality issues and to encourage specific behaviors that can improve water quality in creeks and at local beaches.

PREPARED BY: Cameron Benson, Creeks Division Manager

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

APPROVED BY: City Administrator's Office