



Agenda Item No. \_\_\_\_\_

File Code No. 540.14

# CITY OF SANTA BARBARA

## COUNCIL AGENDA REPORT

**AGENDA DATE:** June 22, 2010

**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 \$28,824 to Rincon Broadcasting LLC to continue 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 City's Storm Water Management Program and 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 six years, the Creeks Division has developed and aired bilingual television and radio PSAs on Cox cable stations, Univision, and various radio stations.

The Creeks Division has been running ongoing radio messages focusing on pollutants including pet waste, fertilizers, pesticides, oil, and trash. In Fiscal Year 2011, the Creeks Division plans to continue the educational radio campaign focusing on pollution prevention and the concept that urban runoff flows into storm drains and then to creeks and the ocean, untreated, utilizing the message "The Ocean Begins on Your Street."

The purpose of the purchase order is to continue advertising clean water messages on English and Spanish radio. The purchase order will provide funding to broadcast approximately 136 clean water messages per month from July 2010 through June 2011 on 4 stations operated by Rincon Broadcasting LLC. These include English radio stations KTYD-FM and KSBL (K-Lite) and Spanish radio stations KIST (Radio Bronco) and KSPE (La Preciosa). These stations reach a range of target audiences including women/adults age 25-54 and Hispanics in Santa Barbara. Rincon Broadcasting LLC is providing a PSA

at no charge for each paid advertisement which doubles the frequency for the campaign investment. It is estimated that the radio messages will reach approximately 58,400 listeners.

Rincon Broadcasting was selected as a result of being the largest radio broadcasting provider in Santa Barbara. Rincon Broadcasting holds the largest market share of the key demographics the Creeks Division is seeking to reach, as identified in the Creeks Division's Public Education Plan. Because the selection of Rincon Broadcasting did not follow standard bidding procedures, City Council approval is required for this "sole source" purchase.

**BUDGET/FINANCIAL INFORMATION:**

The total cost of the purchase order with Rincon Broadcasting LLC is \$28,824. Budgeted funds for this purchase order are included in the recommended Fiscal Year 2011 Creeks 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 residents through radio 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 Restoration/Clean Water Manager

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

**APPROVED BY:** City Administrator's Office