



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: July 19, 2011

TO: Mayor and Councilmembers

FROM: Creeks Division, Parks and Recreation Department

SUBJECT: Purchase Order With Univision To Broadcast Creeks Division Spanish Language PSAs

RECOMMENDATION: That Council:

- A. Accept contributions of \$3,400 from the County of Santa Barbara and \$3,000 from the City of Goleta;
- B. Increase appropriations and estimated revenues by \$6,400 in the Fiscal Year 2012 Creeks Restoration and Water Quality Improvement Fund; and
- C. Authorize the General Services Manager to issue a purchase order in the amount of \$20,400 to Univision for a Spanish language public awareness campaign on creek and ocean water pollution prevention.

DISCUSSION:

Working with City TV, the Creeks Division has produced a series of English and Spanish language public service announcements (PSAs) which focus on educating residents about the function of storm drains. The PSAs follow the campaign theme "The Ocean Begins on Your Street," and are designed to increase understanding that polluted storm water flows into storm drains and directly to the creeks and ocean.

Three Spanish language PSAs will be aired on Univision from July 2011 through June 2012. Univision offers a nonprofit match for every paid advertisement purchased by the City, and the PSAs are estimated to reach 50,000 Hispanic residents throughout the South Coast.

Broadcasting water pollution prevention PSAs on television is an integral component of the City's Storm Water Management Program (SWMP) and the Creeks Division's Public Education Plan, which involves a coordinated television and radio media campaign, as well as print and bus advertisements. According to the Creeks Division's 2008 public opinion survey, 70% of Hispanic respondents recalled specific Creeks Division advertising on radio and television.

BUDGET/FINANCIAL INFORMATION:

Univision was not selected through a competitive application and interview process, but was selected because it is the only completely Spanish language television provider on the South Coast. The total cost of the proposed 12-month campaign is \$20,400. The County of Santa Barbara will contribute \$3,400, and the City of Goleta will contribute \$3,000. The City's share of \$14,000 is already included in the Creeks Division's Fiscal Year 2012 operating budget. With this action, the balance of \$6,400 funded from the County and City of Goleta will be added to the budget.

SUSTAINABILITY IMPACT:

Reducing polluted urban runoff is critical for the protection of water quality in the City. 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 Restoration/Clean Water Manager

SUBMITTED BY: Nancy Rapp, Parks and Recreation Director

APPROVED BY: City Administrator's Office