



# CITY OF SANTA BARBARA

## COUNCIL AGENDA REPORT

**AGENDA DATE:** June 16, 2009

**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 \$27,864 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 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 five 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 2010, the Creeks Division plans to continue the educational radio campaign focusing on pollution prevention and the concept that urban runoff flows to storm drains and then to creeks and the ocean, untreated.

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 2009 through June 2010 on 4 stations operated by Rincon Broadcasting LLC. These include English radio stations KTYD 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 25-54 and Hispanics in Santa Barbara. Rincon Broadcasting LLC is providing a PSA at no charge for each paid advertisement which increases the frequency for the campaign investment. It is estimated that the radio messages will reach approximately 58,000 listeners.

**BUDGET/FINANCIAL INFORMATION:**

The total cost of the purchase order with Rincon Broadcasting LLC is \$27,864. Funds for this purchase order are available in the Creeks Division 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 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