



# City of San Antonio

## Agenda Memorandum

**File Number:** 13-1128

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**Agenda Item Number:** 7.

**Agenda Date:** 12/19/2013

**In Control:** City Council A Session

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**DEPARTMENT:** Solid Waste Management

**DEPARTMENT HEAD:** David W. McCary

**COUNCIL DISTRICTS IMPACTED:** City Wide

**SUBJECT:**

Media Purchases from Spurs Sports and Entertainment

**SUMMARY:**

This ordinance authorizes the Solid Waste Management Department (SWMD) to execute media purchases for advertising with Spurs Sports and Entertainment for an amount not to exceed \$115,000.00 beginning December 20, 2013 to September 30, 2014. These media purchases will encompass promotional needs for the outreach for the SWMD recycling program through increased awareness.

**BACKGROUND INFORMATION:**

The Solid Waste Management Department (SWMD) has a residential recycling goal to reach 60% by 2025. Currently, the City's residential recycling rate is 32%. This initiative will work in conjunction with traditional outreach programs, including of pamphlets, door hangers, website and social media advertising, radio ads and meeting with homeowners. By leveraging the fan base of the San Antonio Spurs, SWMD hopes to reach a new audience that may have previously been missed.

**ISSUE:**

As part of the outreach for the recycling program, SWMD wants to increase awareness by advertising during

the NBA San Antonio Spurs games that will be showcased on local and cable television during their 2013-2014 NBA season. Through this agreement, a 30-second SWMD commercial will run 74 times throughout the season. The Spurs will also partner with SWMD to establish a Go Green contest during Earth Week in April. The Go Green contest will run on the Spurs social media site, which has approximately 1.7 million followers. The contest will invite San Antonio residents to make a video demonstrating why they are the best recycler in San Antonio. This contest will allow SWMD to reach approximately 1.1 million San Antonio residents who watch and cheer on the Spurs. SWMD will also receive one live read drop in and three TV and three radio broadcasts in March for the Go Green Contest. The winner of the Go Green Contest will be recognized at half-time of a Spurs game, and their video will be played.

A Request for Offer (RFO) was issued to Spurs Sports and Entertainment outlining the required scope of work to include all necessary advertisement requirements to support SWMD's Recycling educational outreach initiatives. Spurs Sports and Entertainment responded to the RFO and will provide said services for a cumulative amount not to exceed \$115,000.00.

SWMD has routinely allocated funds within their budgets for marketing and media purchases to promote their programs and services. In some cases, the program requires the utilization of media outlets as a component of the program's work plan. This Ordinance will authorize SWMD to execute media purchases with Spurs Sports and Entertainment for FY 14 for recycling education outreach for SWMD's program. Approval by City Council will allow SWMD recycling program to efficiently spend funds allocated for media purchases for FY14 and meet the deliverables of their work plans.

#### **ALTERNATIVES:**

Should this Ordinance not be approved, SWMD will continue to promote the recycling education programs with the traditional means of pamphlets, door hangers, website and social media advertising, radio ads and meeting with homeowners.

#### **FISCAL IMPACT:**

This Ordinance will authorize SWMD to execute media purchases with Spurs Sports and Entertainment for SWMD Recycling outreach programs for a cumulative amount not to exceed \$115,000.00. Funding for these purchases is available and budgeted within the FY 14 Solid Waste Operating and Maintenance Fund.

#### **RECOMMENDATION:**

Staff recommends the authorization of media purchases from Spurs Sports and Entertainment for the promotion of outreach for the recycling program for a total cumulative amount not to exceed \$115,000.00 for FY 14 which will allow SMWD's recycling programs to efficiently promote program activities and community outreach.