



City of San Antonio

Agenda Memorandum

File Number:16-4263

Agenda Item Number: 5.

Agenda Date: 9/1/2016

In Control: City Council A Session

DEPARTMENT: Finance

DEPUTY CHIEF FINANCIAL OFFICER: Troy Elliott

COUNCIL DISTRICTS IMPACTED: CityWide

SUBJECT:

Media Purchases for “No Diapers in Blue Cart Advertising”

SUMMARY:

This ordinance authorizes the Solid Waste Management Department (SWMD) to execute media purchases for television advertising with KSAT 12, KENS TV, and Univision TV SA for an amount not to exceed \$180,000.00 to run through October 31, 2016. These media purchases will target promotional needs for the SWMD “No Diapers in Blue Cart” advertising campaign by creating increased awareness to the residents of San Antonio.

BACKGROUND INFORMATION:

A. Submitted for City Council consideration and action is an offer submitted by KSAT 12, to provide 107 thirty second television spots to run during different designated times for a total cost of \$75,000.00.

B. Submitted for City Council consideration and action is an offer submitted by Univision TV SA, to provide 108 thirty second television spots on KWEX and 102 thirty second television spots on KNIC to run during different designated times for a total cost of \$30,000.00.

C. Submitted for City Council consideration and action is an offer submitted by KENS TV, to provide 145

thirty second television spots to run during different designated times for a total cost for \$75,000.00.

As SWMD continues to move toward reaching the residential recycling goal of 60% by 2025, it is important to continue to pursue marketing initiatives that will help the San Antonio community understand the importance of recycling. The SWMD “No Diapers in Blue Cart” campaign is geared at educating residents and reducing the amount of diapers being placed in the blue recycling carts thereby contaminating the recycling load and creating a hazard to individuals at the recycling plant. With this airtime purchase, the campaign that began in the fall of 2015 will continue through October 31, 2016.

ISSUE:

As part of the outreach for the recycling program, SWMD seeks to increase awareness by utilizing media services provided by KSAT 12, KENS TV, and Univision TV SA. Through this agreement, a 30-second SWMD television commercial will run a total of 462 times.

A Request for Offer (RFO) was issued to KSAT 12, KENS TV, and Univision TV SA outlining the required scope of work to include all necessary advertisement requirements to support SWMD's “No Diapers in Blue Cart” educational outreach initiatives. KSAT 12, KENS TV, and Univision TV SA responded to the RFO and offered to provide the advertisement airtime for a cumulative amount not to exceed \$180,000.00.

This procurement is made utilizing an Advertising, Other Than Legal Notices Exemption to the Texas Local Government Code Chapter 252.022.

SWMD has routinely allocated funds for marketing and media purchases to promote its 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 KSAT 12, KENS TV, and Univision TV SA for FY16 for recycling education outreach for SWMD's program. Approval by City Council will allow SWMD recycling program to utilize funds allocated for media purchases for the balance of FY16 and meet the deliverables of their work plans.

Due to specialized nature of the scope of services, the SBEDA Program did not apply to this solicitation.

This contract is an exception to the Local Preference Program.

The Veteran-Owned Small Business Preference Program does not apply to non-professional service contracts, so no preference was applied to this contract.

ALTERNATIVES:

Should these contracts 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 KSAT 12, KENS TV, and Univision TV SA for SWMD “No Diapers in Blue Cart” campaign for a cumulative amount not to exceed \$180,000.00. Funding for these purchases is available and budgeted within the FY2016 Solid Waste Operating and Maintenance Fund.

RECOMMENDATION:

Staff recommends approval of the contracts with KSAT 12, KENS TV, and Univision TV SA for the promotion of the “No Diapers in Blue Cart” television advertising campaign for a total cumulative amount not to exceed \$180,000.00 that will promote SMWD's recycling programs and help reduce the amount of diapers being placed in the blue recycling cart contaminating the recycling load.

These contracts were procured on the basis of a Request for Offer and Contract Disclosure Forms are not required.