

TO: James L. App, City Manager
FROM: Jim Throop, Director of Administrative Service
SUBJECT: KPRL Advertising Contract for Transit
DATE: October 6, 2009

NEEDS: For the City Council to approve a contract with KPRL radio for advertising services related to the Transit System effective from September 2009 through August 2010.

FACTS:

1. Paso Robles has been advertising its Transit System with KPRL for over 10 years.
2. Radio advertising has been an effective marketing tool for the Transit System.
3. KPRL radio is a local station, based in Paso Robles and reaches its riders every day.
4. Radio ads will be broadcast at the following times:
 - a. 6:12am during the "Morning Exchange"
 - b. 12:05pm during "Noon News"
 - c. Approximately 10 additional free slots at random times during each week.

ANALYSIS &

CONCLUSION: The City has enjoyed a successful advertising relationship with KPRL Radio for more than 10 years. This contract will continue to provide a cost-effective advertising program. KPRL is the only local radio station and it enjoys a wide-audience appeal, which benefits the advertising of the Transit System. As an adjustment to the current limitations of available funding, the expenditures on marketing are being reduced by approximately one-third from the Fiscal Year 2009 contract levels.

FISCAL

IMPACT: Advertising costs are included in the transit budget for Fiscal Year 2010.

OPTIONS:

- a. Approve the Contract with KPRL radio for advertising services for \$9,996.
- b. Amend, modify or reject the above option.

RESOLUTION NO. 09-xxx

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES
APPROVING AN ADVERTISING CONTRACT WITH KPRL RADIO STATION FOR
PROMOTING THE PASO ROBLES TRANSIT SYSTEM FOR SEPTEMBER 2009 THROUGH
AUGUST 2010.

WHEREAS, the continued marketing and advertising of the City of Paso Robles' transit services is of benefit to the City of Paso Robles; and

WHEREAS, radio advertisement in a local market is a cost-effective means of marketing services; and

WHEREAS, KPRL radio is the city's only local radio station, and has been broadcasting advertisements for Paso Robles Transit services for over 10 years;

WHEREAS, radio advertising will be broadcast at the following times:

- a. 6:12am during the "Morning Exchange"
- b. 12:05pm during the "Noon News"
- c. Approximately 10 additional free slots at random times during the week

THEREFORE, BE IT HEREBY RESOLVED by the City Council of the City of El Paso de Robles that the advertising contract attached herewith as Exhibit "A", for \$9,996 is hereby approved and the Director of Administrative Services is authorized to execute said contract.

PASSED AND ADOPTED by the City Council of the City of El Paso de Robles this 6th day of October 2009 by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

Duane Picanco, Mayor

ATTEST:

Cathy David, Deputy City Clerk