

TO: James L. App, City Manager

FROM: Jim Throop, Director of Administrative Service

SUBJECT: Radio Advertising Contract with KLUN radio for Transit promotion

DATE: October 16, 2012

Needs:

For the City Council to approve a contract with station KLUN (Radio Laser) for advertising services related to the Paso Robles Transit system (Paso Express) from October 2012 through June 2013.

Facts:

1. Ongoing marketing efforts are made to improve awareness of, and ridership on, the Paso Express.
2. The Transit Needs Assessment done by SLOCOG identifies Paso Robles as having a concentration of monolingual Spanish speakers. Outreach to persons of Limited English Proficiency (LEP) is recommended.
3. Marketing efforts to the Spanish-speaking demographic could boost ridership on the transit system.
4. Paso Robles has utilized radio advertising for Transit regularly during the past 13 years. Spanish-language radio has not been utilized in the past, except briefly in 2008, with positive results.
5. KLUN (Radio Laser, 103.1 FM) is a popular Spanish-language station based in Paso Robles.
6. Under the proposed contract with KLUN radio, fifteen sixty-second ads will be broadcast weekly, Monday through Friday, between 6:00 a.m. and 7:00 p.m., with a one-hour sponsorship for Transit, for \$300 per week.

Analysis & Conclusion:

Radio advertising for Transit has previously been used to promote awareness and encourage ridership. Outreach to Spanish-speaking members of the community could prove an effective means of improving the Transit system's ridership and farebox recovery ratio.

Fiscal

Impact:

\$10,800 from the Transit fund would be spent during the 2012/13 Fiscal year. Sufficient Transit funds are allocated for Fiscal Year to cover this marketing expense. The General fund will not be affected by transit expenditures.

Options:

- a. Approve the Contract with KLUN radio for advertising services for \$10,800 though June 30, 2013, or
- b. Amend, modify or reject the above option.

RESOLUTION NO. 12-xxx

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES
APPROVING AN ADVERTISING CONTRACT WITH KLUN RADIO (RADIO
LASER) FOR PROMOTING THE PASO ROBLES TRANSIT SYSTEM.

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

WHEREAS, radio advertisement to the local population is a cost-effective means of marketing services; and

WHEREAS, the City seeks to increase outreach to the Spanish-speaking community in Paso Robles, and

WHEREAS, under contract with Spanish-language station KLUN, 15 60-second ads will be broadcast weekly between the hours of 6:00 a.m. and 7:00 p.m., and a one-hour sponsorship given to Transit, at the cost of \$300/week,

THEREFORE, BE IT HEREBY RESOLVED by the City Council of the City of El Paso de Robles that the advertising contract with KLUN radio through June 30, 2013, attached herewith as Exhibit "A", for \$10,800, 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 16th day of October 2012 by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

Duane Picanco, Mayor

ATTEST:

Caryn Jackson, Deputy City Clerk



Paso Robles Transit



Gold Packet

Thirty: 60 sec commercials weekly

KLUN
KLUN
KLUN

20 (60s) spots (M-F) (6a-7p)
10 (10s) live (M-F) (6a-11a)
__:__ Hour Sponsor Ship

\$400 a week for 52 weeks

Silver Packet

Fifteen: 60 sec commercials weekly

KLUN
KLUN

15 (60s) spots (M-F) (6a-7p)
__:__ Hour Sponsor Ship

\$300 a week for 52 weeks

STATION: 103.1 KLUN START DATE: ___/___/___ END DATE: ___/___/___

Market: Paso Robles

Business Name: _____

Client Signature: _____ Date: ___/___/___

Print Name: _____ Date: ___/___/___

Terms & Conditions:

This is a "Special Promotional Rate". This packet cannot be transferred, or cancelled. If cancelled or transfer within the period agreed, client will be charged for all unearned discount for remotes and commercials based on the current "2011 Rate Card".