

REVISED



# South Coast Air Quality Management District

21865 Copley Drive, Diamond Bar, CA 91765-4178  
(909) 396-2000 • www.aqmd.gov

## SPECIAL MEETING OF THE ADMINISTRATIVE COMMITTEE

### Committee Members

Dr. William Burke, Chair  
Mayor Benoit, Vice Chair  
Mayor Pro Tem Judith Mitchell  
Dr. Clark E. Parker, Sr.

**December 18, 2018 ♦ 9:00 a.m. ♦ Conference Room CC-8  
21865 Copley Drive, Diamond Bar, CA 91765**

### Teleconference Locations

1970 Mandeville Canyon Rd  
Los Angeles, CA 90049

Wildomar City Hall  
23873 Clinton Keith Rd, Ste. 201  
Wildomar, CA 92595

3405 W. Imperial Hwy  
Inglewood, CA 90303

(The public may attend at any location listed above.)

*Call-in for listening purposes only is available by dialing:*

*Toll Free: 866-244-8528*

*Listen Only Passcode: 5821432*

*In addition, a webcast is available for viewing and listening at:*

<http://www.aqmd.gov/home/library/webcasts>

## **AGENDA**

*Members of the public may address this body concerning any agenda item before or during consideration of that item (Gov't. Code Section 54854.3(a)). Please provide a Request to Address the Committee card to the Committee Secretary if you wish to address the Committee on an agenda item. If no cards are available, please notify SCAQMD staff or a Board Member of your desire to speak. All agendas for regular meetings are posted at District Headquarters, 21865 Copley Drive, Diamond Bar, California, at least 72 hours in advance of the regular meeting. Speakers may be limited to three (3) minutes each.*

## **CALL TO ORDER**

### **ACTION ITEM - Item 1:**

#### **JANUARY AGENDA ITEM**

1. Issue Purchase Order to Promote "The Right to Breathe" Video  
(*Motion Requested*)  
*This action is to add \$500,000 to SCAQMD's Google AdWords*

Sam Atwood      pgs. 1-2  
Media Manager

*campaign to promote the updated “The Right to Breathe” video.  
Funding for this effort will come from the BP ARCO Settlement Projects  
Special Revenue Fund (46).*

**OTHER MATTERS:**

2. Public Comment

*At a special meeting, no other business may be considered (Gov’t Code Section 54956). Each speaker will be afforded three minutes to address the Committee on items on this agenda. (Gov’t Code Section 54954.3)*

3. **Next Meeting Date:** January 11, 2019 at 10:00 a.m.

**ADJOURNMENT**

Document Availability

*All documents (i) constituting non-exempt public records, (ii) relating to an item on an agenda for a regular meeting, and (iii) having been distributed to at least a majority of the Committee after the agenda is posted, are available prior to the meeting for public review at the South Coast Air Quality Management District, Public Information Center, 21865 Copley Drive, Diamond Bar, CA 91765.*

Americans with Disabilities Act

*The agenda and documents in the agenda packet will be made available, upon request, in appropriate alternative formats to assist persons with a disability (Govt. Code Section 54954.2(a)). Disability-related accommodations will also be made available to allow participation in the Administrative Committee meeting. Any accommodations must be requested as soon as practicable. Requests will be accommodated to the extent feasible. Please contact Nancy Velasquez at 909-396-2557 from 7 a.m. to 5:30 p.m. Tuesday through Friday, or send the request to [nvelasquez@aqmd.gov](mailto:nvelasquez@aqmd.gov).*

DRAFT

BOARD MEETING DATE: January 4, 2019

AGENDA NO.

PROPOSAL: Issue Purchase Order to Promote "The Right to Breathe" Video

SYNOPSIS: This action is to add \$500,000 to SCAQMD's Google AdWords campaign to promote the updated "The Right to Breathe" video. Funding for this effort will come from the BP ARCO Settlement Projects Special Revenue Fund (46).

COMMITTEE: Special Administrative, December 18, 2018; Recommended for Approval

RECOMMENDED ACTION:

Authorize the Executive Officer to issue a purchase order in an amount up to \$500,000 to pay monthly invoices for a 12-month Google AdWords campaign. Funding will come from the BP ARCO Settlement Projects Special Revenue Fund (46).

Wayne Natri  
Executive Officer

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**Background**

"The Right to Breathe" Video Update

In early 2017, the Chairman requested an update to SCAQMD's signature film, "The Right to Breathe," which was released in 2011. Like the original film, the goal of this update is to educate viewers about air quality and environmental justice challenges as well as current solutions. The updated video was completed in March 2018.

Google AdWords Campaign

During the fall of 2015, SCAQMD implemented a highly successful pilot advertising program with Google AdWords. Since then, the Board has approved seven Google AdWords advertising campaigns to promote various SCAQMD programs including the original and updated "The Right to Breathe" videos and the annual Check Before You Burn campaign.

Google AdWords have included YouTube “pre-roll” as well as display/banner ads. Pre-roll is a short video ad that plays automatically before a desired video selected by a YouTube viewer.

The most recent AdWords campaign promoting the updated “The Right to Breathe” video covers the period of March 8, 2018 to December 31, 2018. The total campaign budget, approved by the Board at its March 2, 2018 meeting, was \$652,957.

As of November 28, 2018, the campaign had achieved 43.9 million impressions, 19 million views and 45,584 clicks at a cost of \$577,918.

### **Proposal**

To continue to promote SCAQMD’s mission of cleaning the air and its environmental justice messages, staff proposes a 12-month Google AdWords campaign promoting the updated “The Right to Breathe” video.

With Board approval, the 2019 AdWords campaign would start immediately following issuance of a purchase order, projected on January 8, 2019. The campaign would conclude on January 7, 2020.

Staff proposes a monthly AdWords budget of \$41,666.66 – the same amount as the current campaign – for a total 12-month campaign period from January, 2019 through December, 2019.

### **Sole Source Justification**

Section VIII.B.2 of the Procurement Policy and Procedure identifies four major provisions under which a sole source award may be justified. This request for a sole source award is made under provision B.2.c.: The desired services are available from only the sole source, specifically, B.2.c.(1): The unique experience and capabilities of the proposed contractor or contractor team.

### Google, Inc.

Consumers are increasingly relying on digital media for news and information. In turn, companies are making increasing use of digital advertising to promote their brand and services. Google is a leader in providing online advertising and its ownership of YouTube positions the company as a leader in online video messaging. For these reasons, Google remains uniquely qualified to assist SCAQMD with outreach for the “The Right to Breathe” campaign, utilizing online digital advertising featuring video pre-roll ads and website image ads.

### **Resource Impacts**

The purchase order for the proposed 2019 Google AdWords campaign is not to exceed \$500,000. Sufficient funding is available in the BP ARCO Settlement Projects Special Revenue Fund (46).