SCAQMD Outreach:
Recommendations for A New Direction

Governing Board Retreat
May 15-16, 2014
South Coast Air Quality Management District

Successful Outreach, Campaigns

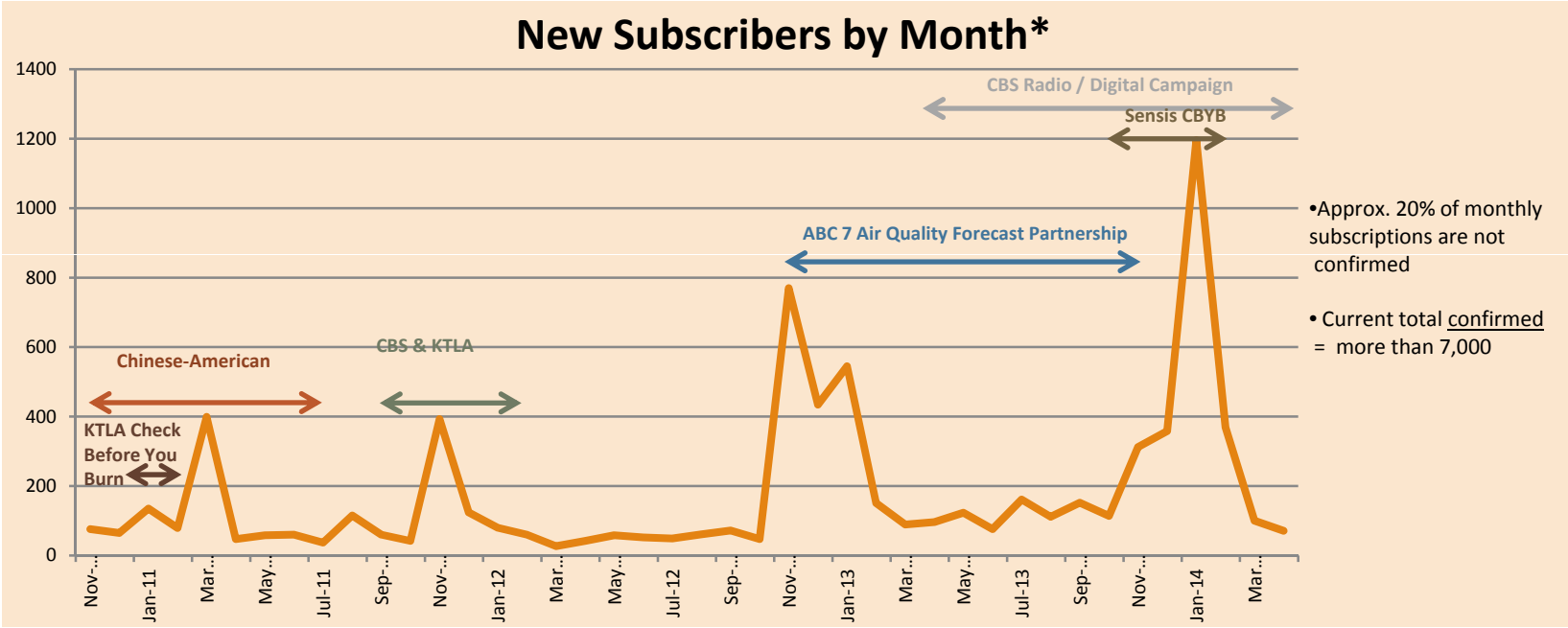
SCAQMD Reputation For Successful Events, Programs, Outreach

How Do We Get Past the "First Hello" and Build Better Relationships?

Campaign Recommendations: A Recap

- Successful Campaigns Had an Impact
- Longer, Continued Efforts to Build on Momentum
- Develop Year Round Partnerships
- Use, Extend Digital/Social Media Outreach Efforts
- Higher Engagement to Increase Awareness, Impact Behavior

Air Alert Sign Ups



- Approx. 20% of monthly subscriptions are not confirmed
- Current total confirmed = more than 7,000

Transitioning to a Longer-Term Outreach Approach

- Define the Vision for Outreach 5 Years Out
- Set the stage for the public to play a more active role in SCAQMD achieving clean air goals

- Implement long-term outreach to effectively communicate our message(s), build relationships, motivate behavior change and achieve our goals

Connecting SCAQMD With Our Communities

Public Opinion Survey Recap

- Increase Public Awareness of Lesser Known Air Pollution Causes, Associated Health Problems
- Share Air Quality Progress, Health Risks that Remain
- Promote Outreach, Incentive Programs to Ethnic Groups
- Promote Doable Personal Behavior Changes
- Use Media Variety To Promote Air Quality Message

Goals for A New Direction

- Increase Awareness of SCAQMD
- Create More Unified, Consistent Messaging
- Develop Proactive Outreach Strategies with Specific Outcomes, i.e. Increase Awareness, Engage Participation
- Effectively Influence Behavior to Support Clean Air Efforts

Value of Messaging, Branding

Value of Messaging, Branding

- **Social Marketing**

  "To develop and integrate marketing concepts with other approaches to influence behaviors that benefit individuals and communities for the greater social good." (ISMA, Oct. 2013)

- Building Mutually Beneficial Relationships thru Strategically Executed Communication

- Develops a Point of Identification and Alliance

Multiple Benefits of A New Direction

- Ensures Greater Consistency of Messaging
- Improves Efficiency
- More Bang for Our Bucks
- Addresses Specific Board-Approved Tasks

Campaign Components

- **Media**
  - 360-Degree Media Campaign
  - Tailored to Demographics (age, ethnicity, etc.)

- **Public Affairs**
  - More Effective Use of Social Media Outlets
  - Targeted Event Participation, Sponsorship, Planning
  - Growing Community Partnerships, Advocates

Branding/Awareness

- **Development of Consistent**
  - Messages
  - Taglines
  - Creative
  - Comprehensive Social Media Strategy

- **Deployment Of Branding to Increase Awareness of:**
  - SCAQMD Accomplishments
  - Key Messages
  - Partnerships
  - Opportunities for Involvement (Consumer Programs, Personal Behavior Changes)

Ethnic Outreach

- **Continue Outreach To Key Ethnic Groups**
  - Latino
  - Chinese-American
  - African-American
  - Korean-American
  - Others

Consumer Programs

- **Check Before You Burn**
  - Increase Awareness of and Compliance With Program
- **Lawn Mower Exchange**
  - Continue Exchange of 4,000 Mowers Per Year
- **Evaluate Potential for New Consumer Programs**

CHECK BEFORE YOU BURN PROGRAM

School Outreach

- **Identify, Partner with Organizations with Approved Curricula**
  - **Examples:**
    - Kids Making Sense – Deploys Low-Cost Air Quality Sensors with Students
    - Partnering with High School Conference Participants – Develop a Year Long "Virtual" Educational Outreach

Air District Advertising/Outreach Budgets & Results

Air District	US Media Market Rank	Annual budget (contract $)	Population	Per Capita Spending	Public Awareness of Air District
South Coast	2	$664,758*	16,400,000	.04	28%
Bay Area	6	$1.99 M	7,000,000	.28	56%
San Joaquin	20	$900,000	3,900,000	.23	57%
Sacramento	20	$1.375 M	1,462,000	.94	32%**

We need to invest more on an on-going basis to deploy an effective outreach plan.

*average of FY 2013-14 and 2012-13
**awareness of specific program, not the agency itself

Recent Spending/Proposed Budget

- Proposed budget for 12 months: $1.33 M
- Based on **sum** of FY 2012-13 and FY 2013-14 outreach/ad budgets
- Campaign activity level will increase
- FY 2014-15 recommended budget (9-month contract): $997,137

Previous Campaign Budgets by Fiscal Year	
2010-11	$722,213
2011-12	$88,350
2012-13	$756,516
2013-14	$573,000
Annual Average	$535,020

Next Steps

1. Incorporate today's feedback into proposed RFP for outreach components
2. Bring proposed RFP to Admin Committee on 6/13/14
3. Board approval/RFP release on 7/11/14
4. RFP deadline: 8/12/14
5. Special Admin Committee meeting to interview candidate firms: last week of August
6. Board approval of contract: 9/5/14
7. Contract execution: early October
8. Start Check Before You Burn campaign on 11/1/14

Air Quality in Your Hands

Our job is to make change. Our job is to connect to people, to interact with them in a way that leaves them better than we found them,….”

- Seth Godlin