

BOARD MEETING DATE: July 10, 2015

AGENDA NO. 3

PROPOSAL: Amend Contract for Media, Advertising and Public Outreach for Check Before You Burn Program

SYNOPSIS: On July 11, 2014, the Board exercised the option to renew for an additional year the contract with Sensis for Media, Advertising and Public Outreach for the FY 2014-15 Check Before You Burn season. The current contract with the firm will expire on September 30, 2015. This action is to extend the contract with Sensis for one final additional year as allowed in the Check Before You Burn outreach program approved by the Board in 2013.

COMMITTEE: Stationary Source, June 19, 2015; Recommended for Approval

RECOMMENDED ACTION:

Authorize the Executive Officer to extend the contract for Media, Advertising and Public Outreach with Sensis for one year in an amount not to exceed \$493,000 from the Rule 1309.1 Priority Reserve Funds (Fund 36) to implement the FY 2015-16 Check Before You Burn outreach campaign.

Barry R. Wallerstein, D.Env.
Executive Officer

SA/TC

Background

SCAQMD's Check Before You Burn program and its regulatory framework, Rule 445, are key measures in the agency's 2012 Air Quality Management Plan to achieve the federal health-based air quality standard for PM2.5. Check Before You Burn and Rule 445 seek to reduce PM2.5 emissions from wood burning in residential fireplaces during late fall and winter when unhealthy air quality is forecast.

On June 7, 2013, the Board approved release of an RFP to solicit proposals from firms with the necessary expertise to plan and execute a comprehensive media, advertising and public outreach campaign to promote awareness of and compliance with the Check

Before You Burn program during the FY 2013-14 fall/winter season. The Board approved funding for this outreach effort from the Rule 1309.1 Priority Reserve Funds in an amount not to exceed \$500,000. On September 6, 2013, the Board awarded a contract to the firm Sensis in an amount not to exceed \$493,000, with an option to extend the contract for two additional one-year contracts.

On July 11, 2014, based on the overall quality and comprehensive design of the FY 2013-14 outreach campaign developed and implemented by Sensis, the Board exercised its authority to extend the contract with Sensis for one additional year to implement the FY 2014-15 Check Before You Burn outreach campaign.

Proposal

For the past two years, Sensis has developed and implemented comprehensive media, advertising and public outreach campaigns for the Check Before You Burn program to:

- Increase awareness of and support for SCAQMD's Check Before You Burn program; and
- Promote awareness of and compliance with no-burn days; and
- Promote awareness and adoption of cleaner alternatives to wood burning in home fireplaces, such as natural-gas log sets.

The FY 2014-15 campaign achieved over 34 million impressions through paid advertisements on TV, radio, Internet, electronic billboards and social media. Earned-media efforts resulted in more than 378 media reports. In addition, AirAlerts subscriptions increased by 975 during the campaign.

The Southland experienced 25 no-burn days during the FY 2014-15 Check Before You Burn season, the highest number since the program began in 2011. Real-time no-burn alerts were broadcast on the radio, displayed on electronic billboards and across social media platforms. In addition, there was a substantial increase this past season in the number of media outlets reporting no-burn days after receiving SCAQMD's no-burn alerts.

A key component of the outreach campaigns over the past two years included a TV spot and digital ads featuring Juliette Larson, an 11-year old asthma sufferer. For the FY 2014-15 outreach campaign, the firm produced new digital video ads featuring five young asthma sufferers sharing their experiences of the effect of wood smoke and air pollution on their asthma.

Looking ahead to the FY 2015-16 season, there is a strong need to continue to increase awareness of the agency's Check Before You Burn program and build on the outreach momentum gained over the past two years.

The current contract with Sensis expires on September 30, 2015, and includes the option to renew the contract for one more year. Based on the overall quality and comprehensive design of the outreach programs developed and implemented by Sensis over the past two years, and to ensure an outreach program is in place before the FY 2015-16 Check Before You Burn season begins, staff recommends that the contract with Sensis be extended for one additional year in an amount not to exceed \$493,000. Special attention in the upcoming campaign will be given to significantly increasing AirAlert subscriptions.

Resource Impacts

Funding for this contract extension will be provided from Rule 1309.1 Priority Reserve Funds (Fund 36) to implement the FY 2015-16 Check Before You Burn outreach program.