

BOARD MEETING DATE: July 7, 2017

AGENDA NO. 14

PROPOSAL: Amend Contract for Targeted Outreach for “The Right to Breathe” Video Utilizing YouTube Videos and Banner Ads

SYNOPSIS: This action is to amend an existing contract with Google for an additional \$250,000 to continue the outreach effort for “The Right to Breathe” video until November 1, 2017. Funding for this effort will come from the BP/ARCO Settlement Project Fund (46)

COMMITTEE: Administrative, June 9, 2017; Recommended for Approval

RECOMMENDED ACTION:

Authorize the Executive Officer to amend the contract with Google, Inc. for targeted outreach in the amount of \$250,000 from the BP/ARCO Settlement Project Fund.

Wayne Nastri
Executive Officer

SA

Background

In December 2015, the Board approved a one year, \$800,000 contract with Google for targeted outreach utilizing YouTube videos and banner ads to promote various SCAQMD programs including “The Right to Breathe” video. The award was based on a highly successful pilot program with Google in the fall of 2015. In December 2016, the Board approved an additional \$250,000 to continue targeted outreach for six months for The Right to Breathe video. The targeted outreach utilized a 45-second pre-roll video. Such outreach is highly targeted by Google using search words, ZIP codes and other demographics. Similar techniques are utilized for banner ads. Results from previous SCAQMD promotions with Google show this outreach approach to be highly successful. As of mid-May, the current Google campaign promoting “The Right to Breathe” had achieved more than 31.4 million impressions.

The current promotion ends on August 1, 2017. There is a desire to continue to promote SCAQMD's signature film "The Right to Breathe" with Google for an additional three months, ending on November 1, 2017. The additional outreach will continue to be highly targeted by using search words, ZIP codes and other demographics through a 45-second pre-roll video and banner ads.

Staff recommends amending the current contract with Google Inc. using appropriate funds in the amount of \$250,000 for continued targeted outreach to promote "The Right to Breathe" film.

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 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.

Consumers are increasingly turning to digital media for their news and information. In turn, companies are making increasing use of digital advertising to promote their brand and services. Google is a leader in assisting companies with 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 using video pre-roll ads and website image ads. In addition, a Google digital strategist who is up-to-date on the latest digital advertising trends will assist SCAQMD to craft a strategy to reach its target audience; set goals to measure progress; launch the online advertising campaign and provide hands-on personalized support throughout the process.

Proposed Budget

The overall budget for the proposed is \$250,000 for a sole-source contract with Google, Inc.

Resource Impacts

Sufficient funds are available from the BP/ ARCO Settlement Project Fund (46).