

BOARD MEETING DATE: June 2, 2017

AGENDA NO. 7

PROPOSAL: Extend Contract for Targeted YouTube Videos and Banner Ads for the 2017-18 Check Before You Burn Program

SYNOPSIS: The contract with Google to help promote the Check Before You Burn program (CBYB) is currently set to expire on June 30, 2017. This action is to authorize the Executive Officer to extend the current contract with Google, Inc. for \$250,000, for the 2017-18 CBYB program. This contract will be executed from the Rule 1309.1 Priority Reserve Fund (36).

COMMITTEE: Administrative, May 12, 2017; Recommended for Approval

RECOMMENDED ACTION:

Authorize the Executive Officer to extend SCAQMD's contract with Google, Inc. for targeted outreach for the Check Before You Burn program's 2017-18 season in an amount not to exceed \$250,000 from the Rule 1309.1 Priority Reserve Fund (36).

Wayne Natri
Executive Officer

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Background

SCAQMD's Check Before You Burn program and its regulatory framework, Rule 445 – Wood Burning Devices, are key measures in the agency's Air Quality Management Plan to achieve the federal health-based air quality standard for PM_{2.5}. Check Before You Burn and Rule 445 seek to reduce PM_{2.5} emissions from wood burning in residential fireplaces from November 1 through the end of February on days when unhealthy air quality is forecast.

The 2016-17 Check Before You Burn season included targeted outreach through Google, Inc. using YouTube videos and digital display ads to enhance the media, advertising and public outreach campaign. Such outreach is highly targeted by Google using search words, ZIP codes and other demographics. Similar techniques can be utilized for digital display campaigns. The Google outreach component was recommended for the Check Before You Burn program after results of a pilot program in the fall of 2016 showed this approach to be highly successful.

At the conclusion of the 2016-17 Check Before You Burn season, the Google advertising campaign had achieved:

- More than 110 million impressions, meaning each time your ad is shown on a search result page or other site on the Google Network;
- More than 2.9 million interactions, meaning clicks on ads or videos watched;
- An average cost per interaction of approximately \$0.07; and
- Nearly 20 percent of viewers watching the entire pre-roll video.

For the 2017-18 Check Before You Burn program, there is a need to continue to promote the program through Google utilizing YouTube videos and digital display ads to enhance the overall media, advertising and public outreach campaign for the upcoming season.

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 Check Before You Burn program, 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 project is \$250,000 for a sole-source contract with Google, Inc.

Resource Impacts

Funding will be provided from Rule 1309.1 Priority Reserve Funds (Fund 36) to implement the 2017-18 Check Before You Burn outreach program.