

BOARD MEETING DATE: November 3, 2017

AGENDA NO. 9

PROPOSAL: Amend Contract with Google 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 amount up to \$276,275 to continue the outreach effort for “The Right to Breathe” video. Funding for this effort will come from a credit from Google to SCAQMD in the amount of \$276,275

COMMITTEE: Administrative, October 13, 2017; Recommended for Approval

RECOMMENDED ACTION:

Authorize the Executive Officer to amend the contract with Google, Inc. for an amount up to \$276,275, using a credit from Google.

Wayne Natri
Executive Officer

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Background

During the fall of 2015, SCAQMD implemented a highly successful pilot advertising program with Google. Since then, the Board has approved five advertising contracts with Google to promote various SCAQMD programs including “The Right to Breathe” video and the annual Check Before You Burn campaign.

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

In December 2016, the Board approved \$250,000 for Google ads promoting “The Right to Breathe” from Jan. 18, 2017 to June 30, 2017. On July 1, 2017, the Board approved a \$250,000 promotion for “The Right to Breathe” from August 1, 2017 to November 1, 2017.

In August, it was discovered that during 2017, Google had not geo-targeted the ads solely to ZIP codes within SCAQMD, as required under an agreement between SCAQMD and Google. Instead, at least some of the ads were served to viewers out-of-state. In response, SCAQMD requested and Google provided a credit to SCAQMD in the amount of \$276,275.

The current campaign will end on November 1, 2017. The purpose of this Board letter is to direct staff to use the \$276,275 credit for a new campaign promoting “The Right to Breathe” video from Nov. 4, 2017 to March 3, 2018.

Proposed Budget

The overall budget for the proposed campaign is up to \$276,275 for a sole-source contract with Google, Inc.

Resource Impacts

Since this contract will rely exclusively on a credit from Google Inc. to SCAQMD, there will be no impact on any SCAQMD funds.