

REVISED

BOARD MEETING DATE: March 2, 2018

AGENDA NO. 7

PROPOSAL: Issue Purchase Order to Promote “The Right to Breathe” Video

SYNOPSIS: This action is to add ~~\$375,000~~~~250,000~~ to SCAQMD’s 2018 Google AdWords campaign to promote the new “The Right to Breathe” video. Funding for this effort will come from the BP ARCO Settlement Projects Special Revenue Fund (46).

COMMITTEE: Administrative, February 9, 2018; Recommended for Approval

RECOMMENDED ACTION:

Authorize the Executive Officer to issue a purchase order in an amount not to exceed \$375,000 to SCAQMD’s 2018 Google AdWords campaign to promote the new “The Right to Breathe” video from the BP ARCO Settlement Projects Special Revenue Fund (46). This funding will be combined with an existing \$277,957 credit for a total of \$652,957 for the video.

~~Utilizing \$277,957 in existing funding and \$250,000 in new funding, authorize the Executive Officer to issue a purchase order in an amount up to \$527,957 to pay monthly invoices for a Google AdWords campaign. New funding (\$250,000) will come from the BP ARCO Settlement Projects Special Revenue Fund (46).~~

Wayne Natri
Executive Officer

SA

Background

“The Right to Breathe” Video Update

In early 2017, the Chairman requested an update to SCAQMD’s signature film, “The Right to Breathe,” which was released in 2011. Like the original film, the goal of this update is to educate viewers about air quality and environmental justice challenges as well as current solutions. The updated video is in final production and should be ready for release in March 2018.

Google AdWords Campaign

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

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

In December 2015, the Board approved an \$800,000 Google AdWords campaign that launched in December 2015 and was completed in October 2016. During this campaign, \$518,309 was allocated to promote the original “The Right to Breathe” video. The remainder of the budget was used to promote the SCAQMD’s Lawn Mower Exchange program, the “Do 1 Thing” video and an EV home charging infrastructure rebate.

In July 2017 the Board approved \$250,000 to promote the original “The Right to Breathe” video from August 2, 2017, through November 1, 2017. In September 2017, Google provided a service credit to SCAQMD in the amount of \$276,275 due to a Google error in which SCAQMD’s AdWords campaigns were not properly geo-targeted. With the ~~July 2017 Board funding~~, Google credit and ~~the balances~~ pending on the August 2 through November 1, 2017, campaign, SCAQMD now has a cumulative Google credit ~~balance~~ for “The Right to Breathe” campaign of \$277,957.

The purpose of this Board letter is to issue a purchase order in an amount not to exceed \$375,000 to SCAQMD’s 2018 Google AdWords campaign to promote the new “The Right to Breathe” video from the BP ARCO Settlement Projects Special Revenue Fund (46). This funding will be combined with the existing \$277,957 credit. allocate an additional \$250,000 to the 2018 Google AdWords campaign, for the new “The Right to Breathe” video so that the The 2018 Google AdWords budget will total \$652,957 ~~\$27,957, an amount on par with that spent in that is greater than the 2015-2016 campaign promoting the original “The Right to Breathe” video.~~

With Board approval, the 2018 AdWords campaign would start upon completion of the updated video, anticipated in March, and conclude on December 31, 2018.

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 a 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.

Google, Inc.

Consumers are increasingly turning to digital media for 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 featuring 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.

Resource Impacts~~**Proposed Budget**~~

The ~~purchase order budget~~ for the proposed 2018 Google AdWords campaign is not to exceed an additional \$375,000~~250,000 for a purchase order with Google, Inc.~~ Sufficient funding is available in the BP ARCO Settlement Projects Special Revenue Fund (46). The total campaign budget will be \$652,957~~527,957~~, including \$277,957 in Google credits and funds previously allocated to the balance from the 2017 campaign for the updated “The Right to Breathe” video~~which remains unspent because the video was not finished.~~