

BOARD MEETING DATE: May 4, 2018

AGENDA NO. 6

PROPOSAL: Modify Contract and Purchase Order for Media, Advertising and Public Outreach and Google AdWords Campaign for 2018-19 Check Before You Burn Program

SYNOPSIS: On May 5, 2017, the Board awarded a contract to Westbound Communications for \$246,000 to plan and execute a comprehensive media, advertising and public outreach campaign for the 2017-18 Check Before You Burn program. The existing contract with the firm will expire on June 30, 2018. This action is to authorize the Executive Officer to modify the contract for media, advertising and public outreach for the 2018-19 Check Before You Burn program with Westbound Communications in an amount not to exceed \$246,000 for one year from the Rule 1309.1 Priority Reserve Fund (36). This action is also to authorize the Executive Officer to modify a purchase order with Google in an amount not to exceed \$250,000 from the Rule 1309.1 Priority Reserve Fund (36) for a coinciding YouTube/AdWords campaign to promote the Check Before You Burn program.

COMMITTEE: Administrative, April 13, 2018; Recommended for Approval

RECOMMENDED ACTIONS:

1. Authorize the Executive Officer to modify the contract with Westbound Communications for media, advertising and public outreach for the 2018-19 Check Before You Burn program in an amount not to exceed \$246,000 for one year from the Rule 1309.1 Priority Reserve Fund (36).
2. Authorize the Executive Officer to modify a purchase order with Google in an amount not to exceed \$250,000 from the Rule 1309.1 Priority Reserve Fund (36) for a coinciding YouTube/AdWords campaign to promote the 2018-19 Check Before You Burn program.

Wayne Natri
Executive Officer

Background

SCAQMD's Check Before You Burn program and its regulatory framework, Rule 445 – Wood-Burning Devices, are key measures in the 2016 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 from November 1 through the end of February every year on days when unhealthy PM2.5 air quality is forecast.

On April 1, 2016, 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 2016-17 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 \$250,000.

Based on the overall quality of their proposed campaign and their presentation to the Administrative Committee, the committee recommended awarding a contract to Westbound Communications. The Board approved the contract on July 8, 2016 in an amount not to exceed \$246,000, with an option to extend the contract for two additional one-year contracts. On May 5, 2017, the Board extended the contract for one year. This action would extend the contract with Westbound Communications for a third and final year before SCAQMD issues another RFP to solicit proposals from firms to promote the program.

Proposal

For the 2017-18 Check Before You Burn program, Westbound Communications developed and implemented a comprehensive media, advertising and public outreach campaign to:

- Increase awareness of and support for SCAQMD's Check Before You Burn program;
- Promote awareness of and compliance with no-burn days; and
- Increase signups to AirAlerts.org.

The Westbound 2017-18 campaign achieved more than 3.14 million impressions through paid advertising on radio and cable TV, and an additional 7.53 million impressions from "earned" media (news stories).

In addition, program representatives explained the program to thousands of residents at 20 community events and secured more than 2,100 new AirAlerts signups. All program outreach efforts resulted in more than 5,550 AirAlerts signups from September 2017 through February 2018. This is more than three times the number of AirAlerts signups during the same period in the prior year.

There is a strong need to continue increasing awareness of the Check Before You Burn program and building on the momentum gained over the past five years of program outreach.

Based on the overall quality and comprehensive design of the campaign developed and implemented by Westbound Communications, and to ensure an outreach campaign is in place before the 2018-19 Check Before You Burn season begins, staff recommends that the contract with Westbound Communications be extended for one additional year in an amount not to exceed \$246,000 from the Rule 1309.1 Priority Reserve Fund (36).

Staff also recommends modifying a purchase order with Google in an amount not to exceed \$250,000 from the Rule 1309.1 Priority Reserve Fund (36) for a YouTube/AdWords campaign to coincide with the 2018-19 Check Before You Burn outreach campaign.

Proposed Budget

The proposed budget is \$246,000 to be allocated for a one-year contract extension with Westbound Communications, and \$250,000 for a coinciding YouTube/Google AdWords campaign to promote the program.

Resource Impacts

Funding is available in the Rule 1309.1 Priority Reserve Fund (36) to implement the 2018-19 Check Before You Burn outreach program and YouTube/AdWords campaign.