

BOARD MEETING DATE: January 4, 2019

AGENDA NO. 10

PROPOSAL: Issue Purchase Order to Promote "The Right to Breathe" Video

SYNOPSIS: This action is to add \$500,000 to SCAQMD's Google AdWords campaign to promote the updated "The Right to Breathe" video. Funding for this effort will come from the BP ARCO Settlement Projects Special Revenue Fund (46).

COMMITTEE: Special Administrative, December 18, 2018; Recommended for Approval

RECOMMENDED ACTION:

Authorize the Executive Officer to issue a purchase order in an amount up to \$500,000 to pay monthly invoices for a 12-month Google AdWords campaign. Funding 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 was completed 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 seven Google AdWords advertising campaigns to promote various SCAQMD programs including the original and updated "The Right to Breathe" videos 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.

The most recent AdWords campaign promoting the updated “The Right to Breathe” video covers the period of March 8, 2018 to December 31, 2018. The total campaign budget, approved by the Board at its March 2, 2018 meeting, was \$652,957.

As of November 28, 2018, the campaign had achieved 43.9 million impressions, 19 million views and 45,584 clicks at a cost of \$577,918.

Proposal

To continue to promote SCAQMD’s mission of cleaning the air and its environmental justice messages, staff proposes a 12-month Google AdWords campaign promoting the updated “The Right to Breathe” video.

With Board approval, the 2019 AdWords campaign would start immediately following issuance of a purchase order, projected on January 8, 2019. The campaign would conclude on December 31, 2019.

Staff proposes a daily AdWords budget of \$2,184 – the same amount as the current campaign – for a total 12-month campaign budget of \$500,000.

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 relying on 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 providing 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.

Resource Impacts

The purchase order for the proposed 2019 Google AdWords campaign is not to exceed \$500,000. Sufficient funding is available in the BP ARCO Settlement Projects Special Revenue Fund (46).