

BOARD MEETING DATE: March 6, 2020

AGENDA NO. 10

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

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

COMMITTEE: Administrative, February 14, 2020; 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 Fund (46).

Wayne Nastri  
Executive Officer

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**Background**

"The Right to Breathe" Video Update

In early 2017, the Chairman requested an update to South Coast AQMD's signature film, "The Right to Breathe," which was released in 2011. Like the original film, the goal 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, South Coast AQMD implemented a successful pilot advertising program with Google AdWords. Since then, the Board has approved additional Google AdWords advertising campaigns to promote various South Coast AQMD programs including "The Right to Breathe."

The Google AdWords campaign uses geo-targeted marketing, coupled with pre-selected keywords to lead users to "The Right to Breathe" video display/banner ads. In addition, the Google AdWords campaigns have included YouTube "pre-roll." Pre-roll is a short

video ad that plays automatically before a desired video selected by a YouTube viewer. Updated campaign includes adding a short cut link to the full video on the South Coast AQMD website.

The most recent AdWords campaign promoting South Coast AQMD's "The Right to Breathe" video covers the period of April 1, 2019 to March 31, 2020. The total campaign budget, approved by the Board at its January 4, 2019 meeting, was \$500,000.

As of January 2, 2020, the campaign had achieved 37.6 million impressions, 17.8 million views and 69,836 clicks at a cost of \$402,100.

### **Proposal**

To continue to promote South Coast AQMD's mission of cleaning the air and its focus on improving air quality for environmental justice communities, staff proposes renewing a 12-month Google AdWords campaign promoting "The Right to Breathe" video.

With Board approval, the 2020 AdWords campaign would start on April 1, 2020. The campaign would conclude on March 31, 2021.

Staff proposes a daily AdWords budget of \$1,370 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.

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 South Coast AQMD 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 2020 Google AdWords campaign would not exceed \$500,000. Sufficient funding is available in the BP ARCO Settlement Projects Fund (46).