

BOARD MEETING DATE: December 5, 2014

AGENDA NO. 14

PROPOSAL: Execute Contract for Marketing and Outreach Initiative for 2015 Lawn Mower Exchange Program

SYNOPSIS: On October 3, 2014, the Board approved release of an RFP to solicit proposals from advertising agencies, public relations firms or other organizations to plan and execute a comprehensive outreach initiative for the 2015 Lawn Mower Exchange Program. Two proposals were received by the RFP deadline and were evaluated based on the criteria stated in the RFP. The Mobile Source Committee reviewed this item on November 21, 2014, and recommended executing a contract with Westbound Communications for \$75,000, to plan and execute an outreach initiative for the 2015 Lawn Mower Exchange Program, with an option to renew for two additional one-year contracts.

COMMITTEE: Mobile Source, November 21, 2014; Recommended for Approval

RECOMMENDED ACTIONS:

Authorize the Executive Officer to execute a contract with Westbound Communications in an amount not to exceed \$75,000, from AB 923 Funds (Fund 80), to plan and execute a comprehensive outreach initiative for the 2015 Lawn Mower Exchange Program, with an option to renew for two additional one-year contracts.

Barry R. Wallerstein, D.Env.
Executive Officer

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Background

In an effort to reduce emissions from all sources and to involve the public in improving air quality, SCAQMD since 2003 has offered its Lawn Mower Exchange Program. During the program, offered each spring, residents can exchange a working gas-powered mower for a cordless, battery powered, zero-emission mower, at a deep discount.

Since 2003, SCAQMD has exchanged more than 53,000 highly polluting gasoline mowers for zero-emission electric models through the program. Historically, approximately 4,000 mowers were offered and exchanged each year. In 2012, 4,000 mowers were offered but only 2,200 exchanged. In 2013 and 2014, SCAQMD hired a public relations firm to plan and execute a marketing initiative to help boost participation.

Proposal

On October 3, 2014, the Board approved release of RFP #2015-14 to solicit proposals from advertising agencies, public relations firms or other organizations to plan and execute a comprehensive outreach initiative for the 2015 Lawn Mower Exchange Program. The Board also approved funding for this RFP from the AB 923 Fund in an amount not to exceed \$80,000.

The RFP required that proposals include:

- An earned and paid media initiative that could include print, radio, cable TV, digital, social and/or other media;
- Partnerships with multiple organizations to help publicize the lawn mower exchange program; and
- A Spanish language component and possibly other languages.

In addition, proposals may also include:

- Production of promotional public service announcement (PSA) type video(s);
- Use of SCAQMD's database of past program participants to help recruit them to promote the program;
- Distribution of collateral such as flyers; and
- Static displays at shopping malls or other appropriate venues.

Bid Evaluation

Two proposals were received before the bidding closed at 1 p.m. on November 5, 2014. The proposals were reviewed and scored by a panel in accordance with criteria contained in the RFP. The panel was composed of three SCAQMD employees -- two Community Relations Managers and one Senior Public Information Specialist -- as well as one outside expert, a Public Information Officer with the Yolo-Solano Air Quality Management District, which has implemented lawn mower exchange programs in the past. The panel breakdown was as follows: one Asian-American, two Caucasian and one Hispanic; three female, one male.

The panel scored the proposals according to the criteria outlined in the RFP, without an oral interview and forwarded a ranking of the proposals and a staff recommendation to the Mobile Source Committee for consideration.

Attachment A reflects the proposals, ranked by the panel in order by score.

Resource Impacts

Total funding for this contract will not exceed \$80,000, with an option to renew for two additional one-year terms, from the AB 923 Fund (Fund 80). There are sufficient funds available in the AB 923 Fund for this purpose.

Attachment

A- Ranking and Scores of Proposals for Mobile Source Committee Review for RFP #2015-14

ATTACHMENT A
EVALUATION OF PROPOSALS
FOR RFP #2015-14

Rank	Name	Cost	Technical Score	Cost Points	Small Business Points	Local Business Points	Final Score
1.	Westbound Communications	\$75,000	75.8	10	10	5	115.8
2.	Sensis	\$79,475	65.5	9	10	5	104.5