

BOARD MEETING DATE: July 11, 2014

AGENDA NO. 12

PROPOSAL: Execute Contract for Media, Advertising and Public Outreach for Check Before You Burn Program

SYNOPSIS: On September 6, 2013, the Board awarded a contract to Sensis for \$493,000 to plan and implement a Media, Advertising and Public Outreach Campaign for the FY 2013-14 Check Before You Burn program. The existing contract with the firm will expire on September 30, 2014. This action is to execute a contract with Sensis for one additional year.

COMMITTEE: Stationary Source, June 20, 2014, Recommended for Approval

RECOMMENDED ACTION:

Authorize the Executive Officer to execute a contract for Media, Advertising and Public Outreach for the Check Before You Burn program with Sensis, for one year in an amount not to exceed \$493,000, and appropriate \$493,000 from the Rule 1309.1 Priority Reserve Funds (Fund 36) to implement the FY 2014-15 Check Before You Burn outreach campaign.

Barry R. Wallerstein, D.Env.
Executive Officer

SA/TC

Background

SCAQMD's Check Before You Burn program and its regulatory framework, Rule 445, are key measures in the agency's 2012 Air Quality Management Plan to achieve the federal health-based air quality standard for PM_{2.5}. Check Before You Burn and Rule 445 seek to reduce PM_{2.5} emissions from wood burning in residential fireplaces during late fall and winter when unhealthy air quality is forecast.

On June 7, 2013, the Board approved release of an RFP to solicit proposals from advertising agencies, media/public relations firms or other organizations 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 FY 2013-14 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 \$500,000.

Based on the overall quality of their proposed campaign and their presentation to the Administrative Committee, the committee recommended awarding a contract to Sensis. The Governing Board approved the contract on September 6, 2013 in an amount not to exceed \$493,000, with an option to amend the contract for two additional one-year contracts.

Proposal

For the 2013-14 Check Before You Burn program, Sensis 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
- Promote awareness of and participation in cleaner alternatives to wood burning in home fireplaces, such as natural-gas log sets.

The campaign achieved a total of 62,630,499 impressions through paid advertisements on TV, radio, Internet, electronic billboards and social media. In addition, AirAlerts subscriptions increased by 2,700 during the campaign.

A key component of the campaign included a TV commercial that aired on local stations and featured Juliette Larson, an 11-year old asthma sufferer. In addition, the firm developed digital ads using Juliette as the spokesperson, secured an interview with Juliette on KTLA's Good Day LA morning show and worked directly with TV weather anchors to have them report real-time information on no-burn days. Real-time alerts also aired on radio, billboards, and social media.

The Southland experienced 16 no-burn days during the FY 2013-14 Check Before You Burn season, the highest number of no-burn days since the program started in 2011. Looking ahead to the FY 2014-15 season, there is a strong need to continue to increase awareness of the agency's Check Before You Burn program and build on the momentum gained during the FY 2013-14 outreach campaign.

Based on the overall quality and comprehensive design of the campaign developed and implemented by Sensis, and to ensure an outreach campaign is in place before the FY 2014-15 Check Before You Burn season begins, it is recommended that a contract with Sensis be executed for one year in an amount not to exceed \$493,000.

Resource Impacts

Funding for this contract extension will be provided from Rule 1309.1 Priority Reserve Funds (Fund 36) to implement the FY 2014-15 Check Before You Burn outreach program.