

BOARD MEETING DATE: December 2, 2016

AGENDA NO. 14

PROPOSAL: Amend Contract with Google for Targeted Outreach Utilizing YouTube Videos and Banner Ads

SYNOPSIS: In December 2015, the Board approved a one year, \$800,000 contract with Google for targeted outreach utilizing YouTube videos and banner ads to promote various SCAQMD programs. The award was based on a highly successful pilot program with Google in the fall of 2015. In April 2016, the Board approved an additional \$250,000 for targeted outreach through Google specifically for the wintertime Check Before You Burn program from November through February. Outreach through Google is targeted by using search words, ZIP codes, and other demographics, which has shown to be highly successful. This action is to amend the current contract with Google for an additional \$250,000 to continue targeted outreach for The Right to Breathe film. Funding for this effort will come from the BP/ARCO Settlement Project Fund (46).

COMMITTEE: No Committee Review

RECOMMENDED ACTION:

Authorize the Chairman to amend the contract with Google, Inc. for targeted outreach in the amount of \$250,000 from the BP/ARCO Settlement Project Fund.

Wayne Nastri
Acting Executive Officer

Background

Staff initiated a one-year outreach program with Google last December based on a highly successful pilot program conducted in the fall of 2015. The program ends this month. The targeted outreach utilized a 45-second pre-roll video. Such outreach is highly targeted by Google using search words, ZIP codes and other demographics. Similar techniques are utilized for banner ads. During the campaign, a number of programs were promoted, including the Do One Thing video, the EV Residential Charger Incentive Program, and the 2016 Lawn Mower Exchange Program. Results of the one-year outreach program show this outreach approach to be highly successful.

As of November, the Google campaign had achieved:

- More than 500 million impressions;
- More than 450,000 clicks; and
- More than 87 million views of pre-roll footage.

In addition, in April 2016 the Board approved a targeted outreach program with Google dedicated solely to the Check Before You Burn program. A 45-second pre-roll video and banner ads for the program will run from November through February 2017.

Proposal

While the current Google campaign is dedicated to promoting the wintertime Check Before You Burn program, there is a desire to continue to promote SCAQMD's signature film "The Right to Breathe" with Google for an additional six months, through June 30, 2017. The additional outreach will continue to be highly targeted by using search words, ZIP codes and other demographics through a 45-second pre-roll video and banner ads.

It is recommended to amend the current contract with Google Inc. and appropriate funds in the amount of \$250,000 for targeted outreach to promote The Right to Breathe film.

Resource Impacts

Sufficient funds are available from the BP/ARCO Settlement Project Fund (46).