



Spokane Aquifer Joint Board

Wellhead Implementation Program Manager's Report

February 19, 2015

2015 Education & Awareness Events – Scheduled

- 2/19/15 – McDonald Elementary
- 2/19/15 - International Association of Plumbing and Mechanical Officials.
- 3/18/15 Mullan Road Science Night
- 4/18-19 - Caring for Creation
- 4/24/15 Chester Elementary Science Fair
- 4/29/15 - Longfellow Elementary
- 5/21/15 Spokane STEMposium WSU Spokane Campus
- 6/1-10/15 Meade 5th Grade Environmental Camp
- 6/6/15 – Fire District #9 Demo & Wellness Day

Look for the Star!
SpokaneEnviroStars.org



Choose
EnviroStars
Businesses

Certified for
environmentally
responsible
business
practices

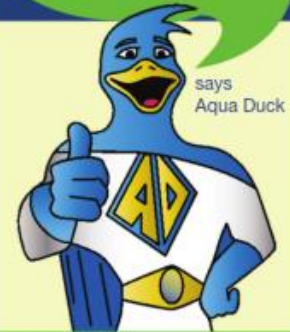
GOOD FOR
BUSINESS
GOOD FOR THE
ENVIRONMENT
GOOD FOR
YOU

They're here!

EnviroStars
&
Waste
Directory
Bookmarks

Be sure to take
a stack for
your office.

"Let's protect the river
and aquifer through
pollution prevention."



says
Aqua Duck

Businesses and Residents

Need to Get
Rid of Waste?

VISIT
SpokaneWasteDirectory.org

Spokane EnviroStars Sponsors





SpokaneWasteDirectory.org



Spokane EnviroStars WasteDirectory

Aquus Duck
Defender of the Aquifer

*Working together to protect the river and aquifer
through pollution prevention.*

Need to Get Rid of Waste?



www.SpokaneWasteDirectory.org

Use your smart phone, table or computer
to connect with vendors, learn about waste
types, discover resources and more.



Scan to view

Proactive Business
Assistance
and
Household
Hazardous Waste
Disposal

2015 Spring
Cleaning Media
Blitz

Spring Cleaning Media Blitz -March 30 – June 21, 2015

Radio Campaign

- KXLY AM 920 (Reach 24,000 ages 35+ ave. 3.1 x/wk)
- KZZU – 92.9 FM (Reach 23,700 ages 35+ ave. 2.7 x/wk)
- KXLY FM – Coyote Country 99.9 (Reach 29,800 ages 35+ ave. 4.3 x/wk)
- Bus Bench Ads – 10 rotating locations - 25% reach of 400,000 residents
- Billboards - 2 rotating locations
- Poster and Bookmark distribution
 - Coffee shops, grocery stores, malls, bulletin boards
 - Neighborhood Councils
- Community Events (See 2012-2014 list of 42+ Events)
- Facebook, e-news and digital bulletin boards (2,500 – 10,000 reach)
- KSPS Public TV – 30 spots /month

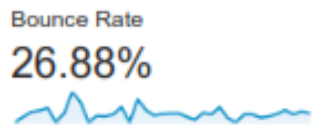
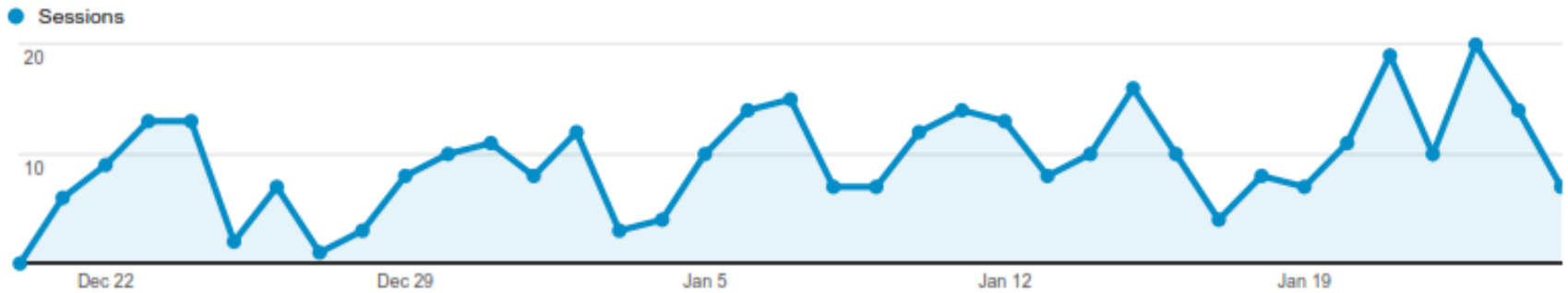
Baseline

Audience Overview

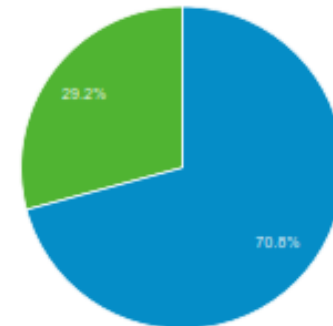
Dec 20, 2014 - Jan 25, 2015

All Sessions
100.00%

Overview



New Visitor Returning Visitor



Pages

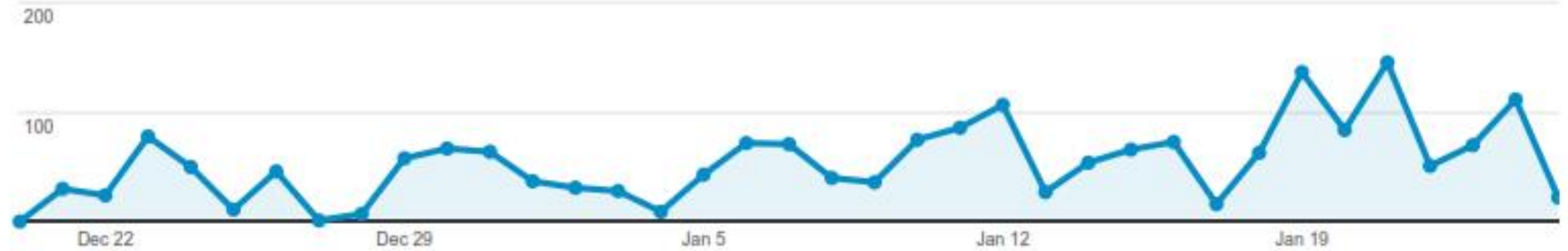
Dec 20, 2014 - Jan 25, 2015

1,992 page views

All Sessions
100.00%

Explorer

Pageviews



Page

Pageviews

Pageviews

Contribution to total: Pageviews

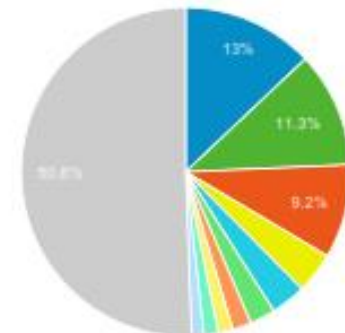
1,992

% of Total: 100.00% (1,992)

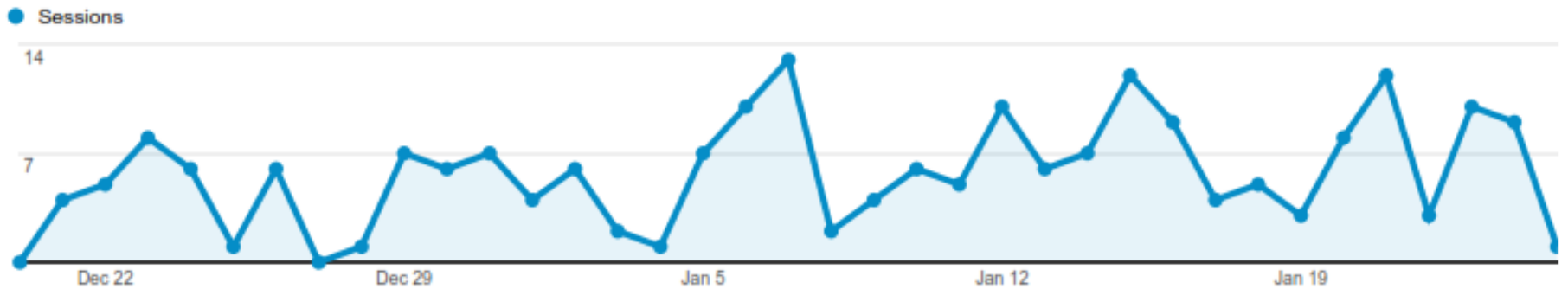
1,992

% of Total: 100.00% (1,992)

Rank	Page	Pageviews	% of Total
1.	/wastedirectory/vendor/	258	12.95%
2.	/wastedirectory/vendor/residential/	226	11.35%
3.	/wastedirectory/	184	9.24%
4.	/wastedirectory/category/resources/	80	4.02%
5.	/wastedirectory/vendor/business/	69	3.46%

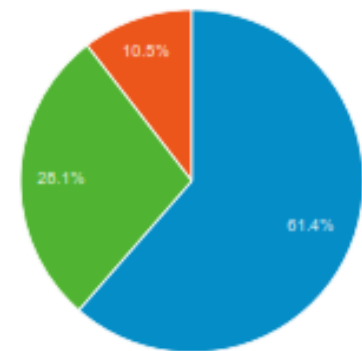


Referral Traffic

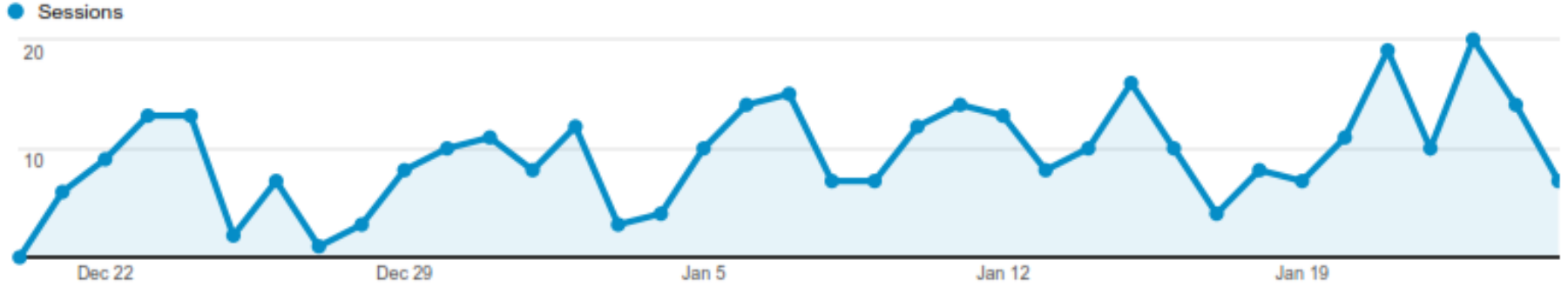


Source	Sessions	Sessions
	210 % of Total: 60.69% (346)	210 % of Total: 60.69% (346)
1. spokanewastedirectory.org	129	61.43%
2. spokanecounty.org	59	28.10%
3. spokanaequifer.org	22	10.48%

Contribution to total: Sessions

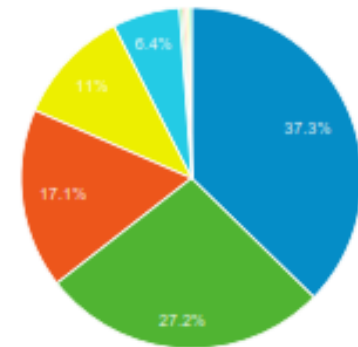


All Traffic

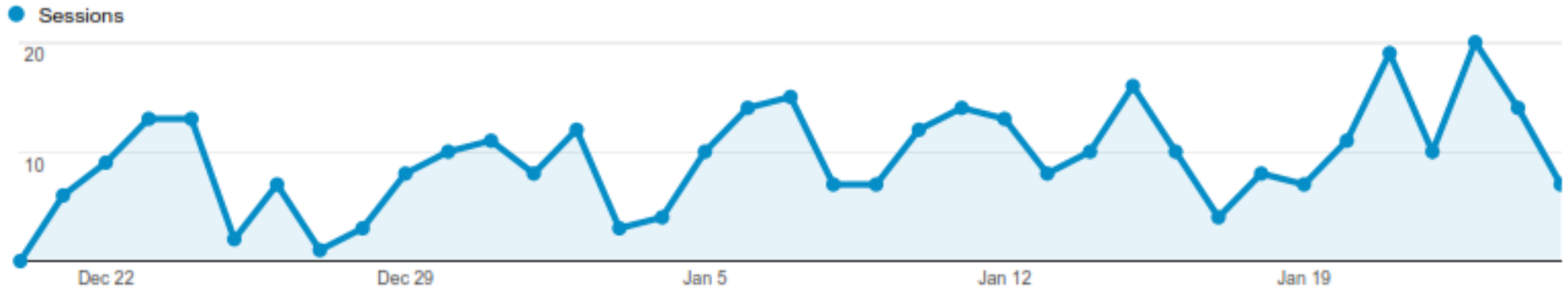


Source / Medium	Sessions	Sessions
	346 % of Total: 100.00% (346)	346 % of Total: 100.00% (346)
1. spokanewastedirectory.org / referral	129	37.28%
2. google / organic	94	27.17%
3. spokanecounty.org / referral	59	17.05%
4. (direct) / (none)	38	10.98%
5. spokaneaquifer.org / referral	22	6.36%
6. aol / organic	1	0.29%
7. bing / organic	1	0.29%
8. comcast / organic	1	0.29%
9. yahoo / organic	1	0.29%

Contribution to total: Sessions



Device = Desktop, Mobile and Tablet



Device Category

Sessions

Sessions

346

% of Total: 100.00% (346)

346

% of Total: 100.00% (346)

1. desktop

233

67.34%

2. mobile

70

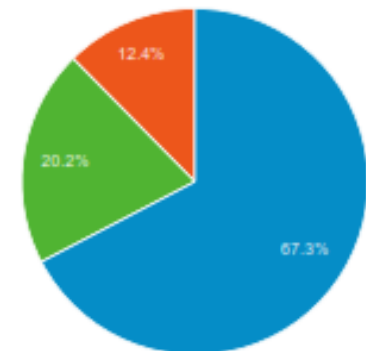
20.23%

3. tablet

43

12.43%

Contribution to total: Sessions



Bus Bench Ad – DRAFT

Is the slogan effective or is there a better phrase?

Businesses and Residents

Need to Get Rid of Waste?

Visit: SpokaneWasteDirectory.org



Newest EnviroStars Certified Business Greenleaf Landscaping



- 40 service trucks will have EnviroStars 8x8” magnet or window decals.
- Newsletter will promote Waste Directory Website
- Will write a newsletter article on setting sprinklers so no water goes to street to keep oils out of storm drains


Dates	1/15/14 2/14/14	4/15/14 5/14/14	5/15/14 6/14/14	9/15/14 10/14/14	10/15/14 11/14/14	11/14/14 12/4/14	12/15/14 1/14/15	1/15/15 2/14/15
Total visits	2,110	2,909	2,285	2780	2,925	2,784	1,963	3,068
Unique Visits	1,818	3,979	1,728	2299	2,473	2,452	1,605	2,624
Page Views	6,996	8,495	9,748	9,304	10,167	9,395	6,796	9,989
Ave. minutes	3.32	1:10	2:49	1:26	1:16	1:32	1:14 min	1:15 min
New visitors	83.3%	82.1%	71.55%	78.5%	80.2%	84.3%	75.6%	81.6%
Returning Visitors	16.7%	17.9%	28.4%	21.5%	19.8%	15.7%	24.4%	15.4%
Page Visits	3.32	2.91	4.27	3.35	3.48	3.37	3.46	3.26
Bounce Rate	42.09%	39.88%	18.47%	28.06%	25.13%	21.66%	27.46%	38.30%
Peak Dates	1/28/14 2/5/14, 2/10/14	4/16, 4/25, 4/28	5/21, 5/28, 6/4,	10/13/14	10/16, 10/28, 11/14	11/17,12/1	12/19/14 12/22/14 12/31/14 1/7/15 1/12/15	1/20/15 2/12/15

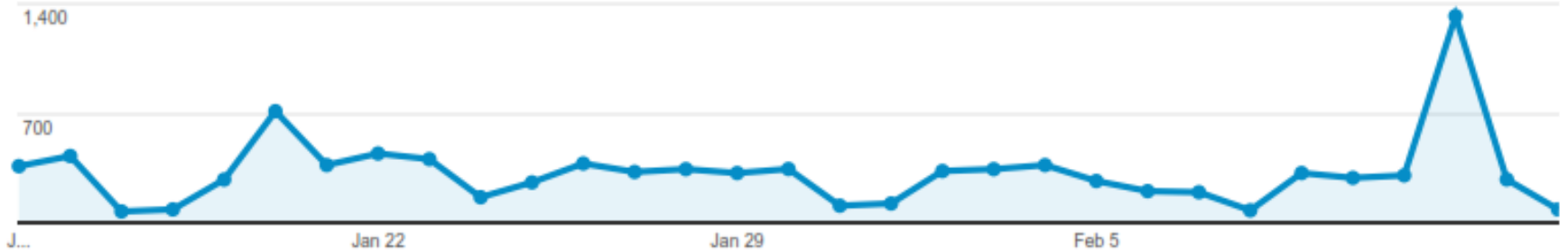
Pages

Jan 15, 2015 - Feb 14, 2015

 All Sessions
100.00%

Explorer

 Pageviews



Page

Pageviews

Pageviews


Contribution to total: Pageviews

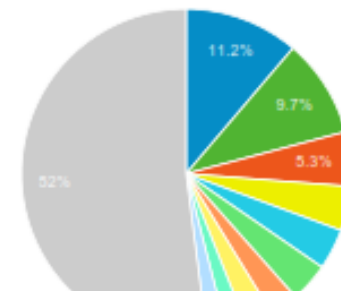
9,989

9,989

% of Total: 100.00% (9,989)

% of Total: 100.00% (9,989)

Rank	Page	Pageviews	Contribution to total
1.	 /	1,122	11.23%
2.	 /contact/service-area-map/	966	9.67%
3.	 /education-awareness/middle-aquifer/field-trip/	532	5.33%
4.	 /education-awareness/elementary-aquifer/field-trip/	434	4.34%



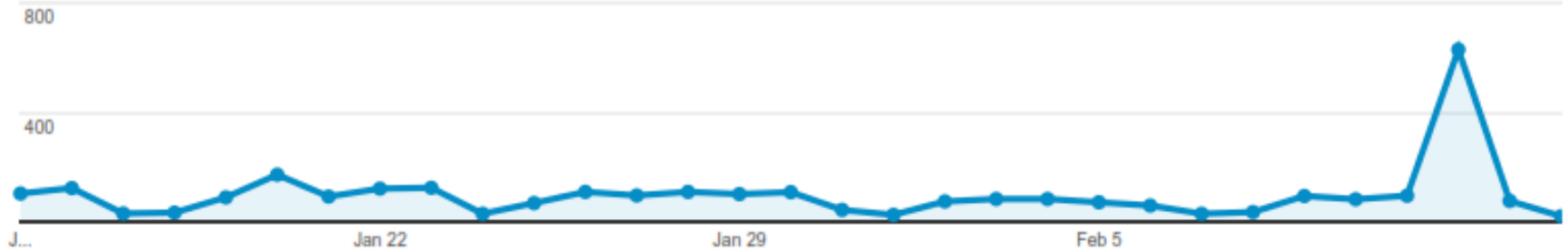
Audience Overview

Jan 15, 2015 - Feb 14, 2015

All Sessions
100.00%

Overview

Sessions



Sessions
3,068

Users
2,624

Pageviews
9,989

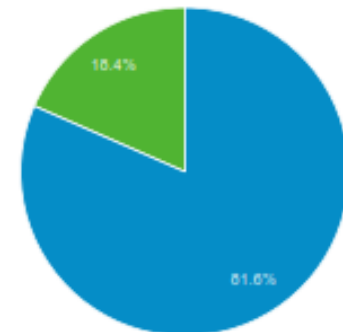
Pages / Session
3.26

Avg. Session Duration
00:01:15

Bounce Rate
38.30%

% New Sessions
81.55%

New Visitor Returning Visitor





Thanks for
Protecting
the Aquifer!