



Spokane Aquifer Joint Board

Wellhead Implementation Program Manager's Report

April 23, 2015

Water Conservation Kits

- Outdoor Water Conservation
- Lawn Watering Timer
- Hose Nozzle
- Indoor Water Saver Kit

2015 Education & Awareness Events – Scheduled

- 4/24/15 Chester Elementary Science Fair
- 4/25/15 – Arbor Day – Finch Arboretum
- 4/29/15 – Longfellow Elementary Science Night
- 5/5/15 - University Elementary Science Night
- 5/6/15 – City Hall in the Mall – Spokane Valley Mall
- 5/9/15 Fire District 8 – Open House
- 6/1-10/15 Mead 5th Grade Environmental Camp
- 6/6/15 Fire District 9 – Demo Day & Wellness Fair
- 8/15/15 – Unity in the Community – Riverfront Park
- 8/22/15 Millwood DAZE



Calling all kids, K-6!

2015 Got Waste Poster Contest

We need you to teach adults how to find out where to get rid of their hazardous waste. It's really quite simple, all they need to do is visit:

www.SpokaneWasteDirectory.org

You can draw a poster, write a poem, direct a video, sing a song. Just teach us where to dump our waste and you can earn first place! Winners will have their work published online and on the air with KSPS. See complete contest rules on back or go to www.ksp.org

Presented by:  



SAJB KSPS Art Contest

May 1, 2015
to
June 1, 2015

Got Waste?
Put it in the right
place!

Earth Day Spokane Riverfront Park 4/18/15





Caring for Creation St. Al's 4/18 and 4/19



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 Events)
- Facebook, e-news and digital bulletin boards (2,500 – 10,000 reach)
- KSPS Public TV – 30 spots /month

Waste Directory Billboard Final Design



10 Bus Bench Ad – Installed 3/16/15



Clean-up Time?

Find Disposal & Recycling Options A-Z

Visit: SpokaneWasteDirectory.org

For Businesses and Residents



57th NL 300' w/o Regal
Francis & Whitehouse NEC
Sprague & Thierman NEC
Appleway & Dartmouth SWC
Argonne & Montgomery NEC

Sprague & Evergreen NWC
Appleway & Long NEC
Sullivan & Sullivan Park
Entrance NWC
Indiana NL 200' e/o Pines
1st & Cheney-Spokane Rd

Journal of Business May Green Issue



Web Leaderboard
728 pixels x 90 pixels

- The Leaderboard is \$375.00 on our rate card, I'll offer for \$350.00 for a 30 day period. You'll rotate with other ads and receive approximately 9,000 views on our site.
- Total for both \$1,175

Journal of Business May Green Issue



- We'll extend you our 25 time contract rate which would \$625.00, this is a 25% savings off our Open Rate. 4-color for this size is \$300.00, I'll offer for \$200.00, \$825.00 total net.

3/16H
7" x 3.625"

Audience Overview

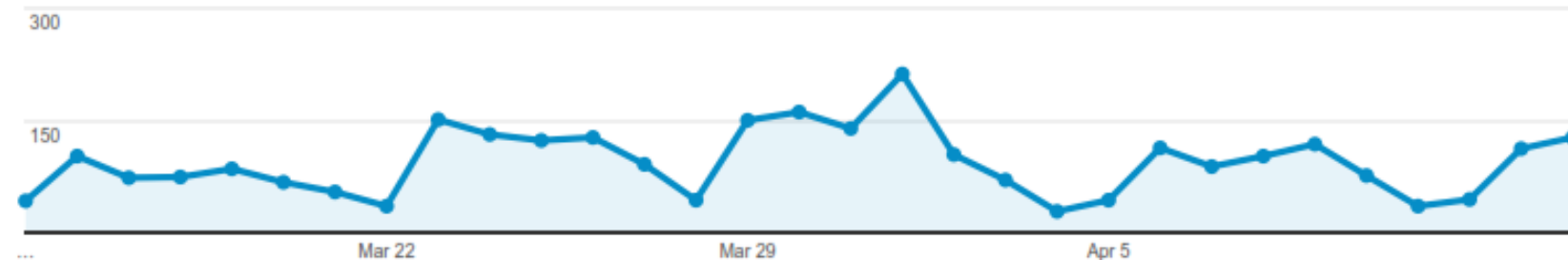
Mar 15, 2015 - Apr 14, 2015



All Sessions
100.00%

Overview

Sessions



Sessions

2,951



Users

2,275



Pageviews

10,051



Pages / Session

3.41



Avg. Session Duration

00:01:35



Bounce Rate

24.40%

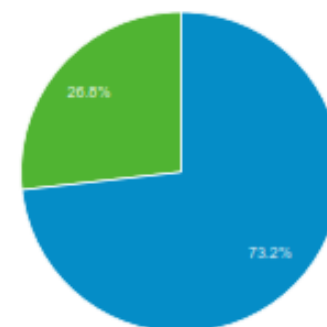


% New Sessions

73.23%



New Visitor Returning Visitor



www.spokaneaquifer.org

Month	12/15/14 1/14/15	1/15/15 2/14/15	2/15/15 3/14/15	3/15/15 4/14/15
Sessions	1,963	3,068	2,488	2,951
Users	1,605	2,624	2,050	2,275
New Visitor	75.60%	81.60%	78.00%	73.20%
Returning Visitor	24.40%	15.40%	22.00%	26.80%
Pageviews	6,796	9,989	9,147	10,051
Pages/Session	3.46	3.26	3.68	3.41
Ave. Duration minutes	1:14	1:15	1:30	1:35
BounceRate	27.46%	38.30%	24.60%	24.40%
peak days	12/19/14 12/22/14 12/31/14 1/7/15 1/12/15	1/20/15 2/12/15	2/17/2015 3/2/2015 3/4/15 3/6/15 3/9/15 3/12/15	4/1/2015

3/1/15 Spokane County
billing insert 45,000

3/16/15
Bus Bench
Ads

3/30/15
Radio Spots

4/16/15
Facebook

4/18/15
Earth Day

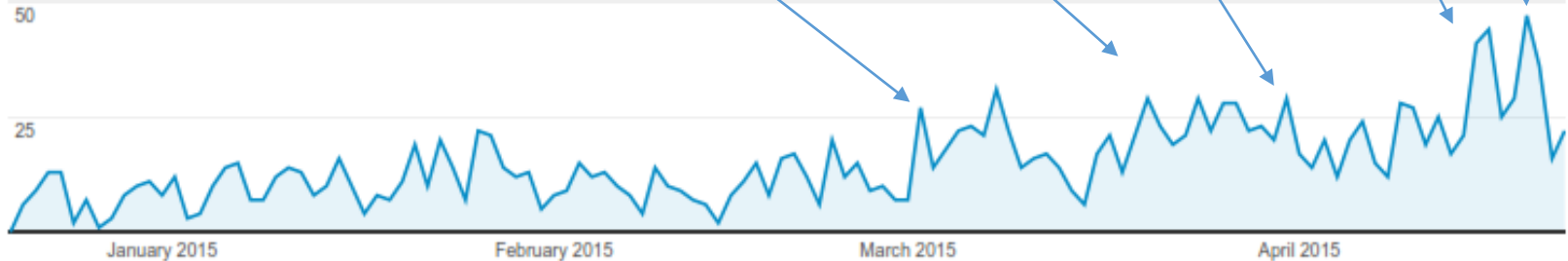
Audience Overview

Dec 20, 2014 - Apr 22, 2015

All Sessions
100.00%

Overview

Sessions



Sessions

1,883

Users

1,491

Pageviews

9,636

Pages / Session

5.12

Avg. Session Duration

00:02:59

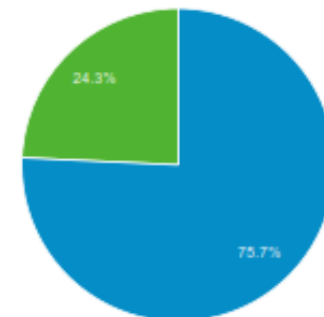
Bounce Rate

30.75%

% New Sessions

75.73%

New Visitor Returning Visitor



www.SpokaneWasteDirectory.org

• Average Visits 8.8/day 11.3/day 14.03/day 21.4/day

Waste Directory				
Sessions	220	340	421	642
Users	187	270	355	523
New Visitor	76.80%	70.60%	76.70%	78.20%
Returning Visitor	23.20%	29.40%	23.30%	21.80%
Pageviews	1,152	1,973	2,018	3,108
Pages/Session	5.24	5.8	4.79	4.84
Ave. Duration minutes	2:41	4.19	2:36	2:40
BounceRate	29.09%	23.82%	32.54%	31.15%
Referral SAJB	12	21	19	21



Thanks for
Protecting
the Aquifer!