



Spokane Aquifer Joint Board

# **Wellhead Implementation Program Manager's Report**

**September 24, 2015**



Welcome  
back from a  
long hot  
summer!

# 3rd Quarter Budget Report

# 2015 Education & Awareness Events Completed Since 5/28/15 & Scheduled

- 6/1-10/15 - Mead 5th Grade Environmental Camp
- 6/6/15 - Fire District 9 – Demo Day & Wellness Fair
- 8/7/15 - Kid Fit Day KSPS
- 8/8/15 - Kids Day - KSPS
- 8/15/15 – Unity in the Community – Riverfront Park
- 8/22/15 - Millwood DAZE
- 9/11-9/20 Interstate Fair (9/11,9/13, 9/15, 9/19)
- 9/25 - Valleyfest Parade
- 9/26 – Valleyfest
- 10/24/15 – Fall Leaf Festival – Finch Arboretum

Meade 5<sup>th</sup> Grade Environmental Camp at Bear Lake  
June 1- 10, 2015

Got Waste? Put it in the Right Place!

8 days

659 students

113 adults

# Got Waste? Put it in the right place!



# Got Waste? Put it in the right place!



# Got Waste? Put it in the right place!





# Got Waste? Put it in the right place!



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

3/16/15 Bus Bench Ads

3/30/15 Radio Spots

4/18/15 Earth Day

5/15/15 City of Spokane Billing Insert 100,000

### Audience Overview

All Sessions 100.00%

#### Overview

Sessions

50

25

January 2015 February 2015 March 2015 April 2015 May 2015

4/16/15 Facebook

5/7/15 JOB Ad

4/22/15 SAJB Billboard

5/16/15 Spokane County WRC Open House

Sessions

2,775

Users

2,228

Pageviews

14,641

Pages / Session

5.28

Avg. Session Duration

00:03:08

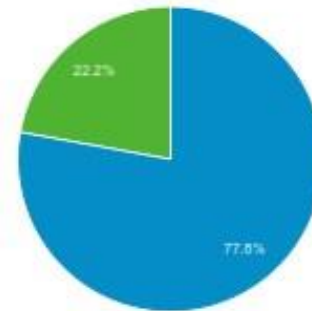
Bounce Rate

28.47%

% New Sessions

77.80%

New Visitor Returning Visitor



Major dips occur on Sundays.

# Media Campaign 3/1/15 - 6/30/15

## Audience Overview

Dec 20, 2014 - Jul 31, 2015

Email Export Add to Dashboard Shortcut

All Sessions  
100.00%

+ Add Segment

5 Billboards  
City of Spokane

### Overview

Sessions vs. Select a metric

Hourly Day Week Month

Sessions

60

30

Monday, March 16, 2015  
Sessions: 17

January 2015 February 2015 March 2015 April 2015 May 2015 June 2015 July 2015



### Average January - February

Users = 264  
Pageviews = 1,757  
Pages = 5  
Mobile Access = 42%

### Average March – June

Users = 625  
Pageviews = 3,786  
Pages = 5  
Mobile Access = 65%

### Totals December - July

Users = 3,414  
Pageviews = 21,257  
Pages = 5.02  
Mobile Access = 1,616

# [www.spokaneaquifer.org](http://www.spokaneaquifer.org) 5/15/15 -9/14/15

## Audience Overview

May 15, 2015 - Sep 14, 2015

All Sessions  
100.00%

### Overview



Sessions

8,826



Users

5,840



Pageviews

31,117



Pages / Session

3.53



Avg. Session Duration

00:01:34



Bounce Rate

14.49%

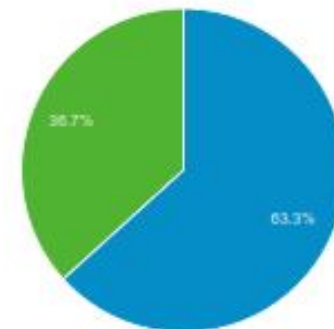


% New Sessions

63.27%



■ New Visitor ■ Returning Visitor



| Page  | Pageviews | Unique Pageviews |
|---|-----------|------------------|
| /contact/service-area-map/                          | 1584      | 652              |
| /home   | 942       | 374              |
| /spokane-county-water-district-3/                   | 629       | 231              |
| /contact/   | 211       | 75               |
| /consolidated-i-d-19/                               | 180       | 76               |
| /east-spokane-water-district-no-1/                  | 144       | 42               |
| /education-awareness/elementary-aquifer/field-trip/ | 141       | 44               |
| /aquifer/residence-time-of-groundwater/             | 134       | 61               |
| /maps-photos-video/                                 | 133       | 52               |
| /education-awareness/elementary-aquifer/            | 130       | 35               |
| /category/member-purveyors/                         | 120       | 30               |
| /aquifer/   | 104       | 37               |
| /category/photo-galleries/                          | 97        | 27               |
| /about-sajb/faqs/                                   | 91        | 40               |
| /about-sajb/  | 85        | 36               |
| /education-awareness/middle-aquifer/field-trip/     | 82        | 37               |
| /publications/                                      | 80        | 28               |
| /category/member-purveyors/page/2/                  | 74        | 18               |
| /irvin-water-district-6/                            | 66        | 23               |

|  |    |    |
|--|----|----|
| /north-spokane-irrigation-district-8/  | 65 | 25 |
| /pasadena-park-irrigation-district-17/   | 64 | 20 |
| /the-rathdrum-prairie-spokane-valley-aquifer/  | 60 | 25 |
| /household-contaminant-disposal/alternative-products-tips/kitchen-hazmat-and-alternatives/ | 56 | 28 |
| /category/news/  | 50 | 16 |
| /trentwood-irrigation-district-3/  | 50 | 22 |
| /category/sajb-meeting-agenda-minutes/   | 46 | 14 |
| /education-awareness/middle-aquifer/   | 45 | 21 |
| /publications/regulations/   | 45 | 13 |
| /category/iwac/iwac-agendas-minutes/   | 44 | 14 |
| /contact/water-hazard/   | 43 | 16 |
| /iwac-meeting/   | 40 | 9  |
| /publications/studies/   | 40 | 14 |
| /vft/trailhead.htm   | 40 | 18 |
| /aquifer/wells/  | 38 | 16 |
| /city-of-spokane-water-department/   | 38 | 11 |
| /idaho-washington-aquifer-collaborative/purpose-goals/                                     | 37 | 13 |
| /event-calendar/   | 36 | 15 |
| /category/photo-galleries/page/2/  | 34 | 14 |
| /sajb-meeting-52815/   | 34 | 8  |

# SAJB Searches

- 54 searches for account information, billing, pay bills, late fee
- 50 searches for career, jobs, employment
- 35 searches for water rates, cost of water
- 24 searches for water pressure
- 16 searches for backflow, backflow assembly
- 14 searches for outages
- 8 searches for water quality, annual report,
- 8 searches for fluoride, water treatment
- 4 searches for 'find water main'
- 2 searches for 'Add a water line'