

Needs a catchy title that is a call to action for the readers.

**HOUSEHOLD HAZARDOUS WASTE & WATER CONSERVATION**

**SAJB**

**PROTECT THE AQUIFER AND RIVER**

Produced by the Spokane Aquifer Joint Board.  
Local water providers united for safe drinking water.  
[www.SpokaneAquifer.org](http://www.SpokaneAquifer.org)

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Bathroom

Laundry

Kitchen

Lawn & Yard

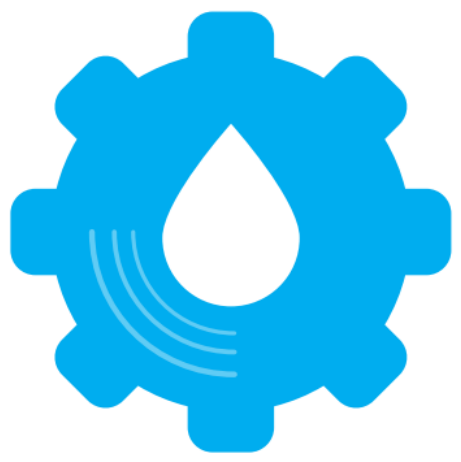


Garage

Office

Remodeling

Workshop



# Consumer Confidence Report – Website

<https://www.spokaneaquifer.org/home-new/>



Spokane Aquifer Joint Board

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

**May 31, 2018**

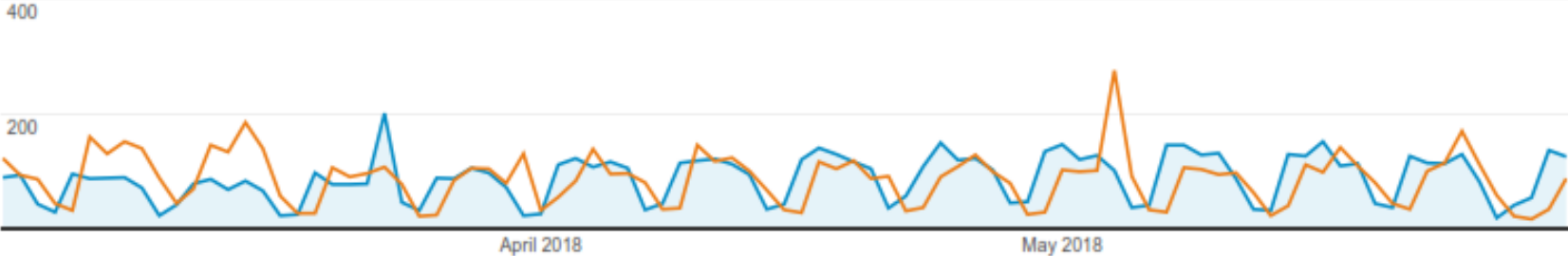
# Education and Awareness Events

- 5/31/18 – Browne Elementary Science Night
- 6/2/18 – Fire District 9 Demo & Wellness Day
- 6/16/18 – Parade of Paws – Spokane Humane Society
- 8/1/18 - EnviroKids 2 & 3:30 pm South Hill Library
- 8/4/18 – Kids Day (KSPS)
- 8/7/18 - EnviroKids 3 pm at East Side Library
- 8/8/18 - EnviroKids 2pm and 3:30 Indian Trail Library
- 8/18/18 – Unity in the Community
- 9/8-9/16/18 – Spokane County Interstate Fair
- 9/21-22/18 – Valleyfest
- 10/27/18 - Fall Leaf Festival and Compost Fair

# SAJB Website Comparison March to May 2017-2018

Mar 1, 2018 - May 30, 2018: ● Sessions

Mar 1, 2017 - May 30, 2017: ● Sessions



Sessions

**1.59%**

8,007 vs 7,882



Users

**-4.27%**

4,888 vs 5,106



Pageviews

**-28.60%**

15,486 vs 21,690



Pages / Session

**-29.72%**

1.93 vs 2.75



Avg. Session Duration

**-16.35%**

00:01:47 vs 00:02:08



Bounce Rate

**57.06%**

67.79% vs 43.16%



% New Sessions

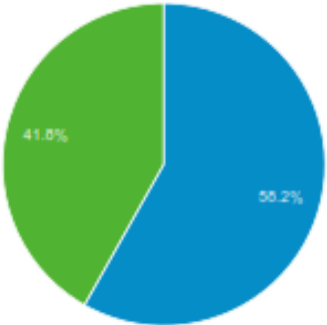
**-6.02%**

58.17% vs 61.90%

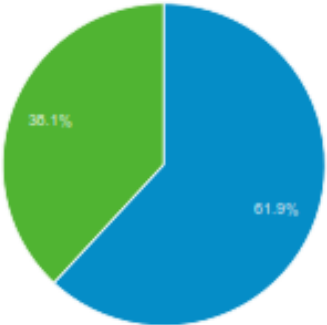


■ New Visitor ■ Returning Visitor

Mar 1, 2018 - May 30, 2018



Mar 1, 2017 - May 30, 2017



SAJB Content	Pageviews March to May 2017	Pageviews March to May 2018	% change
Home	2,947	1,563	-46.96%
Find My Water Provider	2,527	4,119	63.00%
Education Virtual Field Trips	354	535	51.13%
Middle School VFT Conservation	15	212	1,313.33%
What are pcbs?	21	71	238.10%





## 2018 Spring Media Campaign

Spring Media Campaign	Waste Types
Auto Repair	oils, antifreeze, batteries, tires and brakes
Lawn & yard	fertilizer, herbicides, pesticides
PCBs in construction demolition	paint pigments (yellow and neon green), fluorescent light ballasts, caulking for windows, sidewalks and bathrooms

- iHeart Radio
- Facebook
- Instagram
- Billboards
- KSPS Public TV
- Ads
- Public Events

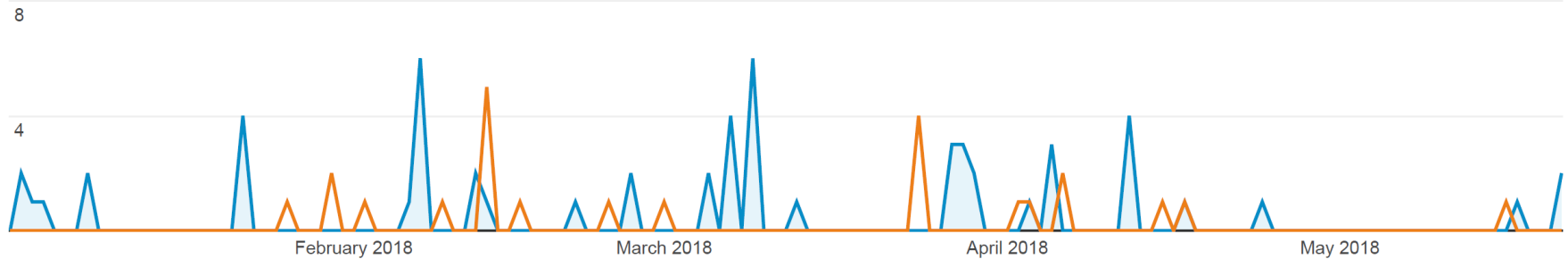
# iHeart Radio To Date - April 11 to 29, 2018

	KFOO-FM	RFOO-FM Streaming	KISC-FM	RISC - FM Streaming	KQNT-AM	RQNT-AM Streaming	Total Spots
Total	90	90	93	84	89	90	536
6 a - 8 p	65	84	50	84	44	61	388
8p - 6a	25	6	43	0	45	29	148
PCB	31	30	31	28	30	30	180
Auto	30	30	31	28	30	30	179
Lawn	29	30	31	28	29	30	177

# PCBs - 57 views = 137.5% increase

Jan 1, 2018 - May 21, 2018: ● Pageviews

Jan 1, 2017 - May 21, 2017: ● Pageviews



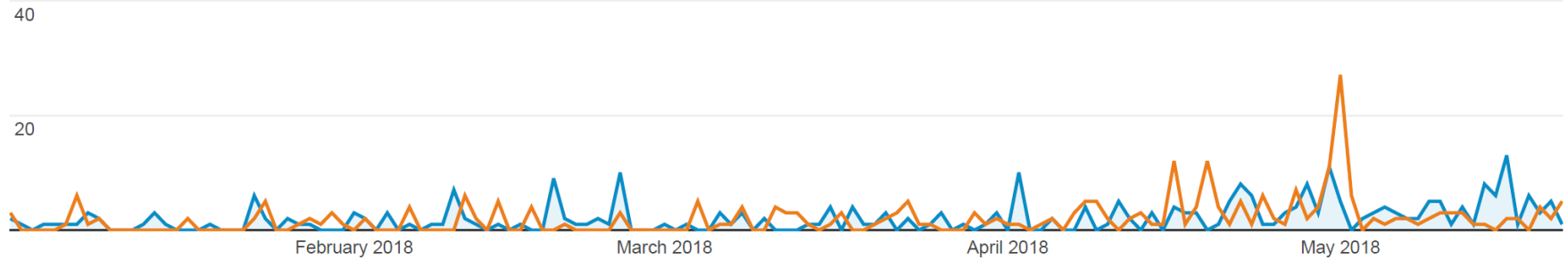
⌵ This data was filtered with the following filter expression: **pcb**

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	137.50% 57 vs 24	100.00% 42 vs 21	63.63% 00:01:19 vs 00:00:48	40.00% 14 vs 10	28.57% 50.00% vs 70.00%	34.93% 29.82% vs 45.83%	0.00% \$0.00 vs \$0.00

# Paint – 284 views = 4.8% increase

Jan 1, 2018 - May 21, 2018: ● Pageviews

Jan 1, 2017 - May 21, 2017: ● Pageviews



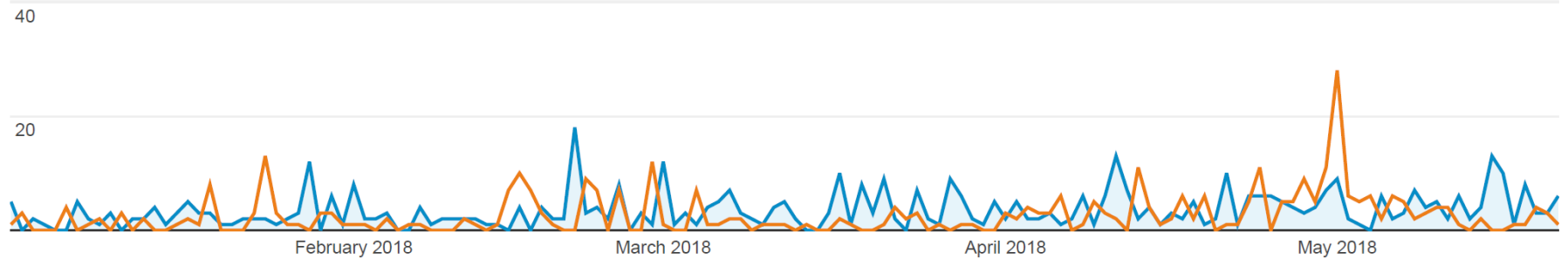
▼ This data was filtered with the following filter expression: **paint**

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	4.80% 284 vs 271	13.79% 231 vs 203	5.29% 00:00:45 vs 00:00:43	85.00% 111 vs 60	0.20% 68.47% vs 68.33%	38.48% 41.90% vs 30.26%	0.00% \$0.00 vs \$0.00

# Oil - 494 = 35.7% increase

Jan 1, 2018 - May 21, 2018: ● Pageviews

Jan 1, 2017 - May 21, 2017: ● Pageviews



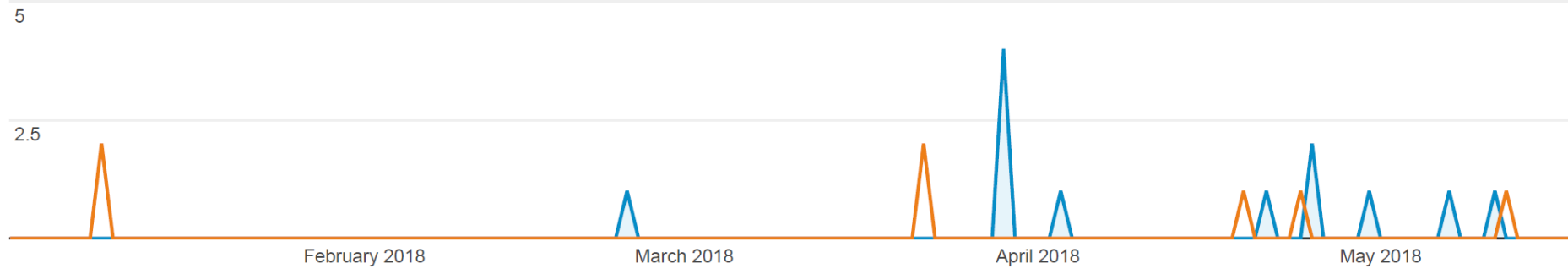
⌵ This data was filtered with the following filter expression: oil

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	35.71% 494 vs 364	41.38% 369 vs 261	32.56% 00:01:16 vs 00:00:58	73.91% 200 vs 115	10.46% 54.50% vs 60.87%	19.66% 41.09% vs 34.34%	0.0 \$0

# Herbicides – 12 = 71.4 % increase

Jan 1, 2018 - May 21, 2018: ● Pageviews

Jan 1, 2017 - May 21, 2017: ● Pageviews



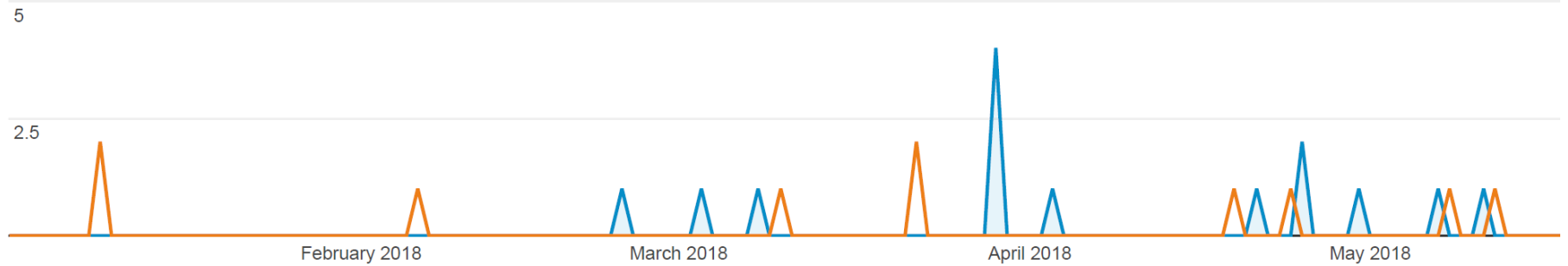
This data was filtered with the following filter expression: **herbicides**

age	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
	71.43% 12 vs 7	66.67% 10 vs 6	14.47% 00:00:26 vs 00:00:30	100.00% 2 vs 1	0.00% 100.00% vs 100.00%	45.83% 41.67% vs 28.57%

# Pesticides – 14 = 40.0 % increase

Jan 1, 2018 - May 21, 2018: ● Pageviews

Jan 1, 2017 - May 21, 2017: ● Pageviews



▼ This data was filtered with the following filter expression: **pesticides**

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
	40.00% 14 vs 10	33.33% 12 vs 9	19.89% 00:00:24 vs 00:00:29	0.00% 4 vs 4	0.00% 75.00% vs 75.00%	7.14% 42.86% vs 40.00%

# Billboards Installed April 12, 2018 (SAJB)

Market and Glass (N Facing) and N Nevada S Structure (N Facing)



**AQUA DUCK**  
DEFENDER OF THE AQUIFER

**EVEN HEROES  
NEED YOUR HELP!**  
ONLY RAIN DOWN THE DRAIN.

[www.spokaneaquifer.org](http://www.spokaneaquifer.org)



**AQUA DUCK**  
DEFENDER OF THE AQUIFER

**EVEN HEROES  
NEED YOUR HELP!**  
DON'T POUR ANYTHING ON THE GROUND  
YOU WOULDN'T WANT TO DRINK.

[www.spokaneaquifer.org](http://www.spokaneaquifer.org)





# KSPS – Waste Directory 30 Second Spot

February 1 – May 15, 2018

## 90 Spots aired Sample Shows

<https://www.youtube.com/watch?v=ZnQQsbNynqE&feature=youtu.be>

Mark Twain's Journey

Impossible Builds

Nature Cat

Motor Week

Austin City Limits

Victoria Season 2

Amanpour on PBS

Super Why?

Nightly Business Report

Focus on Europe

Mystery of Agatha

Christie

Pioneers of Television

Arthur

Dinosaur Train

Antiques Roadshow

Queen's Garden

Spokane Waste Directory  
Media Campaign – Fig Tree and Spokane Exchange



**Got Waste?**

*Put it in the right place!*

Find disposal & recycling options A-Z  
for residences & businesses at  
**[spokanewastedirectory.org](http://spokanewastedirectory.org)**

 Spokane  
RIVER  
forum

## Got Waste Wednesday – Facebook Insights April – May 16, 2018

- **3/28/18 – 6.3K** – Waste to Energy Facility Video Tour
- **4/4/18 – 2.5K** - Passionate About Water Aquifer Video
- **4/11/18 – 3K** - Auto Repair Oils
- **4/18/18 – 1.6K** - Oil & Hazardous Waste – Video Game Show
- **4/25/18 – 3.3K** - Lawn Video Herbicides Pesticides
- **5/2/18 – 3.7K** - Toxic Chemicals – PCBs Video Contest Winner
- **5/9/18 – 4.6K** – Food Waste
- **5/16/18 – 3K** – Paint Pigments
- **5/23/18 – 3K** - Clean & Dry Recyclables – Browne Elementary

SRF

Instagram

Launched 4/3/18

- Growing by 50 – 100 Followers per week
- As of May 29<sup>th</sup> - 598 Followers
  - 36% are ages 18-24
  - 25% are ages 25 -34
  - 61% are women
  - 28% are men

Followers Don't Just Happen, it requires a strategic process.

# Building a Following



1. Post consistent, authentic content.
2. Target accounts in target market.

# Building a Following



**Whitworth Sustainability**

Target individuals on pages such as these.

**PROUD**  
to be an



**BUSINESS**

Recognized for Environmentally Responsible Business Practices that  
serve our community while protecting the Spokane River,  
the Spokane Valley Rathdrum Prairie Aquifer, our land and air.

EnviroCertified is a regional pollution prevention recognition program. [www.EnviroCertified.org](http://www.EnviroCertified.org)

## Rebranded Products

Window Decal  
Recruitment Brochure  
Customer Brochure  
Poster  
Pocket Folder  
Bookmark



See you  
September 27, 2018