

Resolution 2019-01

SAJB – WIP Program Manager

Changes from 2018 Resolution:

- 5% COLA from \$43,000 to \$45,150
- Task 3 Small Business Assistance was increased from 2018 \$2,000 to 2019 \$6,700. Now that the EnviroCertified program is relaunched, certifying small businesses for proper waste disposal will be a major focus of 2019. Funds for Task 4 PCSI and Task 5 Conservation Education were reduced since both were a major focus last year and the additional COLA funds were added to Task 3.

Resolution 2019-02

SAJB - KSPS Media & Education Outreach Services

\$40,000

- **KSPS main channel will air 600 on-air spots, drawing from current inventory plus new spots.**
- **KSPS will produce 3-5 new video spots – testimonials for the EnviroCertified program.**
- **PBS Kids 24/7 will air 300 Aquifer in a Cup lessons.**
- **KSPS teachers will conduct 60+ workshops in schools, distributing materials per the attached resolution.**
- **KSPS will provide social media posts, emails, and web ads per the attached resolution.**
- **KSPS will feature Aqua Duck at FitKids Day and the Coeur d'Alene 4th of July Parade**

Resolution 2019-03

SAJB – SRF Business Assistance & Waste Directory

- \$10,000

Small Business Assistance - EnviroCertified Business Program Implementation:

- Work to recruit qualified businesses, verify proper hazardous waste disposal, and explain EnviroCertified program benefits.
- Maintain EnviroCertified.org web site, including updating businesses, program description and benefits, certification process and form, tips and tools, etc.;

Household and Business Hazardous Waste Collection

- Expand and maintain vendor and waste disposal options on the Spokane Waste Directory www.SpokaneWasteDirectory.org, for businesses and residents to properly dispose of and manage wastes.
- Develop media campaign on high priority wastes (i.e., automotive wastes, medicine, fertilizers, pesticides, herbicides and PCB laden products such as: paint pigments, fluorescent light ballast, caulk, glues, tiles, and linoleum).
- Publish weekly **Got Waste Wednesday** Facebook posts promoting proper waste disposal for both residents and businesses

Education and Awareness

- Promote SAJB and Aquifer Protection at the April 2019 SRF Conference.

Resolution 2019-04

SAJB – Washington Trust Bank add Treasurer

- Remove Bryan St. Clair
- Add Doug Greenlund



Proposal for:
Spokane Aquifer Joint Board
By: Blue Sky Marketing

Date 1-24-19



Blue sky
MARKETING

Who is Blue Sky Marketing?

Blue Sky Marketing has been owned and operated by Ada Hargrove for over 25 years. We are a full service media buying/advertising boutique agency located in the Spokane Valley.

Blue Sky Marketing works with many businesses and organizations. Some of which are non-profit conservation organizations such as:

- Spokane Conservation District
- Palouse Conservation District
- Pacific Northwest Direct Seed Association

Why Should You Use Blue Sky Marketing?

It does not cost your organization any additional dollars to use Blue Sky Marketing for your buying service. We are paid by the media vendors.

Example: Your organization wants \$1000 in advertising. Blue Sky Marketing places \$1000 in advertising on your behalf. Blue Sky Marketing invoices you, the client, for \$1000 in advertising – and Blue Sky Marketing pays the vendor \$850 netting \$150 to the agency for work performed. Therefore, Blue Sky Marketing is compensated by the vendor – NOT the client.

Why Should You Use Blue Sky Marketing?

Blue Sky Marketing is media neutral. We do not represent one advertising medium over another, but rather utilize media vendors who are the most cost effective and best suited for your organization in order to reach your intended target audience, whether that be through the use of traditional media and/or new media.

Goal

To effectively use different online tactics to serve up your specific digital display or video ads to your target audience(s) and direct these audiences to your website and/or landing pages.

Note: Target Audiences to be determined by Spokane Aquifer Joint Board.

2019 New Media Strategy

Recommendation:

- Geo-Targeting/Re-targeting with behavioral programmatic display digital advertising
- Geo-Fencing
 - Sets a digital advertising perimeter around selected businesses and/or locations to serve specific targeted display digital ads
- Addressable Geo-Fencing
 - Delivers digital display and/or video ads to all devices (eg: tablets, smart phones, desk tops, or set tops) at pre-determined physical addresses

Resolution 2019-05

SAJB - BlueSky Marketing New Media Campaign

Budget: \$20,000

Campaign: March thru December Monthly Budget: \$2000/mo

Estimated Monthly Impression Delivery: 133,333

Cost Per Thousand: \$15

Note: \$2000 set aside for possible creative design needs

Monthly budget includes:

- Digital media buying
- Monthly reporting, management and billing
- Geo-Targeting/Re-targeting with behavioral programmatic display digital advertising
 - This tactic targets websites that your consumer visits and/or retargets any visitors to your website
- Geo-Fencing
 - Sets a digital advertising perimeter around selected businesses and/or locations to serve specific targeted digital display or video ads
- Addressable Geo-Fencing
 - Delivers digital display and/or video ads to all devices (eg: tablets, smart phones, desk tops, or set tops) at pre-determined physical addresses



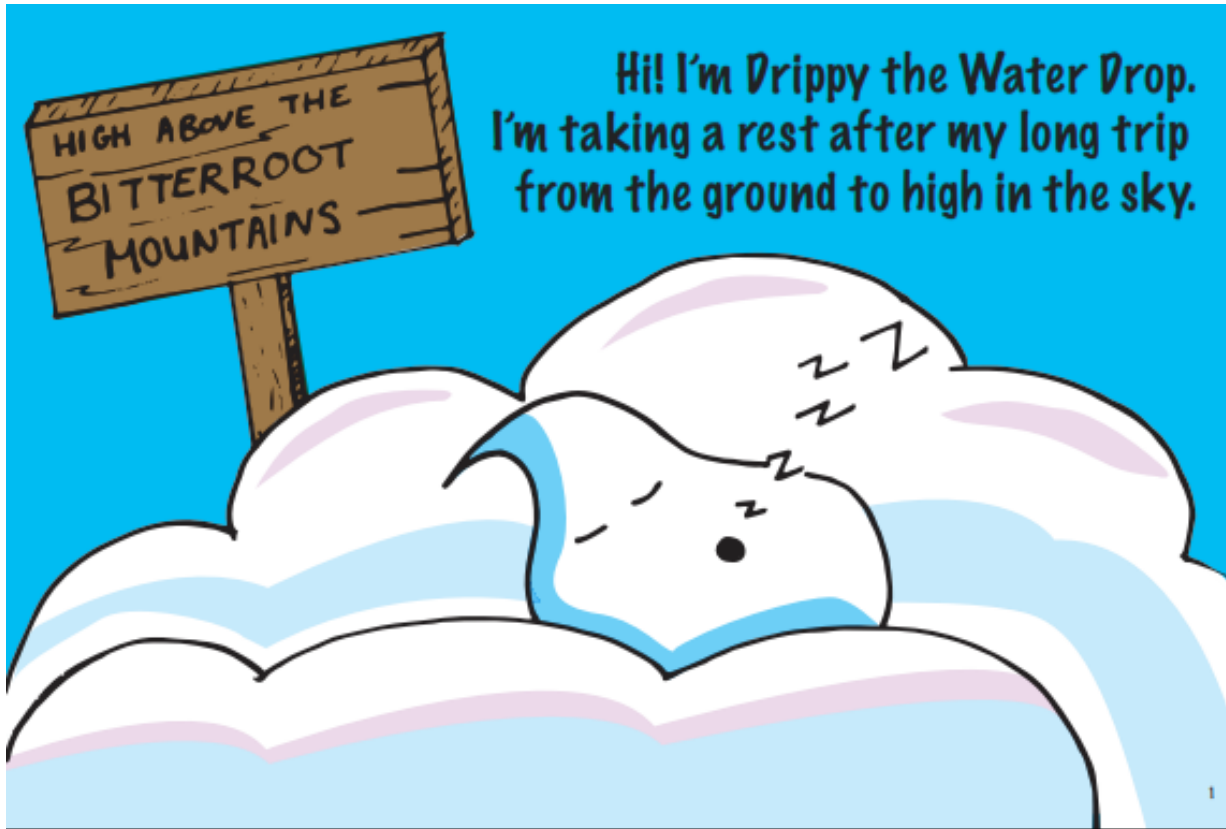
Spokane Aquifer Joint Board

Wellhead Implementation Program Manager's Report

January 24, 2019

Drippy the Water Drop

Education and Awareness – IWAC Water Cycle Adventure



SAJB Purchased 100 Black & White sets and 150 color sets.

One color and one B&W set will be given to teachers at each of the 60 Aquifer in a Cup Workshops this year.

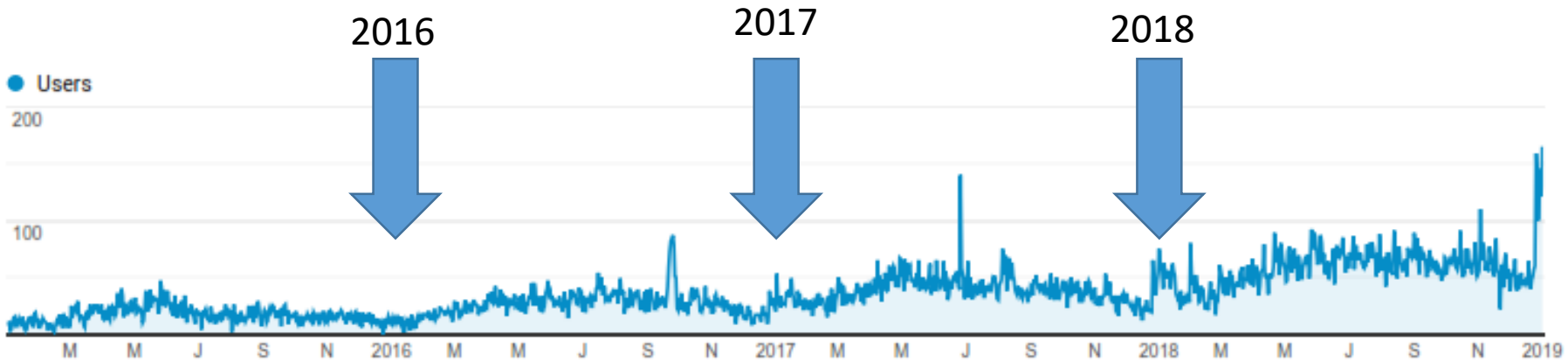
2019 Education and Awareness Events

- 1/23/19 – Summit Elementary Science Night
- 1/24/19 – Audubon Elementary STEM Night
- 1/28/19 – EnviroCertified Steering Committee Meeting
- 1/31/19 – Sunrise Elementary Presenters Night
- 2/4/19 – Whitworth University – Pre-Service Teachers
- 2/7/19 – Holmes Elementary Science & Technology Night
- 2/21/19 – McDonald Elementary Science Night
- 2/28/19 - Otis Orchards Science Extravaganza
- 3/13/19 - 15th Annual Service Truck Rodeo - CenterPlace
- 3/14/19 – Trentwood Elementary STEM Night
- 4/16-17/19 – SRF Conference – Davenport Grand Hotel
- 4/24/19 – Orchard Family Center Science Night
- 4/27/19 – Arbor Day at Finch Arboretum

Month	# Recertified	# New	Total
July 2018	1	0	1
August 2018	20	1	20
September 2018	3	1	4
October 2018	7	9	17
November 2018	10	2	12
January 2019	5	5	10
Total Certified to 1/24/19	46	18	64
De-Certified/ Moved/ Sold	11		
EnviroStars to Recertify	23		
Total EnviroStars & EnviroCertified			87



2015 - 2018 - Spokane Waste Directory 46,149 Users and 54,818 Pageviews



Users
46,149



New Users
46,055



Sessions
54,818



Number of Sessions per User
1.19



Pageviews
164,257



Pages / Session
3.00



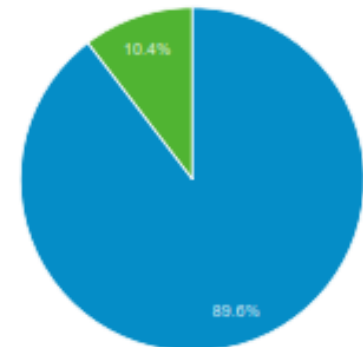
Avg. Session Duration
00:01:45



Bounce Rate
51.38%



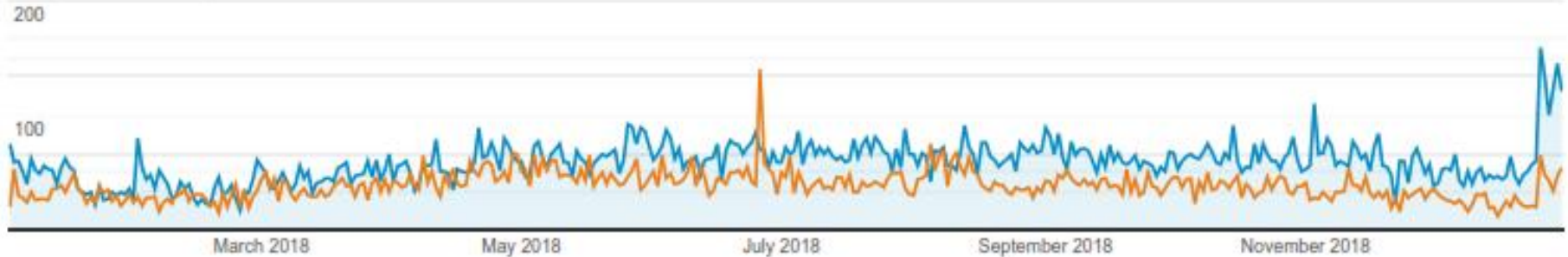
■ New Visitor ■ Returning Visitor



2017-2018 Spokane Kootenai Waste Directory

Jan 1, 2018 - Dec 31, 2018: ● Users

Jan 1, 2017 - Dec 31, 2017: ● Users



Users

53.20%
19,649 vs 12,826



New Users

52.43%
19,374 vs 12,710



Sessions

51.51%
22,739 vs 15,008



Number of Sessions per User

-1.10%
1.16 vs 1.17



Pageviews

41.83%
58,675 vs 41,371



Pages / Session

-6.39%
2.58 vs 2.76



Avg. Session Duration

-2.92%
00:01:31 vs 00:01:34



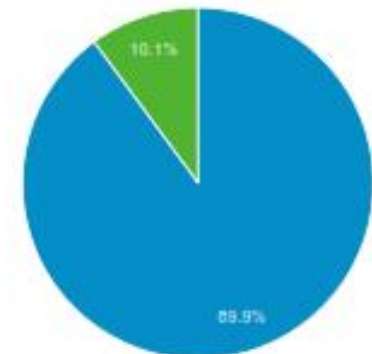
Bounce Rate

-0.18%
55.42% vs 55.52%



■ New Visitor ■ Returning Visitor

Jan 1, 2018 - Dec 31, 2018



Jan 1, 2017 - Dec 31, 2017



2018 Oil – 4,437 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
	1,437 % of Total: 2.45% (58,675)	1,108 % of Total: 2.41% (45,950)	00:01:07 Avg for View: 00:00:57 (17.34%)	590 % of Total: 2.60% (22,715)	58.81% Avg for View: 55.42% (6.11%)	40.22% Avg for View: 38.71% (3.90%)	\$0.00 % of Total: 0.00% (\$0.00)

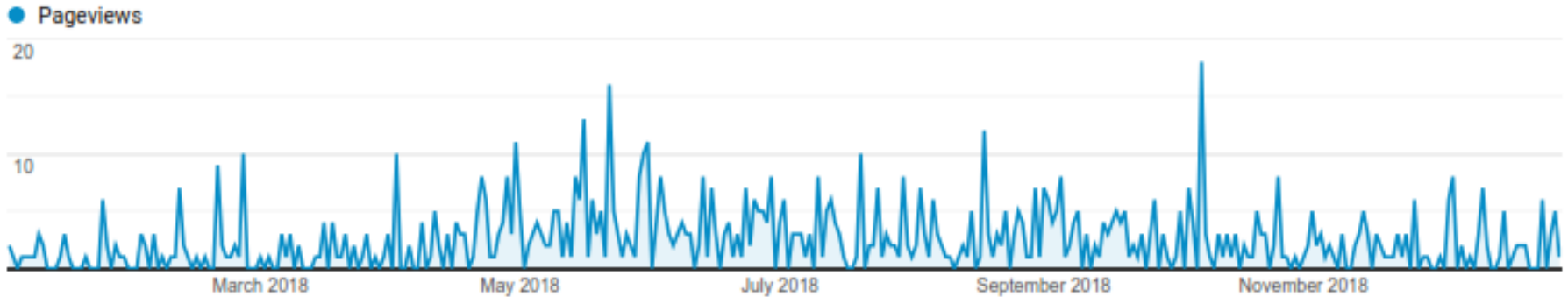
2018 Batteries – 929 Pageviews



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

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	929 % of Total: 1.58% (58,675)	795 % of Total: 1.73% (45,950)	00:01:00 Avg for View: 00:00:57 (4.35%)	433 % of Total: 1.91% (22,715)	72.58% Avg for View: 55.42% (30.95%)	50.59% Avg for View: 38.71% (30.68%)	\$0 T o (\$0)

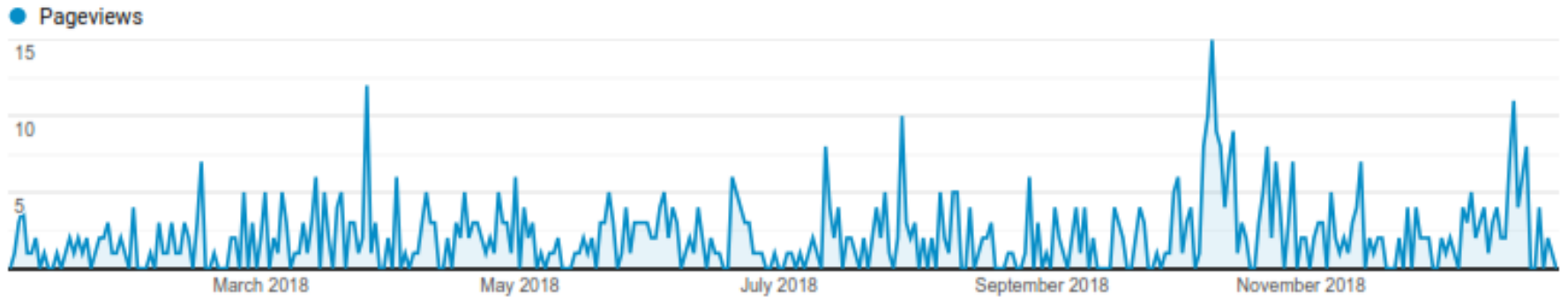
2018 Paint = 911 Pageviews



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

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	911 % of Total: 1.55% (58,675)	754 % of Total: 1.64% (45,950)	00:00:52 Avg for View: 00:00:57 (-9.32%)	351 % of Total: 1.55% (22,715)	71.79% Avg for View: 55.42% (29.54%)	40.61% Avg for View: 38.71% (4.91%)	\$0.1 % Tot 0.0 (\$0.0)

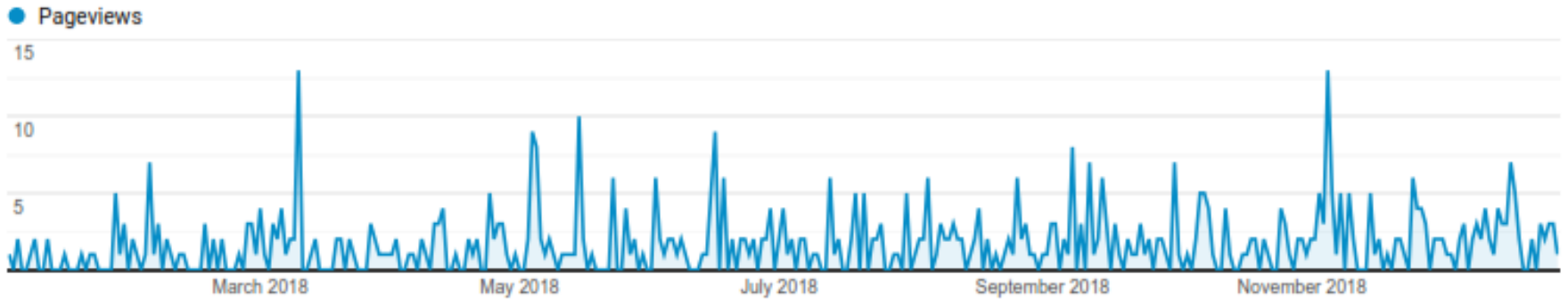
Needles / Syringes / Sharps = 767 pageviews



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

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	767 % of Total: 1.31% (58,675)	643 % of Total: 1.40% (45,950)	00:01:51 Avg for View: 00:00:57 (93.36%)	538 % of Total: 2.37% (22,715)	72.68% Avg for View: 55.42% (31.13%)	65.71% Avg for View: 38.71% (69.74%)	\$0 T 0 (\$0)

2018 Styrofoam = 612 Pageviews



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

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	612 % of Total: 1.04% (58,675)	493 % of Total: 1.07% (45,950)	00:01:52 Avg for View: 00:00:57 (95.81%)	406 % of Total: 1.79% (22,715)	62.81% Avg for View: 55.42% (13.32%)	64.71% Avg for View: 38.71% (67.14%)	\$0.00 % of Total 0.00% (\$0.00)



New Years Eve
Fireworks in
Guayaquil,
Ecuador

Iguanas in Guayaquil, Ecuador













See you
February 28, 2019