



# SPOKANE AQUIFER JOINT BOARD

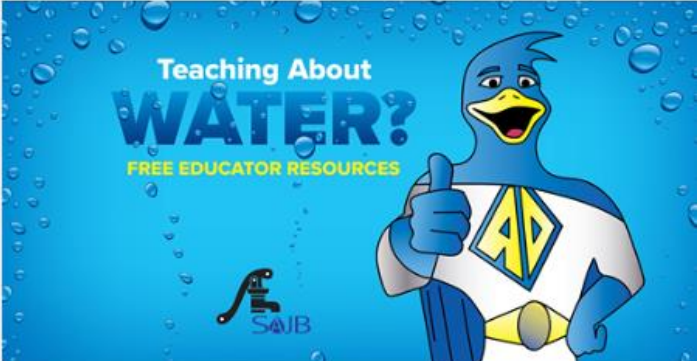
MONTHLY DIGITAL REPORT – MARCH 1<sup>ST</sup>-MARCH 21<sup>ST</sup>, 2019

Blue sky  
MARKETING

# TEACHERS: FACEBOOK ADVERTISING

**Aqua Duck**  
Sponsored · 🌐

Aqua Duck, Defender of the Aquifer, invites teachers grades 2-8 to explore the free teacher resources at <http://bit.ly/2H4JvRt>. Teacher resources are provided by the Spokane Aquifer Joint Board and water providers united for safe drinking water. You can find videos, virtual field trips, lessons connected to the Aquifer Atlas, water conservation ideas, contact information for local agencies who will come to your school science events and much, much more. Have fun with Drippy the Water Drop – A water Cycle Lesson <http://bit.ly/2HdVxqS>. Please send us feedback at [info@spokaneaquifer.org](mailto:info@spokaneaquifer.org) on the resources you use and ideas for additional resources that would be useful to you.



SPOKANE-AQUIFER.ORG  
**Free Teacher Resources** Download

👍 Logan Nelson, Sandra Krause-Ayers and 12 others 7 Shares

👍 Like    💬 Comment    ➦ Share

**25,161 IMPRESSIONS**  
*Approximate Monthly Impression Goal: 34,000*

**4,980 REACH**

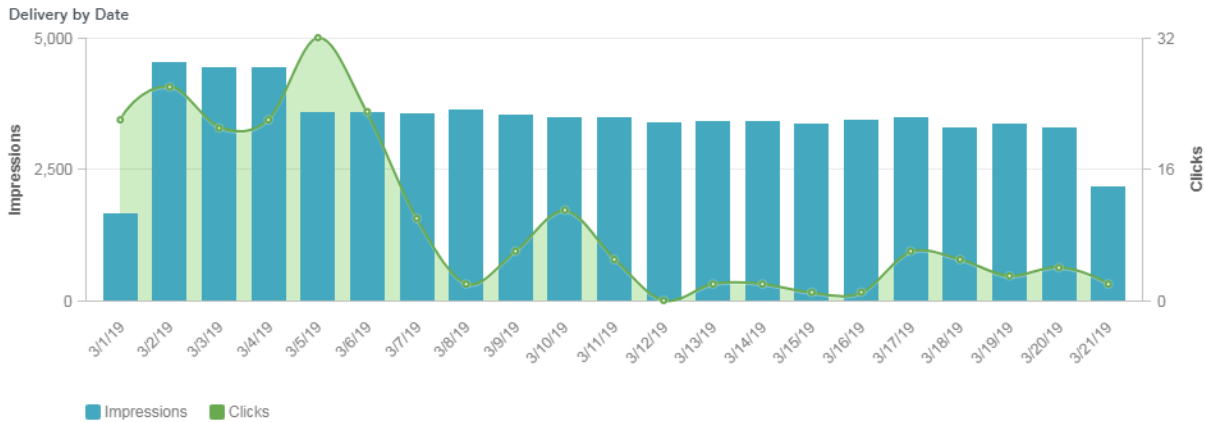
**58 CLICKS**

**.23% CTR**



POST LINK CLICKS	CLICKS
Post Link #1: Teachers Resources	10
Post Link #2: The Adventures of Drippy	9
DELIVERY PLACEMENT	IMPRESSIONS
Facebook	23,675
Instagram	849
Facebook Audience Network	301
Messenger	350

# TEACHERS: TARGETED DISPLAY ADVERTISING



<h2>72,573 IMPRESSIONS</h2> <p><i>Approximate Monthly Impression Goal: 103,750</i></p>	<h2>206 CLICKS</h2>	<h2>.28% CTR</h2> <p><i>Industry Average CTR%: .05%-.12%</i></p>
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BY CAMPAIGN TYPE	IMPRESSIONS	CLICKS	CTR %
Display Advertising	50,088	80	.16%
March Geofence	18,105	99	.55%
March Retargeting	4,380	27	.62%

# TEACHERS - TOP ZIP CODES BY IMPRESSIONS AND CLICKS

City	State	Postal Code	Impressions	Clicks	CTR
Spokane	WA	99207	9,101	22	0.27%
Spokane	WA	99208	7,299	21	0.33%
Spokane	WA	99205	7,113	12	0.20%
Spokane	WA	99206	5,360	18	0.41%
Spokane	WA	99223	3,956	11	0.37%
Spokane	WA	99202	3,925	5	0.17%
Spokane	WA	99216	3,672	8	0.30%
Spokane	WA	99201	3,605	7	0.27%
Spokane	WA	99203	3,285	16	0.70%
Spokane	WA	99217	3,083	1	0.05%
Cheney	WA	99004	3,075	11	0.53%
Spokane	WA	99224	3,041	4	0.20%
Liberty Lake	WA	99019	2,109	2	0.18%
Veradale	WA	99037	728	3	0.41%
Greenacres	WA	99016	689	2	0.29%
Deer Park	WA	99006	545	3	0.55%
Medical Lake	WA	99022	382	1	0.26%
Otis Orchards	WA	99027	210	1	0.48%
Spokane	WA	99258	54	1	1.85%

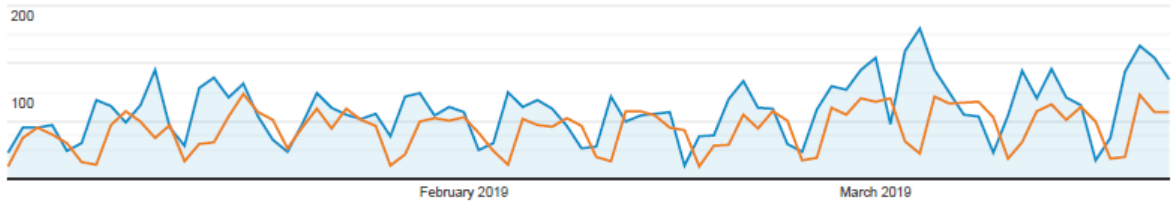
# TEACHERS WEBSITE TRAFFIC

2019	JAN	FEB	MAR 3/1-3/21
TOTAL SESSIONS	2,266	1,994	2,125
DIRECT TRAFFIC	1,031	823	740
ORGANIC	1,102	1,038	806
REFERRAL	116	113	65
DIGITAL ADS (DISPLAY & SOCIAL)	-	-	460
SOCIAL (ORGANIC)	17	20	54
NEW USERS	1,612	1,333	1,594
AVERAGE SESSION DURATION	:57	1:41	1:08

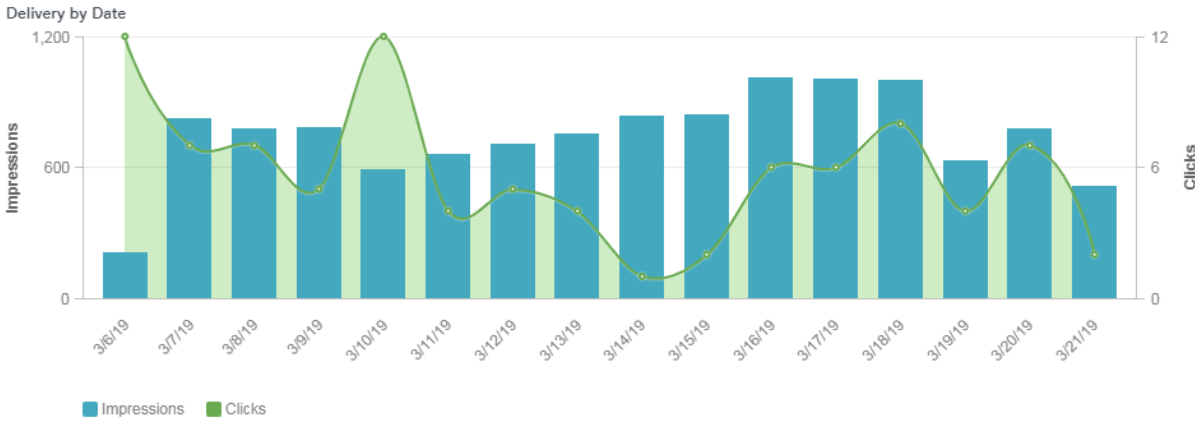
Jan 1, 2019 - Mar 21, 2019  
 Compare to: Jan 1, 2018 - Mar 21, 2018

	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	37.55%	5.56% ↑	45.20% ↑	12.02%	15.83% ↓	24.35% ↓
1 Organic Search	13.22% ↑			10.71% ↑		
2 Direct	48.99% ↑			10.20% ↑		
3 (Other)	100.00%			100.00% ↑		
4 Referral	5.76% ↑			13.73% ↓		
5 Social	333.33%			6.48% ↓		

Jan 1, 2019 - Mar 21, 2019: ● Sessions  
 Jan 1, 2018 - Mar 21, 2018: ● Sessions



# WASTE: TARGETED DISPLAY ADVERTISING



**11,943 IMPRESSIONS**

*Approximate Monthly Impression Goal: 21,250*

**92 CLICKS**

**.77% CTR**

*Industry Average CTR%: .05%-.12%*

BY CAMPAIGN TYPE	IMPRESSIONS	CLICKS	CTR %
Display Advertising	9,274	52	.56%
March Retargeting	2,669	40	1.50%

## WASTE - TOP ZIP CODES BY IMPRESSIONS AND CLICKS

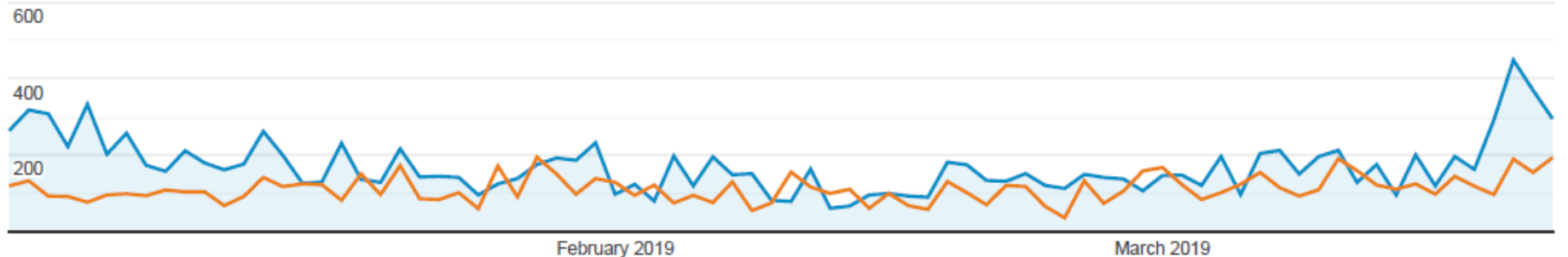
City	State	Postal Code	Impressions	Clicks	CTR
Spokane	WA	99208	682	5	0.73%
Spokane	WA	99207	621	1	0.16%
Spokane	WA	99205	610	5	0.82%
Moses Lake	WA	98837	607	7	1.15%
Spokane	WA	99206	519	3	0.58%
Warden	WA	98857	479	6	1.25%
Post Falls	ID	83854	470	7	1.49%
Spokane	WA	99202	415	3	0.72%
Coeur D Alene	ID	83815	406	4	0.99%
Spokane	WA	99201	392	1	0.26%
Spokane	WA	99216	321	5	1.56%
Hayden	ID	83835	244	1	0.41%
Coeur D Alene	ID	83814	235	2	0.85%
Spokane	WA	99203	195	1	0.51%
Spokane	WA	99224	172	1	0.58%
Liberty Lake	WA	99019	159	1	0.63%
Cheney	WA	99004	136	2	1.47%
Spokane	WA	99217	103	1	0.97%
Veradale	WA	99037	88	2	2.27%



# WASTE WEBSITE TRAFFIC









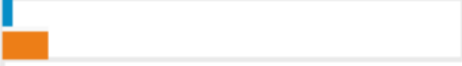

2019	JAN	FEB	MAR 3/1-3/23
TOTAL SESSIONS	2,859	1,558	2,231
DIRECT TRAFFIC USERS	454	540	494
ORGANIC USERS	1,837	806	925
REFERRAL USERS	55	23	22
DIGITAL ADS (DISPLAY & SOCIAL) USERS	-	-	582
SOCIAL (ORGANIC) USERS	178	40	32
NEW USERS	2,374	1,325	1,969
AVERAGE SESSION DURATION	1:01	1:20	:55

Jan 1, 2019 - Mar 21, 2019: ● Pageviews  
 Jan 1, 2018 - Mar 21, 2018: ● Pageviews





# WASTE WEBSITE TRAFFIC

		Acquisition			Behavior		
		Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
		83.22%	82.02% ↑	78.34% ↑	22.91%	14.51% ↓	28.83% ↓
1	Organic Search	84.53% ↑			22.46% ↑		
2	Direct	259.41% ↑			1.11% ↑		
3	(Other)	100.00% ↑			100.00% ↑		
4	Social	15.12% ↓			3.46% ↑		
5	Referral	83.36% ↓			61.71% ↑		



Spokane Aquifer Joint Board

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

**March 28, 2019**

# IESS-AWWA 15<sup>th</sup> Annual Service Truck Rodeo







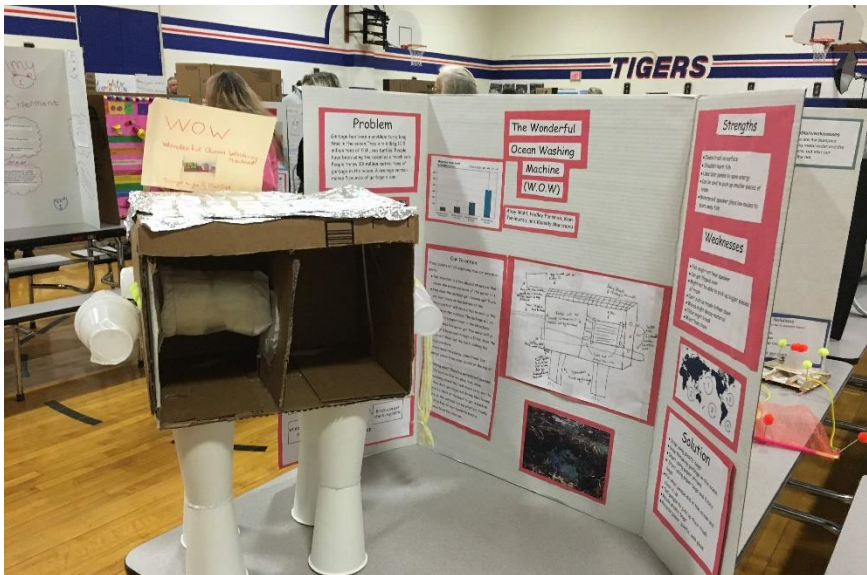
2/28/19 –  
Otis Orchards  
Science Night







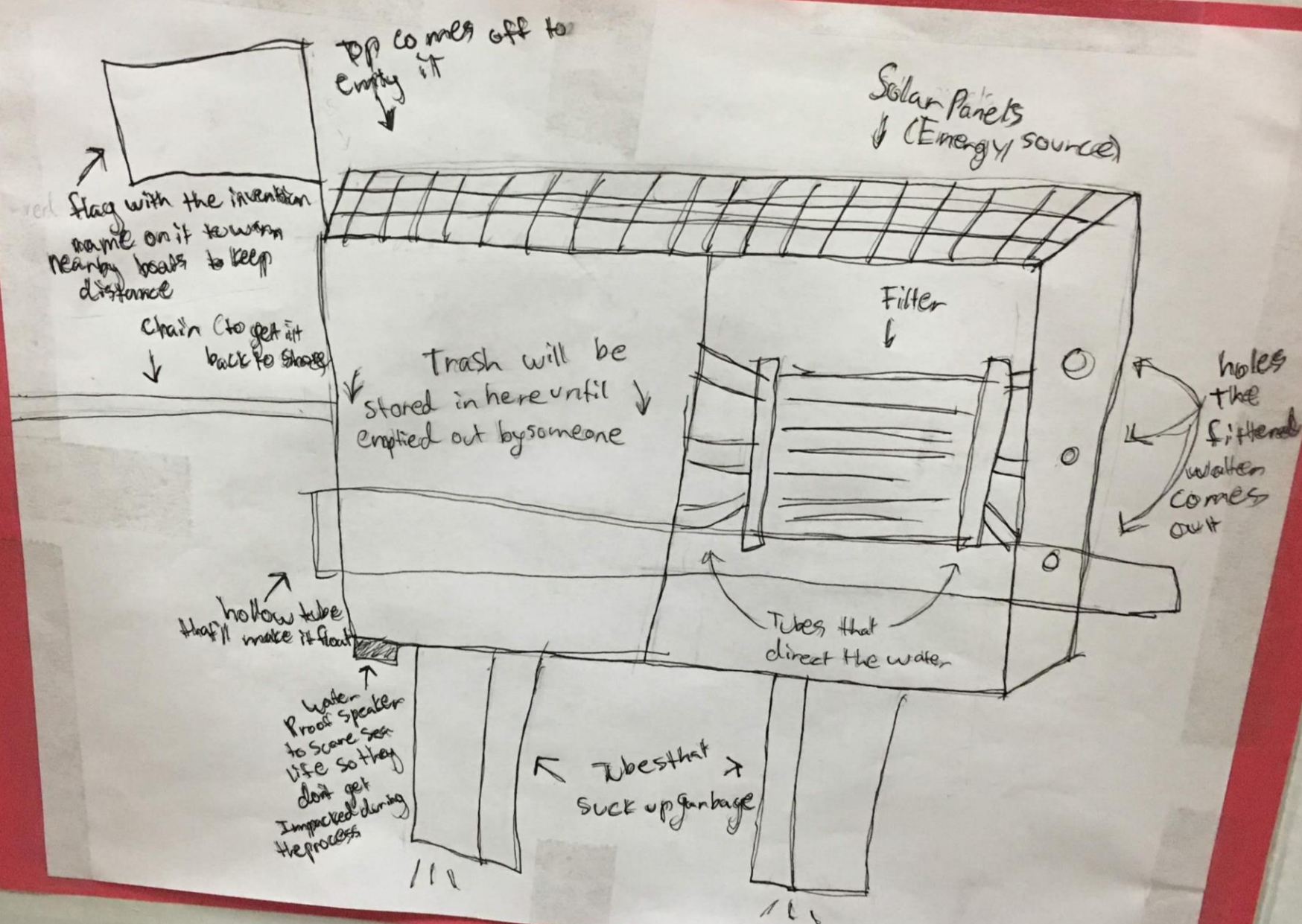
3/14/19 –  
Trentwood  
Elementary  
STEM Night



**Wonderful Ocean Washing Device**







top comes off to empty it

Solar Panels  
↓ (Energy source)

red flag with the invention name on it to warn nearby boats to keep distance

chain (to get it back to shore)

Trash will be stored in here until emptied out by someone

Filter

holes the filter and water comes out

hollow tube that'll make it float

Tubes that direct the water

Water Proof speaker to scare sea life so they don't get Impacted during the process

Tubes that SUCK up garbage





3/18/19/19  
Evergreen  
Elementary  
STEM Night





# 3/20/19/19 – Mullan Road Elementary Science Fair



# 2019 Education and Awareness Events

3/23/19 – West Valley Outdoor Learning Center

4/13/19 – Earth Day at Balfour Park CSV

4/16-17/19 – SRF Conference – Davenport Grand Hotel

4/18/19 – Lakeside Science Night

4/24/19 – Orchard Family Center Science Night

4/27/19 – Arbor Day at Finch Arboretum

5/18/19 Dozer Days at Cabelas

5/21/19 – Judge at NIC Youth Water Summit

2/4/19 – Whitworth University – Pre-Service Teachers





# SpokaneAquifer.org - Community Resources

## Community Resources

### Useful Links



### Waste Directory



### Business Assistance



### In this Section

- **Community Resources**
  - Useful Links
  - Spokane Waste Directory
  - Business Assistance
  - Household Contaminants
  - Water Conservation
  - eBook: Household Waste & Water Conservation
- Teacher Resources

### Popular Community Links

Community Links Coming Soon

[« Previous Page](#)

### Household Contaminants



### Water Conservation



### eBook Household Waste & Water Conservation



### Like Us on Facebook



household-contaminants/

### Upcoming Events

Feb 28

1:30 PM - SAJB Meeting  
5:30 PM - Otis Orchards Science

### FAQs

[Click here for answers to frequently asked questions »](#)

### Spokane Aquifer Joint Board

1521 N. Argonne Rd. Suite C  
PMB 250

# SpokaneAquifer.org Teacher Resources



Spokane Aquifer Joint Board  
Local Water Utilities United for Safe Drinking Water



[Home](#) [About SAJB](#) [The Aquifer](#) [Education & Awareness](#) [News & Events](#) [Contact](#)

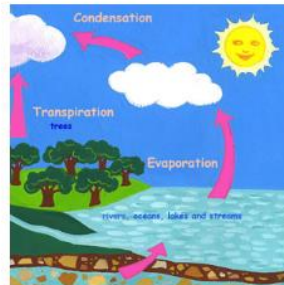
[Home](#) → [Education & Awareness](#) → [Teacher Resources](#)

## Teacher Resources

### Useful Links



### Virtual Field Trips



### Coloring & Comic Books



### In this Section

- [Community Resources](#)
- [Teacher Resources](#)
  - [Useful Links](#)
  - [Virtual Field Trips](#)
  - [Coloring & Comic Books](#)
  - [Fun Facts](#)
  - [Careers](#)

### Popular Teacher Links

[Stormwater and Wastewater Wheel](#)

[The Adventures of Drippy the Water Drop - A Water Cycle Lesson](#)

[« Previous Page](#)

### Fun Facts



### Careers



[Like Us on Facebook](#)

[Upcoming Events](#)

[FAQs](#)

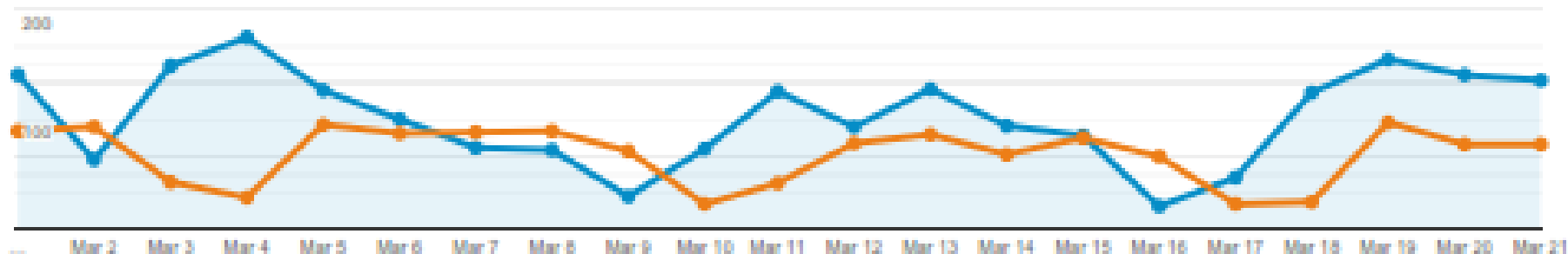
[Spokane Aquifer Joint](#)

# March 2019 [www.spokaneaquifer.org](http://www.spokaneaquifer.org) Top Pages

Page	Pageviews
education awareness teacher resources	588
contact find my water provider	583
aquifer information pages (summary of 15 pages)	543
home	282
event photos summary	140
videos summary (IWAC Aquifer Video = 63)	114
education awareness community resources	95
virtual field trips (elementary and middle school)	80
aquifer atlas (2009 and 2015 summary)	40
Aquifer tour map	14
education awareness teacher resources useful links	11
drippy-the-water-drop-a-water-cycle-lesson	7

Mar 1, 2019 - Mar 21, 2019: Sessions

Mar 1, 2018 - Mar 21, 2018: Sessions



Sessions

50.10%

2,145 vs 1,429



Users

65.68%

1,738 vs 1,049



Pageviews

14.17%

3,512 vs 3,076



Pages / Session

-23.94%

1.04 vs 2.15



Avg. Session duration

-37.17%

00:01:08 vs 00:01:48



Bounce Rate

12.29%

76.22% vs 67.88%



% New Sessions

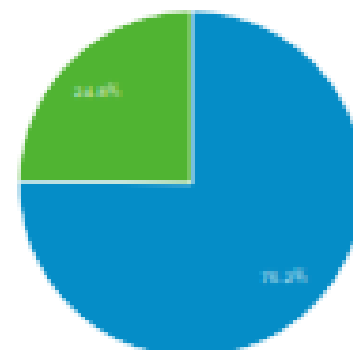
16.98%

73.13% vs 64.24%

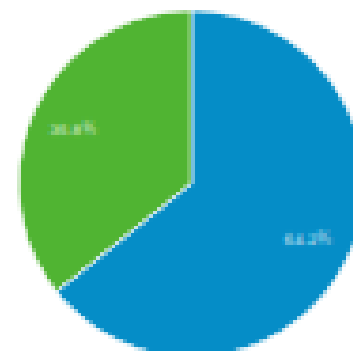


New Visitor returning Visitor

Mar 1, 2019 - Mar 21, 2019



Mar 1, 2018 - Mar 21, 2018





# 2013 – 2019 [www.spokaneaquifer.org](http://www.spokaneaquifer.org) comparison

Year	Sessions	Users	Pageviews
2013	6,399	5,488	22,019
2014	4,920	4,090	17,550
2015	7,164	5,848	24,668
2016	6,342	4,640	23,048
2017	8,101	6,215	29,223
2018	4,642	3,327	9,854
2019	6,405	4,748	11,445



See you  
April 24, 2019