

# IWAC Irrigation and Landscape Design Three 30 Second Spots and IDEQ Grant Proposal

\$10,000 Grant proposal submitted to IDWQ on 5/17/19 for Education Campaign. 7/1/19 – 6/30/20

- Design & print introductory brochure and Guidelines Booklet
- Design and implement 3 Leader's Introductory Luncheons
- Design and implement 3 Technical Assistance Workshops
  - Luncheons & Workshops will be held in CDA, Spokane Valley and Spokane

KSPS Air 150 times 5/20/19 to 9/31/19

Spot 1: <https://youtu.be/1rKT6DZFwOs>

Spot 2: <https://youtu.be/q5oDsTDRHs0>

Spot 3: <https://youtu.be/EwepZcczOps>



# 2019 Potential Contaminant Source Inventory PCSI

2019 is not a map/letter year.  
Business lists were emailed for  
your review on 5/20/19.

Please return your review  
comments by 7/22/19  
(2 already returned)

Reanette Boese retires in  
August. SAJB appreciates all of  
Reanette's work on PCSI and  
Aquifer Education.



Spokane Aquifer Joint Board

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

**May 23, 2019**



# 5/18/19 Dozer Days at Cabela's








**Dozer Day**  
Where Kids Drive!

NUCA  
**KIDS DIG**  
Ages 11 & Under  
4th Dozer Day

Construction site background with various machinery including a concrete pump truck, excavator, and dozer. People are seen walking and working on the site.



# 5/18/19 Dozer Days at Cabela's



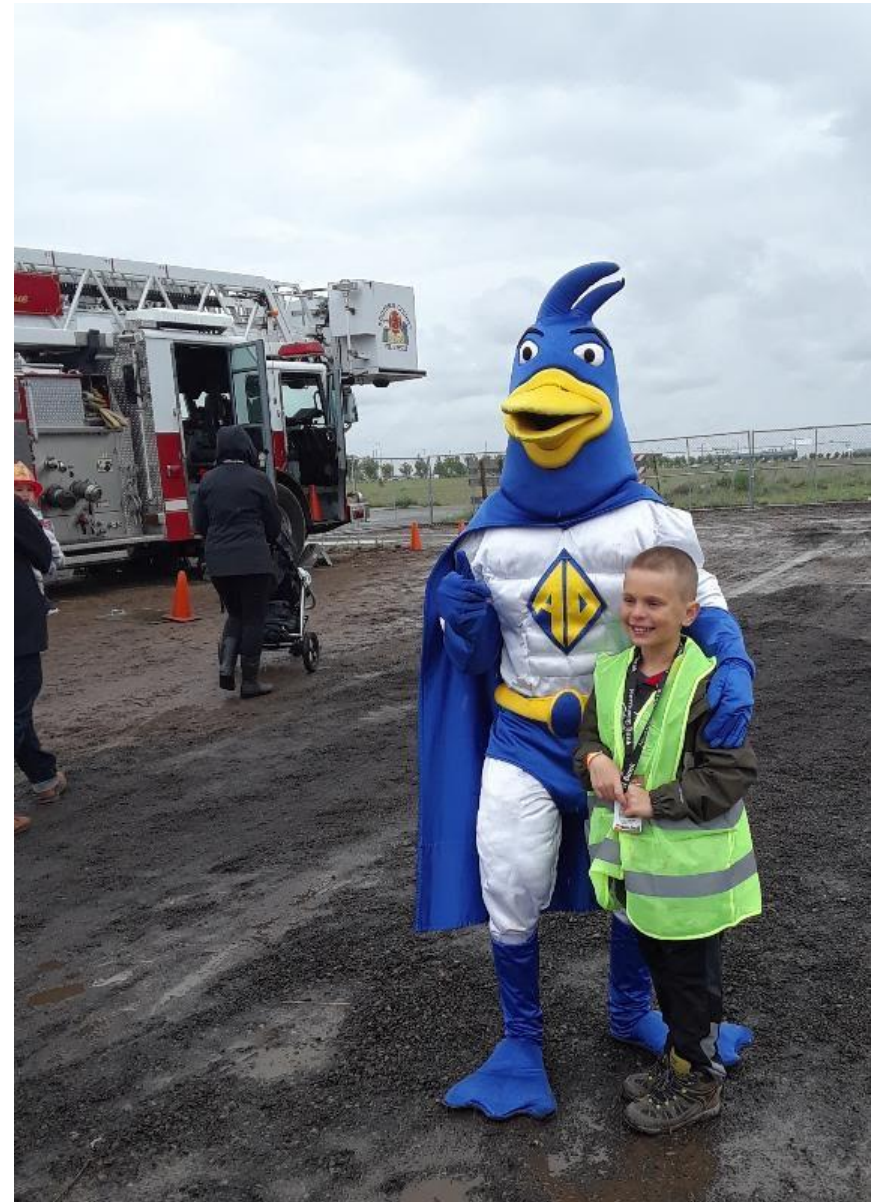


# 5/18/19 Dozer Days at Cabela's





# 5/18/19 Dozer Days at Cabela's





Big Kids had fun too!





# 2019 Education and Awareness Events

- 5/21/19 – CDA Tribe Youth Water Summit – Judge
- 6/4-6/5/19 - Mead Environmental Days at Bear Lake
- 8/17/19 – Unity in the Community
- 9/6/19 – Interstate Fair Family Day
- 9/6/19-9/15/19 – Interstate Fair EnviroZone
- 9/20/19 Valleyfest – Hearts of Gold Parade
- 9/21/19 Valleyfest at Mirabeau Meadows



# Interview Request from William Kern

Hello, I am a student from Mt. Spokane High School creating a documentary about private wells for my AP Environmental Science class. I am required to include interviews with expert sources in my documentary and I was hoping to perform a live or email interview with someone from your organization. I am hoping to discuss private wells and their effect on our aquifer and the environment. Thank you for your time, anything helps even if you could just get me in contact with someone who can help me.



# Got Waste?

Put it in the right place!

WORKING TOGETHER TO PROTECT OUR RIVER AND AQUIFER

SpokaneWasteDirectory.org  
KootenaiWasteDirectory.org

Digital Media Campaigns

SAJB

\$5,000

3/5/19 - 10/31/19

Digital Ads

7 months

SRRTTF

\$15,000

4/22/19 – 6/1/19

Multi-media 6 weeks

## 2019 Media Campaigns Early Results

47 days (3/5 - 4/21)

- 40,255 impressions
- 158 Clicks
- 0.3% Click Through Rate (CTR)  
(0.15 is industry average)
- 7,836 sessions
- 7,031 new users

SAJB

3/5/19 to 10/31/19

13 days (4/22 – 5/5)

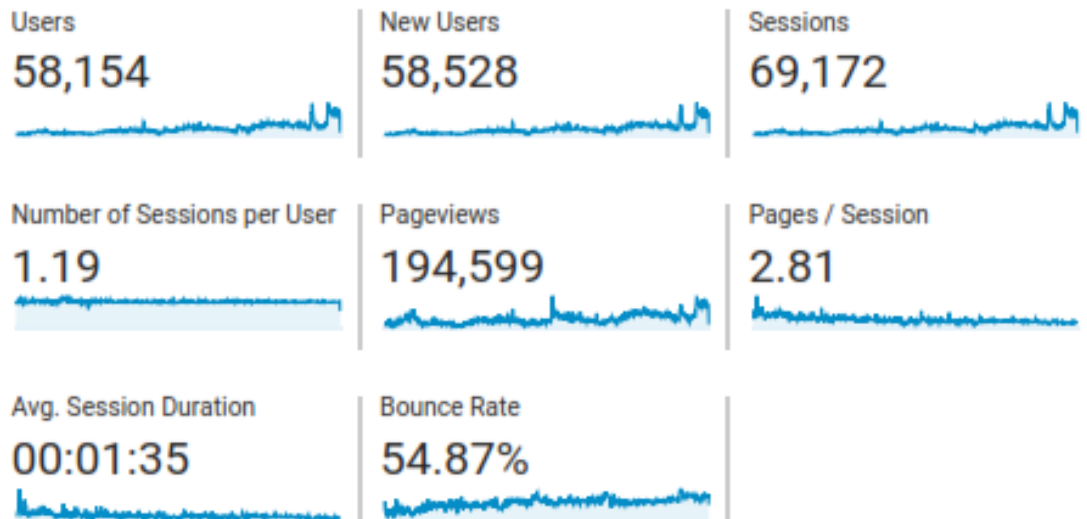
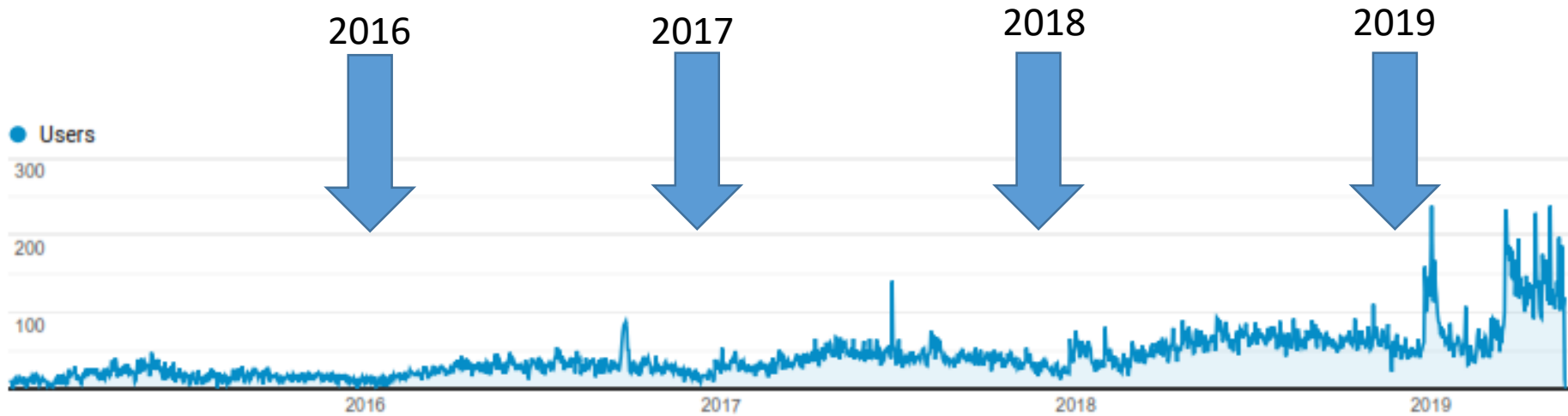
- 97,500 Impressions
- 775 Clicks
- 1.22% Click Through Rate (CTR)
- 4,360 Post Engagements
- 2,001 sessions
- 1,748 New Users

SRRTTF

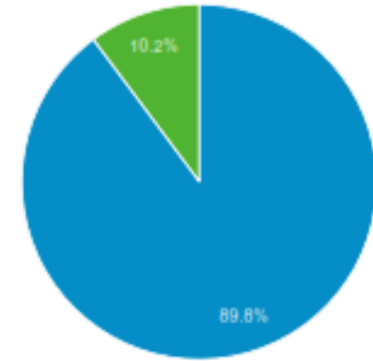
4/22/19- 6/1/19



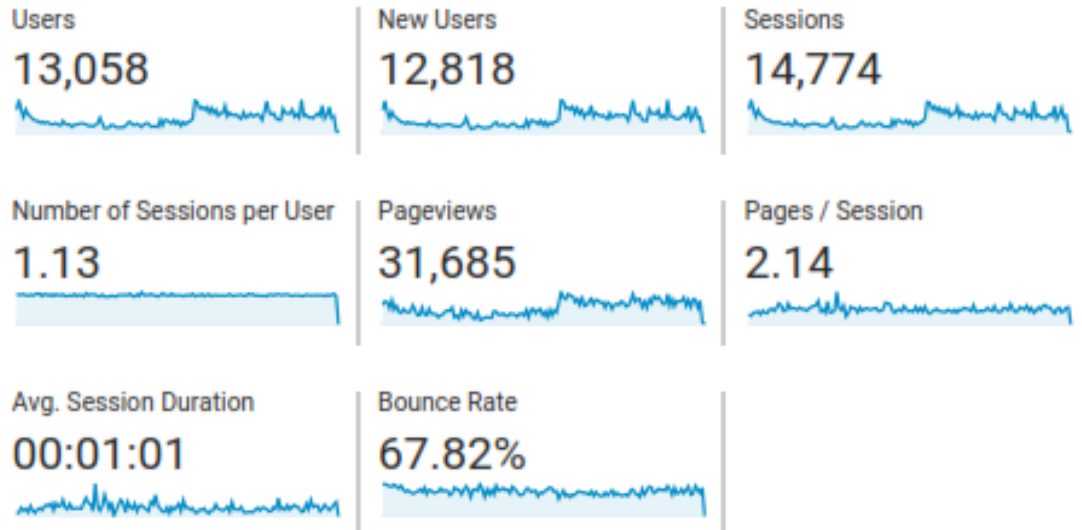
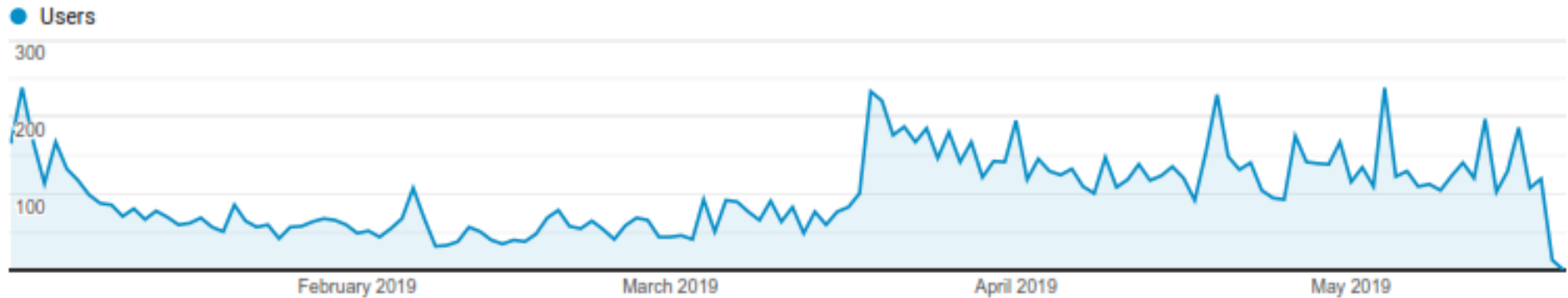
# 1/1/2015 – 5/20/2019 - SpokaneKootenai Waste Directory



■ New Visitor ■ Returning Visitor



# 2019 SpokaneKootenai Waste Directory







[HOME](#)
[HELP ME GET RID OF MY WASTE](#)
[UNDERSTAND MY WASTE](#)
[ENVIROCERTIFIED](#)
[RESOURCES](#)
[CONTACT](#)

1/1-5/20	Sessions	Users	Pageviews
2015	2,530	2067	13,318
2016	3,272	2,811	11,786
2017	5,593	4,848	16,162
2018	7,228	6,288	18,962
2019	14,775	13,059	31,709

'18 – '19  
% increase

104.4%

107.7%

67.22%

Waste Type	Pageviews
christmas-trees	780
animal-carcasses-dead-animals	415
needles syringes sharps	321
batteries	252
tires	250
styrofoam	203
clothing-textiles-poor-condition	186
non-contaminated-dirt-and-rock	181
yard-waste	172
cardboard-and-paper	159
plastics all types	143
fluorescent-lamps-and-tubes	119
oil-used-automotive	119
latex-paint	110
cfl-bulbs	82
concrete	79
water-softener-with-salt	79
car-seats	70
butane-and-propane-tanks	69
plastic-bags-wrap-and-film	67

1/1/19  
to  
5/20/19

Top Waste  
Searches





It's Official, Hooray!


Service Mark Registered 3/26/19 with the  
United State Patent and Trademark Office

# SAJB EnviroCertified Media Campaign

May 1<sup>st</sup> – June 30<sup>th</sup> and November 1<sup>st</sup> – 30<sup>th</sup>

**IS YOUR BUSINESS CERTIFIED?**

**Attract customers**  
while protecting our environment



[envirocertified.org](http://envirocertified.org)

**EASY | FREE VOLUNTARY**

**Attract Customers**  
while protecting our environment



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[envirocertified.org](http://envirocertified.org)

**IS YOUR BUSINESS CERTIFIED?**

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while protecting our environment



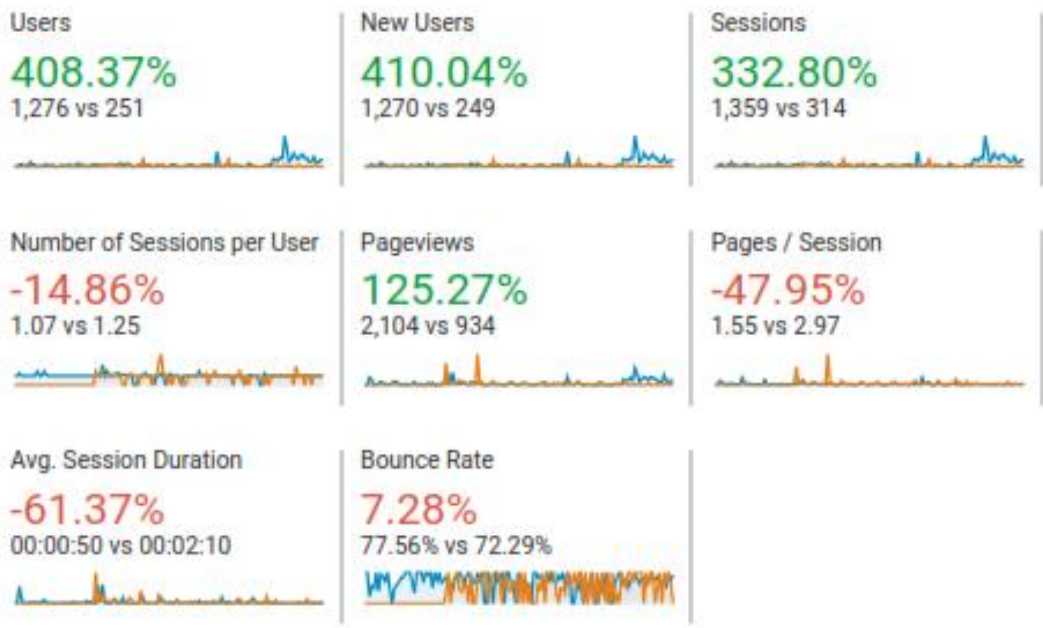
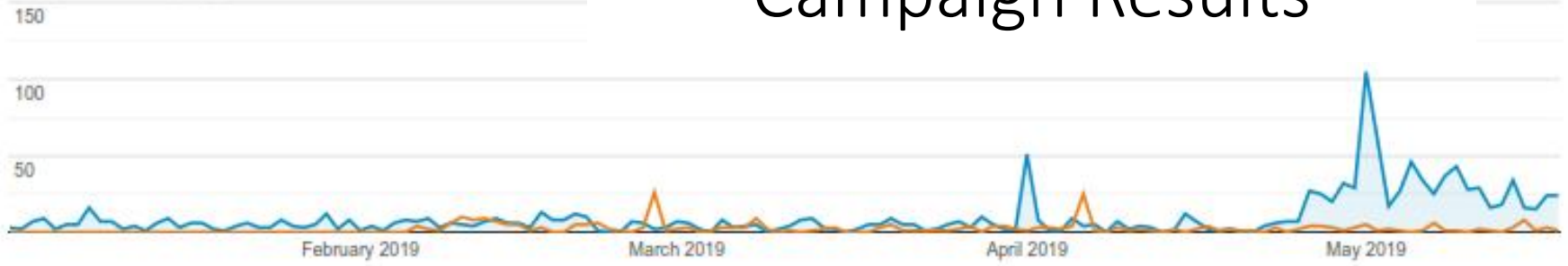
[envirocertified.org](http://envirocertified.org)

**EASY | VOLUNTARY | FREE**



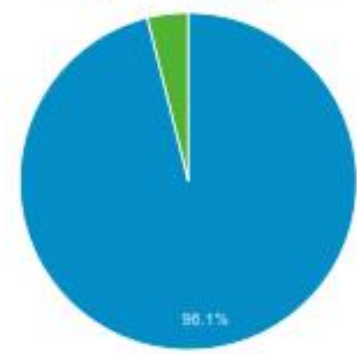
# EnviroCertified Media Campaign Results

Jan 1, 2019 - May 18, 2019: ● Users  
 Jan 1, 2018 - May 18, 2018: ● Users

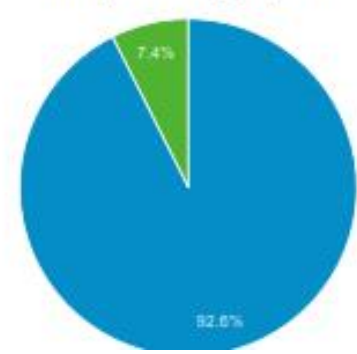


■ New Visitor ■ Returning Visitor

Jan 1, 2019 - May 18, 2019

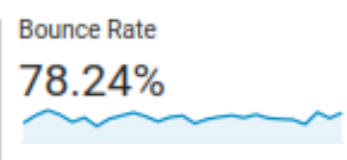
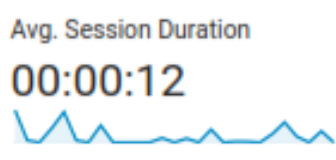
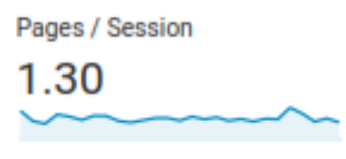
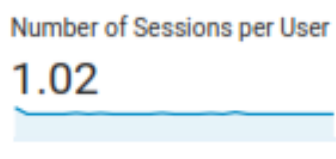
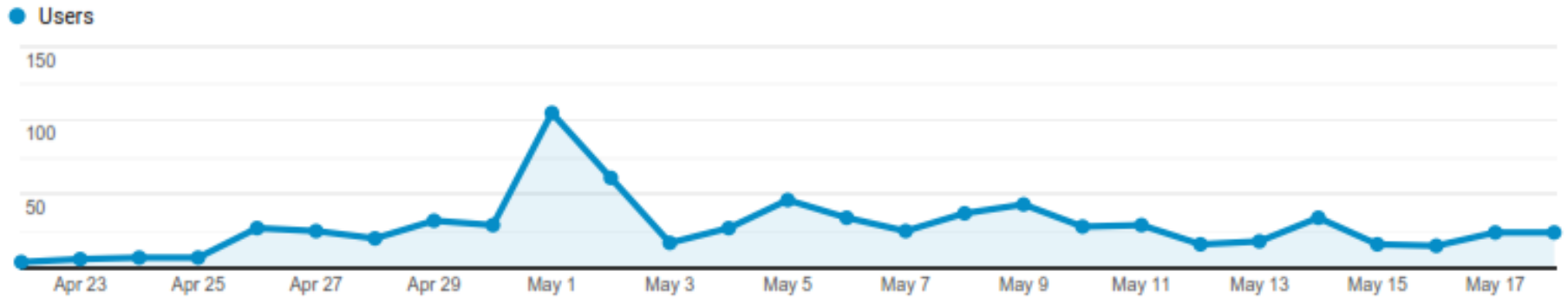


Jan 1, 2018 - May 18, 2018



# EnviroCertified Media Campaign Results

## 5/1/19 – 5/18/19





SAJB EnviroCertified Media Campaign  
May 1<sup>st</sup> – June 30<sup>th</sup> and November 1<sup>st</sup> – 30<sup>th</sup>

**Focus:** Increase Awareness & Certification

- **Core Audience Profile:** Business owners and business managers in proximity to public drinking water wells
- **Behaviors:** Business that work with some type of hazardous materials that could affect the water wells, Spokane Valley Rathdrum Prairie aquifer, or Spokane River.
- **Geo Addressable Targeting:** SAJB Potential Contaminant Source Inventory Mailing List. **Geo Target zip codes:** 83815, 83835, 83854, 99003, 99005, 99016, 99019, 99021, 99025, 99026, 99027, 99027, 99031, 99037, 99201, 99202, 99203, 99204, 99205, 99206, 99207, 99208, 99209, 99210, 99211, 99212, 99213, 99214, 99215, 99216, 99217, 99218, 99220, 99223, 99228.
  - 16,340 impressions, 25 clicks, .15% CTR

# EnviroCertified Media Campaign Early Results 5/1/19 – 5/18/19 (3 weeks)

- **Geo Fence Targeting:** Auto repair shops, autobody & painting, dry cleaners, manufacturing, carpet cleaners, car washes, fire and water restoration services, construction companies, medical/dental offices, electrical, HVAC, landscaping pest control companies, printing companies, property management companies, transportation companies, veterinary offices.
  - 21,024 impressions, 72 clicks and a .34% CTR
- **Social Remarketing - Facebook**
  - 12,853 impressions, 2,378 people reached, 51 clicks, .40% CTR

# EnviroCertified Testimonials on KSPS

SAJB funded production and air time for five  
EnviroCertified Testimonials

- [SouthCare Animal Medical Center](#) (South Hill)
- Baldwin Signs (North Spokane)
- Maid Naturally (Spokane Valley)
- C & H Foreign Auto Repair (Spokane)
- Bitterroot Lodge (Liberty Lake)





See you  
September 26, 2019