



## WA Department of Ecology Waste Reduction and Recycling Education Grant (WRRED)

- Local education programs designed to help the public with litter control, waste reduction, recycling, and composting
- \$60,000 grant + \$25,000 matching and in-kind
- Complete by June 30, 2021



Spokane Aquifer Joint Board

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

**September 26, 2019**

# 2019 -2020 Education and Awareness Events

- 6/4-6/5/19 - Mead Environmental Days at Bear Lake
- 7/4/19 – 4th of July Parade CDA
- 8/2/19 - Fit Kids Day at KSPS
- 8/17/19 – Unity in the Community
- 9/4/19 – Whitworth University Science Methods
- 9/20/19 - Valleyfest Hearts of Gold Parade
- 9/21/19 - Valleyfest at Mirabeau Meadows
- 9/28/19 – Earth and Spirit Festival
- 10/21/19 – Hamblen Elementary Science Night
- 10/28/19 – Prairie View Elementary Science Night
- 1/30/20 – Otis Orchards Science Extravaganza
- 3/16/20 – Evergreen Elementary STEM Night
- 4/18-19/20 - Caring for Creation St. Al's Parish

# Valleyfest at Mirabeau Meadows 9/22/19



# Aquifer in a Cup Workshops



- 44/60 workshops completed to date
- 18 in the Spokane Valley and Liberty Lake region
- 26 in Spokane
- 6 more scheduled in October
- We've reached 918 kids to date!

# SAJB Media Campaign Waste Directory Digital Ads

**Got Waste?**

Put it in the right place!

WORKING TOGETHER TO PROTECT OUR RIVER AND AQUIFER

Click here for Waste Directory

**Got Waste?**

Put it in the right place!

WORKING TOGETHER TO PROTECT OUR RIVER AND AQUIFER

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

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Put it in the right place!

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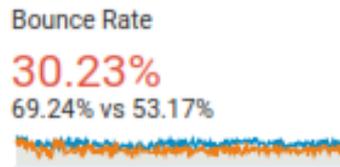
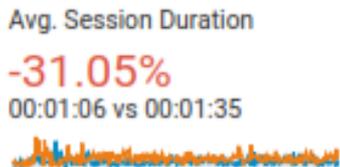
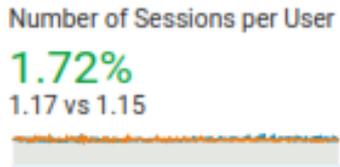
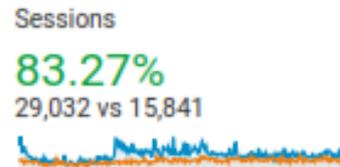
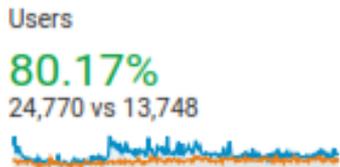
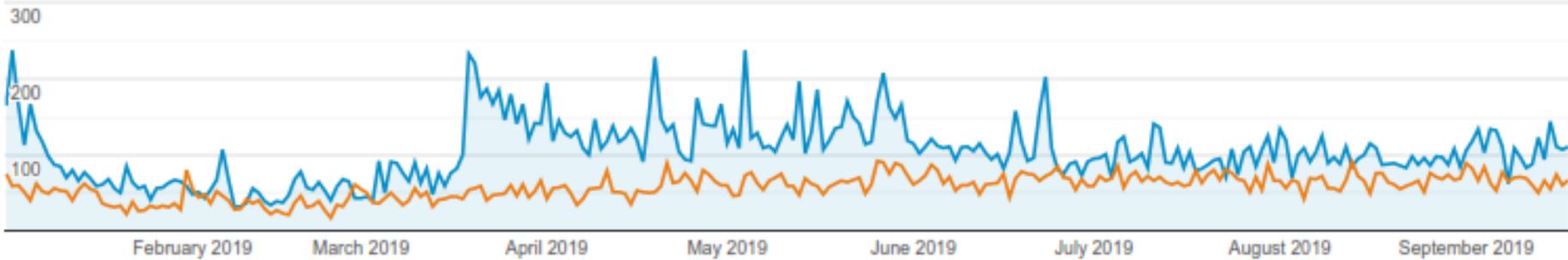


# 2019 Waste Directory SAJB Media Campaign

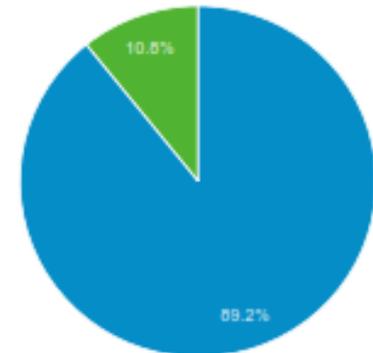
3/5-4/21 and 6/3-10/31/19

- Total Impressions (FB and Digital Ads) = 211,461
- Clicks = 307
- New Users = 15,195

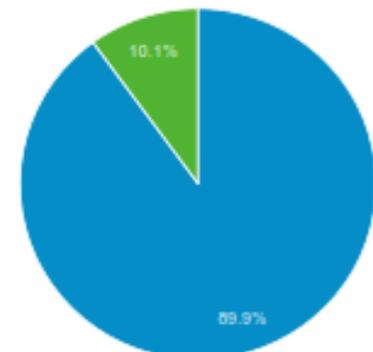
# Waste Directory Users 2018 (orange) Compared to 2019 (blue)



■ New Visitor ■ Returning Visitor  
**Jan 1, 2019 - Sep 18, 2019**



**Jan 1, 2018 - Sep 18, 2018**





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

1/1-9/20	Sessions	Users	Pageviews
2015	5,155	4,172	24,953
2016	7,348	6,373	24,807
2017	11,357	9,854	32,212
2018	15,965	13,854	42,949
2019	29,216	24,934	64,868

'18 – '19 % increase	83%	80%	51%
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# Teacher Resources

Mar. 5-May 30 and Sept. 1-Oct. 31, 2019

**NEW Content**

**Teaching About WATER?**

**FREE EDUCATOR RESOURCES**

[Click here](#)

 SpokaneAquifer.org

**NEW Content**

**Teaching About WATER?** **FREE EDUCATOR RESOURCES**

[Click here](#)

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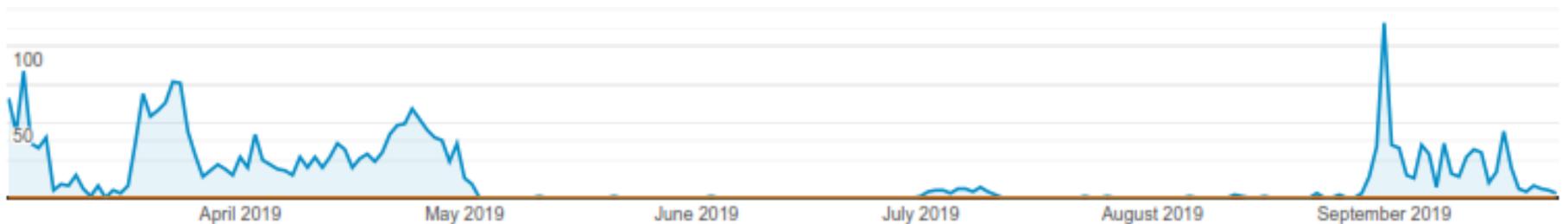
 SpokaneAquifer.org

# Teacher Resources Media Campaign

## March 1 – May 30, 2019

Facebook Impressions	Reach	Clicks	CTR	Display Ad Impressions	Clicks	CTR	Website sessions	New Users
78,717	14,167	212	0.28%	204,270	376	0.19%	7,201	5,184

## March 1 – September 24, 2019



# 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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**EASY | VOLUNTARY | FREE**

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

**EASY | VOLUNTARY | FREE**

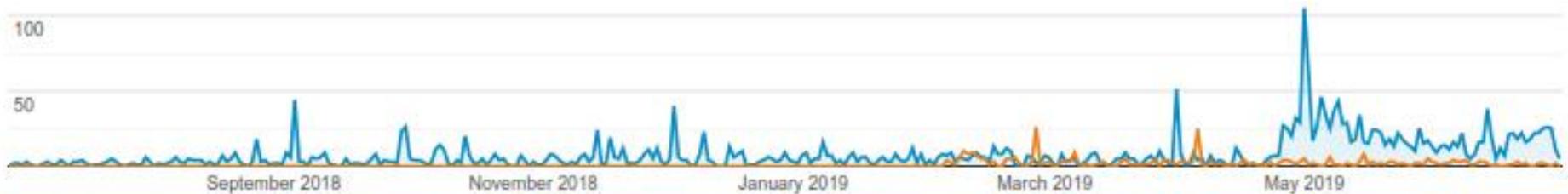
# SAJB EnviroCertified Media Campaign

Month	Specific Focus	Facebook			
		Impressions	Reach	Clicks	CTR
May - June	EnviroCertified	64,126	11,033	195	0.32%

Display Ad			Geofencing		
Impressions	Clicks	CTR	Impressions	Clicks	CTR
64,283	146	0.23%	116,727	159	0.14%

Website sessions	Direct Traffic	Organic	Referral	Digital Ads	Social	New Users
1,334	148	151	167	214	93	1,234

# EnviroCertified Users July 1 – June 30 2018 orange and 2019 blue



Users

**748.73%**  
2,665 vs 314



New Users

**752.56%**  
2,660 vs 312



Sessions

**661.64%**  
2,978 vs 391



Number of Sessions per User

**-10.26%**  
1.12 vs 1.25



Pageviews

**402.32%**  
5,405 vs 1,076



Pages / Session

**-34.05%**  
1.81 vs 2.75



Avg. Session Duration

**-26.87%**  
00:01:30 vs 00:02:03



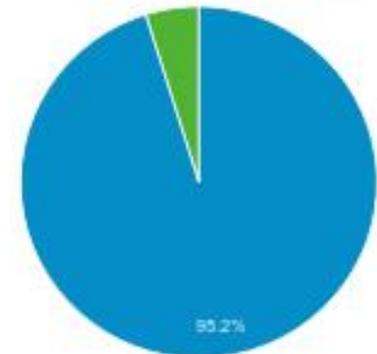
Bounce Rate

**10.03%**  
77.67% vs 70.59%

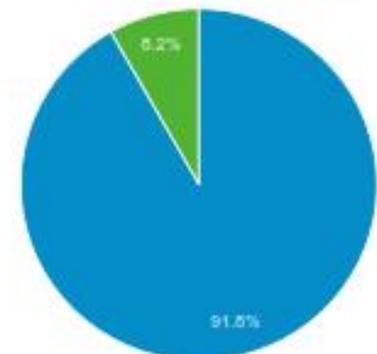


■ New Visitor ■ Returning Visitor

Jul 1, 2018 - Jun 30, 2019



Jul 1, 2017 - Jun 30, 2018



# EnviroStars – EnviroCertified Recruitment 2010-2019 Summary

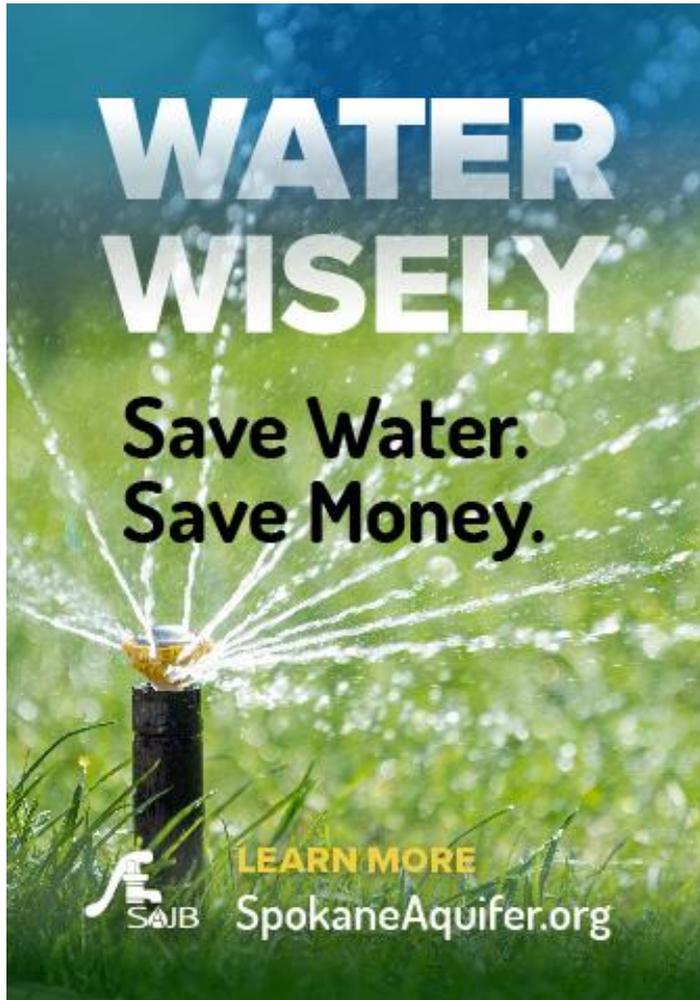
Fiscal Year 7/1/ to 6/30	# Renewal	# New	Sold/ Not Interested	Total
Total EnviroStars 6/1/2010-10/30/2017	26	96	7	89
Total EnviroCertified 6/1/2018-6/30/2019	47	22	12	69
Total EnviroCertified 7/1/2019-6/30/2019	0	2	0	2
EnviroStars to Recertify	22			
Total 2010-2019				132

# EnviroCertified Testimonials on KSPS

SAJB funded production and air-time for five  
EnviroCertified Testimonials

- [SouthCare Animal Medical Center](#) (South Hill)
- [Baldwin Signs](#) (North Spokane)
- [MaidNaturally](#) (Spokane Valley)
- Northwood Ridge Apartments (Millwood)
- Lloyd's Automotive Repair (Spokane Valley)

# Water Wisely Media Campaign July 1- August 31, 2019



**WATER  
WISELY**

**Save Water.  
Save Money.**

**LEARN MORE**  
SpokaneAquifer.org

SAJB



**WATER  
WISELY**

**Save Water.  
Save Money.**

**LEARN  
MORE**



**WATER WISELY**

**Save Water. Save Money.**

SAJB



**WATER  
WISELY**

**Save Water.  
Save Money.**

**LEARN  
MORE**

# Water Wisely Media Campaign July 1- August 31, 2019

Facebook Impressions	Reach	Clicks	CTR	Display Ad Impressions	Clicks	CTR	Website sessions	New Users
131,926	31,807	390	0.30%	274,042	294	0.11%	5,602	3,204



# SAJB Website Google Analytics – Water Wisely

## March 1, 2019 – September 24, 2019

### Community Resources - 555



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	<b>555</b> % of Total: 1.02% (34,314)	<b>476</b> % of Total: 1.70% (28,043)	<b>00:00:26</b> Avg for View: 00:01:39 (-78.44%)	<b>416</b> % of Total: 1.96% (21,223)	<b>87.26%</b> Avg for View: 77.21% (13.02%)	<b>76.22%</b> Avg for View: 61.83% (23.23%)	<b>\$0</b> % of Total: 0.00% (\$0)
1. /education-awareness/community-resources/	<b>555</b> (100.00%)	<b>476</b> (100.00%)	<b>00:00:26</b>	<b>416</b> (100.00%)	<b>87.26%</b>	<b>76.22%</b>	<b>\$0</b> (0.00%)

**Spokane Aquifer Joint Board**  
**2019 Adopted Budget 9/26/19 Actuals**

REVENUE SOURCE	2019 Adopted Budget	Actual 9/26/19	Remaining to Collect	2019 Total Funds
Annual Income from SAJB Public Purveyors	\$127,310.72	\$131,387.36	\$0.00	
Kaiser (Trentwood)	\$2,000.00	\$2,000.00	\$0.00	
Honeywell	\$2,000.00	\$2,000.00	\$0.00	
SB&IP - Crown West Realty	\$2,000.00	\$2,000.00	\$0.00	
Uncategorized Income (IWAC)	\$2,500.00	\$0.00	\$2,500.00	
Interest Income	\$500.00	\$632.51	\$0.00	
<b>TOTAL REVENUE</b>	<b>\$136,310.72</b>	<b>\$138,019.87</b>	<b>\$2,500.00</b>	<b>\$140,519.87</b>

EXPENDITURES BY COMMITTEE	2019 Adopted Budget	Actual 9/26/19	Expenditures Remaining	2019 Expected Expenditures
Education and Awareness	\$65,438.00	\$48,279.71	\$17,158.29	
Conservation	\$2,000.00	\$2,051.32	-\$51.32	
Household Contaminant Disposal	\$4,000.00	\$2,051.32	\$1,948.68	
Potential Contaminant Source Inventory <i>(2019 is not a map/letter year)</i>	\$10,000.00		\$10,000.00	
Pro-Active Business Assistance	\$10,000.00	\$5,000.00	\$5,000.00	
All Committees Shared Expenses	\$47,370.00	\$36,663.90	\$10,706.10	
Uncategorized Expense				
<b>TOTAL EXPENDITURES</b>	<b>\$138,808.00</b>	<b>\$94,046.25</b>	<b>\$44,761.75</b>	<b>\$138,808.00</b>

FUNDS	Approximate 9/26/19	Estimated 12/30/19 Balance
Washington Trust Bank Checking	67,997.54	\$25,735.79
Spokane County Pool	\$45,842.83	\$46,002.83
Total Funds Remaining	\$113,840.37	\$71,738.62

3<sup>rd</sup> Quarter WIP  
 Implementation  
 Report



See you  
October 24, 2019