

RESOLUTION NO. 2020-02

A RESOLUTION OF THE BOARD OF THE SPOKANE AQUIFER JOINT BOARD, SPOKANE COUNTY, WASHINGTON, AUTHORIZING THE EXECUTION OF AN AGREEMENT WITH KSPS PUBLIC TELEVISION TO PROVIDE SERVICES ASSOCIATED WITH THE EDUCATION AND AWARENESS COMMITTEE; AND OTHER MATTERS PROPERLY RELATING THERETO

BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE SPOKANE AQUIFER JOINT BOARD, OF SPOKANE COUNTY, WASHINGTON, as follows:

WHEREAS, the Spokane Aquifer Joint Board ("SAJB") has been created for the Spokane County Region by action of the respective Boards of Directors and/or authorized representatives of the municipal corporations involved pursuant to RCW 39.34, known as the Washington Interlocal Cooperation Act; and

WHEREAS, the members of the SAJB executed an agreement forming the Joint Board ("the Agreement"), which provides rules for the process the Board follows in conducting its business, including the entering into and execution of agreements; and

WHEREAS, the Board of SAJB revised Resolution No. 95-01 on October 25, 2001, which provides that a simple majority of the eligible voting Board Members must vote on major decisions, including the execution of Personal Services Agreements; and

WHEREAS, the Board wishes to utilize the services of KSPS Public Television to assist the Education and Awareness Committee in raising awareness about conserving water and protecting the aquifer by entering into this agreement;

NOW, THEREFORE, BE IT FURTHER RESOLVED by the Board of the Spokane Aquifer Joint Board as follows:

Section 1: The Board hereby approves the execution of this Agreement with KSPS Public Television, generally in the form of Exhibit "A", attached hereto and incorporated herein by this reference, and authorizes and directs the appropriate officials of the Board to execute said agreement.

Section 2: This Resolution shall become effective upon its adoption and execution by the appropriate officers of SAJB.

ADOPTED BY THE BOARD OF THE SPOKANE AQUIFER JOINT BOARD, SPOKANE COUNTY, WASHINGTON, AT A REGULAR OPEN PUBLIC MEETING THEREOF this 23rd day of January 2020.

SPOKANE AQUIFER JOINT BOARD

By _____
President

ATTEST:

Secretary

CERTIFICATION

I the undersigned, Secretary of the Board of Spokane Aquifer Joint Board, of Spokane County, Washington, hereby certify that a simple majority of the eligible voting Board Members of the SAJB voted in favor of this Resolution.

Secretary

CERTIFICATION

I, the undersigned, Secretary of the Board of Spokane Aquifer Joint Board, of Spokane County, Washington, hereby certify that the foregoing Resolution is a full, true and correct copy of a Resolution duly adopted at a regular meeting of the Board of Directors of said Board, duly and regularly held at the regular meeting place thereof held on January 23, 2020, of which meeting all members of said Board had due notice and at which a majority thereof were present; and that at said meeting said Resolution was adopted by the following vote:

AYES, and in favor thereof, Directors:

NAYS, Directors:

ABSENT, Directors:

ABSTAIN, Directors:

I further certify that I have carefully compared the same with the original Resolution on file and of record in my office; that said Resolution is a full, true and correct copy of the original Resolution adopted at said meeting; and that said Resolution has not been amended, modified or rescinded since the date of its adoption, and is now in full force and effect.

IN WITNESS WHEREOF, I have set my hand and affixed the official seal of the Board on January 23, 2020.

Secretary



Spokane Aquifer Joint Board & KSPS PBS Partnership 2020 Proposal

KSPS PBS values the long partnership with Spokane Aquifer Joint Board and our shared mission to educate children and adults about protecting the aquifer. In 2020, with the following plan and your continued support, we will reach more business leaders, consumers, students, educators and families with this important message.

Overview

KSPS will help SAJB accomplish its main community education goals by:

- Helping viewers of all ages understand the need for aquifer preservation and their important role in it with promotion across all the media channels of KSPS PBS, including on-air, online, print, and events.
- Reaching business leaders and consumers with messaging about the EnviroCertified program, Backflow Prevention and Lawn Watering Tips via on-air, online, and social media channels.
 - *New this year:* KSPS will produce a new spot about Backflow Prevention.
 - *New this year:* More frequency and reach with adult-focused on-air spots on KSPS' main channel, with a guarantee of at least 7 per week in the news and prime-time blocks.
 - *New this year:* Promotion via KSPS online and social media channels will reach far more viewers because of improved usage stats, particularly KSPS YouTube subscribers (23,000+), Facebook followers (19,000+), and website usage (51,000 unique visits each month).
- Teaching elementary-aged children about aquifer preservation via our popular classroom workshops.
- Teaching children (and their parents) with on-air messages in children's programs on KSPS and the **PBS Kids 24/7** channel.
- Maintaining the *Aquifer in a Cup* online portal and the video lessons now available on the national PBS LearningMedia site.
- Featuring Aqua Duck at regional events.

KSPS Will:

- **Air SAJB messages on KSPS PBS**

KSPS broadcasts to a potential audience of 2.5 million people annually, with 350,000 KSPS viewing households in the Spokane area. KSPS is carried on cable, satellite and over the air. Research shows that our audience pays attention to messaging on the channel; that they act on it; and that they are interested in improving their lives through lifelong learning. These factors combine to assure SAJB's important message will reach a large and receptive audience throughout the year. And by putting your message on KSPS, you reach a large audience of children and parents as well as older adults.

- We will promote the EnviroCertified program by airing the five testimonial spots produced in 2019 to encourage businesses to become EnviroCertified and consumers to patronize EnviroCertified businesses.
- We will produce a new spot about Backflow Prevention.
- We will continue to use the recent inventory of other spots to further other SAJB goals, as determined by SAJB. These may include: Lawn Watering Tips, promotion of Aquifer Workshops to teachers, and Aquifer-in-a-Cup video lessons aimed at kids and families.
- We will Increase the number of prime-time airings and news-programming airings for adult-oriented spots such as EnviroCertified, Backflow Prevention, and Lawn Watering Tips with a guaranteed minimum of 5x per week in prime time and 2x/week in weeknight news programming.
- We will work with SAJB to determine the calendar of air dates (flights) for each spot so air dates mesh with the overall marketing campaign goals.
- SAJB’s Aquifer-in-a-Cup promos and video lessons will air adjacent to PBS Kids programs on our main channel. They will also air on our PBS Kids 24/7 channel.
- EnviroCertified, Backflow Prevention, and Lawn Watering Tips spots will air adjacent to adult programs in prime time and other time slots.

Total number of spots on KSPS: 665

260 in prime time 6:56pm – 11pm - \$31,200 value

105 in news block – 4:56pm – 6:56pm weeknights - \$9,450 value

300 in other timeslots to expand reach and frequency - \$18,000 value

Aquifer Education Spots on PBS Kids 24/7: 300 minimum - \$7,500 value

Production of 1 new spot: \$2,000 value

- **Conduct 60 Aquifer in a Cup workshops for elementary-aged students.**

Because of the increased demand by teachers, we recommend growing our classroom education program to 60 workshops.

- KSPS educators will schedule and conduct the workshops using SAJB-approved materials to school districts, both public and private, located throughout the Washington State portions of the Spokane Valley Rathdrum Prairie Aquifer boundaries during the school year from February 2020 through January 2021.

\$500 per workshop x 60 = \$30,000 value

- KSPS will distribute **SAJB materials** to all workshop attendees, **and a set of five books** to each classroom teacher, as well as create co-branded learning materials.
 - KSPS will purchase the sets of books and will include a co-branded bookplate in each book.
 - KSPS will distribute packets of printed materials provided by SAJB.

- **Market through digital channels**

- KSPS will provide **ads on the ksp.org home page** for 8 weeks throughout the year, with the schedule to be determined by SAJB needs. KSPS will create these ads or may use ads provided by SAJB.

\$800 value

- KSPS will place a minimum of 2 **social media posts** per channel/per month to KSPS' Facebook and Twitter accounts to promote specific SAJB activities and campaigns. (minimum 48 posts per year) *\$2400 value*
- We will also **invest in 4 boosted Facebook posts per year**, with content and schedule to be determined together. *\$400 value*
- KSPS will **share appropriate social media posts from SAJB** and Spokane River Forum. As a true partner, we will constantly be on the lookout for ways to send SAJB messages to our audience and offer our help/training on social media to others if needed.
- KSPS will promote SAJB in a minimum of 12 issues of our **weekly e-newsletter** sent to about 10,000 U.S. members each week. (1x/month) *\$3000 value*
- **Continue hosting the online *Aquifer in a Cup* workshop portal on KSPS.org** so that educators and families have a convenient way to learn about workshops as well as sign-up for workshops online. The site also features the 3 *Aquifer-in-a-Cup* lesson videos.
- **Continue to provide *Aquifer in a Cup* lessons on PBS LearningMedia**, a free, online media-on-demand service developed for PreK-12 educators featuring videos, discussion questions and a searchable list of educational standards.
 - *Nearly 2,000 educators in the Spokane area are active users of PBS LearningMedia.*
- **Facilitate appearance opportunities for Aqua Duck**
 - *KSPS FitKids Day* - a day of fun activities for young children and families. Last year, over 1500 Spokane area children/families attended *FitKids Day*. The event will be promoted on air and on KSPS.org.
 - KSPS will help secure Aqua Duck appearances at other community events as appropriate and approved by SAJB. These may include KSPS Character Day, the Coeur d'Alene 4th of July Parade, or other events.
 - KSPS will provide stickers to hand out and banners to showcase where appropriate.
- KSPS will feature an **article about SAJB in one issue of *Prevue***, our bi-monthly program guide sent to 25,000 KSPS members. SAJB will be included as a sponsor in all 6 annual issues of *Prevue*. *\$500 value*
- KSPS will provide **mid-year and end-of-year status reports** of work accomplished to the Spokane Aquifer Joint Board.

Total value of promotion, educational workshops and video production: \$104,000



PARTNERSHIP AGREEMENT

This document constitutes an agreement between Friends of KSPS and

Spokane Aquifer Joint Board

Contact: JEREMY JENKINS / TONILEE HANSON
Address: 1521 N Argonne Rd, Suite C, PMB 250
 Spokane Valley, WA 99212
Phone: 509-847-4337
Email: sajbinfo@mail.com

KSPS Representative: Dawn Bayman, Director of Development; dawnb@ksps.org

Grant period: 12 Months, February 2020 through January 2021

Grant amount: \$40,000

Content: See Resolution – in summary:

- KSPS main channel will air 665 on-air spots, drawing from current inventory plus a new EnviroCertified spot.
- KSPS will produce 1 new video spot for Backflow Prevention.
- KSPS will consult with SAJB Program Manager to set up air schedules.
- PBS Kids 24/7 will air 300 Aquifer education spots.
- 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 AquaDuck at FitKids Day and another event such as the Coeur d’Alene 4th of July Parade.

Terms/Billing instructions: To be billed \$10,000 four times on March 1, 2020, June 1, 2020, September 1, 2020, and December 1, 2020 and paid within 30 days of billing. KSPS will provide affidavits for on-air schedules.

I have read and understand both this agreement and the KSPS Underwriting Credit Guidelines.

Agreed:

Authorized Signature of Spokane Aquifer Joint Board

Date

KSPS General Manager

Date