

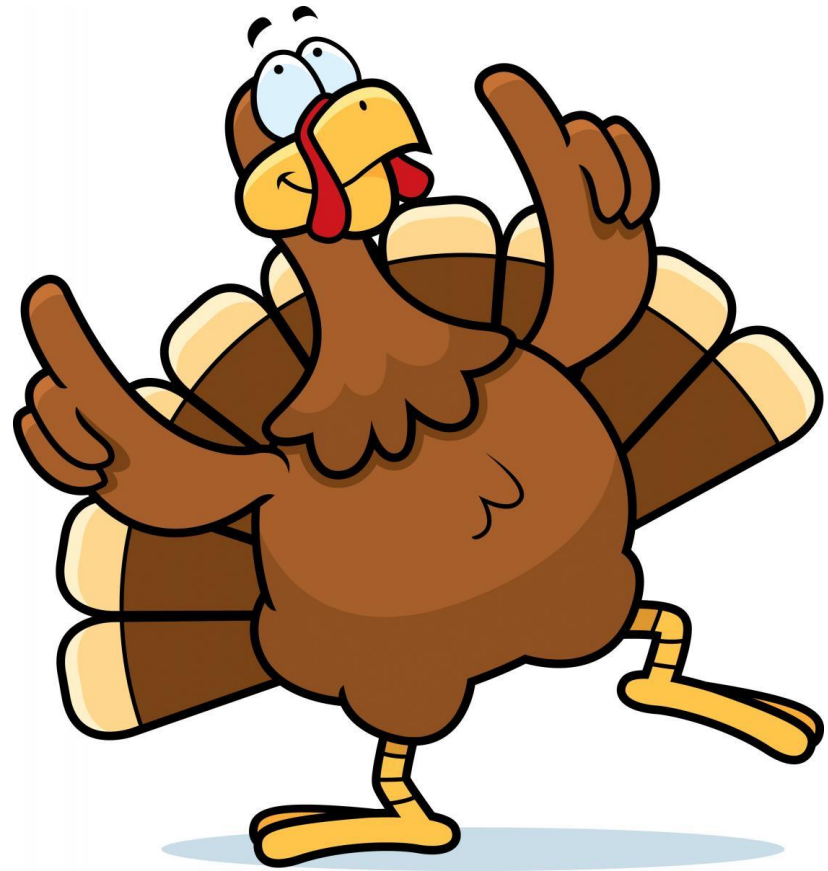


Spokane Aquifer Joint Board

November 19, 2020

1:30 pm

Zoom Meeting



<https://www.spokaneaquifer.org/fire-hydrant-backflow-protection/>



Permit Required from Water Provider

▶ ▶ 🔊 0:15 / 0:30

CC ⚙️ HD 📺 📱 🗉

Backflow Protection & Cross Connection Control

How Backflow Can Happen:



What is Backflow? How does it happen?

Backflow prevention is required by state and federal law to keep drinking water safe. Backflow devices must be tested annually.

[Read more](#)

Home Backflow Protection



Home Backflow Protection

Find out why backflow installation and maintenance is important to the safety of your home and everyone's drinking water.

[Read more](#)



Fire Hydrant Backflow Protection

Fire Hydrants are being locked to protect our drinking water from backflow contamination.

[Read more](#)



Liberty Lake Sewer & Water District - Backflow Testing

Properly installed and maintained backflow devices protect your home and the public water supply.



SRC4 - Spokane Regional Cross Connection Control Chapter

Since 1986 water purveyors, city and county plumbing officials, and backflow assembly



Backflow Assembly Testers

Locate Certified Backflow Testers approved annually by Idaho and Washington Water providers. ID and WA regulations are also linked here.

Backflow Protection and Cross Connection Control



Backflow Symposium

- Definition
- [Liberty Lake Backflow Education Video](#)
- Why Backflow Protection is Important
- Risks List
- IWAC Residential Video
- [City of Spokane Fire Hydrant Backflow Protection Video](#)
- List of licensed Backflow Testers in ID and WA
- SAJB Fire Hydrant Backflow PSA
- SRC4 – [Education](#)

ENVIRO-CERTIFIED

1,010,835 IMPRESSIONS

Total Campaign Impression Goal: 714,000

2,798 CLICKS

.25% CTR

FEB-20

MAR-20

APR-20

MAY-20

JUN-20

JUL-20

AUG-20

SEP-20

TEACHERS

580,626 IMPRESSIONS

Total Campaign Impression Goal: 512,834

2,022 CLICKS

.31% CTR

MARCH 2020

APRIL 2020

MAY 2020

OCT 2020

WATER USE

486,382 IMPRESSIONS

Total Campaign Impression Goal: 348,500

1,739 CLICKS

.37% CTR

Jun-20

Jul-20

Aug-20

Sep-20

NOTE: Industry Average Click Through Rate (CTR) is .05 - .12%

BLUE SKY MARKETING 2021 BUDGET RECOMMENDATIONS

	2020 Budget	2021 Option #1	2021 Option #2	2021 Option #3
TEACHERS 4 MONTHS	\$7,500	\$8,000	\$19,200	\$19,200
TARGETED DISPLAY & RETARGETING	\$2,950	\$3,500	\$3,200	\$3,200
GEOFENCING	\$1,100	-	-	-
SOCIAL DISPLAY	\$3,450	\$4,500	\$8,000	\$8,000
ONLINE VIDEO OR OTT/CONNECTED TV	-	-	\$8,000	\$8,000
ENVIRO-CERTIFIED BUSINESSES 5 MONTHS	\$8,400	\$8,000	\$10,000	\$17,500
ADDRESSABLE GEOFENCING	\$1,800	-	-	-
TARGETED DISPLAY & RETARGETING	\$4,250	\$4,500	\$4,000	\$4,000
SOCIAL MEDIA ADVERTISING + SOCIAL VIDEO	\$2,350	\$3,500	\$6,000	\$6,000
ONLINE VIDEO OR OTT/CONNECTED TV				\$7,500
WATER USE – 3 MONTHS	\$4,100	\$4,000	\$7,000	\$13,000
TARGETED DISPLAY & RETARGETING	\$2,100	\$2,000	\$2,000	\$2,000
SOCIAL DISPLAY + VIDEO	\$2,000	\$2,000	\$5,000	\$5,000
ONLINE VIDEO OR OTT/CONNECTED TV				\$6,000
TOTAL	\$20,000	\$20,000	\$36,200	\$49,700

Spokane Aquifer Joint Board
2021 DRAFT Budget 11/19/20 Actuals

REVENUE SOURCE	2020 Budget	Actual 11/19/20	Remaining to Collect	2021 DRAFT Budget
Annual Income from SAJB Public Purveyors	\$131,387.36	\$132,651.68	\$0.00	\$132,651.68
Kaiser (Trentwood)	\$2,000.00	\$2,000.00	\$0.00	\$2,000.00
Honeywell	\$2,000.00	\$2,000.00	\$0.00	\$2,000.00
SB&IP - Crown West Realty	\$2,000.00	\$2,000.00	\$0.00	\$2,000.00
Uncategorized Income (IWAC)	\$2,500.00	\$0.00	\$2,500.00	\$2,500.00
Interest Income	\$630.00	\$646.14	\$59.00	\$630.00
TOTAL REVENUE	\$140,519.87	\$139,297.82	\$2,559.00	\$141,781.68

EXPENDITURES BY COMMITTEE	2020 Budget	Estimated 11/19/20	Expenditures Remaining	2021 DRAFT Budget
Education and Awareness	\$73,510.00	\$56,834.13	\$11,341.75	\$71,235.00
Conservation –SRF 2021 Water Conservation & Aquifer Protection Directory	\$1,000.00	\$0.00	\$0.00	\$5,000.00
Household Contaminant Disposal	\$0.00	\$0.00	\$0.00	\$2,500.00
Potential Contaminant Source Inventory <i>(2021 is not a map/letter year)</i>	\$11,000.00	\$6,068.94	\$4,931.06	\$7,000.00
Pro-Active Business Assistance	\$10,000.00	\$5,000.00	\$5,000.00	\$2,500.00
All Committees Shared Expenses	\$47,370.00	\$43,618.56	\$3,751.44	\$47,370.00
Unbudgeted - Approved SAJB Science Fair Extravaganza Website Hosting Fees & Design 2021 maintenance is in Education budget	\$7,601.00	\$6,942.25	\$658.75	\$0.00
TOTAL EXPENDITURES	\$150,481.00	\$118,463.88	\$25,683.00	\$135,605.00

FUNDS	Estimated By 11/19/20
Washington Trust Bank Checking	\$52,824.77
Spokane County Pool	\$46,957.67
Total Funds Remaining	\$99,782.44

After paying November invoices

Spokane Aquifer Joint Board - Wellhead Implementation Program

2021 DRAFT Budget 11/19/20 Actuals

Committee	Project	2020 Budget	Cost YTD 11/19/20	Expenditure Expected	2021 DRAFT Budget
All	Program Manager	\$45,150.00	\$42,017.42	\$3,132.58	\$45,150.00
	Mileage	\$1,500.00	\$804.17	\$695.83	\$1,500.00
	Bank Fees	\$20.00	\$8.14	\$11.86	\$20.00
	Postage/Reimbursables	\$700.00	\$428.95	\$271.05	\$700.00
	Uncategorized - Laptop and software for Treasurer	\$0.00	\$359.88	-\$359.88	\$0.00
	Idaho Purveyor Outreach - IWAC included in PM above and noted here just as an FYI. IWAC will be invoiced for all PM's work over \$1,500.	\$1,500.00	\$3,986.89	-\$2,486.89	\$1,500.00
All Total		\$47,370.00	\$43,618.56	\$3,751.44	\$47,370.00

Committee	Project	2020 Budget	Cost YTD 11/19/20	Expenditure Expected	2021 DRAFT Budget
Pro-Active Business Assistance	Spokane River Forum EnviroCertified Program and H2O Breakfast	\$10,000.00	\$5,000.00	\$5,000.00	\$2,500.00
Business Total		\$10,000.00	\$5,000.00	\$5,000.00	\$2,500.00

Committee	Project	2020 Budget	Cost YTD 11/19/20	Expenditure Expected	2021 DRAFT Budget
Household Contaminant Disposal	Spokane River Forum Public Awareness - Waste & Recycle Directory	\$0.00	\$0.00	\$0.00	\$2,500.00
	Household Total	\$0.00	\$0.00	\$0.00	\$2,500.00

Committee	Project	2020 Budget	Cost YTD 11/19/20	Expenditure Expected	2021 DRAFT Budget
Potential Contaminant Source Inventory 2021 is not a map and letter year.	Contract with Boese Water Resources. 2020 Purveyor Service Area Map update. Education & Awareness	\$10,000.00	\$5,066.07	\$4,933.93	\$7,000.00
	mailing service and postage	\$1,000.00	\$1,002.87	-\$2.87	\$0.00
	PCSI Total	\$11,000.00	\$6,068.94	\$4,931.06	\$7,000.00

Committee	Project	2020 Budget	Cost YTD 11/19/20	Expenditure Expected	2021 DRAFT Budget
Conservation	2020 Sprinkler Retrofit or conservation kits.	\$1,000.00	\$0.00	\$0.00	\$0.00
	SRf New Water Conservation and Aquifer Protection Directory	\$0.00	\$0.00	\$0.00	\$5,000.00
	Conservation Total	\$1,000.00	\$0.00	\$0.00	\$5,000.00

Committee	Project	2020 Budget	Cost YTD 11/19/20	Expenditure Expected	2021 DRAFT Budget
Education	KSPS Contract	\$40,000.00	\$30,000.00	\$10,000.00	\$40,000.00
	Drippy the Water Drop - Develop & Print New Coloring Book	\$0.00	\$0.00	\$0.00	\$1,800.00
	2019 New Media Campaign - digital ads, social media, website and video promotion	\$20,000.00	\$18,825.00	\$1,175.00	\$20,000.00
	Graphic Design of Digital Ad Artwork	\$3,000.00	\$2,243.25	\$0.00	\$3,000.00
	Website Technical Assistance	\$1,500.00	\$1,383.25	\$116.75	\$5,000.00
	Website Hosting Fees	\$350.00	\$359.88	-\$9.88	\$400.00
	AD Costume & tablecloth Cleaning	\$270.00	\$153.93	\$0.00	\$160.00
	AD Performances	\$1,200.00	\$142.50	\$0.00	\$500.00
	Updated Display Booth	\$0.00	\$277.70	-\$277.70	\$0.00
	2020 Giveaways: pencils (1500), pens(1,000)	\$1,200.00	\$0.00	\$0.00	\$0.00
	Comics #3, #7, #8, Reprinting 2,500 each	\$3,000.00	\$3,298.80	-\$298.80	\$0.00
	Aquifer Folders 5,000	\$2,500.00	\$0.00	\$0.00	\$0.00
	Ice Age Floods Institute	\$50.00	\$0.00	\$50.00	\$50.00
	Ground Water Foundation	\$150.00	\$150.00	\$0.00	\$150.00
	Booth - Millwood Daze	\$50.00	\$0.00	\$0.00	\$50.00
	Booth -Unity Community	\$75.00	\$0.00	\$0.00	\$75.00
	Booth - Interstate Fair	\$75.00	\$0.00	\$0.00	\$0.00
	Booth - Earth Day	\$40.00	\$0.00	\$0.00	\$0.00
	Booth -Valley Fest	\$50.00	\$0.00	\$0.00	\$50.00
	Education Total		\$73,510.00	\$56,834.31	\$11,341.75
WIP	Committee Expenditures Totals	\$142,880.00	\$111,521.81	\$25,024.25	\$135,605.00



Got Waste? Want to Recycle? Put it in the right place!

SpoKane Kootenai Waste & Recycle Directory

WORKING TOGETHER TO PROTECT OUR RIVER AND AQUIFER

- HOME
- ABOUT MY WASTE
- ABOUT MY RECYCLING
- ENVIROCERTIFIED
- RESOURCES
- CONTACT
-

What would you like to dispose or recycle?

Disposal & Recycling Options

[Advanced Waste Search](#)

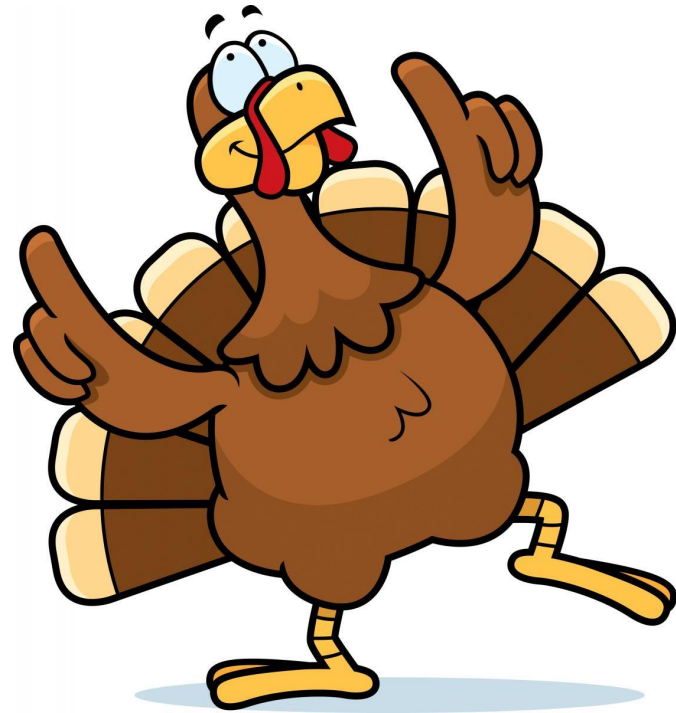
[Advanced Recycle Search](#)

**Re-launch
November 20**



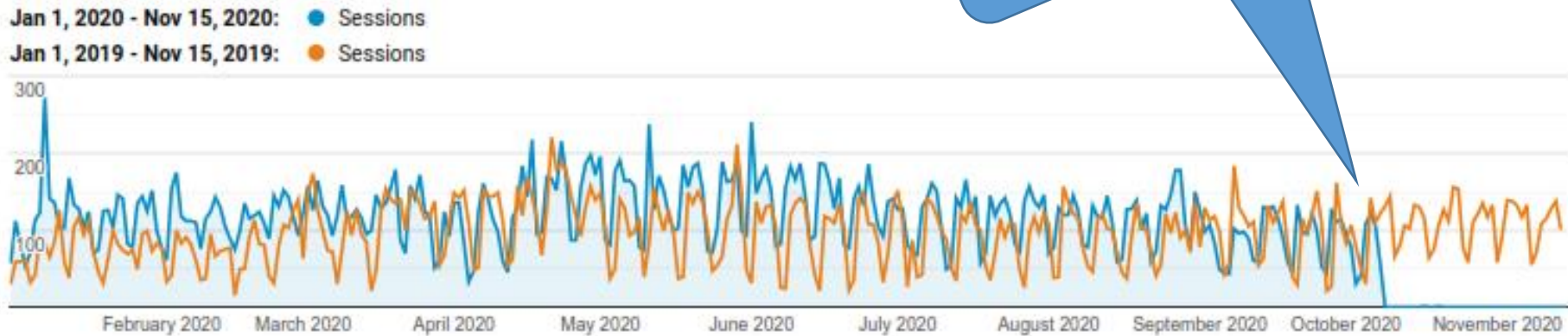
Wellhead Implementation Program Manager's Report

November 19, 2020



Oct 8 - Nov. 16, 2020 – Google Analytics Error

All data lost from
10/8/20 – 11/16/20



Sessions
9.39%
33,911 vs 31,001

Users
11.41%
22,628 vs 20,310

Pageviews
1.80%
51,833 vs 50,917

■ New Visitor ■ Returning Visitor

Jan 1, 2020 - Nov 15, 2020





VIRTUAL SCIENCE FAIR

Open to all!

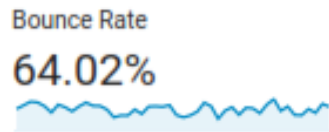
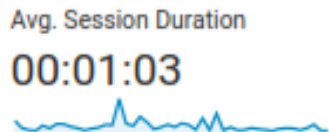
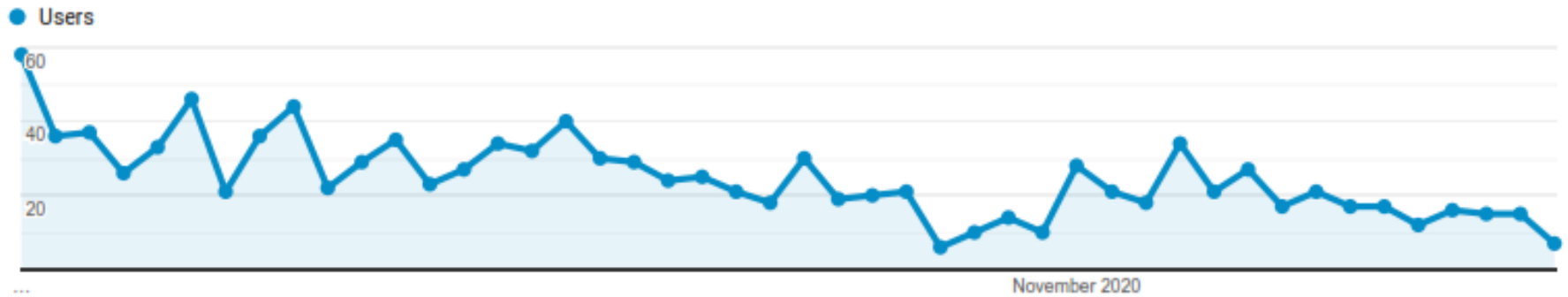
extravaganza

SABJ

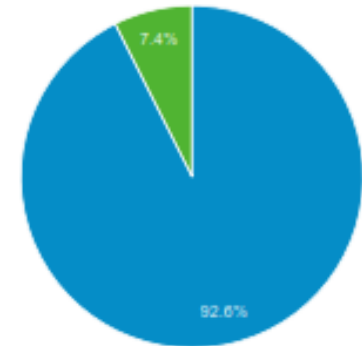
VISIT NOW!


www.sajblearning.org

10/1/20
to
11/15/20



■ New Visitor ■ Returning Visitor



Page	10/1-10/21	10/1- 11/15	% 
Home page	740	1456	97%
Booth Directory	11	18	64%
Aqua Duck Total pageviews	52	65	25%
Build Your Own Aquifer Total pageviews	48	95	98%
Inspiring Artisits Total pageviews	30	61	103%
Master Composters Total pageviews	80	100	25%
Meet the Scientists Total pageviews	18	22	22%
National Weather Service Total pgvws	87	110	26%
Conservation District Total pageviews	65	82	28%
County Solid Waste Total pageviews	32	46	44%
Water Resource Center Total pageviews	46	84	83%
Envirokids Total pageviews	10	24	140%
Clean Air Agency Total pageviews	8	43	438%
Water Wise Total pageviews	33	40	21%
What is an AquiferTotal pageviews	36	73	103%
Total Website Pageviews	1543	2700	75%



See You
December 17,
2020