



Spokane Aquifer Joint Board

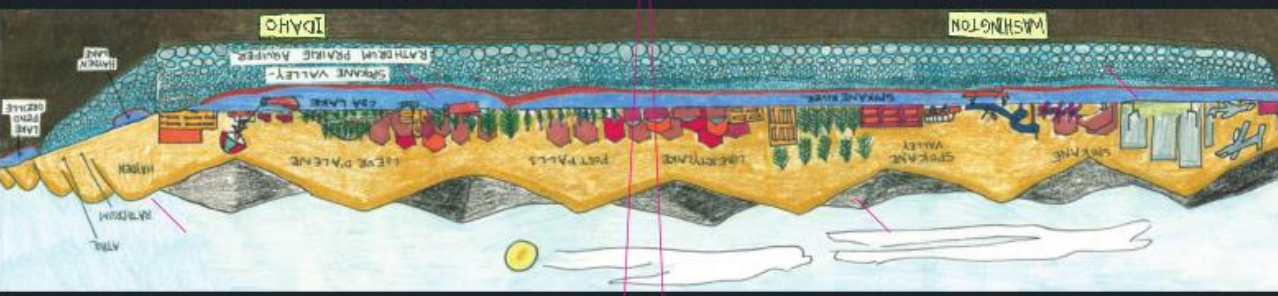
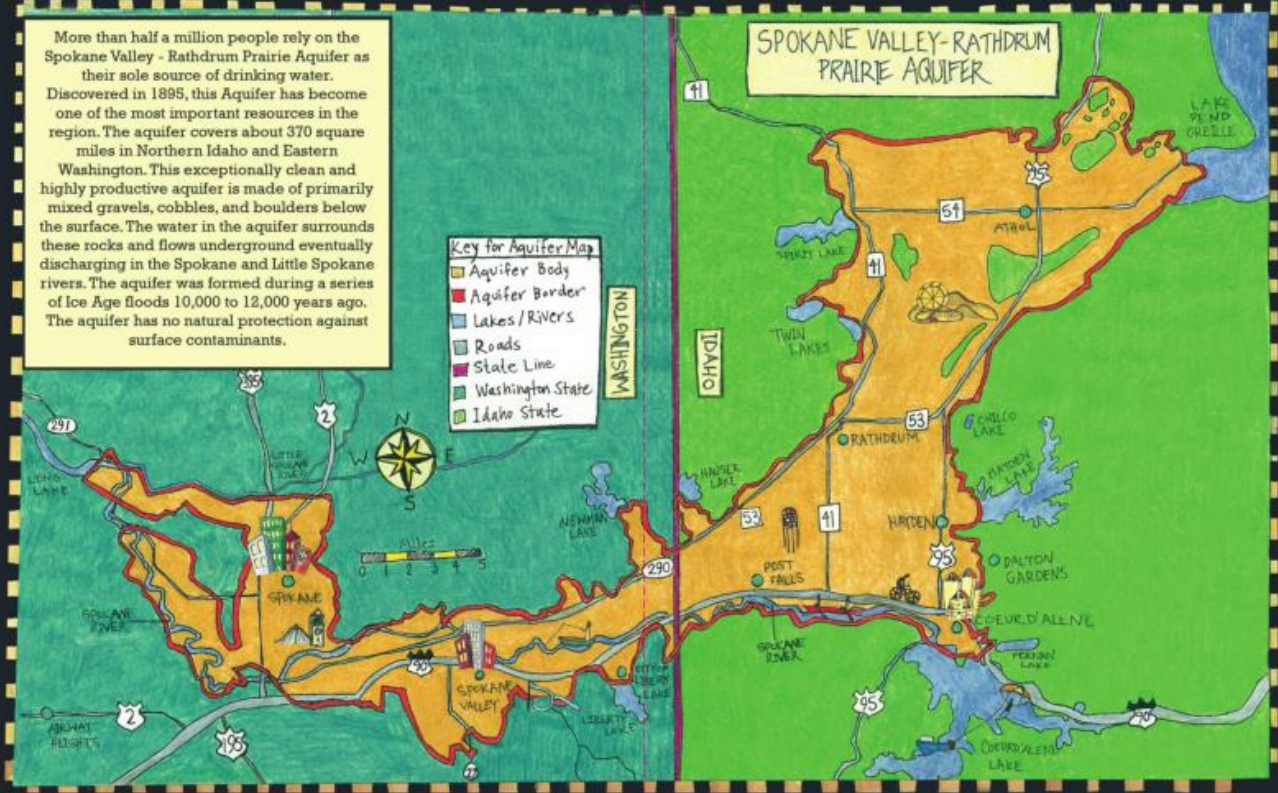
April 22, 2021

1:30 pm

Zoom Meeting

Aquifer
Folders

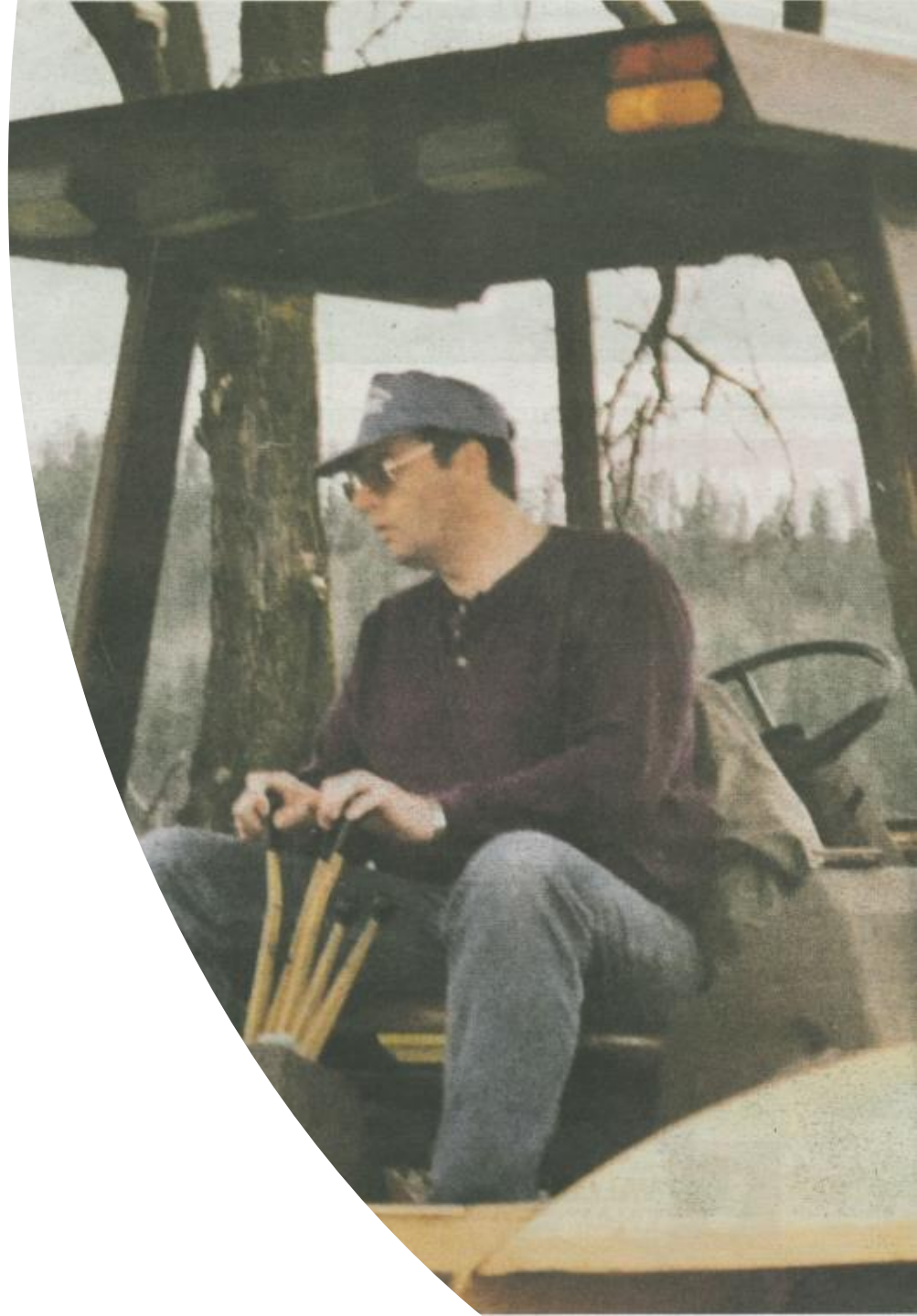
12, 500
ordered



Ty Wick

Defender of the Aquifer Award

- Kelly reviewed the award idea with Diane Wick.
- Please send photos of Ty across the years to add to the website.
- Please send a few sentences describing how Ty impacted you personally. Testimonials will be added to a page on the SAJB Website.
- Anne Francis is working on the [award web page on SAJB](#).
- Establish the Award Review Committee.
- Create a simple application process.
- Invite the Wick Family to participate in winner selection.
- Announce the first annual award at the 2022 SRF Conference.



SAJB March Media Campaign – IWAC Backflow Video



IWAC Spring Start-up Video – Bijay Adams





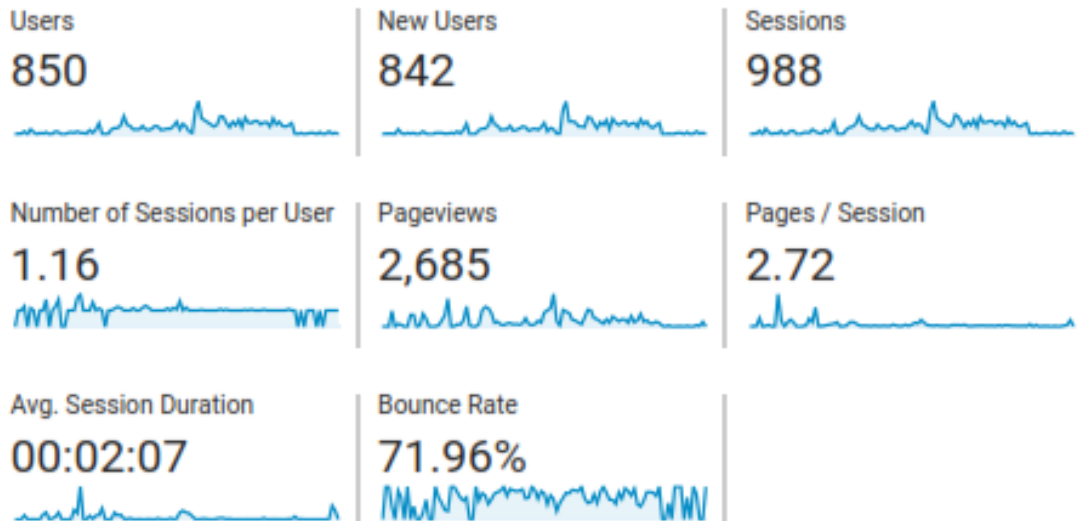
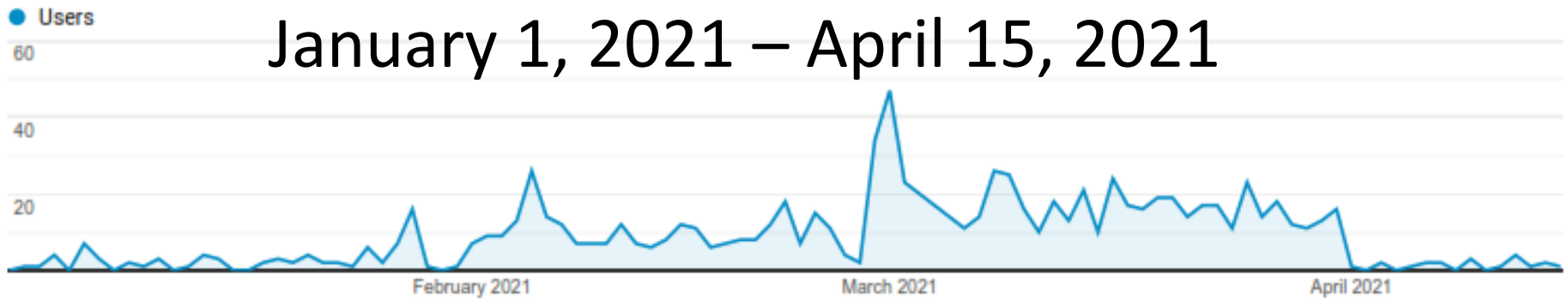
**Wellhead
Implementation
Program Manager's Report**

April 22, 2021

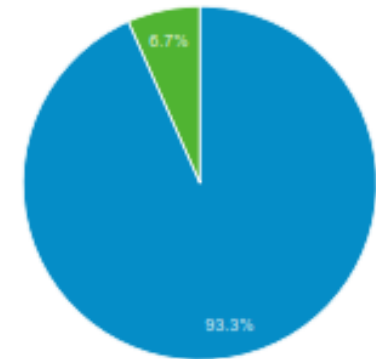


Education & Awareness Virtual Science Fair

January 1, 2021 – April 15, 2021

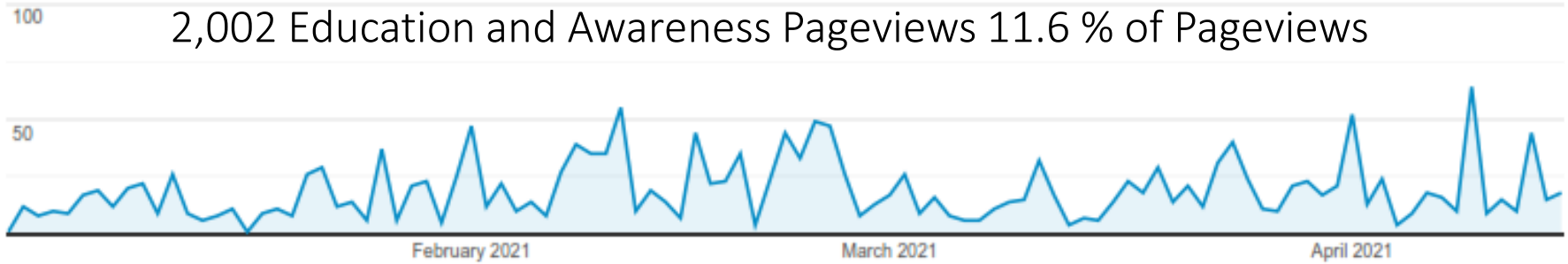


■ New Visitor ■ Returning Visitor



● Pageviews

2,002 Education and Awareness Pageviews 11.6 % of Pageviews



⌵ This data was filtered with the following filter expression: **education-awareness**

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
1/1/21-4/15/21	2,002 % of Total: 11.63% (17,219)	1,528 % of Total: 11.17% (13,679)	00:00:58 Avg for View: 00:01:29 (-35.22%)	1,005 % of Total: 9.56% (10,516)	66.47% Avg for View: 67.81% (-1.98%)	50.90% Avg for View: 61.07% (-16.66%)	\$0.00 % of Total: 0.00% (\$0.00)

1. /education-awareness/teacher-resources/	355 (17.73%)
2. /education-awareness/teacher-resources/virtual-field-trips/	232 (11.59%)
3. /education-awareness/teacher-resources/virtual-field-trips/elementary-water-conservation/field-trip/	193 (9.64%)
4. /education-awareness/teacher-resources/coloring-comic-books/	152 (7.59%)
5. /education-awareness/teacher-resources/virtual-field-trips/elementary-aquifer/field-trip/	117 (5.84%)
6. /education-awareness/teacher-resources/virtual-field-trips/elementary-aquifer/	110 (5.49%)
7. /education-awareness/	106 (5.29%)
8. /education-awareness/teacher-resources/virtual-field-trips/elementary-water-conservation/	93 (4.65%)

● Pageviews

3,564 views Aquifer Pages or 20.7% of Pageviews

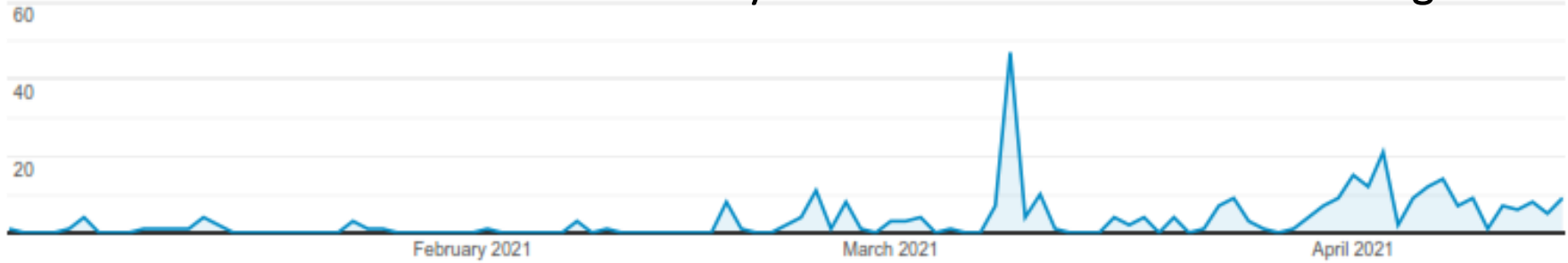


▼ This data was filtered with the following filter expression: **aquifer**

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
1/1/21 – 4/15/21	3,564 % of Total: 20.70% (17,219)	3,081 % of Total: 22.52% (13,679)	00:01:42 Avg for View: 00:01:29 (14.71%)	2,408 % of Total: 22.90% (10,516)	82.23% Avg for View: 67.81% (21.26%)	66.47% Avg for View: 61.07% (8.84%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /the-aquifer/what-is-an-aquifer/residence-time-of-groundwater/	913 (25.62%)						
2. /types-of-aquifers/	545 (15.29%)						
3. /the-aquifer/maps/	378 (10.61%)						
4. /the-aquifer/what-is-an-aquifer/what-is-groundwater/	273 (7.66%)						
5. /the-aquifer/what-is-an-aquifer/types-of-aquifers/	250 (7.01%)						
6. /education-awareness/teacher-resources/virtual-field-trips/elementary-aquifer/field-trip/	117 (3.28%)						
7. /education-awareness/teacher-resources/virtual-field-trips/elementary-aquifer/	110 (3.09%)						
8. /the-aquifer/what-is-an-aquifer/	106 (2.97%)						
9. /the-aquifer/	89 (2.49%)						

● Pageviews

338 views - SAJB Community Resources Backflow – 1.95% of Pageviews



Media Campaign 4/1/21 – 4/30/21

This data was filtered with the following filter expression: backflow

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
1/1/21 – 4/15/21	335 % of Total: 1.95% (17,219)	253 % of Total: 1.85% (13,679)	00:01:57 Avg for View: 00:01:29 (31.21%)	186 % of Total: 1.77% (10,516)	76.34% Avg for View: 67.81% (12.58%)	58.21% Avg for View: 61.07% (-4.69%)	\$0.00 % of Total: 0.00% (\$0.00)

338 Total Backflow Pages viewed

128 LLSWD Video Understanding Backflow

79 SAJB Community Resources CCC – Backflow

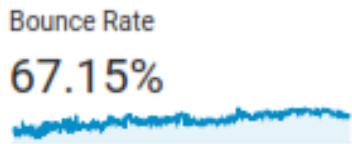
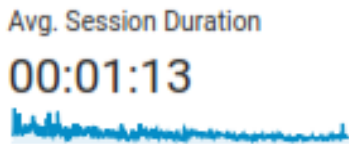
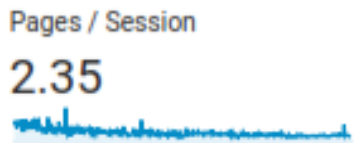
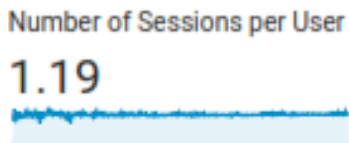
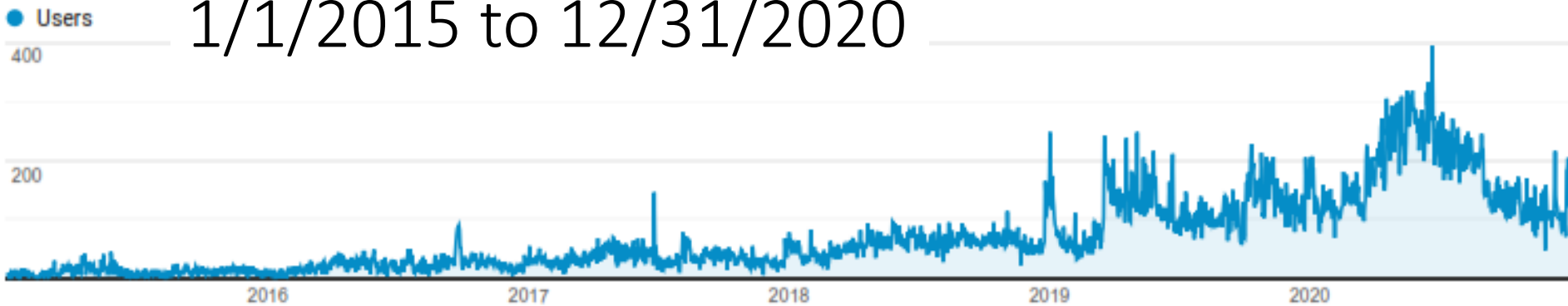
28 Backflow Assembly Testers

Got Waste? Want to Recycle?

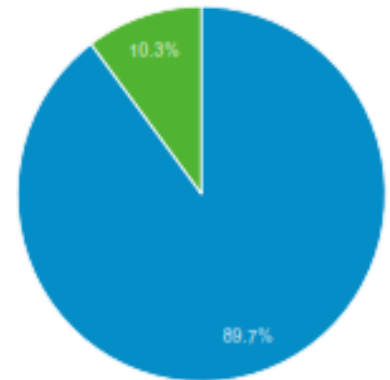
Put it in the right place!

VISIT Spokane / Kootenai Waste & Recycle Directory

1/1/2015 to 12/31/2020



■ New Visitor ■ Returning Visitor



Got Waste? Want to Recycle?

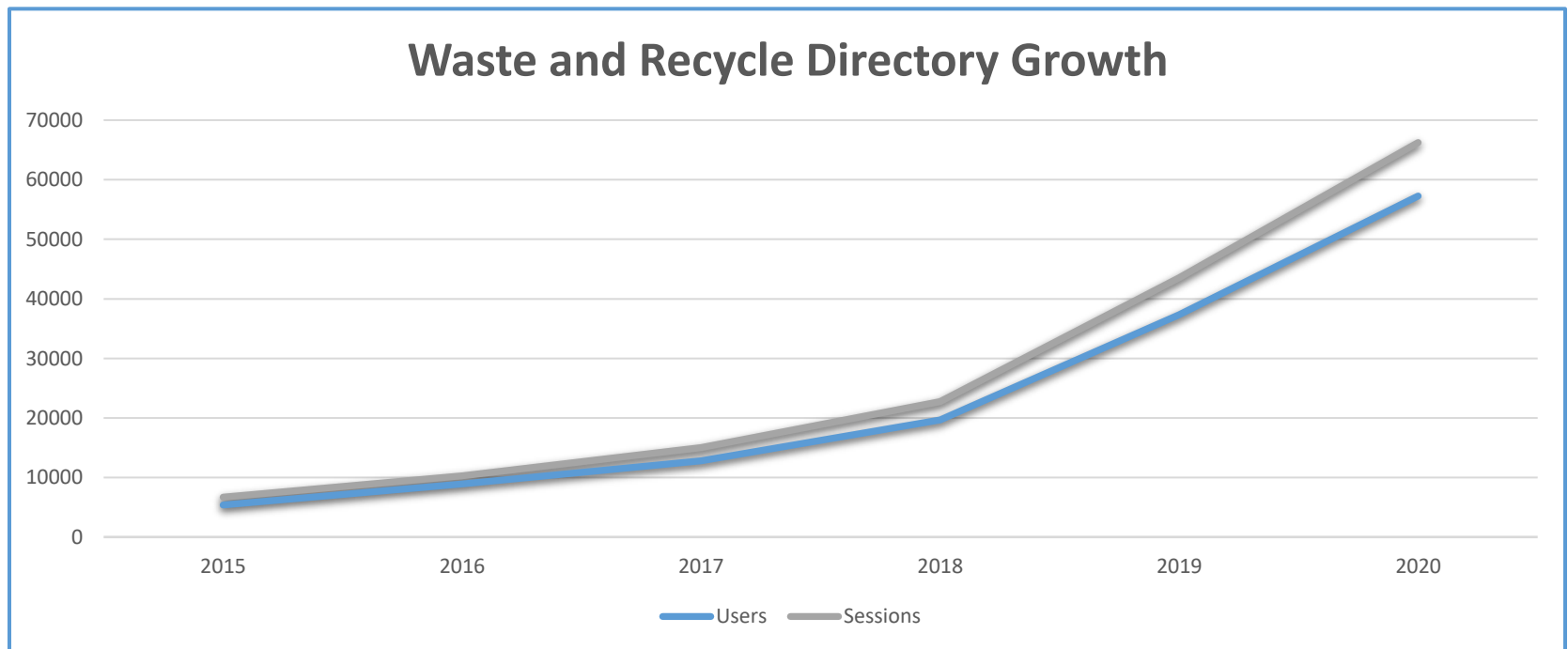
Put it in the right place!

VISIT Spokane / Kootenai Waste & Recycle Directory

1/1-12/31	Sessions	Users	Users Annual % Increase
2015	6,697	5,415	
2016	10,279	8,926	65%
2017	15,008	12,826	44 %
2018	22,739	19,649	53%
2019	43,562	37,308	90%
2020	66,262	57,246	53%

Exponential Growth

2021: 20 to 25% of Households in Region Used the Directory



Understanding Behavioral Characteristics

Informed Recyclers, 35%	Wishful Recyclers, 45%
Confident What They Are Doing Is Right	Want To Do What Is Right
Recycling Is A High Priority	Important Priority, But Other Things Rank Higher
Consider Recycling Easy	Want Recycling to Be Easier
Identify as Liberal	Identify as Conservative
Would Feel Bad If Knew What They Were Doing Was Wrong	Would Feel Bad If Knew What They Were Doing Was Wrong
Want Clearer Easier Access to Information	Want Clearer Easier Access to Information

Both Make Decision Errors

73% of Public Unsure What Is Recyclable, Especially Millennials



Spring Recycling Media Campaign

Broad Messages

- Prevent Wishful Recycling
- Empty, Clean and Loose
- Recycle Right

Targeted Messages

- Tangles
- Plastic Bags
- Food and Liquids





SRF Recycling Social Media Buy

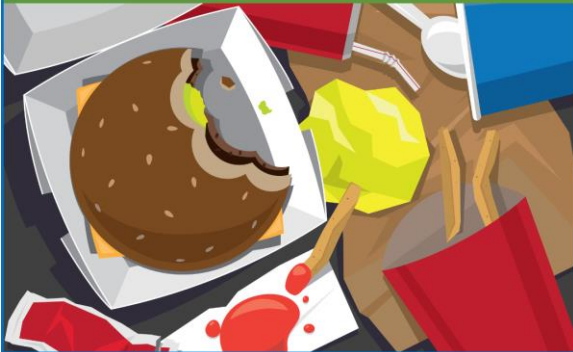
	Projected Impressions		
	Static Ads	Video	Total
Facebook and Instagram	140,000	93,000	
Web Site and Targeted Display	140,000	128,000	
Mobile In-App/GeoFencing	80,000		
Web Site Retargeting	67,000		
Total	427,000	221,000	648,000



Static Ads

Recycle Right!

Food & liquids contaminate recycling.
Containers, cups, straws & all styrofoam go in the trash.



Visit SpokaneWasteDirectory.org

Recycle Right!

Only put loose recycling
in your blue cart.



Visit SpokaneWasteDirectory.org

Recycle Right!

Don't tangle up the recycle center!
Place unwanted wires, ropes & hoses in the trash.



Visit SpokaneWasteDirectory.org

Hazardous Materials & PCBs - CFL



Hazardous Materials & PCBs - Paints & Caulk



Hazardous Materials & PCBs - Ink Cartridges



Hazardous Materials & PCBs - Automotive



Upcoming Presentations

- 4/26/21 SWANA (Solid Waste Association of North America)
 - 4/29/21 Ecology Recycling Coordinators
 - 5/25/21 WSRA (WA State Recyclers Association) Conference
- *Spokane River Forum Named Non-Profit Recycler of the Year



See You
May 27, 2021

