



# **Spokane Aquifer Joint Board**

May 27, 2021

1:30 pm

Zoom Meeting



**Spokane Aquifer Joint Board  
Water Providers United for Safe Drinking Water**

**Ty Wick Defender of the Aquifer**

**Award Nomination**

**November 30, 2021 Deadline**

Ty Wick was the President of SAJB from 1995 to 2017. This award is intended to recognize those who share Ty's passion for working together to protect our sole source of drinking water.



**Award Categories:** Leadership, innovation, collaboration, implementation, legislation, water rights, education, and/or service projects focused on protecting and conserving the SVRP aquifer.

**Eligible Individuals and organizations include:** Water Purveyors, Businesses, Non-profit organizations, Educators, Students, State Agencies, Legislators, and/or Citizens who are engaged in protecting and conserving the Spokane Valley Rathdrum Prairie Aquifer our sole source of drinking water.

NAME OF PERSON BEING NOMINATED FOR AWARD:

\_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: CELL \_\_\_\_\_ WORK \_\_\_\_\_

EMPLOYER: \_\_\_\_\_

WHY DOES THIS PERSON DESERVE TO BE RECOGNIZED AS DEFENDER OF THE AQUIFER?

(Use additional sheets if necessary)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

PERSON SUBMITTING NOMINATION: \_\_\_\_\_

PHONE: \_\_\_\_\_

MAIL TO: Spokane Aquifer Joint Board, 1521 N. Argonne Rd. Suite C PMB 250, Spokane Valley, WA 99212

EMAIL TO: Tonilee Hanson [sajbinfo@gmail.com](mailto:sajbinfo@gmail.com) Phone: 509-847-4337



**MODERN**

**Electric Water Company**

reliably serving the Spokane Valley since 1905

**904 North Pines Road - (509) 928-4540**

Bryan St. Clair

Retiring 6/24/21

We will miss you!



**Wellhead  
Implementation  
Program Manager's Report**

**May 27, 2021**

# Education & Awareness

## Media Campaigns

- April - Backflow Video
- May – Teachers Science Fair Extravaganza
- June thru August - Water Conservation (BiJay's Irrigation Retrofit 30 sec Video?)
- July – Fire Hydrant Backflow Protection Video
- September – Residential Backflow Video
- October - Teachers

# SOCIAL ADVERTISING – BACKFLOW PROTECTION

Approx. Monthly Impression Goal: 39,394  
Optimizing for Video Views



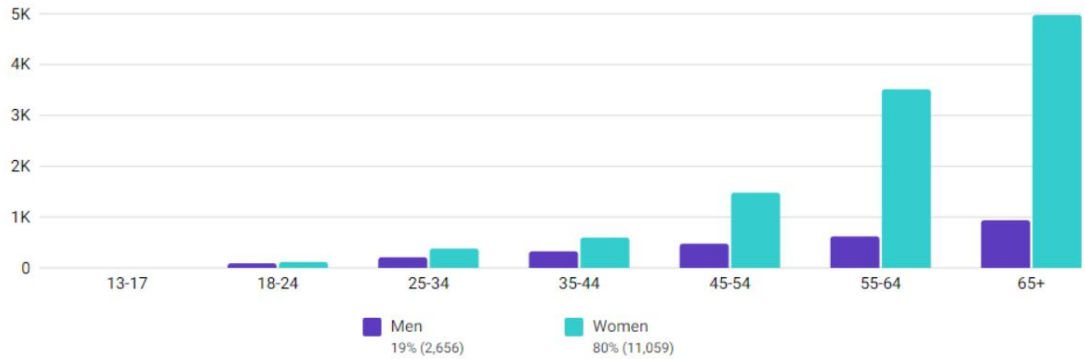
It's Spring Sprinkler Start-up Time. Check your backflow device for safe drinking water.



SPOKANEQUIFER.ORG

Home Backflow Protection

Learn More



**30,456** IMPRESSIONS

**7,899** REACH

**79** LINK CLICKS

**.26%** CTR

Industry Average CTR: .30 - .50%

**23.11%**

VIDEO COMPLETION RATE

**13,780**

THRUPLAYS

**00:26**

AVERAGE PLAY TIME

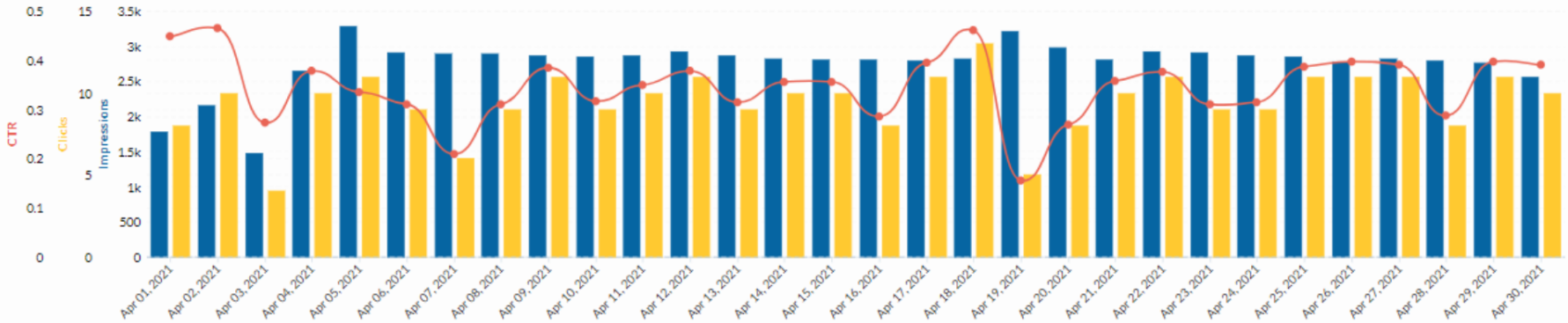
**7,042**

VIDEO PLAYS AT 100%

# TARGETED VIDEO DISPLAY – BACKFLOW PROTECTION

Approx. Monthly Impression Goal: 54,545  
Optimizing for Video Views

Targeted Advertising - Delivery Results



**82,664** IMPRESSIONS

**283** LINK CLICKS

**.34%** CTR

Industry Average CTR: .05%-.12%

**47.49%**

VIDEO COMPLETION RATE

**79,632**

VIDEO START

**37,819**

VIDEO COMPLETE



# Summary Notes

Backflow Protection campaign was a video-only campaign using Social Display and Targeted Video Display tactics.

## **Social Display**

- Average watching time for social media video ads is about 10 seconds / ours 26 seconds
- Total of 13,780 Thruplays (views up to 15 seconds) and a total of 7,042 video completions.
- Completion rate was 23.11%. For a 30 second video on social media, that's pretty strong!

## **Targeted Video Display**

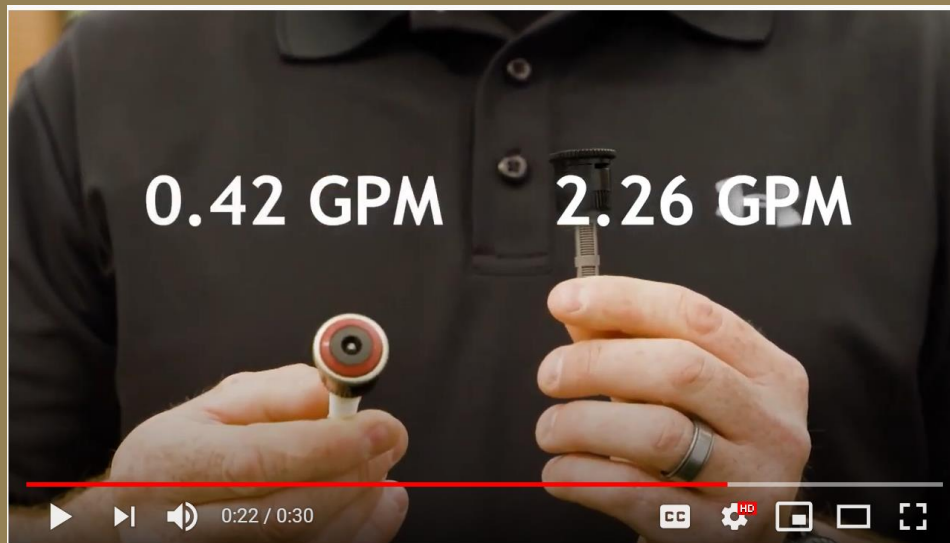
- Video ads had a 47.49% video completion rate which is very good for 30 second ads. Typically, online video completion rates average from 50%-80% for 15 second ads.
- In total there were 37,818 total video completions.

# IWAC Spring Start-up Video – BiJay Adams



# IWAC Irrigation Retrofit Video

## KSPS 30 Sec. Versions



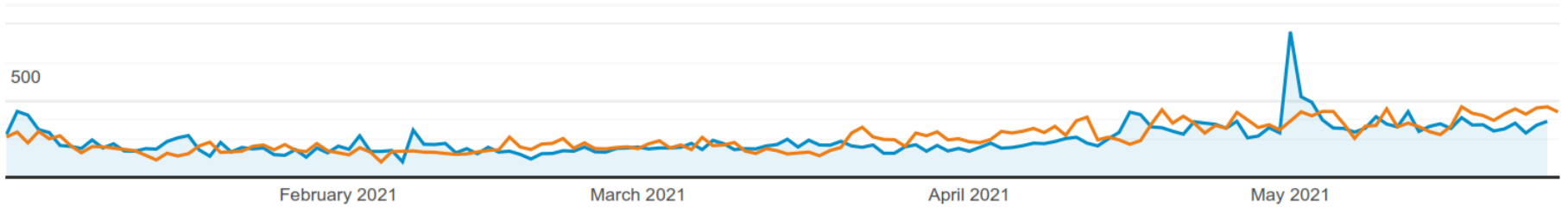
<https://www.youtube.com/watch?v=oYVi4smGFyM>

<https://www.youtube.com/watch?v=FMJyzOJuDMw>

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

VISIT Spokane / Kootenai Waste & Recycle Directory

## 1/1/2021 to 5/25/2021 Compared to 2020



Users

**-4.69%**

22,056 vs 23,141



New Users

**-4.80%**

21,772 vs 22,869



Sessions

**-3.11%**

25,690 vs 26,514



Number of Sessions per User

**1.66%**

1.16 vs 1.15



Pageviews

**9.13%**

56,396 vs 51,677



Pages / Session

**12.63%**

2.20 vs 1.95



Avg. Session Duration

**15.50%**

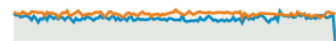
00:01:03 vs 00:00:55



Bounce Rate

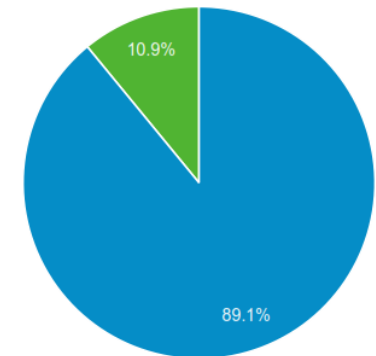
**-14.24%**

66.85% vs 77.95%

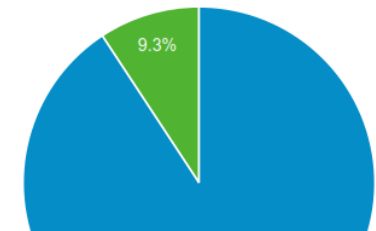


■ New Visitor ■ Returning Visitor

Jan 1, 2021 - May 25, 2021



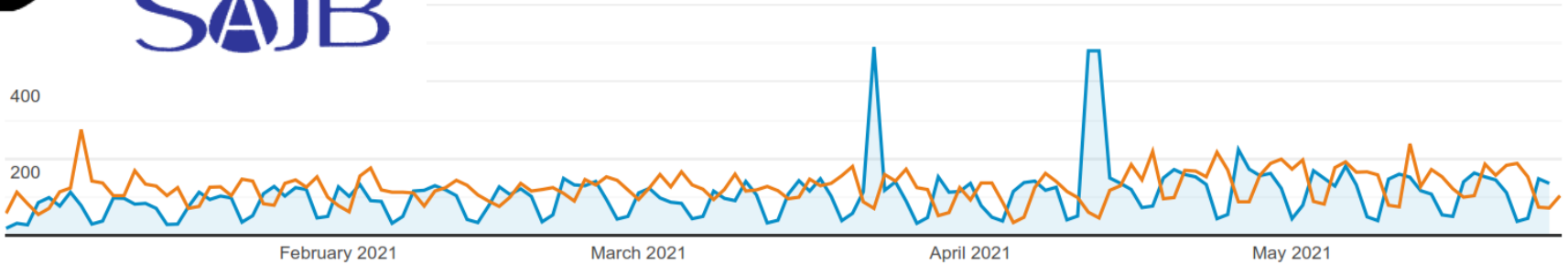
Jan 1, 2020 - May 25, 2020







# 1/1/2021 to 5/25/2021 Compared to 2020



Sessions

**-15.98%**  
15,288 vs 18,195



Users

**-27.98%**  
9,223 vs 12,806



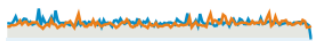
Pageviews

**-10.97%**  
24,885 vs 27,952



Pages / Session

**5.96%**  
1.63 vs 1.54



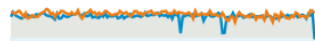
Avg. Session Duration

**-8.73%**  
00:01:03 vs 00:01:09



Bounce Rate

**-11.71%**  
69.77% vs 79.03%



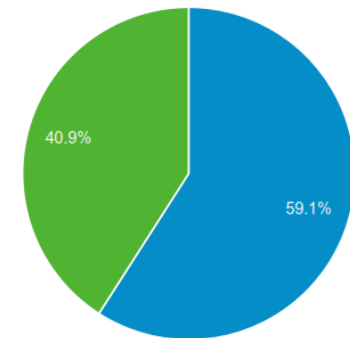
% New Sessions

**-14.69%**  
59.07% vs 69.24%

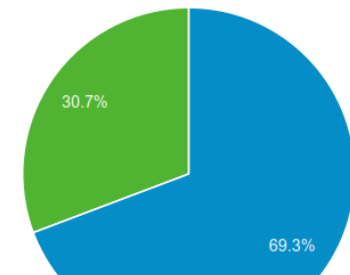


■ New Visitor ■ Returning Visitor

Jan 1, 2021 - May 25, 2021



Jan 1, 2020 - May 25, 2020



## Recent 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

Happy  
Summer  
See You  
9/23/21

