



# April – October Media Campaign

| Month     | IWAC \$2,000 / Month  | SAJB \$2,100 / Month                                   |
|-----------|---|--|
| April     | <a href="#"><u>Protect the Aquifer Story Map</u></a>            | <a href="#"><u>Sprinkler System Checkup</u></a>        |
| May       | <a href="#"><u>Leak Detection</u></a>                           | <a href="#"><u>Repair and Retrofit</u></a>             |
| June      | <a href="#"><u>Drought Tolerant &amp; Native Plants</u></a>     | <a href="#"><u>Smart Controllers &amp; Sensors</u></a> |
| July      | <a href="#"><u>Calculate Water Needs</u></a>                    | <a href="#"><u>Tips to Save Water</u></a>              |
| August    | <a href="#"><u>Fertilizers, Pesticides &amp; Herbicides</u></a> | <a href="#"><u>Calculate Water Needs</u></a>           |
| September | <a href="#"><u>Drip Systems &amp; Soaker Hoses</u></a>          | <a href="#"><u>Backflow Protection</u></a>             |
| October   |   | <a href="#"><u>DIY and Find a Professional</u></a>     |

# IWAC Media Campaign September - \$2,000

2



|             |        |
|-------------|--------|
| Impressions | 99,700 |
| Clicks      | 1,199  |
| CTR         | 0.92%  |
| Google      | 1,272  |

KXLY Phase 3 Digital placed the ads and provided the analytics for Impressions, Clicks and CTR. Google Analytics reflects the number of time the targeted web page was visited. **Definitions: Impressions:** The number of times the ad was displayed. **Clicks:** The number of times the ad was clicked on. **CTR (Click Through Rate):** The number of clicks divided by the number of impressions. (Facebook Average 0.05% - 0.20%) (Display Average 0.05% - 0.12%)

# SAJB Media Campaign September - \$2,100



|             |         |
|-------------|---------|
| Impressions | 140,037 |
| Clicks      | 780     |
| CTR         | 0.56%   |
| Google      | 846     |

KXLY Phase 3 Digital placed the ads and provided the analytics for Impressions, Clicks and CTR. Google Analytics reflects the number of time the targeted web page was visited. **Definitions: Impressions:** The number of times the ad was displayed. **Clicks:** The number of times the ad was clicked on. **CTR (Click Through Rate):** The number of clicks divided by the number of impressions. (Facebook Average 0.05% - 0.20%) (Display Average 0.05% - 0.12%)

Analytics Totals  
April -  
September

| <b>Facebook</b>         |           |
|-------------------------|-----------|
| Impressions             | 1,587,624 |
| Reach                   |           |
| clicks                  | 9,453     |
| CTR                     |           |
| <b>Google Analytics</b> |           |
| Total page views        | 16,618    |
| Target page views       | 11,520    |
| Users                   | 10,164    |



# SAJB Media Campaign October - \$2,100



|             |  |
|-------------|--|
| Impressions |  |
| Clicks      |  |
| CTR         |  |
| Google      |  |

**Impressions:** The number of times the ad was displayed.

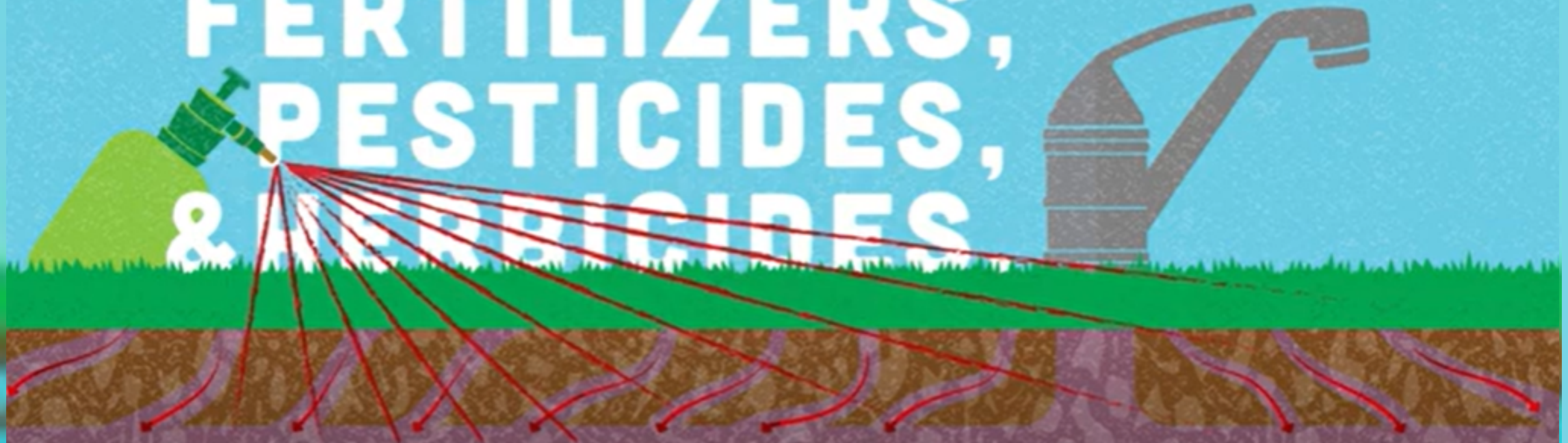
**Clicks:** The number of times the ad was clicked on.

**CTR (Click Through Rate):** The number of clicks divided by the number of impressions. (Facebook Average 0.05% - 0.20%)  
(Display Average 0.05% - 0.12%)

<https://www.youtube.com/watch?v=vQUbiYhX7Ao>

Protect the water supply by using eco friendly

# FERTILIZERS, PESTICIDES, & HERBICIDES



Outdoor Watering Nerds   
Spokane and Kootenai County  
[OutdoorWateringNerds.org](http://OutdoorWateringNerds.org)

Play (k)



0:11 / 0:20



# KSPS Spots Aired January – September 2023

## Adult Programming

| Dates Aired        | ##         | Video Spot Title                    | Audience |
|--------------------|------------|-------------------------------------|----------|
| 1/2/23 - 4/1/23    | 90         | Ty Wick Award (0:30 Adults)         | Adults   |
| 3/6/23 - 5/30/23   | 38         | EnviroCertified Food Waste 2 (0:30) | Adults   |
| 3/8/23 - 5/30/23   | 26         | EnviroCertified Food Waste 1 (0:30) | Adults   |
| 6/5/23 - 8/30/23   | 33         | Lawn Watering Tips (0:20)           | Adults   |
| 6/6/23 - 8/29/23   | 25         | Adjust Your Sprinklers (0:20)       | Adults   |
| 7/11/23 - 8/29/23  | 21         | Saving Water Matters (0:20)         | Adults   |
| 7/11/23 - 9/1/23   | 27         | Sprinkler Savy (0:20)               | Adults   |
| 7/24/23 - 9/1/23   | 24         | Repair and Retrofit (0:20)          | Adults   |
| 7/25/23 - 8/31/23  | 17         | Leak Detection (0:20)               | Adults   |
|                    |            |                                     |          |
| <b>Total spots</b> | <b>301</b> |                                     |          |



# KSPS Spots Aired January – September 2023

## Children's Programming

| Dates Aired        | ##         | Video Spot Title                   | Audience |
|--------------------|------------|------------------------------------|----------|
| 1/2/2023 - 8/30/23 | 69         | Making an Aquifer in a cup (1:05 ) | Children |
| 1/2/23 - 9/1/23    | 61         | Making an Aquifer in a cup (1:00)  | Children |
| 1/4/2023 - 8/31/23 | 71         | Protecting Our Aquifer (1:05 )     | Children |
| 1/4/23- 8/31/23    | 58         | What is an aquifer? (1:00 )        | Children |
| 1/5/2023 - 9/1/23  | 69         | What is an aquifer (1:05 )         | Children |
| 1/6/23 - 8/31/23   | 58         | Protecting Our Aquifer (1:00 )     | Children |
|                    |            |                                    |          |
| <b>Total spots</b> | <b>386</b> | Aired a total of 687/900           |          |



# SAJB 2024 Draft Budget w/ 10/26/23 Actuals

| REVENUE SOURCE                           | 2023 Budget         | Actual 10/26/23     | Funds Remaining   | Draft 2024 Budget   |
|--|---------------------|---------------------|-------------------|---------------------|
| Annual Income from SAJB Public Purveyors | \$140,156.64        | \$137,007.68        | \$0.00            | \$137,007.68        |
| 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          |
| SBIP - Crown West Realty                 | \$2,000.00          | \$2,000.00          | \$0.00            | \$2,000.00          |
| Uncategorized Income (IWAC)              | \$2,500.00          | \$0.00              | \$3,000.00        | \$3,000.00          |
| Interest Income (estimated)              | \$300.00            | \$746.27            | -\$446.27         | \$800.00            |
|  |                     |                     |                   |                     |
| <b>TOTAL REVENUE</b>                     | <b>\$148,956.64</b> | <b>\$143,753.95</b> | <b>\$3,000.00</b> | <b>\$146,807.68</b> |

| FUNDS                          | 10/26/23     |
|--------------------------------|--------------|
| Washington Trust Bank Checking | \$87,845.38  |
| Spokane County Pool            | \$48,899.53  |
| Total Funds Remaining          | \$136,744.91 |

# SAJB 2024 Draft Budget w/ 10/26/23 Actuals

| <b>EXPENDITURES BY COMMITTEE</b>  | <b>2023 Budget</b>  | <b>Actual<br/>10/26/23</b> | <b>Funds<br/>Remaining</b> | <b>Draft 2024<br/>Budget</b> |
|---|---------------------|----------------------------|----------------------------|------------------------------|
| Education and Awareness   | \$78,835.00         | \$66,388.48                | \$12,446.52                | \$68,895.00                  |
| Conservation -Continue Water Conservation & Aquifer Protection Directory                      | \$5,000.00          | \$4,000.00                 | \$1,000.00                 | \$5,000.00                   |
| Household Contaminant Disposal  | \$2,500.00          | \$500.00                   | \$2,000.00                 | \$2,500.00                   |
| Potential Contaminant Source Inventory with PFAS PCSI Research<br>(2024 is a map/letter year) | \$8,000.00          | \$3,274.38                 | \$4,725.62                 | \$11,000.00                  |
| Pro-Active Business Assistance  | \$2,500.00          | \$500.00                   | \$2,000.00                 | \$2,500.00                   |
| All Committees Shared Expenses  | \$55,870.00         | \$41,859.04                | \$14,010.96                | \$49,870.00                  |
| <b>TOTAL EXPENDITURES</b>   | <b>\$152,705.00</b> | <b>\$116,521.90</b>        | <b>\$36,183.10</b>         | <b>\$139,765.00</b>          |

Does SAJB want to consider:

- 1) funding follow-up activities on the gravel pits?
- 2) a WIP Model conversion from MicroFEM to MOD FLOW?
- 3) researching a new USGS type study w/ climate and population?

| Committee | Project   | 2023 Budget        | Cost YTD<br>10/26/23 | Funds<br>Remaining | Draft 2024<br>Budget |
|-----------|---|--------------------|----------------------|--------------------|----------------------|
| All       | Program Manager (PM)  | \$47,650.00        | \$40,420.20          | \$7,229.80         | \$47,650.00          |
|           | Mileage   | \$1,500.00         | \$1,017.96           | \$482.04           | \$1,500.00           |
|           | Bank Fees   | \$20.00            | \$9.66               | \$10.34            | \$20.00              |
|           | Postage/Reimbursables   | \$700.00           | \$411.22             | \$288.78           | \$700.00             |
|           | ID Purveyor Outreach -<br>Included in PM above<br>IWAC to reimburse<br>overage      | \$1,500.00         | \$4,577.00           | -\$3,077.00        | \$1,500.00           |
|           | Risk Assessment -<br>Aggregate Quarries<br>\$30,000 DOH Grant to<br>reimburse SAJB. | \$14,703.75        | \$14,695.00          | \$8.75             |                      |
|           | CAWH Water Rights and<br>Ecology ROE Responses                                      | \$6,000.00         | \$0.00               | \$6,000.00         |                      |
|           | <b>All Total</b>  | <b>\$55,870.00</b> | <b>\$41,859.04</b>   | <b>\$14,010.96</b> | <b>\$49,870.00</b>   |



# Questions to consider for the 2024 Budget

1. Can \$4,500 in 2023 funds be put toward Printing Drippy the Water Drop Activity Books?
2. Do SAJB members want to see a new focus on workforce and careers in water?
3. Is \$15,000 sufficient for a 2024 water conservation media campaign?
4. Do SAJB members have other requests for 2024 budget consideration?

# Wellhead Implementation

## Program Manager's Report

October 26, 2023



# 2023 Education & Awareness Events



|   |                 |
|---|-----------------|
| Jefferson Elementary STEM Expo            | 3/9             |
| Moran Prairie STEAM Night                 | 3/23            |
| Mullan Road Science Night                 | 4/13*           |
| Trentwood Elementary Science Fair         | 4/20*           |
| St. John's Cathedral "Hope for Creation"  | 4/22            |
| Earth Day at DM Learning Center           | 4/22*           |
| St. Aloysius Parish "Caring for Creation" | 4/23            |
| SRF Conference                            | 4/26-27         |
| Arbor Day and Spring Compost Fair         | 4/29*           |
| Seth Woodward Elementary                  | 5/2*            |
| Audubon Star Wars Night                   | 5/4             |
| Mead – Bear Lake Outdoor Ed               | 5/22, 6/8, 6/12 |
| Valley YMCA Healthy Kids Day              | 6/9             |
| Hillyard Library Touch a Truck            | 6/28            |
| Indian Trail Library                      | 6/27            |
| Interstate Fair                           | 9/8-9/17        |
| Valley Fest                               | 9/23            |
| Fall Leaf Festival                        | 10/28           |





# EXPO 2024 H2O 1-Day Symposium



Keynote: John Matthews, Executive Director of the [Alliance for Global Water Adaptation](#), is a leading climate change/water resource thinker with regional, national and international experience considering strategies and opportunities to address water resources in the era of climate change. You'll find him fascinating and his work very applicable to our region. [Read more](#)



SRF is currently selecting an event date from [May 13 through May 24](#). Please let us know ASAP if any of these dates would be a conflict or particularly good.

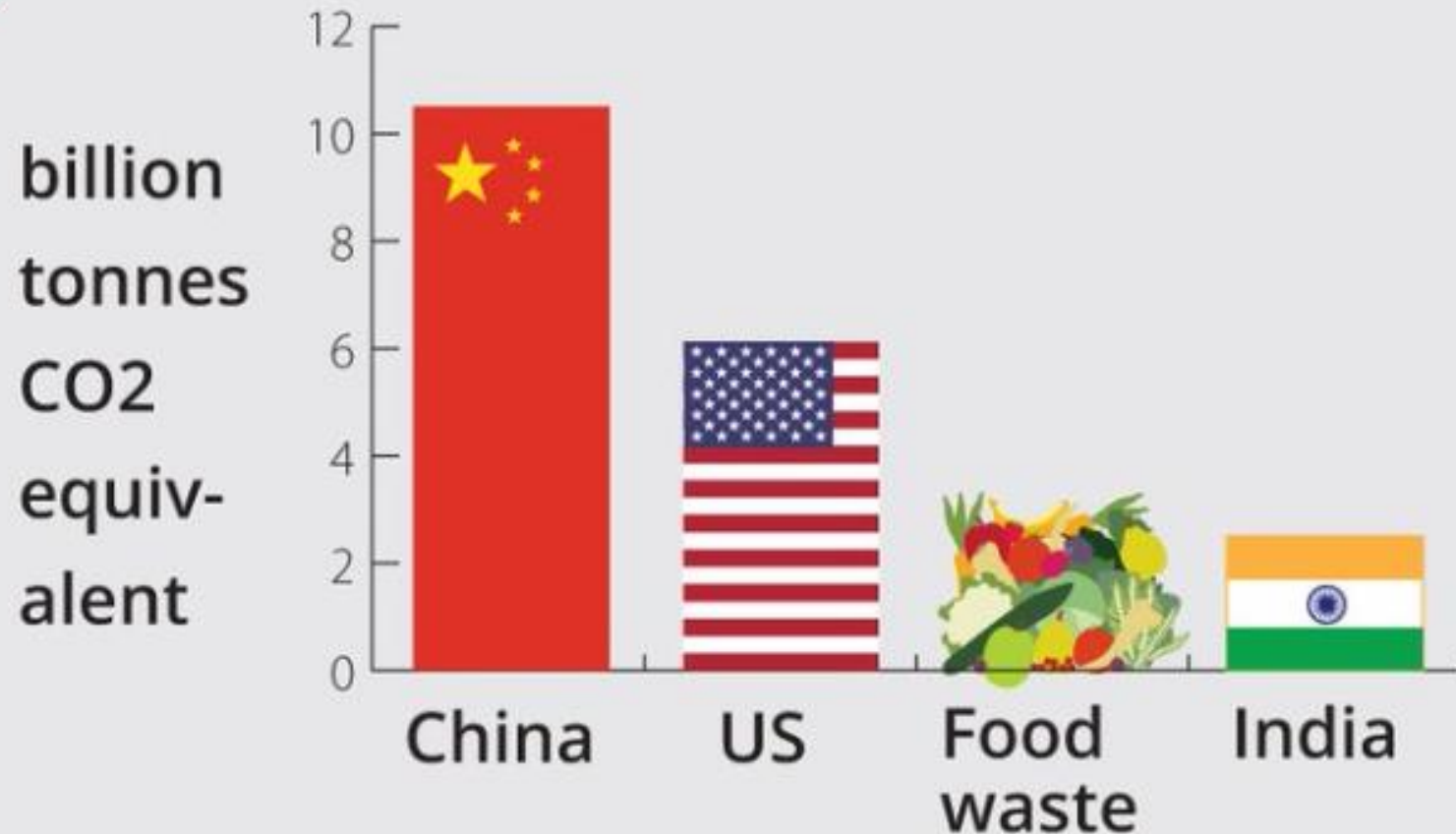


# Food Industry Presentation 11/1/23

- Donate food to hunger relief organizations.
- Donate food to feed farm animals.
- Compost food waste.
- Find Creative ways to keep Food out of the trash.



# If global food waste was a country, it would be the third largest greenhouse gas emitter after the US and China



source: FAO



# FOOD WASTE AND LOSS

We can make a difference

When we waste and lose food, we're losing and wasting the natural resources and other valuable inputs that go into food production, and we are filling up our landfills.

## ENERGY

Fuel, equipment, labor



## WATER

Irrigation and processing



## FERTILIZERS

And other crop inputs



## LANDFILLS

Methane Emissions



30-40 %  
of the food  
produced  
in the USA  
is wasted.

# THE ADVENTURES OF **DRIPPY** THE WATER DROP

A Spokane Valley Rathdrum Prairie Aquifer  
Water Cycle Activity Book

Artwork by Kayla Wakulich



Provided by the Idaho Washington  
Aquifer Collaborative  
[www.IWAC.us](http://www.IWAC.us)

Drippy the  
Water Drop  
Water Cycle  
Activity  
Cards are  
now an  
Activity  
Book.

Ready to print

See you  
November 16,  
2023

*Happy Thanksgiving!*

