



April – October Media Campaign

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

SAJB Media Campaign October - \$2,100



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%)

| | Display | Facebook |
|-------------|---------|----------|
| Impressions | 99,962 | 169,580 |
| Clicks | 188 | 883 |
| CTR | 0.24% | 0.52% |
| Google | Views | Events |
| | 1,154 | 3,289 |

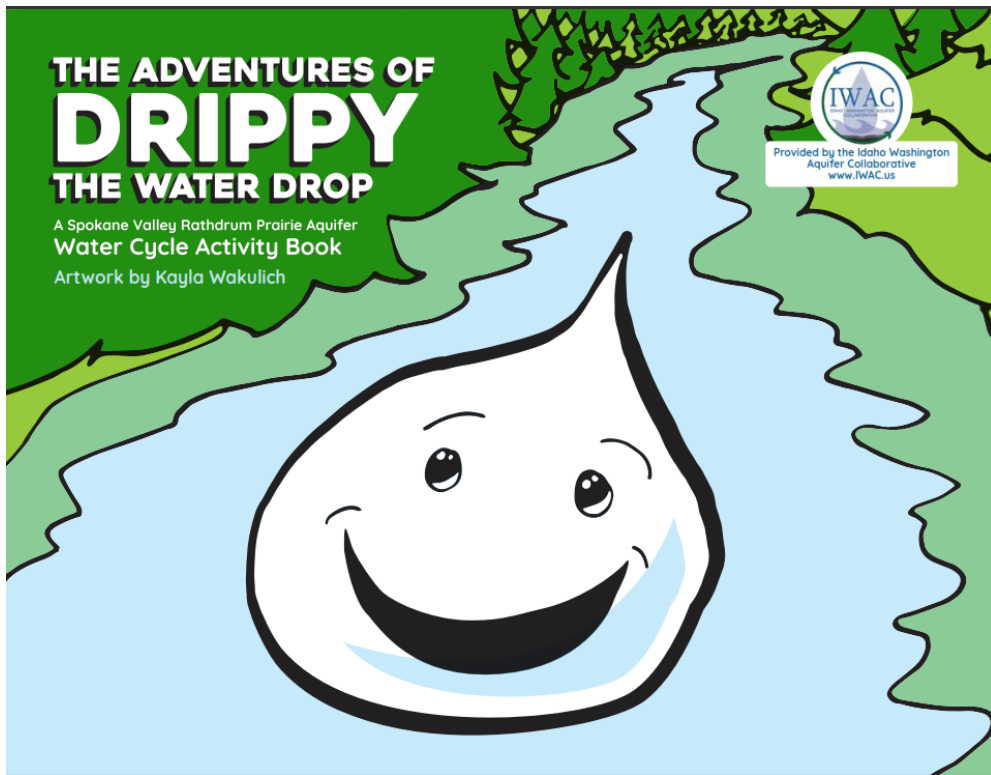
Google Analytics (GA4) Events: Refers to the number of times an event is triggered on your website or app. An event is a user's specific action on your site, such as clicking a button, playing a video, or submitting a form.

Analytics Totals April – October 2023

| Media | October SAJB | |
|-------------------------------------|---------------------------|-----------------------|
| Creative | DIY & Find a Professional | Media Campaign Totals |
| Facebook | | |
| Impressions | 169,580 | 1,757,204 |
| Reach | | |
| clicks | 883 | 10,336 |
| CTR | 0.52% | |
| Google Analytics | | |
| Total page views | 1,154 | 17,772 |
| Target page views | 1 | 11,521 |
| Users | 1 | 10,165 |
| Top pages viewed after target pages | Home | 923 |
| | Sprinkler system | 20 |
| | Leak detection | 19 |
| | Native Plants | 18 |
| | Sprinkler system Check up | 18 |
| | Pesticides | 17 |
| | backflow | 16 |
| | Smart controllers | 16 |

Questions to Consider for the 2024 Budget

1. Do SAJB members want to see a new focus on workforce and careers in water? This could include:
 - a) KSPS Careers NW website and new water career video? \$5,000
 - b) Interviews & photos with SAJB members to create a print booklet that introduces X# water careers? \$6,500
2. Should \$5,000 be budgeted for hiring and training a new Program Manager?
3. Is \$15,000 sufficient for a 6-month water conservation media campaign from April – September 2024?
4. Do SAJB members have other requests for 2024 budget consideration?



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

Ready to Print
Request for \$4,000
of 2023 unexpended funds

National Color Graphics Bid 9,000 copies for \$8,555.00 + Tax = \$9,324.95
\$1.04 /copy

\$2,000.00 IWAC (Confirmed) = 1,925 copies

\$2,000.00 Spokane County Water Resource Center (Confirmed) = 1,925 copies

\$4,000.00 SAJB (requested) = 3,850 copies

\$1,324.95 City of Spokane (\$555.00 + \$769.95 Tax) = 1,300 copies

Wellhead Implementation

Program Manager's Report

October 26, 2023



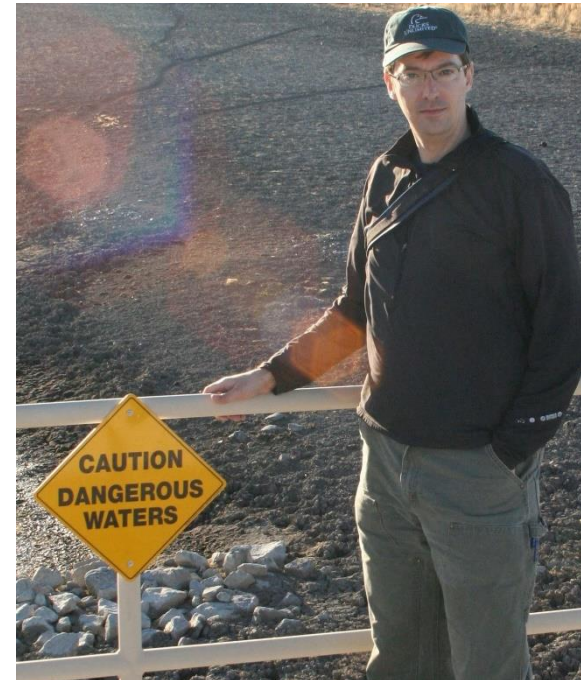


EXPO 2024 H2O 1-Day Symposium



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](#)

SAVE the DATE Thursday, May 30, 2024



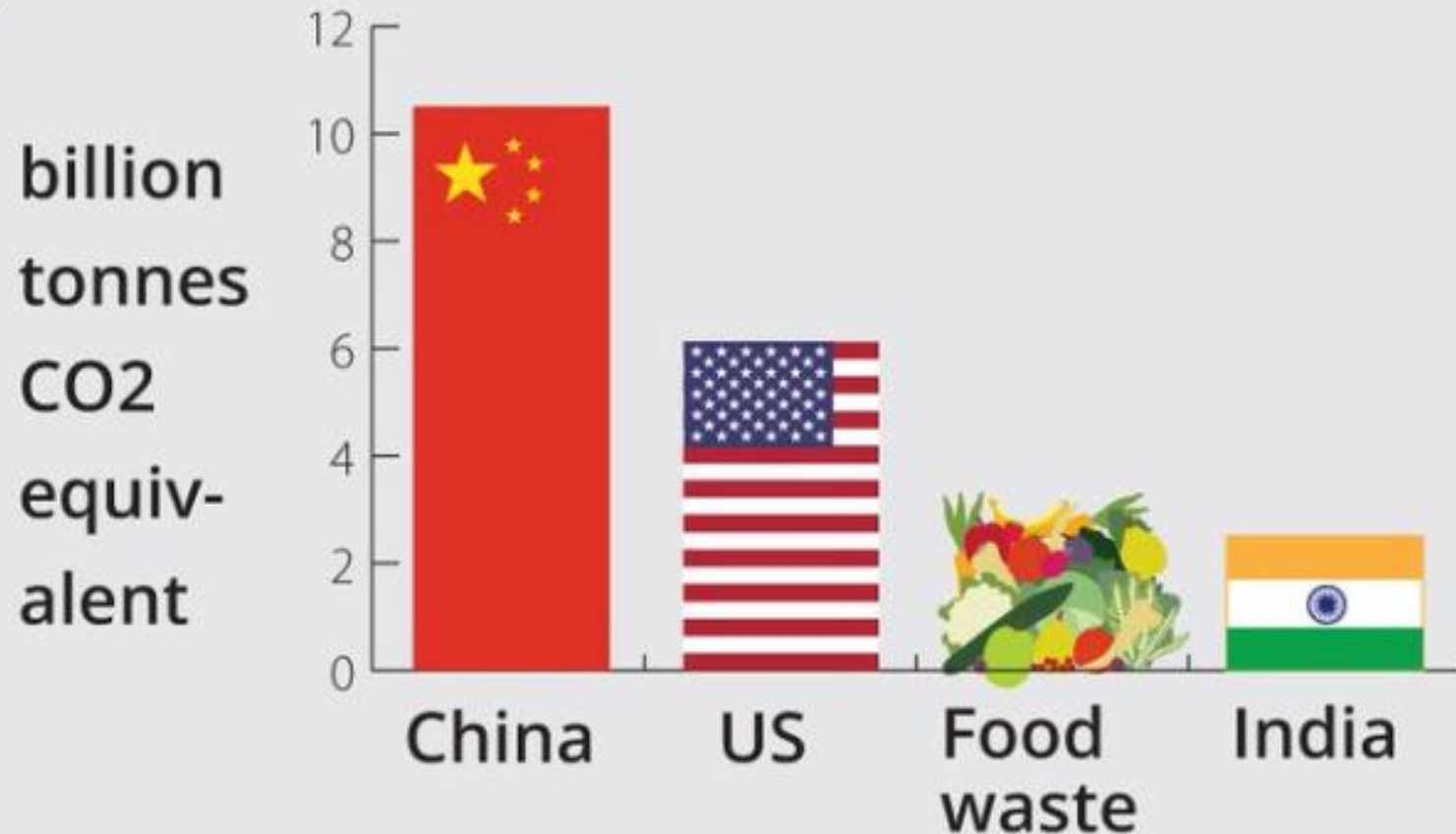


Food Industry Presentation 11/1/23

- Reduce Food Waste
- 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.

Food Waste Statistics

Food takes up more space in US landfills than **anything else**



• 30%-40% of US food supply ends up in landfills or incinerators.

• Approximately 219 lbs of food are wasted per person per year.

• \$1,400 is spent on food that is wasted per family per year.



• Wasting food contributes to 11% of the world's greenhouse gas emissions.

Where Food Waste Comes From



42%

Homes



40%

Restaurants

Grocery Stores

Food Service Companies



16%

Farms



2%

Manufacturers

Why Donate?

- ✓ Wise business decision.
- ✓ Potential tax deduction.
- ✓ Reduce dumpster fees.
- ✓ Donating food, rather than tossing it in the trash, supports a green business initiative.
- ✓ Great for engagement, employees feel better feeding the hungry rather than wasting unused food.



How to donate unsold and uneaten food

Three Simple Steps to Get Your Organization Started:

- 1 Connect with a food rescue organization
- 2 Agree on the days and times for collections
- 3 Unused food collected!

FOOD RESCUE

Good for Business
Good for the Environment
Good for you



Participating Organizations and Accepted Donations



Commercially prepared foods that have been stored properly.

855.222.2199
feedspokane.org



Fresh produce, nonperishable items, meats, breads, dairy in original packaging and not expired.

509.891.7012
info@northwestharvest.org
northwestharvest.org



Call in advance for arrangements of donations.

509.324.1995
wcfrs.spokane.org



Shelf-stable products, fresh produce and perishables (such as meat and dairy) that have been properly packaged and, as necessary, refrigerated or frozen.

Other donations:

Canned Fish and Lean Meats
Healthy Soups and Stews
Dry or Canned Beans
Whole Grain Pasta, Rice and Cereal
Canned Fruits and Vegetables
Peanut Butter and other Nut Butters

509.534.6678
info@2-harvest.org
2-harvest.org



Shelf-stable products up to 1-year past expiration date. Frozen and cooler items including fresh produce that has been properly stored.

509.325.6810
Spokane.salvationarmy.org



Fresh produce, dry goods, and canned or bottled

foods with packaging in good condition, items may be beyond the manufacturers "best by" or "sell by" date. Prepared foods from commercial type kitchens such as restaurants, grocery stores, and bakeries. All food must have been properly handled and refrigerated.

509.535.8510
uniongospelmission.org
info@uniongospelmission.org



Call in advance for arrangements of donations.

Greater Spokane County / 509.924.6976
Mid City Concerns / 509.456.6597
mws Spokane.org
Greater Spokane County / eric.patton@mws Spokane.org
Mid City Concerns / info@gscomwheels.org





EnviroCertifiedSM

WORKING TOGETHER TO PROTECT OUR RIVER AND AQUIFER

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Choose EnviroCertified Businesses. Recognized for environmentally responsible business practices.

Search ...



Google Analytics 4 -January 1, 2023 – October 31, 2023

| EnviroCertified Summary | Views | Users |
|-------------------------|-------|-------|
| Home page | 716 | 443 |
| All pages Total | 3614 | 2780 |
| Businesses Total | 2153 | 1777 |
| Food Rescue Total | 287 | 182 |
| Program Resources Total | 580 | 480 |

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 /Decrease |
|-----------|----------|--------|--------------------------------------|
| 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% |
| 2021 | 57,245 | 48,815 | 31% |
| 2022 | 53,687 | 46,590 | -5% |

Pandemic

Happy Holidays! See you December 14, 2023

