RESOLUTION NO. 2027-02

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE SPOKANE AQUIFER JOINT BOARD, SPOKANE COUNTY, WASHINGTON, AUTHORIZING THE EXECUTION OF A PROFESSIONAL SERVICES AGREEMENT WITH KSPS PBS TO PROVIDE EDUCATION AND AWARENESS SERVICES IN SUPPORT OF THE WELLHEAD PROTECTION PROGRAM; AND OTHER MATTERS PROPERLY RELATING THERETO.

BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE SPOKANE AQUIFER JOINT BOARD, OF SPOKANE COUNTY, WASHINGTON, AS FOLLOWS:

WHEREAS, the Spokane Aquifer Joint Board (SAJB) established by its member agencies pursuant to RCW 39.34, known as the Washington Interlocal Cooperation Act;

WHEREAS, the members of SAJB have executed an agreement forming the Joint Board ("the Agreement"), which provides rules for the process the Board follows in conducting its business, including the approval and execution of agreements; and,

WHEREAS, the Board of SAJB revised Resolution No. 95.01 on October 25, 2001, which provides that a simple majority of the eligible voting Board Members must vote on major decisions, including the execution of Personal Services Agreements; and,

WHEREAS, the Board desires to utilize the services of KSPS PBS to assist the Education and Awareness Committee in raising public awareness about water conservation and protection of the Spokane Valley–Rathdrum Prairie Aquifer; and

WHEREAS, the Board has determined that entering into the proposed agreement supports the implementation of SAJB's Wellhead Protection Program and its education and outreach objectives;

NOW, THEREFORE, BE IT RESOLVED by the Spokane Aquifer Joint Board as follows:

SECTION 1: APPROVAL AND AUTHORIZATION. The Board hereby approves the execution of an agreement with KSPS PBS, substantially in the form attached hereto as Exhibit A and incorporated herein by reference. The elected President of the Board, as the appropriate authorized officer of SAJB, is hereby authorized and directed to execute the agreement on behalf of SAJB, subject to any non-substantive revisions approved by the Board.

SECTION 2: EFFECTIVE DATE. This Resolution shall become February 1, 2027.

ADOPTED BY THE BOARD OF THE SPOKANE AQUIFER JOINT BOARD, SPOKANE COUNTY, WASHINGTON, AT A REGULAR MEETING THEREOF HELD ON THE 10TH DAY OF DECEMBER 2026.

SPOKANE AQUIFER JOINT BOARD

By: _____

Jeremy Jenkins, SAJB President

CERTIFICATION

I, the undersigned Secretary of the Spokane Aquifer Joint Board, Spokane County, Washington, hereby certify that the foregoing Resolution is a true and correct copy of a resolution duly adopted by the Board of Directors at a regular meeting held on December 10, 2026, and that the resolution has not been amended, modified, or rescinded and remains in full force and effect.

I further certify that the resolution was adopted by the required vote of the eligible voting Board Members.

IN WITNESS WHEREOF, I have set my hand this _____ day of _____, 2026.

Attest: _____

Todd Henry, SAJB Secretary

Spokane Aquifer Joint Board & KSPS PBS Partnership 2027 Proposal

Friends of KSPS (KSPS PBS) values the long partnership with Spokane Aquifer Joint Board and our shared mission to educate children and adults about protecting the aquifer. We look forward to working with you in 2026 with the goal to reach more homeowners, students, educators, families, and business leaders with important messaging about aquifer protection.

Overview
KSPS will help SAJB accomplish its main community education goals by:

- Helping viewers of all ages understand the need for aquifer preservation and their important role in it with promotion across all the media channels of KSPS PBS, including on-air, online, print, and events.
- Reaching consumers and business leaders with messaging about the Spokane Kootenai Waste & Recycle Directory, aquifer preservation efforts, and the EnviroCertified program via on-air, online, and social media channels.
- Producing 2 new total spots (1@:30 and 1@:15 for streaming), working in collaboration with SAJB on the desired topics.
- Continuing to draw from our inventory of spots on backflow protection, reducing water use, food rescue and protecting the quality of our water to target homeowners and business owners in the spring, summer and fall.
- Teaching elementary-aged children about aquifer preservation via our popular classroom workshops, held in person at schools.
- Promoting Aquifer Education materials via our growing email list of families and educators interested in At Home Learning resources.
- Teaching children (and their parents) with on-air messages adjacent to PBS Kids programming on the main channel and the ***PBS Kids 24/7*** channel.
- Maintaining the *Aquifer in a Cup* online portal and the video lessons available on the national free education site, PBSLearningMedia.org.
- Featuring Aqua Duck at regional events (if/when available)
- Incorporating SAJB messaging on to our KSPS PBS Streaming platform

KSPS PBS Will:

- **Produce and Air SAJB messages on KSPS PBS broadcast channels.**

  KSPS PBS broadcasts to a potential audience of 2.5 million people annually, with 600,000 KSPS viewing households in eastern Washington and northern Idaho. The station is carried on cable, satellite, over the air and on demand live streaming. Research shows that our audience pays attention to messaging on the

channel; that they act on it; and that they are interested in improving their lives through lifelong learning. These factors combine to assure SAJB's important message will reach a large and receptive audience throughout the year. And by putting your message on KSPS, you reach a large audience of children and parents as well as older adults.

- We will work with SAJB to determine the calendar of air dates (flights) for each spot so air dates mesh with the overall marketing campaign goals.
- Producing 2 new total spots working in collaboration with SAJB on the desired topics.. $6,000 Value
- We will continue to use the recent inventory of other spots, each in its appropriate season, to further other SAJB goals, as determined by SAJB. These may include: Backflow Protection, Sprinkler Conversion, Lawn Watering Tips, EnviroCertified Food Rescue Recognition, Ty Wick Awards, and promotion of Aquifer Workshops to teachers
- SAJB's Aquifer-in-a-Cup promos and video lessons will air adjacent to PBS Kids programs on our main channel. They will also air on our PBS Kids 24/7 channel.
- We will maintain the high number of prime-time airings and news-programming airings for spots aimed at adults including the Spokane Kootenai Waste & Recycle Directory, Backflow Prevention, Lawn Watering Tips, EnviroCertified Food Rescue, and the Outdoor Watering Nerds Water Conservation Website, with a guaranteed minimum of 5x per week in prime time and 2x per week in weeknight news programming.
- KSPS PBS will incorporate SAJB messages on to our streaming platform "Passport" with the additional opportunity to trade out some on air spots for streaming platform placements. *Number of spots TBD.*
- *Total number of on air spots on KSPS PBS: 600 spots*
  260 in prime time 6:56pm – 11pm - $39,200 value
  350 other timeslots to expand reach and frequency - $35,000 value

  Additional Aquifer Education Spots on PBS Kids 24/7: 300 minimum - $7,500 value

  Combined total number of spots: 900 spots minimum

- *Streaming spots:* **Passport Streaming:**
  - 1% share of streaming/week: *$14,000 Value*
  - Approx. 480, :15 second branding spots/month (120 spots/week)
    - Total per year approx.: 6,240 spots streamed

- **Conduct approximately 60 *Aquifer in a Cup* workshops for elementary-aged students.**
  - KSPS PBS educators will schedule and conduct the workshops using SAJB-approved materials to school districts, both public and private, located throughout the Washington State portions of the Spokane Valley Rathdrum Prairie Aquifer boundaries during the school year from February 2025 through January 2026. These may include in-person and live online lessons to classrooms and day camps.
    $600 per workshop x 60 = $45,000 value

KSPS will distribute **SAJB materials** to workshop attendees, as well as create co-branded learning materials.

- KSPS will distribute packets of printed materials provided by SAJB.

- **Market through digital channels**

  - At the direction of SAJB, to tie in with SAJB's marketing campaigns, KSPS will place a minimum of 2 **social media posts** per month to KSPS's Facebook account to promote specific SAJB activities and campaigns. (minimum 24 posts per year) *$2,400 value*

    - KSPS will **share appropriate social media posts from SAJB** and Spokane River Forum, as directed by SAJB.

  - KSPS will promote SAJB in a minimum of 12 issues of our **weekly e-newsletter** sent to about 24,000 members each week, (1x/month,) with copy and images provided by SAJB. *$3,000 value*

- **Continue hosting the online *Aquifer in a Cup* workshop portal on KSPS.org** so that educators and families have a convenient way to learn about workshops as well as sign-up for workshops online. The site also features the 3 Aquifer-in-a-Cup lesson videos.

- **Continue to provide *Aquifer in a Cup* lessons on PBS Learning Media**, a free, online media-on-demand service developed for PreK-12 educators featuring videos, discussion questions and a searchable list of educational standards.

  - *Over 2,000 educators in the Spokane area are active users of PBS Learning Media.*

- SAJB will be included as a sponsor in all 6 annual issues of *Prevue* our bi-monthly program guide sent to 27,000 KSPS members via mail and email.

- **Provide mid-year and end-of-year status reports** of work accomplished to the Spokane Aquifer Joint Board.

Total value of promotion, educational workshops and video production: $145,675

PARTNERSHIP AGREEMENT

This document constitutes an agreement between Friends of KSPS and

Spokane Aquifer Joint Board

Contact:	JEREMY JENKINS / MEAGAN HAYES
Address:	1521 N Argonne Rd, Suite C, PMB 250 Spokane Valley, WA 99212
Phone:	509-847-4337
Email:	sajbinfo@gmail.com
KSPS Representative:	Jason Miller; Director of Corporate Partnerships; jasonm@ksps.org
Grant period:	12 Months, February 2026 through January 2027
Grant amount:	$45,000
Content:	See Resolution – in summary: • KSPS PBS main channel will air 715 on-air video spots, drawing from current inventory plus add streaming of spots on Passport. • KSPS PBS will produce 2 new video spots in consultation with SAJB • KSPS PBS will consult with SAJB Program Manager to set up air schedules and social media promotion schedules. • Will maintain the 6% cost living increase (no additional increase, just maintain from last year) to the Aquifer in a Cup coordinator. • KSPS PBS will air additional SAJB spots on our streaming platform • Option to trade some of above on -air spot placement to streaming placement. • PBS Kids 24/7 will air 300 Aquifer education spots. • KSPS PBS teachers will conduct approx. 60 workshops in schools or virtually, distributing materials per the attached resolution. • KSPS PBS will provide social media posts and email ads per the attached resolution.
Terms/Billing instructions:	To be billed $11,250 four times on March 1, 2027, June 1, 2027, September 1, 2027, and December 1, 2027 and paid within 30 days of billing. KSPS PBS will provide affidavits for on-air schedules.

I have read and understand both this agreement and the KSPS Underwriting Credit Guidelines.
Agreed:

Authorized Signature of Spokane Aquifer Joint Board	Date
KSPS PBS Director or Manager	Date