

Source Water Protection Grant: Final Report Form

The Source Water Protection Grant program requires that sub-grant recipients complete a final report prior to final payment and closeout. Please complete the following and submit to Curtis Cooper at Curtis.Cooper@DEQ.idaho.gov and accountspayable@deq.idaho.gov, or mail to Curtis Cooper at 1410 North Hilton, Boise, Idaho 83706.

Sub-grant Agreement #:	<u>S787</u>	Date:	<u>Oct. 18, 2023</u>
Total Grant Funds Awarded:	<u>\$ 24,000</u>	Organization Name:	<u>Idaho Washington Aquifer Collaborative</u>
Total Grant Funds Spent:	<u>\$ 22,800</u>	Project Name:	<u>Saving Water Protects Our Aquifer – Media Campaign</u>

1. Was the project completed as described in the work plan? If not, please explain why and what was changed or modified.

Yes, all three of our project outcomes were achieved successfully.

1. The [Outdoor Watering Nerds](#) Website to promote SVRP Aquifer protection and water conservation was completed in March of 2023 with major financial support from the Spokane River Forum (SRF) and the Spokane Aquifer Joint Board (SAJB).
2. Graphic artist Hannah Walker designed fourteen sets of ads. Each set was comprised of ten different sized ads. IWAC and SAJB each paid for seven of the ad sets. KSPS animated four of the display ads to create twenty (20) second videos. Following the report narrative are images of the monthly campaign ads and links to the videos.
3. A six-month media campaign was conducted from April through September 2023. KXLY Phase 3 Digital managed the placement of region-wide ads on Facebook, Instagram, and digital display ads. Following the ad images is a spread sheet with performance data on Impressions, Clicks, CTR and Google analytics. Definitions are below.
 - a. **Impressions:** The number of times the ad was displayed and seen.
 - b. **Clicks:** The number of times the ad was clicked on.
 - c. **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%).
 - d. **Google Analytics** are another measure of the number of visits to the targeted web pages.

IWAC, SAJB, and SRF are pleased with the media campaign data showing 1,587,624 total impressions (views), 15,031 clicks on the targeted pages, and 11,520 pages viewed on the Nerds websites. For monthly data see the spreadsheet at the end of this report.

One major change occurred when we simplified the URL to <https://outdoorwateringnerds.org/>. Originally we had URLs for Kootenai county and Spokane county. In August when we ran the videos we realized that one URL, reflecting the title of the website, would be more effective.

2. Briefly describe how the final outcome of this project will benefit source water protection.

The SVRP aquifer is a sole source aquifer providing drinking water to over 600,000 residents in Kootenai County, ID and Spokane County, WA. IWAC's education and awareness media campaign introduced residents to different sections of "Outdoor Watering Nerds" with a monthly area of focus. Educating residents to use the Directory will help protect the SVRP aquifer from poorly installed/maintained residential sprinkler systems that put water on the roadways transporting auto fluids, herbicides, pesticides, and fertilizers into storm drains, the SVRP aquifer, area lakes and Spokane River.

With growing water quality issues from PFAS and other "forever chemicals" dilution is the solution. The NY Times recently did an article on the declining groundwater across the USA. Regional population growth forecasts in Kootenai county, ID estimate a growth in water demand from 40% to 60% by 2040. Without reducing water consumption, increased water demand endangers our region's quality of life, environment, and economic development. Population growth, increased demand, and aquifer pumping needs reduce river recharge during critical times of the year. The greatest impact is during summer when temperatures and pumping are at their seasonal high. Climate trends that see earlier spring runoff, hotter and drier summers, and heightened drought conditions are exacerbating the situation. The largest water use is for outdoor watering of lawns and landscapes. IWAC believes that each individual can make a difference by managing their outdoor watering during the hot summer months. IWAC will promote the Outdoor Watering Nerds website in the following years. The display ads and videos will be used again next year to increase awareness of aquifer protection through water conservation.

3. Specify any unanticipated positive and/or negative project developments or outcomes, if applicable.

Positive Outcomes: IWAC and SAJB were invited to share the Outdoor Watering Nerds Media Campaign and Website at conferences and meetings. One example is the Columbia Basin Sustainable Water Coalition presentation on September 21, 2023, attended by approximately sixty entities and municipalities in the Columbia Basin. Another opportunity to share the Outdoor Watering Nerds was at the Spokane River Forum Regional Conference on May 27, 2023, with two hundred participants. With three breakout sessions to choose from, approximately eighty people attended the Outdoor Watering Nerds Presentation. The Coeur d'Alene Press interviewed IWAC President Terry Pickel and ran articles on reducing water consumption and Tonilee Hanson was invited to write an article about the aquifer protection media campaign.

Negative Developments: IWAC did not create a plan to gather water use data from purveyors to see if there was an impact on water consumption. IWAC will work with members to gather and analyze 2023 water consumption data.

4. Please provide photos of the completed project, and/or reports or materials developed as an outcome of the project. Below are photos of the ads designed for the media campaign, links to the four video ads created by animating the static ads and a spreadsheet of media campaign results.



DEQ Source Water Protection Grant #S787
Idaho Washington Aquifer Collaborative (IWAC)

Saving Water Protects our Aquifer

Water Conservation Website and Media Campaign

IWAC collaborated with The Spokane Aquifer Joint Board (SAJB) and the Spokane River Forum (SRF) to produce the Outdoor Watering Nerds (Nerds), an aquifer protection and water conservation website, and a six (6) month media campaign .



outdoorwateringnerds.org

Outdoor Watering



SPOKANE AND KOOTENAI COUNTIES

A Regional Resource Created By



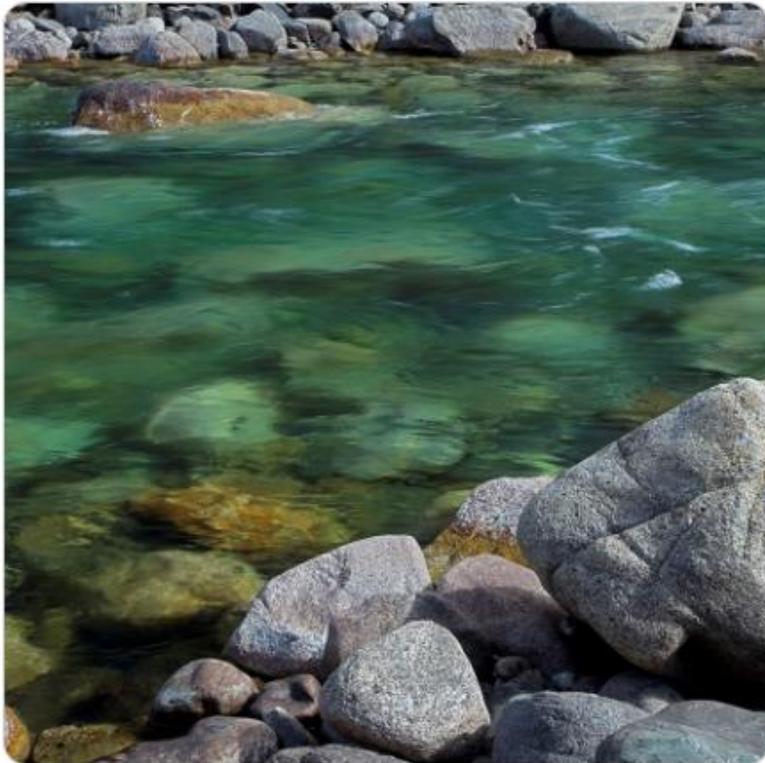
IWAC believes that Individual actions make a difference, and everyone can do their part to protect the Spokane River and Spokane Valley Rathdrum Prairie Aquifer.

Saving Water Matters

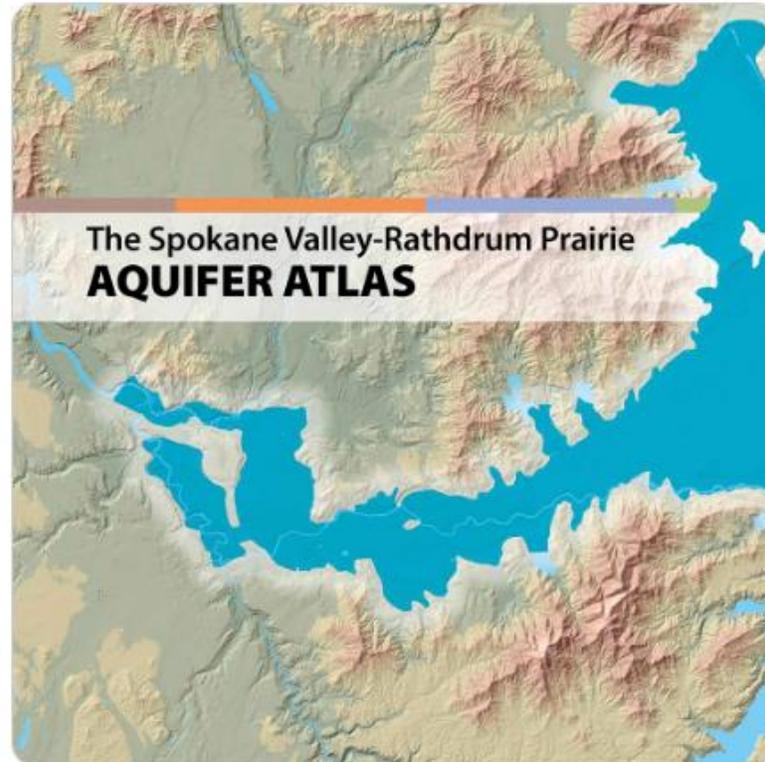
Saving Water Matters is the opening section of the Nerds Website.

Explore our Story Map to learn how water quality and water quantity are both essential to the SVRP Aquifer, Spokane River, and our quality of life. Want to become a Water Nerd? The Aquifer Atlases and videos are filled with amazing facts and details about the river and aquifer.

In the summer months as we are pumping more water from the aquifer to water our lawns, the Spokane river flow is at its lowest. It is during this time that the river needs water the most to maintain a healthy environment for fish, wildlife, and recreation. It takes all of us doing our part to protect our aquifer and river by using water wisely and finding ways to reduce water waste.



[Aquifer and River Story Map](#)



[Aquifer Atlases](#)

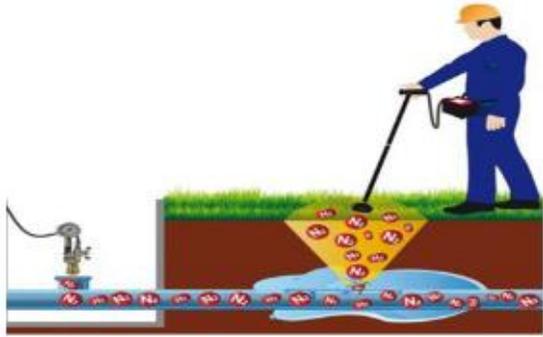


[Videos](#)

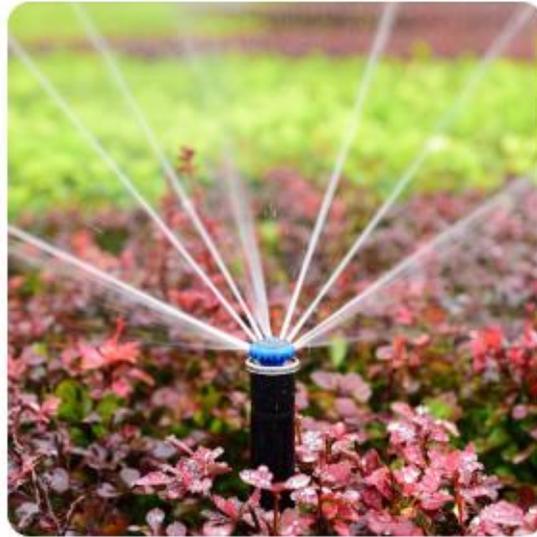
The Nerds website has three other major sections shown below. Each section has numerous subpages.

Looking for Outdoor Watering Solutions?

Outdoor Watering Nerds can connect you to Professionals and Do It Yourself resources for outdoor leak detection, sprinkler repair and retrofit, and landscape design. The Nerds are excited to bring you how-to videos, water saving tips, rebates, classes, and events in Kootenai and Spokane counties. Saving water outdoors protects your pocketbook, economic growth, the Spokane River, and our sole source of drinking water, the Spokane Valley Rathdrum Prairie Aquifer. Good for you. Good for our future.



Outdoor Leak Detection



Sprinkler Systems



Landscapes



How to Videos

Useful Links

[Calculate Water Needs](#)

[DIY Resources](#)

[Find a Professional](#)

[How to Videos](#)

[Irrigation & Landscape Guidelines](#)

[Rebates](#)

[Tips to Save Water](#)

[Help Us Improve Our Site](#)

Outdoor Watering Nerds includes:

49 Webpages
links to 246 external
resources

Videos
69 external
56 embedded
42 DIY Resources
12 topics in Find a
Professional and 65
professional listings



DEQ Source Water Protection Grant #S787
 Idaho Washington Aquifer Collaborative (IWAC)

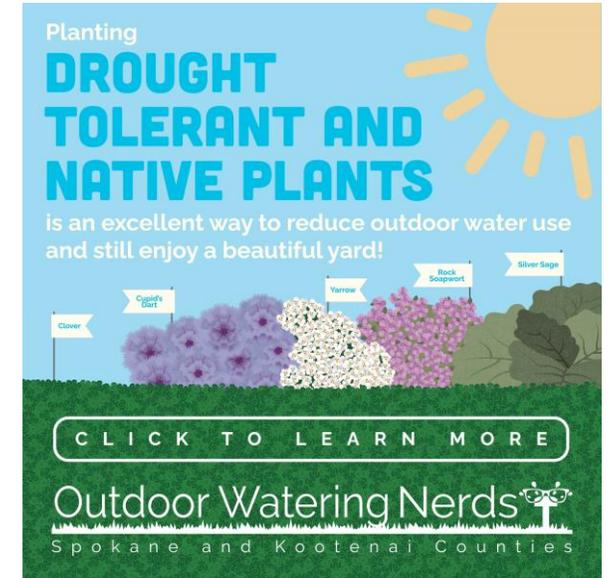
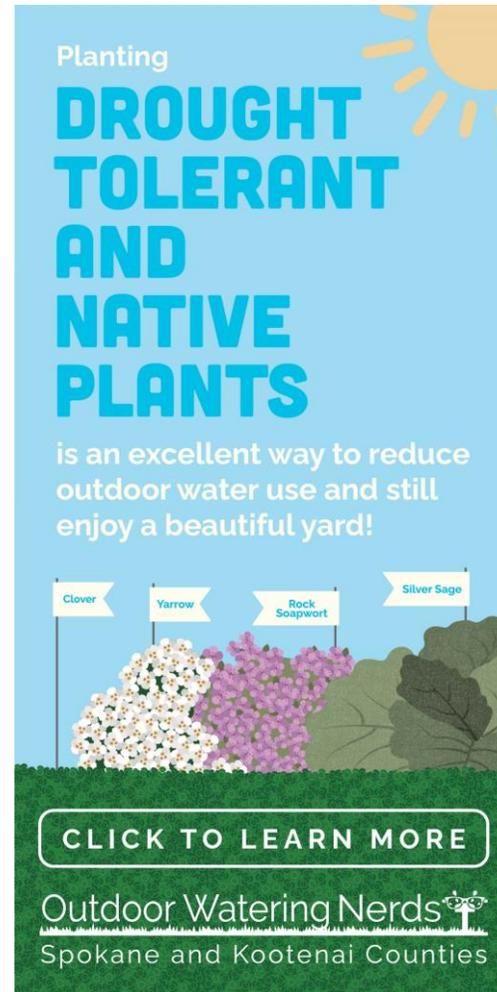
Saving Water Protects our Aquifer
 Media Campaign April – September 2023

Each month two specific content sections were targeted. Data on the following slides confirms that the media campaign directed people to the targeted information.

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>



Each month, graphic artist, Hannah Walker created 10 different sizes of ads for online digital display, Facebook and Instagram. All ads were designed in pixels. (i.e., 300x250, 300x600, 160x600, 728x90, 300x50, 320x50, 328x480, 1080x1080, 1080x1920, and 1200x638. Below are six of the sizes from the June campaign.



IWAC Media Campaign April - \$2,000



Impressions	132,040
Clicks	1,136
CTR	0.49%
Google	456

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 April - \$2,100

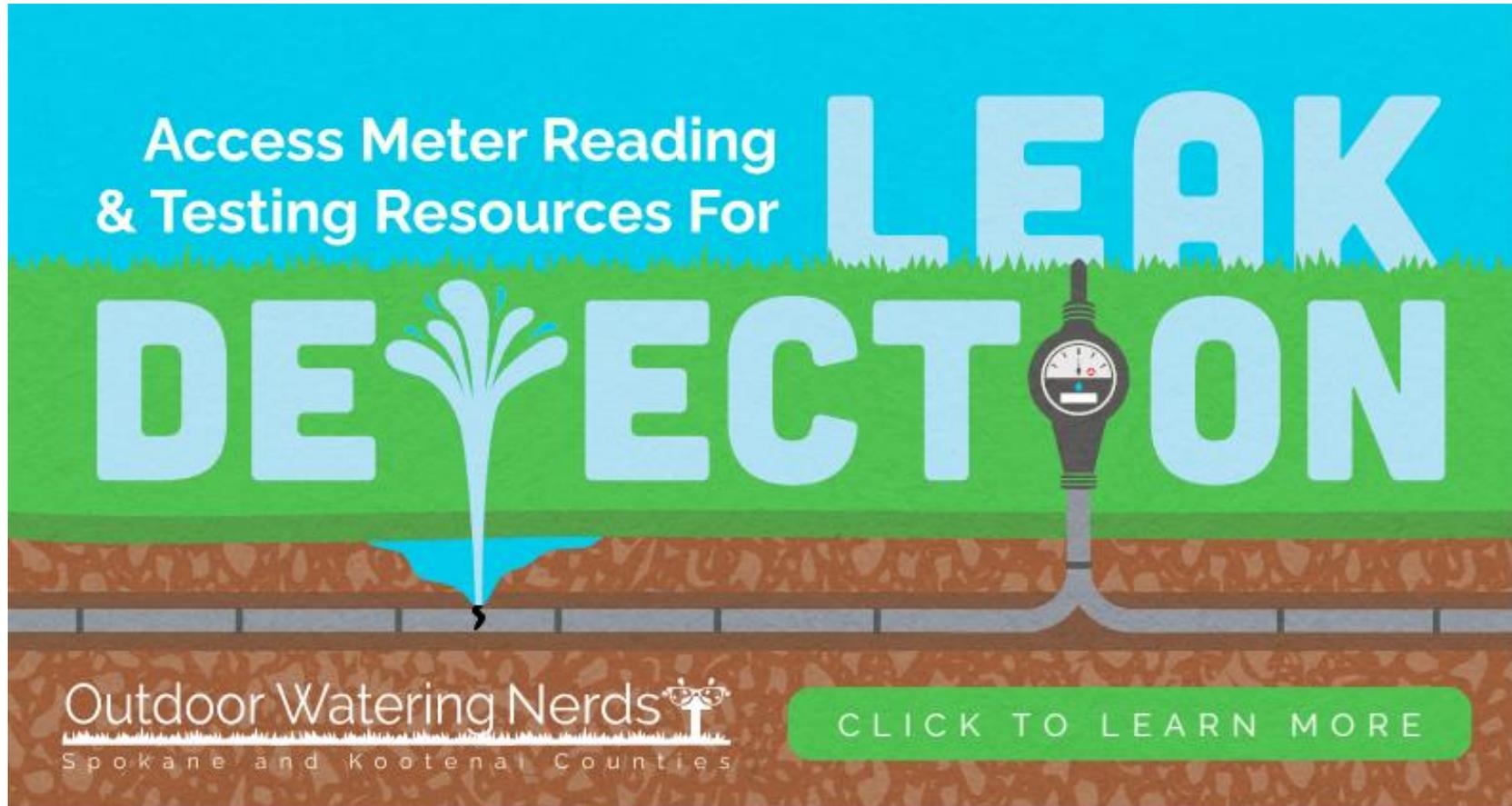


Impressions	142,040
Clicks	1286
CTR	0.74%
Google	341

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%)

IWAC Media Campaign May - \$2,000

1
0



Impressions	12,6495
Clicks	1019
CTR	0.55%
Google	1,351

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 May - \$2,100

11



Impressions	144,033
Clicks	1,148
CTR	0.62%
Google	1,149

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%)

IWAC Media Campaign June - \$2,000

12



Impressions	106,488
Clicks	1,688
CTR	1.33%
Google	636

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 June - \$2,100

13



Impressions	147,147
Clicks	1,082
CTR	0.54%
Google	2,117

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%)

IWAC Media Campaign July - \$2,000



Impressions	159,575
Clicks	1,488
CTR	0.56%
Google	1,261

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 July - \$2,100



Impressions	133,372
Clicks	2,487
CTR	0.86%
Google	1,380

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%)

4 Videos Aired in August - \$2,500

9,693 Video Thru Plays

- Leak Detection - <https://youtu.be/PoWR8W-ogp8>
- Repair & Retrofit - <https://youtu.be/8lNjqqmQU0c>
- Saving Water Matters - <https://youtu.be/Eqk9hy5EmCl>
- Sprinkler Savy - <https://youtu.be/Ca-ELDiLhtY>

Video Thru Plays: The number of times a video ad was viewed in its entirety.

IWAC Media Campaign August - \$800

17



Impressions	127,795
Clicks	395
CTR	0.09%
Google	397

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 August - \$800



Impressions	128,524
Clicks	359
CTR	0.24%
Google	314

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%)

IWAC Media Campaign September - \$2,000

19



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%)

Visit
**OUTDOOR
WATERING
NERDS**
Solutions
at Your
Fingertips

12:00
spokanewateringnerds.org

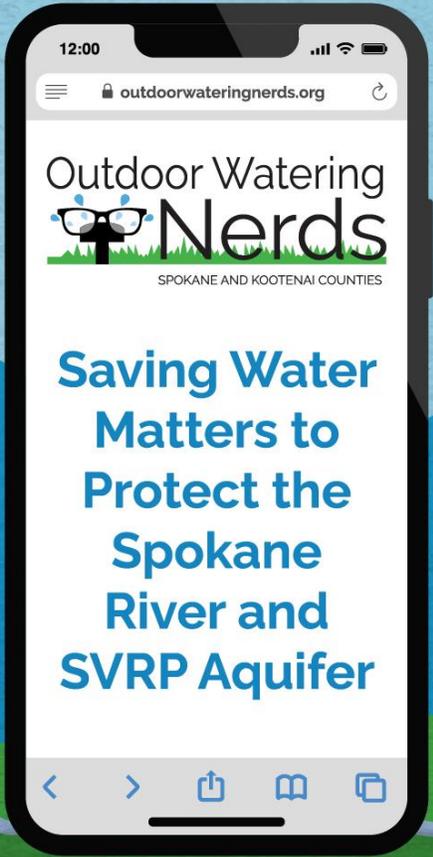
Outdoor Watering
Nerds
SPOKANE AND KOOTENAI COUNTIES

Saving Water
Matters to
Protect the
Spokane
River and
SVRP Aquifer

spokanewateringnerds.org
kootenaiwateringnerds.org

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Simplified URL
Please add a link to
your websites.



2023 Outdoor Watering Nerds Media Campaign

Media	April - IWAC	April - SAJB	May - IWAC	May - SAJB	June - IWAC	June - SAJB
Creative	Saving Water Matters	Sprinkler Check-up	Leak Detection	Repair & Retrofit	Drought Tolerant & Native Plants	Smart Controllers & Sensors
Facebook						
Impressions	132,040	142,418	126,495	144,033	106,488	147,147
Reach						
clicks	650	1,054	692	888	1,412	800
CTR	0.49%	0.74%	0.55%	0.62%	1.33%	0.54%
Instagram (Included in the Facebook total above)						
Impressions	2,091	660	1,030	744	1,156	558
clicks	21	5	9	5	21	4
CTR	1.00%	0.76%		0.67%		0.71%
Link Clicks	21	4				
Link Click CTR	1.00%	0.61%				
Display						
Impressions	89,995	101,813	87,222	103,947	88,375	93,180
clicks	292	206	156	234	173	255
CTR	0.32%	0.20%	0.18%	0.23%	0.20%	0.27%
Retargeting						
Impressions	43,552	11,087	51,798	15,883	48,735	13,990
clicks	194	26	171	26	103	27
CTR	0.45%	0.23%	0.33%	0.16%	0.21%	0.19%
Total Clicks	1136	1,286	1,019	1,148	1,688	1,082
Google Analytics						
Total page views	1,497		3,925		3,338	
Target page views	456	341	1,351	1,149	636	2117
Users	419	302	1,258	949	517	1,889
Top pages viewed after target pages	Home page 281		Saving Water Matters 574		Home page 104	
	Sprinkler Repair & Retrofit 56		Home page 164		DIY Resources 55	
	Landscapes 46		Find a Professional 120		Tips to save Water 48	
	Drought Tolerant Plants 32		Sprinkler Repair 67		Find a Professional 45	
	sprinkler systems 27		Smart controllers 67		Landscapes 39	
	find a professional 25		Sprinkler Retrofit 64		Drought tolerant plants 35	
	Outdoor Leak Detection 24		Drought tolerant plants 36		Calculate water needs 30	
	Calculate Water Needs 18		Sprinkler systems 35		Spokane Scape 16	

2023 Outdoor Watering Nerds Media Campaign

July - IWAC	July SAJB	August IWAC	August SAJB	September IWAC	September SAJB	Results
Calculate Water Needs	Tips to Save Water	Fertilizers Herbicides & Pesticides	Calculate Water Needs	Drip Systems & Soaker Hoses	Backflow Protection	Media Campaign Totals
159,575	133,372	127,795	128,524	99,700	140,037	1,587,624
44,376	47,064	17,845				
888	1,143	113	118	915	780	9,453
0.56%	0.86%	0.09%	0.24%	0.92%	0.56%	
Video Thruplay		Video Thruplay				
1,041	1,128	Saving Water Matters & Leak Detection 5,136	Repair & Retrofit, Sprinkler Savy 4,557			
6	26					
	2.30%					
86,312	98,762	84,300	99,491	83,818	98,893	
183	235	157	205	158	176	
0.21%	0.24%	0.19%	0.21%	0.19%	0.18%	
51,948	16,643	50,624	13,482	44,624	50,074	
134	36	125	36	126	6	
0.26%	0.22%	0.25%	0.27%	0.28%	0.01%	
1,488	2,487	395	359	1,981	962	15,031
3,740		1,473		2,645		16,618
1,261	1,380	397	314	1,272	846	11,520
1,104	1,218	365	284	1,130	729	10,164
Home 254		Home 409		Home 200		
Calculate sprinkler time 234		Sprinkler systems 30		Sprinkler system Check up 28		
Weekly calculator 152		landscapes 21		Find a Professional 27		
seasonal water need 79		native plants 21		DIY resources 26		
find a professional 62		drip systems and soaker 21		Sprinkler Repair and Retrofit 22		
outdoor leak detection 36		DIY Resources 19		leak detection 19		
sprinkler systems 35		Find a professional 19		Calculate water needs 18		
DIY Resources 26		Backflow 19		Sprinkler system 15		