



SPOKANE RIVER  
REGIONAL TOXICS TASK FORCE

COLLABORATION INNOVATION PROGRESS

# Spokane River Regional Toxics Task Force Education Outreach

## Media Campaign



## Spokane River Forum Conference Session

### Creating a Vision for Toxics Reduction with Public Outreach

Thursday, November 16, 2017, 3:45 – 4:45 pm.

- Dilemma – Toxics reduction is being addressed by multiple agencies and, as a regional approach, is fragmented.



## Who's Working On Toxics Reduction?

- Aquifer Protection District, Kootenai County – Fund Aquifer Protection Projects
- Coeur d'Alene Tribe – Lake Management heavy metals, nitrates, phosphorus
- City of Spokane - CSO Tanks, LID, Clean Water Plan
- Idaho Department of Environmental Quality – Toxics assessment, management, reduction and clean-up
- ID and WA Municipalities – Stormwater, Waste Water Treatment
- IWAC – PSA and Website Stormwater, Hazardous Waste
- Fire Departments – Flammable Products
- Kootenai Environmental Alliance – CDA Lake Waterkeeper, Lake-A-Syst, Confluence Project
- Kootenai and Spokane Counties – Stormwater, Solid Waste and Moderate Risk Waste
- Lake Spokane Association – PCB Testing on Lake Spokane
- Lands Council – Shoreline Restoration, Bioswales, Mushroom Project, Project Sustain,
- PHD – Business Critical Materials Program



## Who's Working On Toxics Reduction?

- SAJB – Wellhead Protection Annual Potential Contaminant Source Inventory, Education, PSAs, Public Events, Comics, Aqua Duck
- Spokane Conservation District (SCD) – Nutrients, herbicides, sediment control
- Spokane Riverkeeper – Stormwater, CSO outfalls
- Spokane Tribe – PCBs in fish, shoreline restoration,
- SRCAA – Asbestos, PCBs
- SRF – EnviroStars Business Proper Hazardous Waste Disposal, Spokane/Kootenai Waste Directory
- SRHD – Local Source Control Visits, EnviroStars, PCB, PFOS, PFOA
- SRRTTF – PCBs, Education Work Group
- University of Idaho and North Idaho College Water Resource Center – Metal testing in water and zooplankton
- WA State Dept. of Ecology - PCBs/PAHs/lead/ mercury/ PFAS), Washington's Children's Safe Products Act, green chemistry, Urban Waters Program
- Water Reclamation Facilities – PCBs, pre-treatment lead, solvents



Got Waste? Put it in the right place!

# Spokane Waste Directory

WORKING TOGETHER TO PROTECT OUR RIVER AND AQUIFER

[HOME](#)

[HELP ME GET RID OF MY WASTE](#)

[UNDERSTAND MY WASTE](#)

[ENVIROSTARS PROGRAM](#)

[RESOURCES](#)

[CONTACT US](#)

- Spokane Waste Directory launched November 2014
- Media Campaign launched spring 2015

Sponsored by:



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Disclaimer: Vendors are listed for informational purposes only. Spokane EnviroStars and our sponsors do not endorse any of these entities nor their services. Vendors are not Certified EnviroStars unless you see the star logo on their contact page.

3/1/15 Spokane  
County billing  
insert 45,000

3/16/15  
Bus Bench  
Ads

3/30/15  
Radio Spots

4/18/15  
Earth Day

5/15/15  
City of Spokane  
Billing Insert  
100,000

## Audience Overview

All Sessions  
100.00%

### Overview

Sessions

50

25

January 2015

February 2015

March 2015

April 2015

May 2015

4/16/15  
Facebook

5/7/15  
JOB Ad

4/22/15  
SAJB  
Billboard

Spokane County  
WRC Open House

Sessions

2,775

Users

2,228

Pageviews

14,641

Pages / Session

5.28

Avg. Session Duration

00:03:08

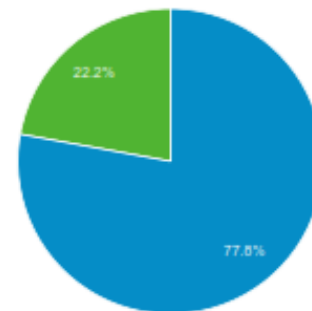
Bounce Rate

28.47%

% New Sessions

77.80%

New Visitor Returning Visitor



Major dips occur on Sundays.





<a href="#">HOME</a>	<a href="#">HELP ME GET RID OF MY WASTE</a>	<a href="#">UNDERSTAND MY WASTE</a>	<a href="#">ENVIROSTARS PROGRAM</a>	<a href="#">RESOURCES</a>	<a href="#">CONTACT US</a>
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Year	Sessions	Unique Visitors	Pageviews
2015	6,697	5,323	30,704
2016	10,269	8,690	33,532
2017	15,008	12,837	41,371
2016 – 2017 % increase	46.15%	47.72%	23.38%



Spring Media Campaign  
Home Remodeling  
April 1 – June 28, 2017





Remodeling Media Campaign  
Radio and Streaming Media Spots  
8 Weeks Wed. – Sat. 4/17 – 6/5/17  
1448 Radio Spots (30 seconds)  
102,400 Web Streaming

### **Radio Stations**

- KIIX FM
- KISC – FM
- KQNT – AM

### **Streaming**

- RIIX – FM,
- RISC –FM
- RQNT - AM

### **Waste Types**

- Construction Waste
- Asbestos
- PCBs
- Mercury
- Oil/ Lead Based Paints  
& Solvents
- Stormwater

Help Manage Stormwater  
**Only Rain Down The Drain**



**Protect the Aquifer and River**

Media  
Campaign

An advertisement for the Spokane Waste Directory. It features a cartoon penguin superhero with a blue body, yellow beak, and a white chest with a yellow 'AD' logo. The penguin is giving a thumbs up. In the top left corner, there is a logo for 'EnviroStars CERTIFIED' with a star and a recycling symbol, and a logo for 'SAJB' with a recycling symbol. The main text reads 'Got Waste?' in large blue letters, followed by 'Put it in the right place!' in smaller green letters. Below that, it says 'Find Disposal &amp; Recycling Options A-Z' in white letters. At the bottom, it says 'Visit: SpokaneWasteDirectory.org' in white letters on a dark blue background.

5/11/17  
Journal of  
Business

# Spokane Waste Directory Media Campaign – Fig Tree and Spokane Exchange



# Household Hazardous Waste

## City of Spokane Billing Insert - April 14, 2017

200,000





# Household Hazardous Waste City of Spokane Billing Insert - April 14, 2017



**Is that leak harming  
more than your car?**

Prevent stormwater pollution by getting a  
**FREE VISUAL OIL LEAK INSPECTION**  
and discount for repairs.

to find a shop near you, go to:  
**FixCarLeaks.org**

 **DEPARTMENT OF  
ECOLOGY**  
State of Washington

 **ASA**  
Northwest

 **ENVIRO STARS**





**Don't  
Drip & Drive**

**Fix That  
Leak!**



**\$50** off  
leak  
repairs

Receive a FREE visual leak inspection and save up to

find a participating shop at [fixcarleaks.org](http://fixcarleaks.org)

Leak repair discount of 10% off leak repairs, up to \$50 value from participating shops.  
Expires 12/31/17 Code: PP001

# Household Hazardous Waste Disposal Spokane Waste Directory Magnet – 4/28/17





# Spokane County May 2017 Billing Insert 45,000

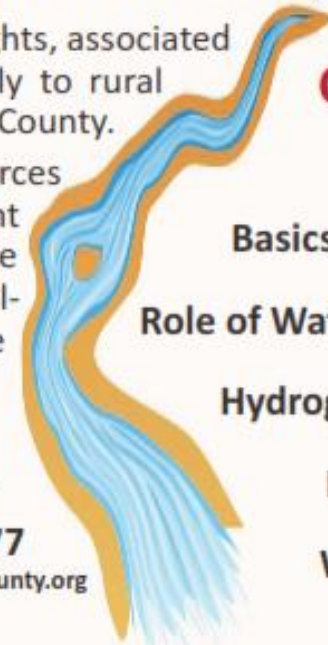
## Understanding Rural Water Issues in Spokane County

Join us to learn about water rights, associated legislation and how they apply to rural properties in Spokane County.

Spokane County Water Resources staff will explain the current water resource issues in Spokane County including water availability in the Little Spokane River watershed.



**Questions?**  
**509.477.7577**  
tntaylor@spokanecounty.org



**Come!  
Learn!**

**Basics of Water Rights**

**Role of Watershed Planning**

**Hydrogeology Studies**

**Hirst Decision**

**Water Banking**

**Date: Friday, May 19, 2017**

**Time: 4-5:30pm**

**Cost: Free**

Arrive early, stay after...or just come for a tour!  
1-hour Water Reclamation Facility tours:  
**Optional** 3-4pm and 5:30-6:30pm  
**Tours!** Closed-toe shoes and weather-appropriate clothes required. Walking surface is paved.

**Discounted Ticket to Spokane River Forum Evening Event!**

Attendees may purchase optional \$35 tickets (regularly \$75) to attend the Spokane River Forum's Water to Wine Auction at The Flour Mill immediately following.  
Details at <http://spokaneriver.net/events/>

# Spokane County May 2017 Billing Insert 45,000



# Spokane Waste Directory Tote Bag



## Pages

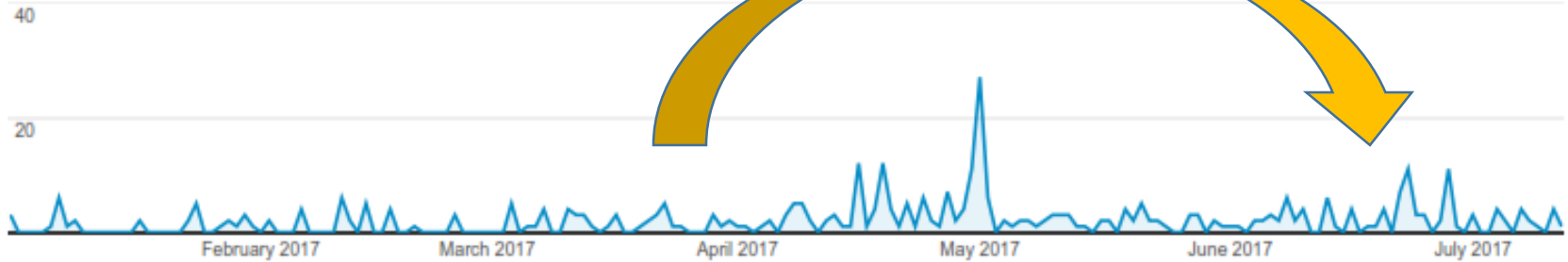
Jan 1, 2017 - Jul 12, 2017



All Users  
100.00% Pageviews

### Explorer

● Pageviews



# Paint



Pages

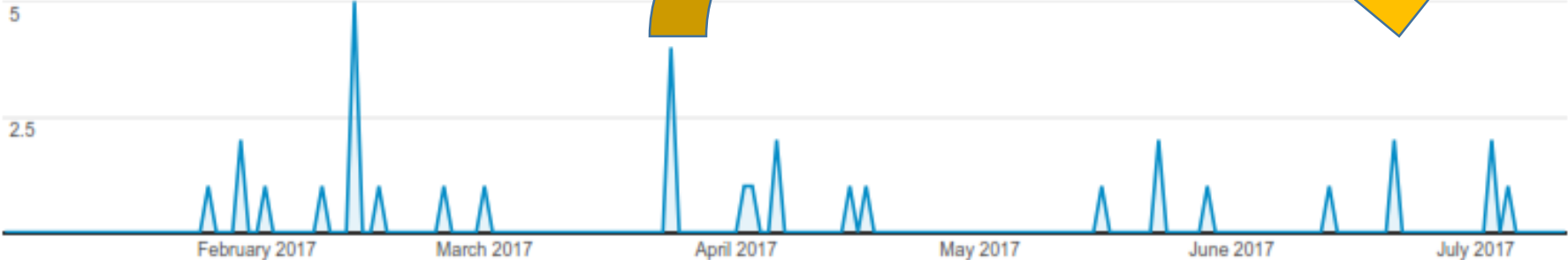
Jan 1, 2017 - Jul 12, 2017



All Users  
100.00% Pageviews

Explorer

● Pageviews



PCBs

Referral Sources	Sessions
spokanewastedirectory.org	1269
facebook.com	1266
spokanecounty.org	407
kootenaiwastedirectory.org	243
com.google.android.googlequicks earchbox	236
Waspokanecounty.civicplus.com	179
spokaneaquifer.org	43
duckduckgo.com	35
spokaneenvirostars.org	24
ecykenstaging	12
r.duckduckgo.com	10
annefrancis.biz	11
postfallsidaho.org	5
results.searchlock.com	5

spokanecops.org	5
us.search.yahoo.com	4
cforjustice.org	3
com.google.android.gm	2
dogpile.com	2
ecosia.org	2
ecy.wa.gov	2
iwac.us	2
outlook.live.com	2
rmlc.pitchbox.com	2
search.pch.com	2
searchlock.com	2
spokaneriver.net	2
adguard.com	1
bing.com	1
blackle.com	1



## Got Waste Wednesday – Facebook Insights April - June 2017

- **475** - April 12, 2017 [Got Waste? Put it in the right place!](#)
- **9,701** - April 19, 2017 [Stormwater](#)
- **6,411** - April 26, 2017 [Remodeling construction waste](#)
- **5,780** - May 3 & 10, 2017 [Asbestos](#)
- **5,446** - May 17, 2017 [Oil/Lead Based Paints and Solvents](#)
- **1,980** - May 24, 2017 [Appliances with Freon](#)
- **3,466** - May 31, 2017 [Dry wall, Sheetrock or Plasterboard](#)
- **3,412** - June 7, 2017 [Concrete](#)
- **3,391** - June 14, 2017 – [Clean wood](#)
- **2,745** - June 21, 2017 [Asbestos](#)
- **2,819** - June 28, 2017 [Thermostats and mercury containing products](#)
- **1,005** - July 5, 2017 [PCB products: light ballasts, caulk](#)



The Spokane - Kootenai Waste Directory is now a regional resource. Idaho Vendors were researched and added from June – September 2017 with funding from the Panhandle Health District and Kootenai County Aquifer Protection District.



Aquifer Protection District



Prevent. Promote. Protect.

Panhandle Health District



2017 Top 40 Waste Types	views
tires	694
animal-carcasses-dead-animals	613
needles-Syringes-Sharps	610
styrofoam	442
wood	358
aaaa-d-batteries	332
christmas-trees	301
clothing-textiles-poor-condition	284
car-seats	241
latex-paint	233
furniture	224
hot-water-heaters	192
concrete	168
Yard Waste	160
cardboard-and-paper	159
fluorescent-lamps-and-tubes	135
oil-used-automotive	129
butane-and-propane-tanks	113
toilet	106

cfl-bulbs	97
non-contaminated-dirt-and-rock	82
propane-tank	79
air-conditioners	65
smoke-detectors	48
clothing-textiles-good-condition	47
appliances-containing-freon	99
vhs-tapes	47
cannabis	45
televisions	45
water-softener	42
prescription-bottles-empty	41
plastic	39
Scrap-Metals	39
plastic-1pet-plastic	33
plastic-4ldpe	33
appliances	31
packing-peanuts	31
batteries-business	29
sheetrock-drywall-plasterboard	28

# Business Waste and Stormwater Business Flipbook Mailing



- 12/26/17 - Business flipbook and cover letter mailed to 338 auto and construction related businesses listed on the SAJB 2016 Potential Contaminant Source Inventory
- 2/1/18 - 100 copies delivered to Central Pre-mix Safety & Education Coordinator, Jana McDonald, for use with employees, customers and for training sessions.
- 2/7/18 - 100 copies & Waste Directory Magnets delivered to Associated General Contractors.





# Spokane Aquifer Joint Board

## 2018 New Household Hazardous Waste, Stormwater and Water Conservation Flipbook

HOUSEHOLD HAZARDOUS CHEMICALS CHART		
<p>This chart will help you reduce your use of hazardous products and properly dispose of the wastes you have. The information found under the "Alternatives/Tips" category suggests less harmful substitutes to hazardous products. You may find that some of these substitutes require a little more "elbow grease," but they can reduce your exposure to chemicals and create less waste.</p> <p>The symbols under "Disposal Method" suggest the best disposal procedure for each hazardous product listed.</p> <p>The following disposal symbols mean:</p> <ul style="list-style-type: none"> <li>● Pour down the drain with plenty of water. If you use a septic tank, take special caution. Read the product labels to determine if it will be harmful to your septic tank. If it is, take to the Household Hazardous Waste Program.</li> <li>● Place in the garbage.</li> <li>● Recycle.</li> <li>● Always try to use up or recycle the product first. If this is not possible, take to a Household Hazardous Waste Drop Site or call the Recycling Information Hotline at 825-6800.</li> </ul>		
TYPE OF WASTE	DISPOSAL METHOD	ALTERNATIVES/TIPS
<b>KITCHEN</b>		
Aerosol cans (empty)	● Use non-aerosol containers, such as pump sprays, roll on, or liquid.	
Automobile cleaner with acid	● Place item in put with a solution of equal parts of white vinegar and water, bring to boil, then let stand overnight. Rinse and dry.	
Automobile wax	● Mix 1 qt. warm water with 1 tsp. borax, and 1 tsp. liquid soap. If soaking baked on food, try filling the dish with 3 tbsp. baking soda mixed with 1 qt. water.	
Drain opener with lye	● To prevent clogging, use a drain strainer. To unclog: First, try plunger. Second, pour 1/2 cup baking soda, followed by 1/2 cup vinegar. Cover drain tightly, wait 5 minutes. Then pour kettle of boiling water down drain. Repeat if needed. Lastly, use a drain snake.	
Floor care products with solvent	● For vinyl floors, mix 1/2 cup white vinegar or 1/4 cup borax with 1 gallon warm water. For wood floors, mix 1/4 cup oil soap with 1 gallon warm water.	
Furniture polish	● Mix 1 part lemon juice to 1 part olive or vegetable oil, and apply with rag. Or use oil soap to clean and a soft cloth to polish. Rub a paste of salt and vegetable oil on wood furniture to remove water stains, wipe off.	
Metal polish	● Call the Recycling Hotline for information about non-toxic metal polishes.	
Over cleaner (lye base)	● Mix 3 tbsp. baking soda with 1 qt. warm water. Sponge on. Don't let the substance touch electric elements. Wait 20 minutes, and then clean. For tough stains, scrub with non-steel wool pads and baking soda. Caution: Some oven surfaces are harmed by abrasives.	
Rodent poison	● Use traps, seal holes, and remove food sources.	
<b>BATHROOM</b>		
Chlorine bleach	● Use borax to whiten. If you use bleach, choose a non-chlorine dry bleach. Never mix chlorine bleach with other products.	
Deodorant/freshener	● Open windows. Place open box of baking soda in closets and refrigerator. Simmer cloves and cinnamon in water. For carpets, mix 1 part borax with 2 parts cornmeal, sprinkle liberally, wait 1 hour, and vacuum up. For litter box: Sprinkle baking soda in bottom of box before adding litter.	
Disinfectant	● To discourage mold or mildew, use 1/2 cup borax in 1 gallon hot water. Do not rinse off the borax solution. (Borax is not a disinfectant.)	
Medicine	● Substances in medicines vary; call Recycling Hotline for more information.	
Mercury	● Collect spilled metal in glass bottle. Obtain medical assistance if exposure is significant. Choose a few-pace, electronic or other non-mercury thermometer.	
Nail polish remover	● Leave your nails unpolished.	
Shoe dye	● Apply beeswax or cold-pressed nut oils to leather. Test oils first in an inconspicuous place to determine whether they will stain the leather. Buff to a shine with a clean cloth.	
Toilet, tub and tile cleaner	● Use baking soda or non-chlorine based scouring powder.	
<b>GARAGE</b>		
Antifreeze	● Recycle through the HHW Program. Call the Recycling Hotline for other recycling opportunities.	
Auto batteries	● Set next to outside bins on a dry day. Call the Recycling Hotline for other recycling opportunities.	
Automatic transmission fluid (used)	● Take to Household Hazardous Waste drop site.	
Brake fluid	● Apply a paste of baking soda and water with a sponge. Let set for 5 minutes. Rinse and wipe dry with a soft cloth.	
Carburetor cleaner	● Take to Household Hazardous Waste drop site.	
Chrome polish	● Apply a paste of baking soda and water with a sponge. Let set for 5 minutes. Rinse and wipe dry with a soft cloth.	
Deer feed	● Take to Household Hazardous Waste drop site.	
Engine degreaser	● Use olive and vegetable oil products instead. Do not mix degreaser with oil.	
Fuel oil	● Take to Household Hazardous Waste drop site.	
Gasoline	● Take to Household Hazardous Waste drop site. Do not mix with oil or use as a solvent.	
Motor oil (used)	● Call the Recycling Hotline for other recycling opportunities.	
Paint, auto	● Call the Recycling Hotline for other recycling opportunities.	
<b>WORKSHOP</b>		
Chemistry set	● Choose less hazardous experiment sets.	
Fiberglass & epoxy resins	● If dried out, put in garbage. If liquid, bring to take to HHW drop site. Choose water-based glues.	
Glue with solvent	● If dried out, put in garbage. If liquid, bring to take to HHW drop site. Choose water-based glues.	
Gum cleaner	● If unable to use up or give away, take to a Household Hazardous Waste Drop Site, Small amounts (1" or less in can) allow to solidify and place in trash.	
Paint, latex	● Use latex or other water-based paints. Call the Recycling Hotline for an info sheet on this topic.	
Paint, oil based	● Use latex or other water-based paints. Call the Recycling Hotline for an info sheet on this topic.	
Paint stripper with solvent	● Use heat gun and scraper to remove paint. Aalk-type paint removers are available. A strong sodium phosphate solution (1 pound to 1 gallon hot water) may do the job. Wear rubber gloves! Brush on, wait 30 minutes, then scrape off. Call the Recycling Hotline for an info sheet on this topic.	
Paint thinner/turpentine	● Allow paint particles to settle, strain and reuse. Use latex paints and stains. Call the Recycling Hotline for an info sheet on this topic.	
Photographic chemicals (unmixed)	● Use shellac, tung oil, or linseed oil.	
Varnish	● Use borax-based products. Never use crocidolite, perfluorooctanoic acid or arsenic. When possible, use decay-resistant woods, such as cedar, redwood, or "plastic wood."	
Wood preservative	● Use borax-based products. Never use crocidolite, perfluorooctanoic acid or arsenic. When possible, use decay-resistant woods, such as cedar, redwood, or "plastic wood."	
<b>GARDENING</b>		
Fertilizer	● Use compost, manure, bone meal, fish emulsion or other organic soil amendments.	
Fungicide	● Remove diseased plants, leaves, and branches and dispose.	
Insecticides/pesticides	● Call the Recycling Hotline for information about alternatives.	
Moss killer	● Use zinc or copper roof flashing. Thatch and fertilize. In frequent and heavy lawn watering encourages deeper grass rooting and will help dry out moss. Thin trees to reduce shade.	
Slug and snail poison	● Use copper strips. Call the Recycling Hotline for an info sheet on alternatives.	
Weed killer/herbicide	● Weed manually. Call the Recycling Hotline for an info sheet on alternatives.	
<b>MISCELLANEOUS</b>		
Ammunition	● Take to Household Hazardous Waste drop site. Call the Recycling Hotline for more information.	
Artists' paints & mediums	● Choose water-based paints and mediums. Use supplies without lead, chromium, or cadmium pigments.	
Flare powder	● Vacuum regularly. Dispose of bags in garbage. Call the Recycling Hotline for an info sheet on this topic.	
Fluorescent light/ballast	● May contain toxic PCBs. If pre-1970. Take to a Household Hazardous Waste drop site.	
Household & button-cell batteries	● Use rechargeable batteries. Avoid battery-operated products. Recycle NiCd and button-cell batteries. Call the Recycling Hotline for more details.	
Kerosene/lamp oil	● Take to Household Hazardous Waste drop site.	
Lighter fluid	● Thoroughly clean used clothing or furniture before introducing into home. Wash woollens before storing, store in cedar chest or sealed cardboard boxes. Vacuum rugs and behind and under furniture. Shake out woollens periodically.	
Moth balls/moth flakes	● Use soap-based cleaner.	
Pool/spa chemicals	● Contains radioactive materials. Return to manufacturer for disposal. Install nonionizing, photoelectric-type detectors.	
Rug cleaner with solvent	● Call the Recycling Hotline for an info sheet on alternatives.	
Smoke detector (ionization type)		
Spot remover with solvent		

\*Small quantities with water. For larger quantities, use the Household Hazardous Waste Program.

(Thanks to Spokane County for this chart.)

### Actions Completed since 3/1/18

1. Second Draft of HHW and Conservation Content sent for review on 3/6/18.

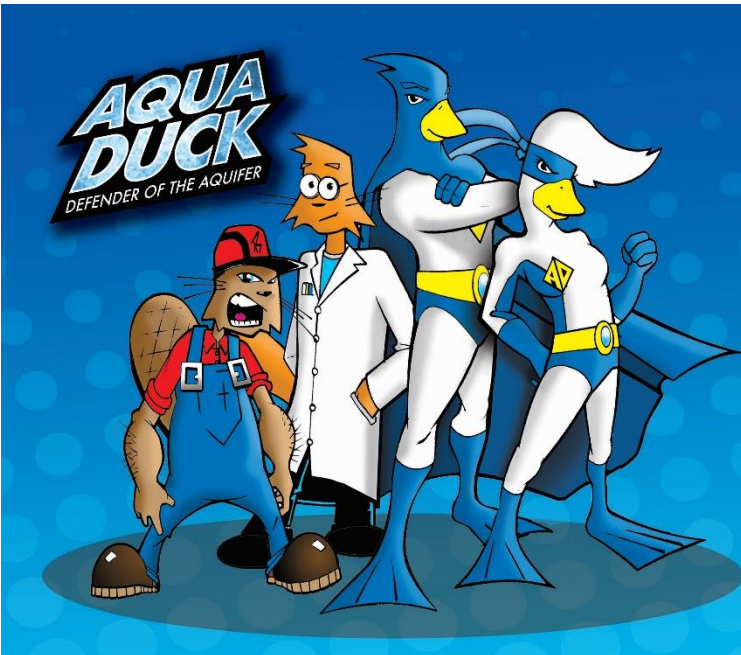
### 2. Advisory Committee (AC)

- Jeremy Jenkins, SAJB
- Kristen Zimmer, Spokane Water/SW
- Reanette Boese, County Environmental
- Kris Major, Spokane Solid Waste
- Angela Maioriello, County Solid Waste
- Amanda Hess, County Stormwater
- Stephanie May, SR Clean Air Agency
- Mike LaScuola, SRHD Environmental
- Vikki Barthels, Local Source Control
- Bruce Williams, Local Source Control
- AC met on 3/20/18, 9:30 am at SCWRC – Administrative Bldg. Small Conference room. Focused on content.
- Graphic Artist selected



**EVEN HEROES  
NEED YOUR HELP!**  
**ONLY RAIN DOWN THE DRAIN.**

[www.spokaneaquifer.org](http://www.spokaneaquifer.org)



**EVEN HEROES  
NEED YOUR HELP!**

**DON'T POUR ANYTHING ON THE GROUND  
YOU WOULDN'T WANT TO DRINK.**

[www.spokaneaquifer.org](http://www.spokaneaquifer.org)







# Media Campaigns Spring & Fall 2018

## Got Waste? Put it in the right place!

2015 Media Campaign – Intro to Waste Directory, Household Spring Cleaning  
Waste Types: Hazardous cleaning products, Wondering what to do with X?, cfl bulbs, illicit dumping and construction waste.

2016 – No campaign

2017 – Media Campaign – Construction and Home remodeling  
Waste Types: Asbestos, PCBs, Mercury, Oil-based Paints, Solvents, Stormwater, Mercury Thermostats, Concrete and Wood.

2018 – Media Campaign – Auto Repair: Oils, Antifreeze, Coolant; Fertilizer, Herbicides, Pesticides, Stormwater, PCBs, Pharmaceuticals



## *DRAFT* 2018 Spring & Fall Media Campaigns

Spring Media Campaign	Waste Types	Fall Media Campaign	Waste Types
Auto Repair	oils, antifreeze, batteries, tires and brakes	Auto Repair	oils, coolant, batteries, tires and brakes
Lawn & yard	fertilizer, herbicides, pesticides	Health	pharmaceuticals, sharps, needles & syringes
PCBs in construction demolition	paint pigments (yellow and neon green), fluorescent light ballasts, caulking for windows, sidewalks and bathrooms	PCBs in general house	automotive oils, paint pigments (yellow and neon green), sidewalk chalk, printed newspapers, product packaging