

January 15, 2019
Education & Outreach meeting
Water Resource Center- 1004 N Freya

Attendees:

Vikki Barthels, Bruce Williams – Spokane Regional Health District

Chelsea Updegrove – Land Council

Toni Taylor – Spokane County Water Resources

Ben and Lara Floyd – White Bluffs Consulting

Joel Breems – Avista

Tonilee Hanson, Andy Dunau – Spokane River Forum

Tracy Stevens (phone) – City of Spokane

Spokane River Forum Spring Campaign proposal:

- Andy and Tonilee presented their proposal for the Spring Campaign- handout was included.
 - Discussed the goal and key performance indicators, these came from the Social Media workshops that they had. Andy mentioned that the theme of the campaign would focus on toxics reduction, which is a global problem and insert the PBC messaging that SRRTTF is wanting to use within the overarching toxics reduction theme.
 - Marketing channels they are suggesting include Pandora, Facebook, Instagram, and possibly also banner ads, which would be displayed on websites visited by the target audiences. In previous spring campaigns they have used radio advertisement, which has proven effective as each year they have seen an increase in visits to the waste directory. This year they are suggesting using a social media platform and social media radio- Pandora and see how this works in comparison to radio.
 - Questions to ask Andy and Tonilee:
 - Question: What is the age demographic for Pandora radio. The group wanted to know more about who listens to Pandora, and more specifically, what is the demographic of non-paid users that will be hearing messages?
 - Question: The group discussed if there was a way to do less Pandora radio and add I-heart radio into the mix. Yes but note that to conduct a radio campaign similar to prior years costs around \$7,500.
 - Outbound Marketing- Andy provided 2 options for the outbound marketing.
 - Outbound marketing is a Seattle-based company that specializes in algorithms of users for the different social media platforms. By using an outbound marketing group, they have the potential to reach more users on social media and increase the number of impressions (how many times people see something)

- Question: Chelsea asked about the Conversion Rate- Could we get a general description of the conversion rate that would be expected or is there a standard industry rate for Pandora that can be provided?
- Target Audiences by Message:
 - We have people who care about the river and our drinking water and then we have people who need to properly dispose of their waste.
 - The two different audiences discussed were the consumers and small businesses. The work group ultimately decided to focus just on consumers and this would also include the small business owners. Other existing education campaigns (e.g., Health District) that target businesses.
 - “Got Waste – put it in the right place” still seems to be an applicable slogan for this year’s campaign for educating consumers on ways they can reduce PCBs in the river
 - Consumers:
 - Home improvement: paint, caulk- we discussed for home improvement projects we can refer them to the waste directory for proper waste disposal. Andy mentioned that the waste directory is an action the consumers can do by visiting the waste directory, they can go there to figure out how to properly dispose of the waste.
 - Personal Care Products: hair care, make-up, body scrubs, etc. There was a lot of discussion about this, as we did not feel we could tell the public what products they could or couldn’t use. There is not an action we can take on this. Maybe wait until Ecology does product testing on personal care products, and then we may have something more we could say and give other alternatives. There was discussion on if we could tell people to choose dye free or fragrance-free products? As a group, we decided to recommend to the Task Force to shy away from personal care products at this time and as more information becomes available we can relook at this. The work group also recommends inviting the Spokane River Stewardship Partnership (municipal dischargers) to look more closely into PCBs in personal care products, in coordination with the Green Chemistry Work Group, to identify whether we can develop messages around groups of products to support or avoid in preparation for the 2020 communications campaign.
 - Automotive: oils - focus on consumers that change their own oil in cars, lawn equipment, etc. Providing them the waste directory and how to properly dispose of the oil.

- Small Businesses (noting these products also apply to consumers and can be added to consumer products list):
 - Paints, toner, ink, and florescent light ballasts.
 - Vikki mentioned that through the Local Source Control program with the Health District, they are looking at small businesses and providing information on proper disposal of paints, florescent lights and ballast by providing information on the waste directory for proper disposal and recycling information.
 - Waste Directory-
 - Andy mentioned that the waste directory is an actionable item, as people can take action by properly disposing of their waste. They are going to be adding the SRRTTF PCB free website to the PCB section on the Waste Directory
- The group discussed several questions around the spring media campaign options. Key topics included:
 - Can we track the responses by media (e.g. Facebook vs. instagram or Pandora)? The answer is yes, metrics can be provided for each of these
 - Using social media can help answer how effective this media is about 1) getting the toxics/PCB message out and 2) how effective this media is in people taking action (e.g., going to the waste directory)
 - Can we obtain more detail from OutBound Marketing on conversion rate (where someone clicks on a link to see more) and also the target demographic by type of social media? This can help in confirming we are reaching the right audience(s) and setting expectations for results from the outreach investment.
 - Search engine optimization – whether we should include this or not? Spokane River Forum have used this in past with limited success. Several work group members felt like this could be a good feature to include.
- The group identified the following options they would like to see formulated for the next Education and Outreach meeting (Feb 12) and as part of developing a recommendation to present to the Task Force. For each option they would like to see information added on the conversion rate and target demographic:
 - Option 1A:
 - Pandora- \$2500 (71K Impressions)
 - Facebook & Instagram - \$1,100 (45K Impressions)
 - Design (6 hrs)- \$900
 - Search engine optimization - \$2500 (value needs verified)
 - No banner ads
 - Total: \$7,000.00
 - Option 1B:
 - Radio spots again only (includes online streaming)

Total \$7,700

▪ Option 2:

- Pandora- \$2500 (71K Impressions)
- Facebook and Instagram (145K Impressions) - \$3500
- Design (6 hrs) - \$900
- Add radio advertisements (which is what the River Forum has done in the past) - \$7700
- Search Engine Optimization - \$2500 (value needs verified)
- No banner ads

Total: \$17,100

▪ Option 3:

- Pandora - \$4100 (117 K impressions)
- Facebook and Instagram (145 K Impressions) - \$3500
- Banner ads (200K impressions) - \$1500
- Design (6 hours) - \$900
- Radio advertisements- \$7700
- Search Engine Optimization - \$2500 (value needs verified)

Total: \$20,200

PCB Fact sheet:

- Unfortunately, Toni did not have time to talk about the changes she had made, it was emailed to the group to look at and provide comments back to Toni. We will plan to discuss this at the February meeting.

Utility billing insert:

- The work group would like to plan for an insert in 2019 but are hoping this will be covered through in-kind contributions from individual utilities for labor, printing and other costs

School Curriculum:

- We would still like to work on developing education curriculum for the schools. We will begin working on this the second half of the year. Resources will be needed for this effort and the work group would like to have an idea about what this might cost and the total 2019 budget the Education & Outreach Work Group might receive from the Task Force, to help inform the recommendation for the spring social media campaign.

Follow Up and Next Meeting

- Vikki to attend the Feb 5 Tech Track meeting to present Education & Outreach work plan details for 2019. Right now the 2019 Task Force work plan has a \$15k placeholder budget but Vikki with support from others can help present our more detailed plan for

2019 to the Tech Track and advocate for a higher funding level, perhaps more in the \$25K range.

- Next E&O meeting scheduled for February 12