



Connecticut River Stormwater Committee

Fiscal Year 2022 Educational Advertisement Campaign Report

On behalf of the members of the Connecticut River Stormwater Committee, Think Blue Massachusetts ran an educational advertising campaign from May 31st to June 17th, 2022. The “Fowl Water” (In both English and Spanish) video helps viewers visualize stormwater pollution in their community:



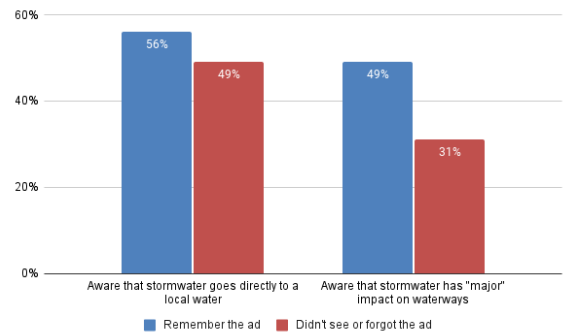
View the ad at <http://bit.ly/tbm-fowl-water>

The Think Blue Massachusetts “Fowl Water” video and social media materials (translated into the top six most spoken languages in Massachusetts) are available at: <https://www.thinkbluemassachusetts.org/partner-materials>

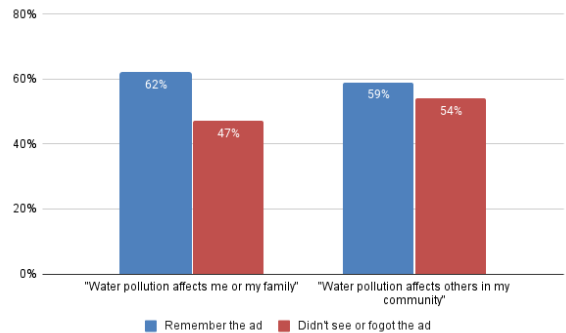
Campaign Results

In our post campaign survey, 15% of residents in Massachusetts’ MS4 communities told us they remembered the ad. This is a good result for a budget that worked out to less than 1 penny per resident!

Those who remember the ad are more aware of how stormwater pollutes waterways:



They are also more likely to recognize that stormwater pollution affects people:



The complete survey report is available at www.ThinkBlueMassachusetts.org

Coalition members can include the results on the next page in their annual NPDES report.



FY 2022 Campaign Performance

Facebook and Google provided us with aggregate information for the region served by the stormwater coalition. We have allocated the impressions among each city on a proportional basis, using U.S. Census estimates of the population of each municipality.

Your municipality can use these numbers in your annual report as your measurable goal for MCM1 in your Year 4 annual report.

Town	Facebook/Instagram English Impressions	Facebook/Instagram Spanish Impressions	YouTube English Impressions	YouTube Spanish Impressions
Agawam	14,426	1,741	18,877	2,237
Amherst (University of...)	19,185	2,315	25,104	2,974
Belchertown	14,426	1,741	18,877	2,237
Chicopee	28,162	3,399	36,851	4,366
East Longmeadow	28,162	3,399	36,851	4,366
Easthampton	8,143	983	10,656	1,263
Granby	3,212	388	4,203	498
Hadley	3,212	388	4,203	498
Holyoke	20,464	2,470	26,778	3,173
Longmeadow	8,048	971	10,530	1,248
Ludlow	10,908	1,316	14,273	1,691
Northampton	14,505	1,750	18,980	2,249
Palmer*	14,505	1,750	18,980	2,249
South Hadley	9,025	1,089	11,810	1,399
Southampton	3,143	379	4,113	487
Southwick	4,950	597	6,477	767
Springfield	78,506	9,474	102,728	12,172
West Springfield	14,402	1,738	18,846	2,233
Westfield	21,154	2,553	27,680	3,280
Wilbraham	7,482	903	9,790	1,160
Total:	326,019	39,344	426,607	50,546