



# Greenscapes North Shore Coalition

## Fiscal Year 2022 Educational Advertisement Campaign Report

On behalf of the members of the Greenscapes North Shore Coalition, 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:



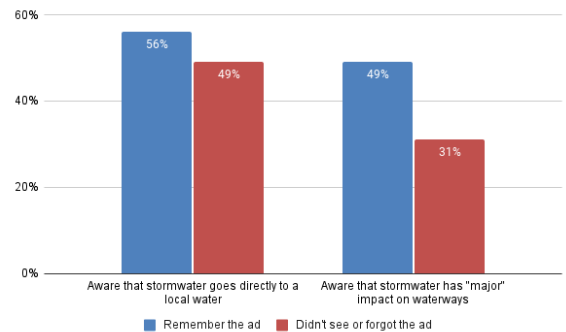
View the ad at <http://bit.ly/tbm-fowl-water>

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>

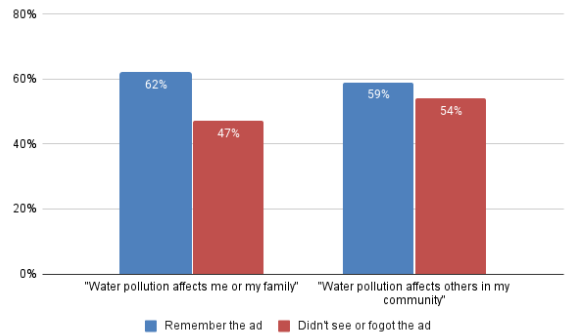
### Campaign Results

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](http://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
Amesbury	8,162	997	12,294	1,281
Andover	18,296	2,234	27,557	2,871
Beverly	21,210	2,590	31,945	3,328
Boxford	4,194	512	6,317	658
Danvers	13,735	1,677	20,687	2,155
Essex	1,756	215	2,646	276
Georgetown	4,398	537	6,624	690
Gloucester	15,239	1,861	22,953	2,391
Ipswich	6,605	807	9,948	1,036
Lynnfield	6,537	798	9,846	1,026
Manchester	2,721	332	4,099	427
Marblehead	9,929	1,213	14,955	1,558
Merrimac	3,496	427	5,266	549
Middleton	5,013	612	7,550	786
Nahant	1,766	216	2,661	277
North Andover	15,688	1,916	23,628	2,461
North Reading	7,875	962	11,861	1,236
Peabody	26,707	3,262	40,225	4,190
Rowley	3,187	389	4,800	500
Salem	21,835	2,667	32,887	3,426
Salisbury	4,757	581	7,164	746
Topsfield	3,322	406	5,003	521
Wenham	2,649	323	3,989	416
West Newbury	2,351	287	3,542	369
<b>Total:</b>	<b>211,428</b>	<b>25,821</b>	<b>318,447</b>	<b>33,173</b>