



Southeast Regional Stormwater Coalition

Fiscal Year 2022 Educational Advertisement Campaign Report

On behalf of the members of the Southeast Regional Stormwater 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:



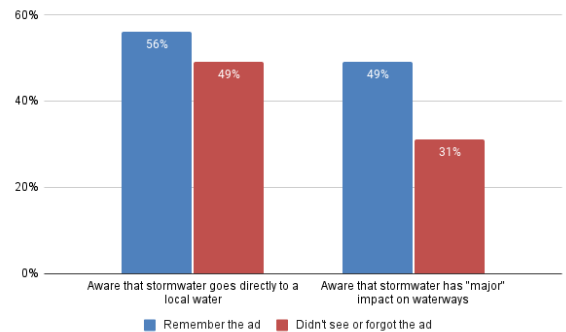
View the ad at <http://bit.ly/tbm-fowl-water>

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>

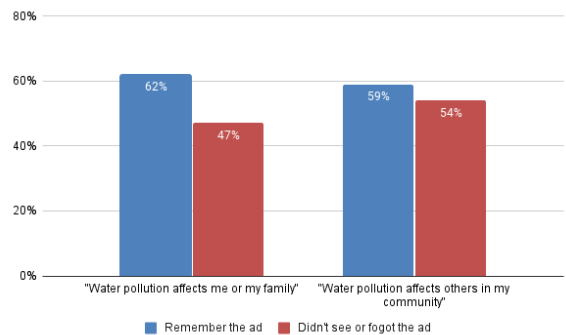
Campaign Results

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

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
Abington	6,143	470	8,420	604
Bridgewater	10,190	779	13,967	1,001
Brockton	35,611	2,723	48,810	3,499
Canton*	8,789	672	12,046	863
Dighton	2,197	168	3,012	216
East Bridgewater	5,392	412	7,390	530
Easton	7,458	570	10,222	733
Foxborough	2,092	160	2,868	206
Hanson	4,045	309	5,544	397
Lakeville	4,247	325	5,821	417
Mansfield	8,950	684	12,268	879
Medfield	2,411	184	3,305	237
Middleborough	9,344	715	12,807	918
Milton	10,044	768	13,767	987
North Attleboro	10,844	829	14,863	1,065
Norfolk	3,516	269	4,819	345
Norton	7,420	567	10,170	729
Plainville	3,433	263	4,706	337
Raynham	488	37	669	48
Sharon	2,105	161	2,885	207
Stoughton	10,768	823	14,759	1,058
Swansea	6,214	475	8,516	610
Taunton	21,312	1,630	29,210	2,094
West Bridgewater	2,701	207	3,702	265
Wrentham	4,450	340	6,099	437
Total:	184,450	14,105	252,814	18,121