



Central Massachusetts Regional Stormwater Coalition

Fiscal Year 2022 Educational Advertisement Campaign Report

On behalf of the members of the Central Massachusetts 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:



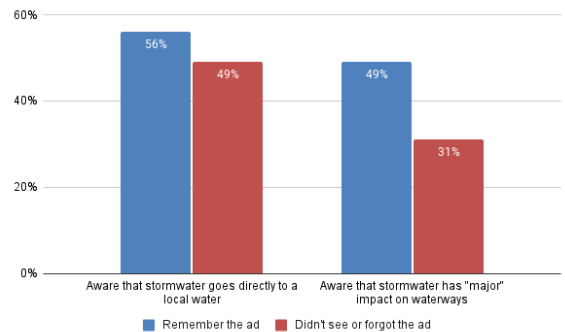
View the ad at <http://bit.ly/tbm-fowl-water>

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>

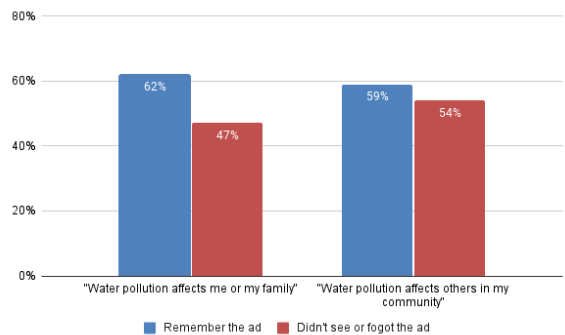
Campaign Results

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
Ashland	9,864	1,086	12,887	1,395
Auburn	9,001	991	11,760	1,273
Ayer	9,001	991	11,760	1,273
Charlton	7,616	839	9,951	1,077
Dudley	6,562	723	8,574	928
Fitchburg	22,732	2,503	29,700	3,215
Framingham	40,660	4,477	53,123	5,751
Grafton	10,501	1,156	13,720	1,485
Holden	10,655	1,173	13,922	1,507
Hopedale	10,655	1,173	13,922	1,507
Hopkinton	10,158	1,118	13,272	1,437
Lunenburg	6,504	716	8,498	920
Marlborough	22,144	2,438	28,932	3,132
Millbury	7,710	849	10,073	1,091
Natick	20,145	2,218	26,320	2,849
Northborough	3,436	378	4,489	486
Northbridge	9,304	1,024	12,156	1,316
Oxford	3,394	374	4,434	480
Palmer	6,844	754	8,942	968
Paxton	2,714	299	3,546	384
Rutland	4,919	542	6,426	696
Shrewsbury	21,115	2,325	27,587	2,987
Southborough	5,654	623	7,388	800
Southbridge	5,654	623	7,388	800
Spencer	3,169	349	4,141	448
Sterling	4,554	501	5,950	644
Sturbridge	5,360	590	7,003	758
Uxbridge	7,837	863	10,240	1,109
West Bolyston	4,568	503	5,968	646
Westborough	10,670	1,175	13,940	1,509
Total:	303,103	33,371	396,010	42,872