



Minuteman Advisory Group on Interlocal Coordination

Fiscal Year 2022 Educational Advertisement Campaign Report

On behalf of the members of the Minuteman Advisory Group on Interlocal Coordination, 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:



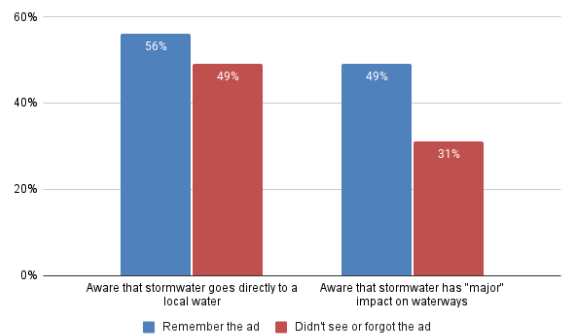
View the ad at <http://bit.ly/tbm-fowl-water>

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>

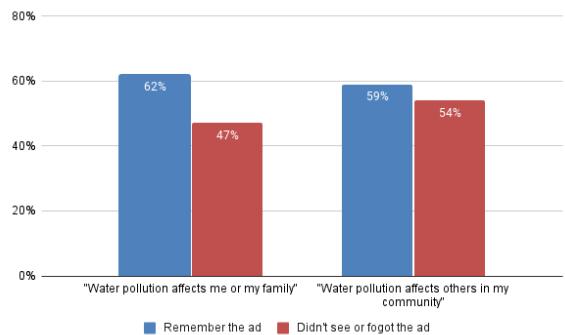
Campaign Results

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
Acton	10,291	1,342	15,673	1,725
Bolton	2,479	323	3,776	415
Boxborough	3,004	392	4,575	503
Carlisle	2,277	297	3,468	382
Concord	8,292	1,082	12,629	1,390
Hudson	8,946	1,167	13,625	1,499
Lexington	14,733	1,922	22,438	2,469
Lincoln	2,986	389	4,547	500
Littleton	4,188	546	6,378	702
Maynard	5,005	653	7,623	839
Stow	3,332	435	5,075	558
Sudbury	8,596	1,121	13,092	1,441
Total	74,128	9,670	112,900	12,423