Charles River Stormwater Collaborative

Fiscal Year 2022 Educational Advertisement Campaign Report

On behalf of the members of the Charles River Stormwater Collaborative, 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:
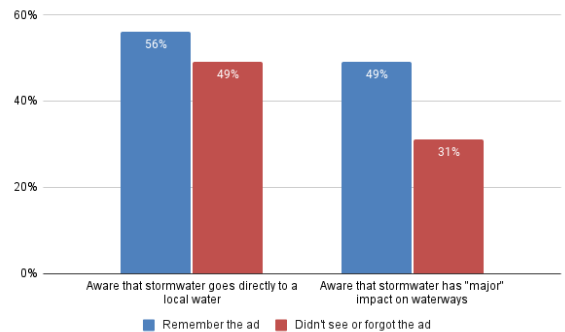

View the ad at http://bit.ly/tbm-fowl-water

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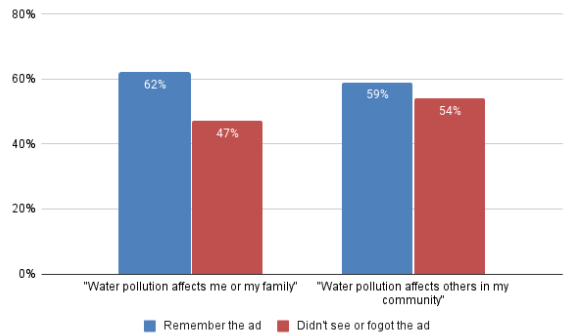https://www.thinkbluemassachusetts.org/partner-materials

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
Brookline	29,063	3,595	37,493	4,619
Cambridge	56,229	6,956	72,539	8,937
Dedham*	12,551	1,553	16,192	1,995
Franklin	15,654	1,937	20,195	2,488
Lincoln	3,148	389	4,061	500
Needham	15,340	1,898	19,789	2,438
Newton	44,038	5,448	56,812	6,999
Waltham	30,899	3,823	39,862	4,911
Watertown	17,792	2,201	22,952	2,828
Wayland	6,869	850	8,862	1,092
Wellesley	13,847	1,713	17,863	2,201
Weston	5,572	689	7,189	886
Total:	251,002	31,052	323,809	39,894

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