



Merrimack Valley Stormwater Collaborative

Fiscal Year 2022 Educational Advertisement Campaign Report

On behalf of the members of the Merrimack Valley 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:



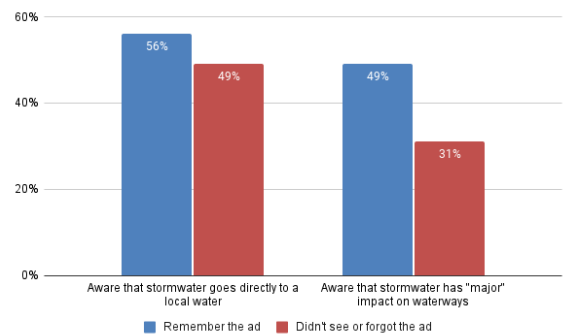
View the ad at <http://bit.ly/tbm-fowl-water>

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>

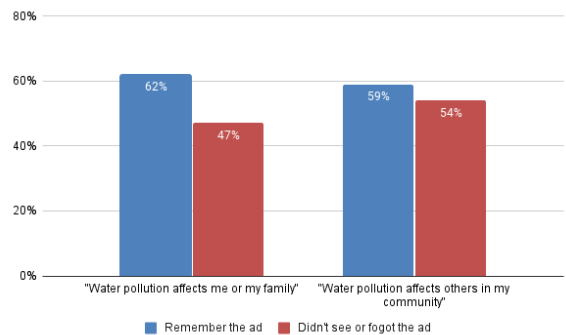
Campaign Results

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
Amesbury	8,728	1,076	13,674	1,382
Andover	4,353	536	6,820	689
Boxford	4,291	529	6,722	679
Georgetown	4,358	537	6,828	690
Groveland	3,403	419	5,331	539
Haverhill	32,808	4,043	51,401	5,194
Lawrence	39,930	4,920	62,558	6,322
Merrimac	3,434	423	5,380	544
Methuen	24,968	3,077	39,117	3,953
Newbury	3,517	433	5,510	557
Newburyport	8,972	1,106	14,056	1,420
North Andover	15,407	1,899	24,138	2,439
Rowley	3,142	387	4,923	497
Salisbury	4,115	507	6,447	651
West Newbury	2,304	284	3,609	365
Total:	163,729	20,176	256,514	25,921