Neponset Stormwater Partnership
Fiscal Year 2022 Educational Advertisement Campaign Report

On behalf of the members of the Neponset Stormwater Partnership, 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:
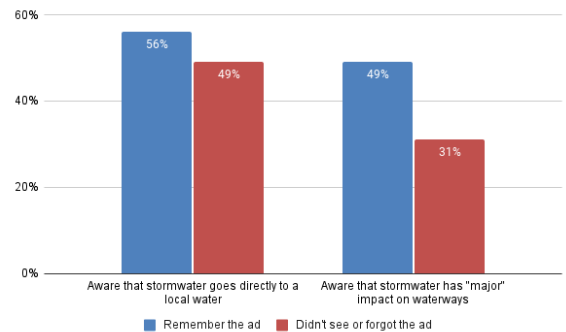

View the ad at http://bit.ly/tbm-fowl-water

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
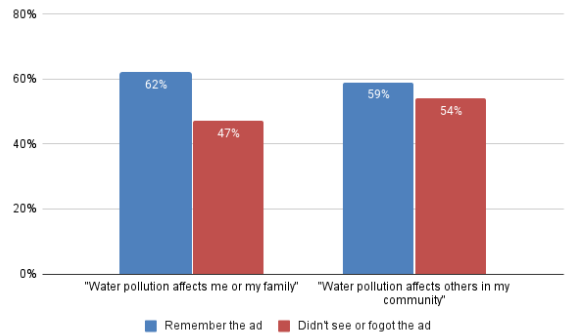
Campaign Results
In our post campaign survey, 15% of residents in Massachusetts' MS4 communities told us they remembered the ad. This is a good result for a budget that worked out to less than 1 penny per resident!

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
Avon	5,376	731	7,277	939
Canton	9,704	1,320	13,136	1,696
Dedham	11,415	1,553	15,453	1,995
Foxborough	7,513	1,022	10,170	1,313
Medfield	5,781	786	7,826	1,010
Milton	12,153	1,653	16,451	2,124
Norwood	13,140	1,787	17,787	2,296
Quincy*	42,481	5,778	57,506	7,424
Randolph*	14,473	1,969	19,592	2,529
Sharon*	7,927	1,078	10,730	1,385
Stoughton*	12,839	1,746	17,380	2,244
Walpole	10,914	1,484	14,773	1,907
Westwood	7,226	983	9,782	1,263
Total	160,943	21,891	217,863	28,125

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