# Northern Middlesex Stormwater Collaborative
*Fiscal Year 2022 Educational Advertisement Campaign Report*

On behalf of the members of the Northern Middlesex 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:
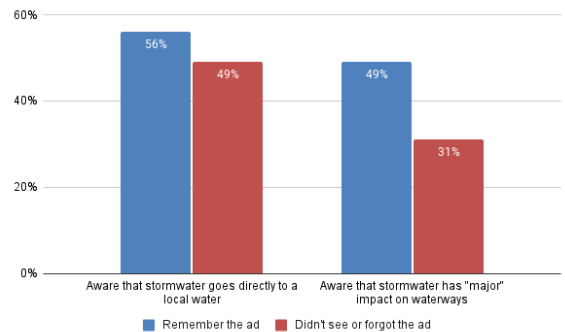


*View the ad at http://bit.ly/tbm-fowl-water*

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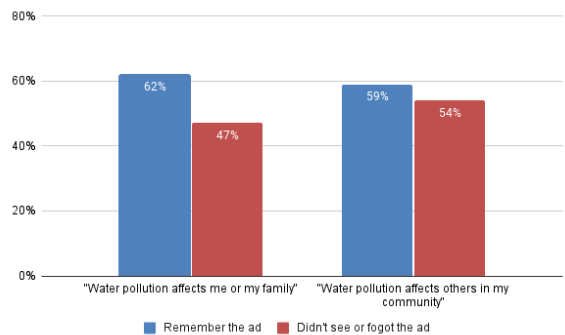
**Campaign Results**
In our post campaign survey, 15% of residents in Massachusetts' MS4 communities told us they remembered the ad. This is a good result for a budget that worked out to less than 1 penny per resident!

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 |
|------|-----------|-----------|-----------|-----------|
| Bilerica | 24,874 | 2,691 | 12,763 | 3,458 |
| Burlington | 13,861 | 1,500 | 7,112 | 1,927 |
| Chelmsford | 19,859 | 2,149 | 10,190 | 2,761 |
| Dracut | 17,890 | 1,936 | 9,180 | 2,487 |
| Dunstable | 1,912 | 207 | 981 | 266 |
| Lawrence | 45,356 | 4,907 | 23,273 | 6,305 |
| Littleton | 5,049 | 546 | 2,591 | 702 |
| Lowell | 63,000 | 6,816 | 32,326 | 8,757 |
| Pepperell | 6,872 | 744 | 3,526 | 955 |
| Tewksbury | 17,680 | 1,913 | 9,072 | 2,458 |
| Tyngsborough | 6,992 | 756 | 3,588 | 972 |
| Westford | 13,755 | 1,488 | 7,058 | 1,912 |
| Wilmington | 12,632 | 1,367 | 6,481 | 1,756 |
| Total: | 249,732 | 27,020 | 128,141 | 34,714 |

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