



Mystic River Watershed Collaborative

Fiscal Year 2022 Educational Advertisement Campaign Report

On behalf of the members of the Mystic River Watershed 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:



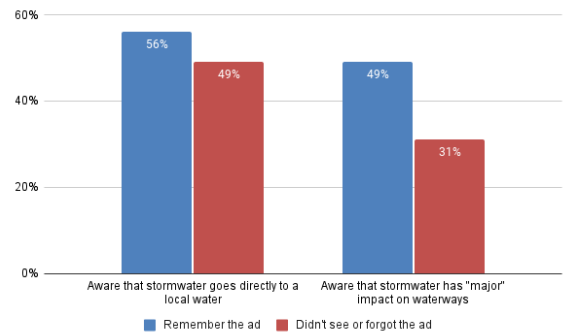
View the ad at <http://bit.ly/tbm-fowl-water>

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>

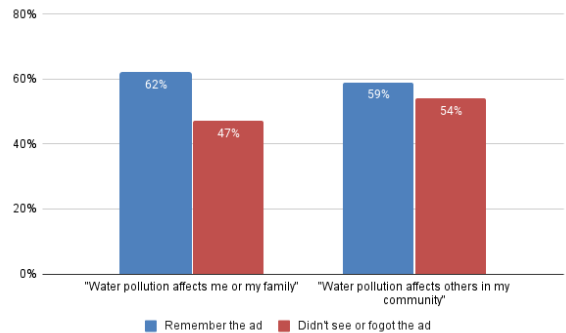
Campaign Results

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
Arlington	17,511	2,692	29,176	3,459
Burlington*	10,781	1,658	17,962	2,130
Cambridge*	46,442	7,141	77,380	9,174
Chelsea	16,441	2,528	27,394	3,248
Everett	18,933	2,911	31,546	3,740
Lexington	13,811	2,124	23,012	2,728
Lincoln*	2,600	400	4,332	514
Medford	23,622	3,632	39,358	4,666
Melrose	11,466	1,763	19,104	2,265
Reading	10,114	1,555	16,852	1,998
Revere	21,825	3,356	36,364	4,311
Somerville	33,177	5,101	55,278	6,554
Wakefield	11,090	1,705	18,478	2,191
Watertown*	14,611	2,247	24,344	2,886
Winchester	8,736	1,343	14,555	1,726
Woburn	16,469	2,532	27,440	3,253
Total:	277,632	42,687	462,576	54,841