



# Central Massachusetts Regional Stormwater Coalition

## *Fiscal Year 2020 Educational Advertisement Campaign Report*

On behalf of the members of the Central Massachusetts Regional Stormwater Coalition, Think Blue Massachusetts ran an educational advertising campaign from May 16th to June 5th, 2020. The “Fowl Water” advertisement helps viewers visualize stormwater pollution from motor oil, pet waste, and trash become stormwater pollution.

We selected Facebook and Instagram sponsored video and YouTube pre-roll advertisements because these channels offer superior “bang for the buck” to cable and broadcast television. They provide granular reporting that helps demonstrate what was accomplished.

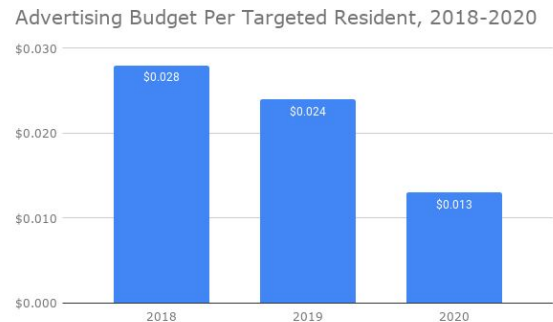
This effort helps coalition members meet their requirements to “document in each annual report the messages for each audience; the method of distribution; the measures/methods used to assess the effectiveness of the messages, and the method/measures used to assess the overall effectiveness of the education program.”



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

### Advertising Budget

Our advertising budget for the campaign worked out to approximately 1.3 cents per resident. Campaign budgets have been falling year over year:



This year's campaign occurred during the COVID-19 lockdowns. The silver lining is that our advertising placement costs were lower and our message was shown to a semi-captive audience.

### Post Campaign Survey Highlights

At the close of the advertising campaign, we surveyed Massachusetts residents in the areas where the campaign ran:

- 17% of residents surveyed recalled seeing the ads, up from 15% in 2019 and 8% in 2018.
- Those who recall the ad are more likely to recognize that stormwater goes directly to local waterways (52%) than those who do not recall the ad (32%).
- Those who recall the ad are more likely to describe stormwater as having “major” or “some” impact on waterways (49%) than those who do not recall the ad (31%).

Full survey results are available at [www.thinkbluemassachusetts.org](http://www.thinkbluemassachusetts.org)

# FY 2020 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 as your measurable goal for MCM1 in your Year 2 annual report.

Town	Facebook/Instagram Impressions	YouTube Ad Impressions	Total
Ashland	24,062	23,767	47,829
Auburn	21,958	21,689	43,647
Charlton	18,579	18,351	36,931
Dudley	16,009	15,813	31,821
Fitchburg	55,455	54,774	110,229
Framingham	99,188	97,971	197,160
Grafton	25,617	25,302	50,919
Holden	25,994	25,675	51,669
Hopkinton	24,781	24,477	49,258
Leicester	15,455	15,266	30,721
Lunenburg	15,866	15,672	31,538
Marlborough	54,021	53,358	107,379
Millbury	18,809	18,578	37,387
Natick	49,143	48,540	97,683
Northborough	8,382	8,279	16,660
Northbridge	22,696	22,418	45,114
Oxford	8,278	8,177	16,455
Palmer	16,697	16,492	33,188
Paxton	6,621	6,540	13,161
Rutland	11,999	11,852	23,851
Shrewsbury	51,509	50,877	102,386
Southbridge	22,966	22,684	45,651
Southborough	13,794	13,625	27,418
Spencer	7,732	7,637	15,369
Sterling	11,109	10,973	22,082
Sturbridge	13,076	12,916	25,992
Upton	10,868	10,735	21,603
Uxbridge	19,119	18,885	38,004
West Bolyston	11,143	11,007	22,150
Westborough	26,029	25,710	51,739
	726,957	718,039	1,444,996