Neponset Stormwater Partnership

Fiscal Year 2019 & 2020 Educational Advertisement Campaign Report

On behalf of the members of the Neponset Stormwater Partnership, Think Blue Massachusetts ran an educational advertising campaign from June 23 to July 12th, 2019. 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."

Advertising Budget

Our advertising budget for the campaign worked out to approximately 2.4 cents per resident, which we divided evenly between Facebook/Instagram and YouTube.

Post Campaign Survey Highlights

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

- 15.25% of survey respondents recalled seeing the video (up from 8% in FY2018)

- Those who recalled seeing the video were more likely to correctly answer that stormwater pollution ends up in local waterways (comparable to FY2018)

- Those who recalled seeing the video rated polluted runoff as a more serious threat to waterways than those who didn't recall seeing the video (Comparable to FY2018)

Full survey results are available at
www.thinkbluemassachusetts.org

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

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.

FY 2019 Campaign Performance

Your municipality can use this number as your measurable goal for MCM1 in your Year 1 annual report.

Town	Facebook/Instagram Ad Impressions	YouTube Ad Impressions	Total:
Canton	12,080	12,206	24,286
Dedham	14,211	14,359	28,570
Foxborough	9,353	9,450	18,803
Medfield	7,197	7,272	14,468
Milton	15,129	15,287	30,416
Sharon	9,868	9,970	19,838
Stoughton	15,984	16,150	32,134
Norwood	16,357	16,528	32,885
Westwood	8,996	9,089	18,085
	109,175	110,310	219,485

FY 2020 Campaign Performance

Your municipality can use this number as your measurable goal for MCM1 in your Year 2 annual report.

Town	Facebook/Instagram Ad Impressions	YouTube Ad Impressions	Total:
Canton	47,151	13,083	60,234
Dedham	55,467	15,391	70,858
Foxborough	36,505	10,129	46,634
Medfield	28,090	7,794	35,884
Milton	59,051	16,385	75,437
Sharon	38,515	10,687	49,202
Stoughton	62,386	17,311	79,697
Norwood	63,845	17,715	81,560
Westwood	35,112	9,743	44,855
	426,122	118,238	544,360