Central Massachusetts Regional Stormwater Coalition

Fiscal Year 2019 & 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 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.”

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

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

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:
Ashland	3,754	9,974	13,728
Auburn	3,425	9,102	12,528
Charlton	2,898	7,702	10,600
Dudley	2,497	6,636	9,133
Fitchburg	8,651	22,987	31,638
Framingham	15,473	41,116	56,589
Grafton	3,996	10,619	14,615
Holden	4,055	10,775	14,830
Hopkinton	3,866	10,272	14,138
Leicester	2,411	6,407	8,818
Lunenburg	2,475	6,577	9,052
Marlborough	8,427	22,393	30,820
Millbury	2,934	7,797	10,731
Natick	7,666	20,371	28,037
Northborough	1,308	3,474	4,782
Northbridge	3,541	9,408	12,949
Oxford	1,291	3,432	4,723
Palmer	2,605	6,921	9,526
Paxton	1,033	2,744	3,777
Rutland	1,872	4,974	6,846
Shrewsbury	8,035	21,352	29,387
Southbridge	3,583	9,520	13,103
Southborough	2,152	5,718	7,870
Spencer	1,206	3,205	4,411
Sterling	1,733	4,605	6,338
Sturbridge	2,040	5,420	7,460
Upton	1,695	4,505	6,200
Uxbridge	2,983	7,925	10,908
West Bolyston	1,738	4,619	6,357
Westborough	4,061	10,790	14,850
	113,405	301,340	414,745

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:
Ashland	15,152	10,859	26,011
Auburn	13,827	9,910	23,737
Charlton	11,699	8,385	20,084
Dudley	10,081	7,225	17,306
Fitchburg	34,920	25,026	59,946
Framingham	62,459	44,763	107,222
Grafton	16,131	11,561	27,691
Holden	16,368	11,731	28,099
Hopkinton	15,605	11,184	26,788
Leicester	9,732	6,975	16,707
Lunenburg	9,991	7,160	17,152
Marlborough	34,017	24,379	58,396
Millbury	11,844	8,488	20,332
Natick	30,945	22,178	53,123
Northborough	5,278	3,783	9,060
Northbridge	14,292	10,243	24,534
Oxford	5,213	3,736	8,949
Palmer	10,514	7,535	18,049
Paxton	4,169	2,988	7,157
Rutland	7,556	5,415	12,971
Shrewsbury	32,435	23,246	55,681
Southbridge	14,462	10,364	24,826
Southborough	8,686	6,225	14,911
Spencer	4,869	3,489	8,358
Sterling	6,996	5,014	12,009
Sturbridge	8,234	5,901	14,135
Upton	6,844	4,905	11,748
Uxbridge	12,039	8,628	20,668
West Bolyston	7,017	5,029	12,046
Westborough	16,391	11,747	28,137
	457,765	328,070	785,835