Southeast Regional Stormwater Coalition
Fiscal Year 2021 Educational Advertisement Campaign Report

On behalf of the members of the Southeast Regional Stormwater Coalition, Think Blue Massachusetts ran an educational advertising campaign from May 17th to July 4th, 2021. 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 just less than 1 cent per resident. Campaign budgets have been falling year over year:
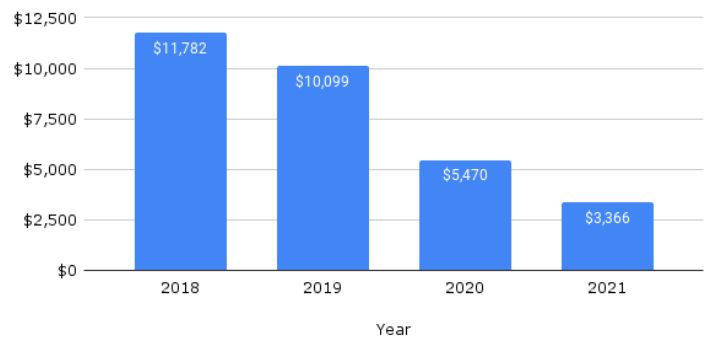
Post Campaign Survey Highlights
At the close of the advertising campaign, we surveyed Massachusetts residents in the areas where the campaign ran:

- 16% of residents surveyed recalled seeing the ads, down from 17% in 2020, but within the survey margin of error

- Those who recall the ad are more likely to recognize that stormwater goes directly to local waterways (50%) than those who do not recall the ad (36%).

- Those who recall the ad are more likely to describe stormwater has having "major" or "some" impact on waterways (53%) than those who do not recall the ad (27%).

Full survey results are available at
www.thinkbluemassachusetts.org

FY 2021 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 3 annual report.

Town	Facebook/Instagram Impressions	YouTube Ad Impressions	Spanish Language Impressions	Total
Abington	6,302	15,950	2,790	25,042
Bridgewater	3,091	7,824	1,369	12,284
Brockton	37,761	95,569	16,718	150,048
Canton	9,316	23,578	4,125	37,019
Dighton	1,026	3,037	387	4,450
East Bridgewater	5,715	14,464	2,530	22,709
Easton	7,905	20,006	3,500	31,411
Foxborough	2,218	5,613	982	8,813
Lakeville	4,502	11,393	1,993	17,888
Mansfield	9,487	24,011	4,200	37,698
Medfield	2,556	6,469	1,132	10,157
Middleborough	9,904	25,066	4,385	39,355
Milton	10,429	26,007	4,762	41,198
Norfolk	1,986	5,958	894	8,838
North Attleboro	11,494	29,090	5,089	45,673
Norton	7,865	19,905	3,482	31,252
Plainville	3,639	9,210	1,611	14,460
Raynham	518	1,310	229	2,057
Sharon	2,231	5,646	988	8,865
Stoughton	11,414	28,887	5,053	45,354
Taunton	22,590	57,171	10,001	89,762
West Bridgewater	2,863	7,246	1,268	11,377
Wrentham	4,717	11,938	2,088	18,743
Total	179,529	455,348	79,576	714,453