THINK BLUE MASSACHUSETTS

Fore River Stormwater Partnership
Fiscal Year 2021 Educational Advertisement Campaign Report

On behalf of the members of the Fore Stormwater Coalition, Think Blue Massachusetts ran an educational advertising campaign from May 17th to June 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.
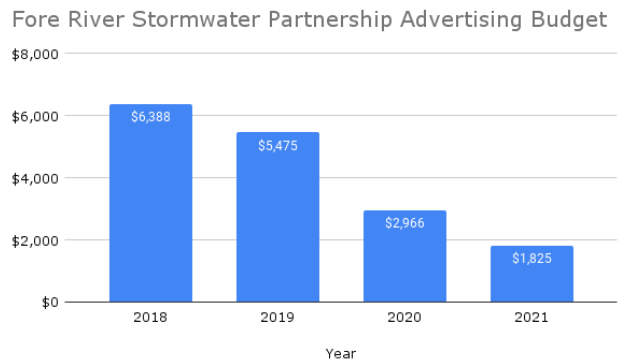
This effort helps coalition members meet their requirements to "document in each annual report the messages for each audience; the method of distribution; the measures/methods used to assess the effectiveness of the messages, and the method/measures used to assess the overall effectiveness of the education 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:

Fore River Stormwater Partnership Advertising Budget

Year	Budget
2018	$6,388
2019	$5,475
2020	$2,966
2021	$1,825

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 Ad Impressions	YouTube Ad Impressions	Spanish Language Impressions	Total:
Braintree	13,598	37,329	6,239	57,166
Quincy	35,981	98,774	16,509	151,264
Randolph	12,234	33,584	5,613	51,431
Holbrook	4,203	11,538	1,928	17,669
Weymouth	20,587	56,516	9,446	86,549
	86,603	237,741	39,736	364,080