Mystic River Watershed Stormwater Education Collaborative
Fiscal Year 2021 Educational Advertisement Campaign Report

On behalf of the members of the Mystic River Watershed Stormwater Education Collaborative, 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."
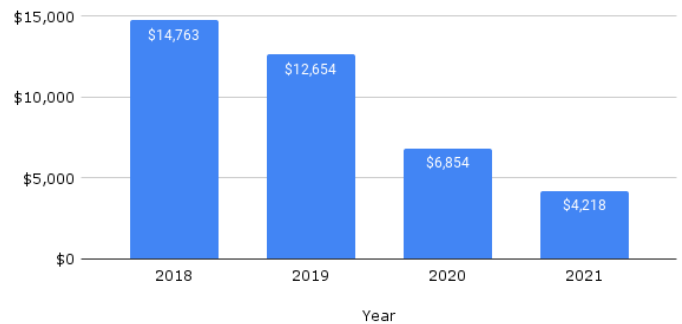

View the ad at http://bit.ly/tbm-fowl-water

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:

Mystic River Watershed Stormwater Education Collaborative Advertising Budget

Year	Budget
2018	$14,763
2019	$12,654
2020	$6,854
2021	$4,218

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
Arlington	17,490	13,114	7,479	38,083
Burlington	9,817	24,988	4,276	39,081
Cambridge	46,387	34,780	19,835	101,002
Chelsea	16,422	12,313	7,022	35,757
Everett	18,911	14,179	8,086	41,176
Lincoln	2,597	1,947	1,111	5,655
Medford	23,595	17,690	10,089	51,374
Revere	22,042	16,526	9,425	47,993
Somerville	33,214	24,903	14,202	72,319
Wakefield	11,086	8,312	4,740	24,138
Watertown	14,597	10,944	6,241	31,782
Winchester	8,726	6,542	3,731	18,999
	224,883	**186,238**	**96,235**	**507,356**

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