



Northern Middlesex Stormwater Collaborative *Fiscal Year 2021 Educational Advertisement Campaign Report*

On behalf of the members of the Northern Middlesex Stormwater Collaborative, 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.”

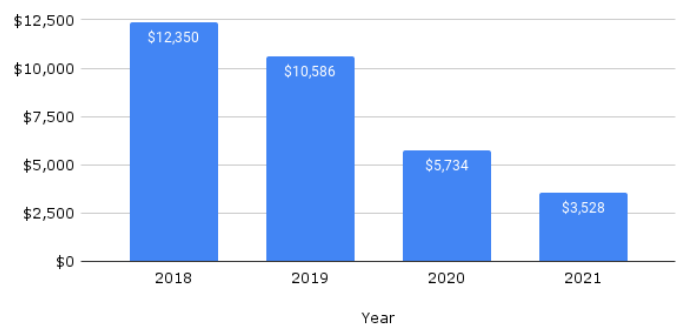


View the ad at <http://bit.ly/tbm-fowl-water>

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:

Northern Middlesex Stormwater Collaborative
Advertising Budget



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:
Billerica	17,617	44,842	7,674	70,133
Burlington	9,817	24,988	4,276	39,081
Chelmsford	14,066	35,801	6,127	55,994
Dracut	12,671	32,252	5,519	50,442
Dunstable	1,354	3,447	590	5,391
Lawrence	32,124	81,766	13,993	127,883
Littleton	3,576	9,103	1,558	14,237
Lowell	44,621	113,574	19,436	177,631
Pepperell	4,867	12,389	2,120	19,376
Tewksbury	12,522	31,872	5,454	49,848
Tyngsborough	4,952	12,604	2,157	19,713
Westford	9,742	24,796	4,243	38,781
Wilmington	8,947	22,772	3,897	35,616
	176,877	450,205	77,043	704,125