



## Cape Cod Stormwater Collaborative

### Fiscal Year 2021 Educational Advertisement Campaign Report

On behalf of the members of the Cape Cod Stormwater 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.”

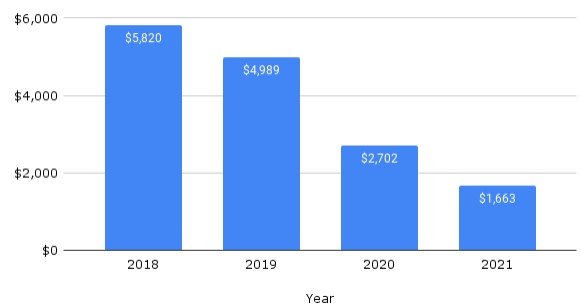


View the ad at <http://bit.ly/tbm-fowl-water>

#### 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:

Cape Cod Stormwater 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](http://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
Barnstable	16,184	39,903	7,709	63,796
Bourne	7,285	17,961	3,470	28,716
Brewster	3,605	8,887	1,717	14,209
Chatham	2,245	5,534	1,069	8,848
Dennis	5,100	12,574	2,429	20,103
Eastham	1,789	4,411	852	7,052
Falmouth	11,555	28,489	5,504	45,548
Harwich	4,451	10,973	2,120	17,544
Mashpee	5,200	12,822	2,477	20,499
Orleans	2,133	5,259	1,016	8,408
Sandwich	7,440	18,344	3,544	29,328
Yarmouth	8,553	21,088	4,074	33,715
	75,539	186,246	35,981	297,766