



Charles River Stormwater Collaborative

Fiscal Year 2021 Educational Advertisement Campaign Report

On behalf of the members of the Charles River 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.”

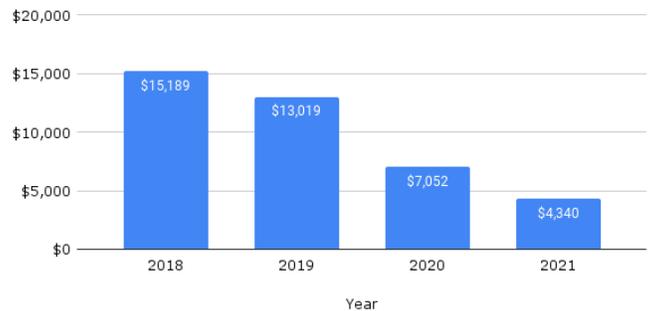


View the ad at <http://bit.ly/tbm-fowl-water>

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:

Charles River 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
Brookline	21,602	51,112	10,252	82,966
Cambridge	41,793	98,888	19,835	160,516
Franklin	11,635	27,531	5,522	44,688
Lincoln	2,340	5,537	1,111	8,988
Needham	11,401	26,977	5,411	43,789
Newton	32,732	77,448	15,534	125,714
Waltham	22,966	54,341	10,899	88,206
Watertown	13,224	31,289	6,276	50,789
Wayland	5,106	12,081	2,423	19,610
Wellesley	10,292	24,352	4,884	39,528
Weston	4,142	9,800	1,966	15,908
	177,233	419,356	84,113	680,702