



Minuteman Advisory Group on Interlocal Coordination

Fiscal Year 2021 Educational Advertisement Campaign Report

On behalf of the members of the Minuteman Advisory Group on Interlocal Coordination, 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.

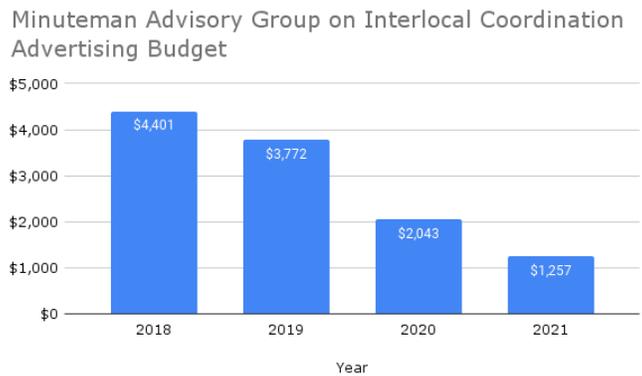
This effort helps coalition members meet their requirements to “document in each annual report the messages for each audience; the method of distribution; the measures/methods used to assess the effectiveness of the messages, and the method/measures used to assess the overall effectiveness of the education 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:



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
Acton	8,090	21,063	3,828	32,981
Bolton	1,949	5,074	922	7,945
Boxborough	2,362	6,148	1,117	9,627
Carlisle	1,790	4,660	847	7,297
Concord	6,519	16,972	3,084	26,575
Hudson	7,033	18,311	3,328	28,672
Lexington	11,582	30,155	5,480	47,217
Lincoln	2,347	6,111	1,111	9,569
Littleton	3,292	8,572	1,558	13,422
Maynard	3,935	10,244	1,862	16,041
Stow	2,620	6,821	1,240	10,681
Sudbury	6,758	17,594	3,197	27,549
	58,276	151,725	27,572	237,573