



Neponset Stormwater Partnership

Fiscal Year 2021 Educational Advertisement Campaign Report

On behalf of the members of the Neponset Stormwater Partnership, 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.

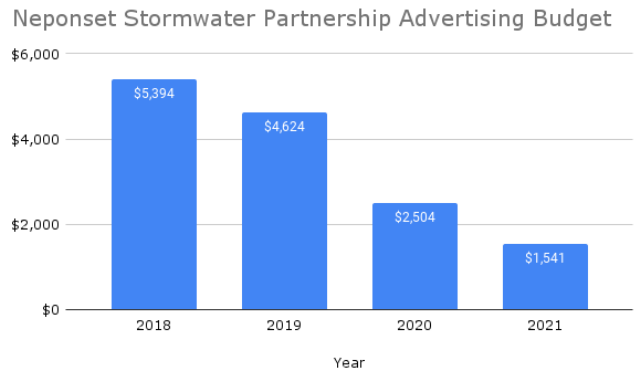
This effort helps coalition members meet their requirements to “document in each annual report the messages for each audience; the method of distribution; the measures/methods used to assess the effectiveness of the messages, and the method/measures used to assess the overall effectiveness of the education 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 as 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
Canton	8,327	20,766	3,764	32,857
Dedham	9,796	24,429	4,427	38,652
Foxborough	6,447	16,078	2,914	25,439
Medfield	4,961	12,371	2,242	19,574
Milton	10,429	26,007	4,713	41,149
Quincy	35,981	98,774	16,509	151,264
Randolph	12,234	33,584	5,613	51,431
Sharon	6,802	16,963	3,074	26,839
Stoughton	11,018	27,476	4,980	43,474
Norwood	11,276	28,119	5,096	44,491
Westwood	6,201	15,464	2,803	24,468
	123,472	320,031	56,135	499,638

