Southeastern Regional Services Group Stormwater Group
Fiscal Year 2020 Educational Advertisement Campaign Report

On behalf of the members of the Southeastern Regional Services Group Stormwater Group, Think Blue Massachusetts ran an educational advertising campaign from May 16th to July 5th, 2020. 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 approximately 1.3 cents per resident. Campaign budgets have been falling year over year:

Advertising Budget Per Targeted Resident, 2018-2020

2018	$0.028
2019	$0.024
2020	$0.013
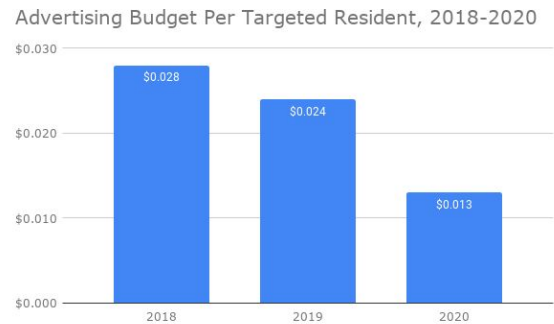
This year's campaign occurred during the COVID-19 lockdowns. The silver lining is that our advertising placement costs were lower and our message was shown to a semi-captive audience.

Post Campaign Survey Highlights
At the close of the advertising campaign, we surveyed Massachusetts residents in the areas where the campaign ran:

- 17% of residents surveyed recalled seeing the ads, up from 15% in 2019 and 8% in 2018.

- Those who recall the ad are more likely to recognize that stormwater goes directly to local waterways (52%) than those who do not recall the ad (32%).

- Those who recall the ad are more likely to describe stormwater has having "major" or "some" impact on waterways (49%) than those who do not recall the ad (31%).

Full survey results are available at www.thinkbluemassachusetts.org

FY 2020 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 2 annual report.

Town	Facebook/Instagram Impressions	YouTube Ad Impressions	Total
Abington	23,824	21,185	45,008
Bridgewater	11,686	10,392	22,078
Brockton	142,744	126,932	269,676
Canton	35,216	31,315	66,531
East Bridgewater	21,605	19,211	40,816
Easton	29,882	26,572	56,454
Foxborough	8,383	7,455	15,838
Lakeville	17,017	15,132	32,149
Mansfield	35,863	31,890	67,753
Medfield	9,662	8,592	18,254
Middleborough	37,440	33,293	70,732
North Attleboro	43,449	38,636	82,085
Norton	29,730	26,437	56,167
Plainville	13,756	12,232	25,989
Raynham	1,957	1,740	3,697
Sharon	8,433	7,498	15,931
Stoughton	43,147	38,367	81,514
Taunton	85,393	75,934	161,327
West Bridgewater	10,823	9,624	20,447
Wrentham	17,831	15,856	33,687
	627,841	558,293	1,186,134