



November 2019

Implementation Report: One Water Public Education Campaign



SEMCOG

SOUTHEAST MICHIGAN COUNCIL OF GOVERNMENTS

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Mission

SEMCOG, the Southeast Michigan Council of Governments, is the only organization in Southeast Michigan that brings together all governments to develop regional solutions for both now and in the future. SEMCOG:

- Promotes informed decision making to improve Southeast Michigan and its local governments by providing insightful data analysis and direct assistance to member governments;
- Promotes the efficient use of tax dollars for infrastructure investment and governmental effectiveness;
- Develops regional solutions that go beyond the boundaries of individual local governments; and
- Advocates on behalf of Southeast Michigan in Lansing and Washington.

Implementation Report: One Water Public Education Campaign

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Abstract

The condition of water resources in Southeast Michigan is largely dependent on support from residents. To increase public understanding of water-related challenges facing the region and encourage the stewardship required to address these issues, a partnership was formed by SEMCOG, the Great Lakes Water Authority, and the Freshwater Forum of the Cranbrook Institute of Science. The project resulting from this partnership is the public education campaign, *One Water*.

This report highlights the goals, methods, and results of Southeast Michigan's *One Water* campaign in 2019. With input from water resource providers throughout the region, this campaign educated residents throughout Southeast Michigan about drinking water, stormwater, and wastewater. The results of this effort will be used to guide future education initiatives.

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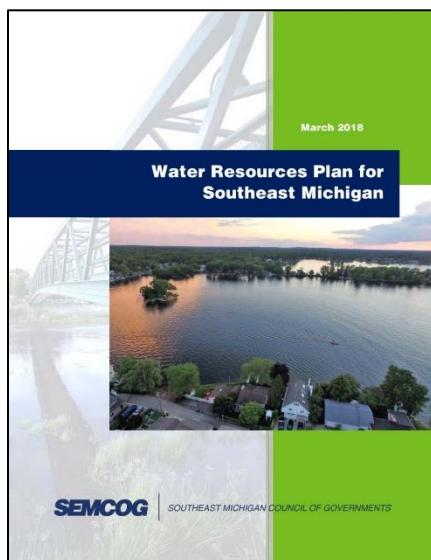
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Summary

In June 2019, SEMCOG, the Southeast Michigan Council of Governments, the Great Lakes Water Authority, and the Freshwater Forum of the Cranbrook Institute of Science launched *One Water*. It is a comprehensive, regional public education campaign on water resources to raise awareness and generate appreciation for water resources and infrastructure topics including drinking water, wastewater, stormwater, and the connection of these to the blue economy, recreation, quality of life, and economic prosperity in Southeast Michigan.

Figure 1
Water Resources Plan for Southeast Michigan



One Water is an effort to implement key policies of the *Water Resources Plan for Southeast Michigan* (Figure 1), namely, to “Form collaborative partnerships among local, state, and federal agencies; the private sector; nonprofit organizations; and other stakeholders to implement cost-effective solutions to protect and restore Southeast Michigan’s water resources” and “Attain a greater public awareness and mutual shared responsibility of water resources.”

The specific goals of the *One Water* public education campaign are to:

- Raise greater awareness, understanding, and shared responsibility for water resources,
- Encourage citizens to adopt best practices at the household level, and
- Build support for drinking water, stormwater, and wastewater systems.

With the support and partnership of federal, state, and local governments, watershed councils, and other stakeholders, *One Water* educated residents of Southeast Michigan with a multimedia approach. Products

included video ads, tip cards, radio ads, social media “infographics,” giveaway items, billboards, and bus ads.

Based on the results of a post-campaign survey, *One Water* gained recognition and recall among more than 1.3 million people throughout the region. *One Water* has increased awareness among residents of the importance of stormwater and wastewater systems relative to drinking water. The campaign has also begun to rebuild public perception of water quality in Southeast Michigan. Post-campaign, 22 percent of people said they believe water quality is improving, compared to 17 percent before the campaign.

People reported that they are more likely to engage in a range of water-quality actions based on seeing or hearing *One Water* messages:

- 58 percent said they are more likely to stay informed about water-related news;
- 47 said it made them more likely to dispose of household hazardous waste responsibly;
- 46 percent said they would drink water from the tap; and
- 40 percent said they would keep grass clippings clear of driveways and sidewalks.

Primary Partners

Freshwater Forum at Cranbrook

The mission of the Freshwater Forum at Cranbrook Institute of Science is to educate, motivate, and promote stewardship for the health and conservation of the Great Lakes among all citizens, particularly those living inland of the Great Lakes coastlines. As a division of Cranbrook Institute of Science (CIS), a natural history and science museum that fosters a passion for understanding the world, the Freshwater Forum seeks to realize its vision for healthy, flourishing Great Lakes for all generations to come through educational programs and exhibits.

Great Lakes Water Authority

The Great Lakes Water Authority (GLWA) is also focused on public education, infrastructure asset management, and strategic investments in water resources. A regional water and sewer authority, GLWA services nearly 40 percent of the water and nearly 30 percent of the sewer customers in Michigan. GLWA is focused on a "One Water" approach to water resource management that relies on regional collaboration. One way GLWA collaborates regionally with its customers is through its outreach program, which includes a public education workgroup that disseminates coordinated public education material on drinking water, stormwater, and wastewater for customer communities to pass down to residents. This material helps educate residents on best practices to protect regional water resources.

SEMCOG

SEMCOG, the Southeast Michigan Council of Governments, is a regional planning partnership of more than 170 local government and education members across seven counties in Southeast Michigan. SEMCOG provides coordinated, local planning, technical assistance, data, and intergovernmental resources. SEMCOG's plans improve the quality of the region's environmental resources, make transportation safer and more efficient, revitalize communities, and encourage economic development. SEMCOG is also the region's Designated Water Quality Management Agency and, in April 2018, adopted the *Water Resources Plan for Southeast Michigan*.

An overarching policy of this plan is to, "Attain a greater public awareness and mutual shared responsibility of water resources," and a recommended action to implement this policy is, "Create a regional public education campaign led by local stakeholders and educational institutions that transcends local watersheds with common water resource messaging."

Geographic Area Served

All communities within the seven-county Southeast Michigan region, comprised of Livingston, Macomb, Monroe, Oakland, St. Clair, Washtenaw, and Wayne Counties, have a combined population estimate of 4.7 million.

Background

SEMCOG facilitates the Southeast Michigan Partners for Clean Water group, which is comprised of representatives from local communities and counties, representatives from watershed councils and not-for-profit agencies, and water resource professionals. The purpose of this group, historically, was to support ongoing Phase II Stormwater Permit compliance; however, priority has shifted to focus more holistically on the “One Water” concept and educating the public on the importance of water resources to help garner public support for water resource investments and infrastructure asset management.

Water is a necessity of life, and 20 percent of the planet’s surface fresh water is located within the Great Lakes. Educating the public using the “One Water” concept will help people better understand protection and investment. According to the National Waterways Literacy Baseline Assessment Report released in 2015, fewer than six out of 10 citizens can pass a basic pop quiz about waterways. Less than 50 percent of respondents could pick the correct definition of a watershed, and very few knew what they could personally do to help keep water clean.

SEMCOG periodically issues *Pulse of the Region Surveys* to the residents of Southeast Michigan on the topic of water resources. When asked in 2016 whether they thought the quality of lakes, rivers, and streams in their community was improving, 40 percent of survey respondents felt that water quality was getting better compared to 20 percent in 2004. These results demonstrate that sustained public education efforts have contributed to an understanding that considerable progress has been made on water resource protection and enhancement in Southeast Michigan.

Since the 2016 survey, water issues in Michigan and other places have made international headlines. While water providers in Southeast Michigan have maintained high standards, public perception of water quality has dipped in the wake of events such as the Flint Water Crisis. When asked in May 2019 to rate water quality in lakes, rivers, and streams where they live, only 17 percent of respondents thought it was getting better, while 35 percent actually believed it was getting worse.

In addition to a 23-percent drop in public perception of Southeast Michigan’s water quality, understanding the needs associated with aging infrastructure has continued to grow in recent years. To garner the support that will be required to sustain the region’s water resources, a renewed effort in public education on water issues is needed.

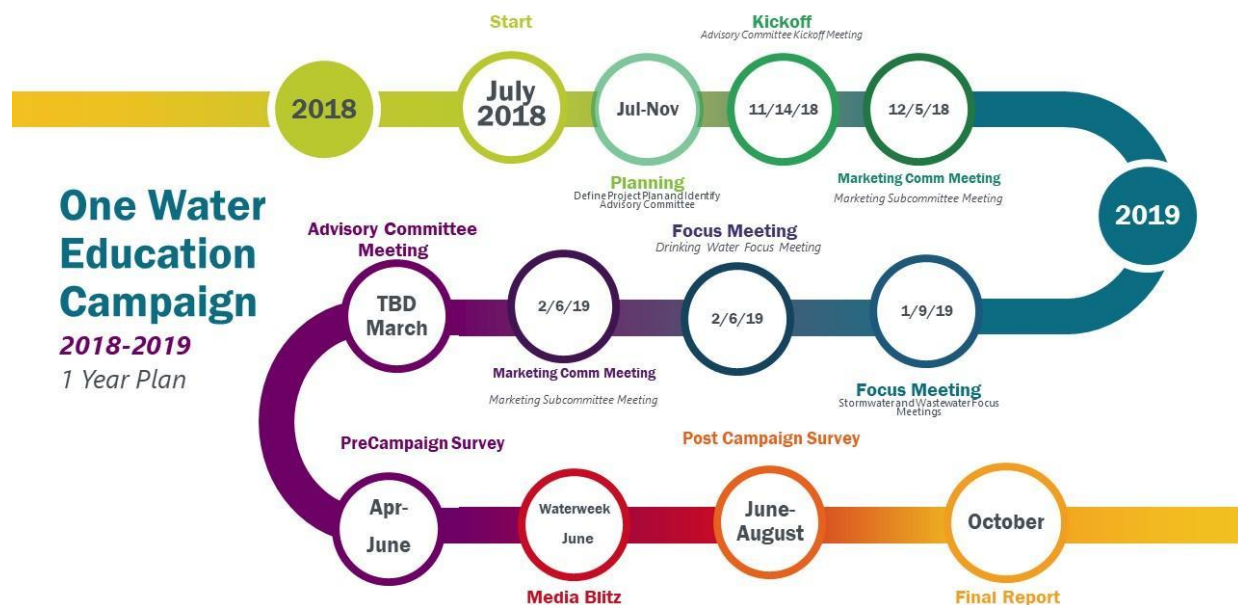
Education on the true cost of service, consequences of infrastructure failure, and the important role that high quality water resources play in supporting recreational opportunities and quality of life in Southeast Michigan can help to gain support for water resource investments from ratepayers and elected leaders. According to past SEMCOG surveys, most residents in Southeast Michigan are willing to pay for upgrades to infrastructure and activities to protect drinking water quality and prevent pollution in lakes and streams. The *One Water* education campaign has sought to build on this support and grow the public’s sense of shared ownership of water systems and the shared responsibility to maintain the health of our systems and waterways with everyday actions.

While print-based methods for disseminating information were successful in helping Southeast Michigan residents understand their role in protecting regional water resources in the past, new methods for disseminating information such as social media, short informational videos, outdoor advertising, and

other online sources are a priority for the future of public education on water resources. New messaging and audiences also need to be identified to maximize outcomes.

One Water Implementation Strategy

Figure 2
Campaign timeline



Gathering Input

The project team recruited an advisory team made up of water professionals throughout the region to assist in developing a strategic communication plan. The advisory committee represented a variety of organizations:

- local, county, state, and federal agencies,
- watershed groups,
- land conservancies,
- land grant and research universities, and
- other water/environmental NGOs.

The committee possessed a variety of skillsets, such as marketing, citizen science, public education, and technical water resource challenges. It is important to understand public education components of state drinking water, wastewater, and stormwater permits in order to guide development of related messaging and materials in a non-technical manner. Therefore, experts across the drinking water, stormwater, and

wastewater sectors were selected for participation, in addition to experts in marketing and communications.

Due to the tremendous interest in participation and the need to best focus each individual's expertise, the following groups were formed:

- Advisory Committee – provided input and feedback on core campaign messages and strategy
- Media/Marketing Subcommittee –guided development of the program.
- Stormwater expertise focus group.
- Drinking water expertise focus group.
- Wastewater expertise focus group.

Message Development

The Advisory Committee established the underlying concepts of the campaign:

- Water – It's all one resource. Elevate understanding of the interrelationship of the water system (i.e., educate on what "One Water" is)
- The vastness of the systems
- Establish trust of providers and systems
- The value of the systems
- The systems are not free
- We need support for investment in the systems
- The public can help maintain the health of our systems and waterways with everyday actions

The drinking water, stormwater, and wastewater focus groups met and identified the highest priorities for education in their respective areas of expertise. The Marketing Subcommittee synthesized their input to create key messages for public education. These were:

Campaign Identity: *One Water*

Tagline: Keep it Fresh, Keep it Flowing

Drinking Water: *Keep it Fresh*

Drinking water in Southeast Michigan is safe and of a very high standard.

Focus:

- Build trust in the drinking water system and water providers.
- Show the faces of those who work to treat and deliver our drinking water. We are proud of our drinking water, and we are continuously working to make it even better.
- Inform on where water comes from, where it goes, who treats it, how it gets to a residential household, as well as the need to support systems.
- Investment is needed to keep the system working.

Stormwater: *Keep it Fresh*

When it rains, water flows off ground surfaces, through our stormwater system, and enters our waterways.

Focus:

- Campaign products will create general understanding of what stormwater is and how it impacts our water resources.
- The campaign website has information about actions people can take to improve the stormwater system, such as implementing a rain garden, maintaining good lawn care, and making sure storm drains are clear.

Wastewater: *Keep it Flowing*

When you flush something, or put something down your sink drain, it goes somewhere, and it has an impact on the entire wastewater system.

Focus:

- Educate people about fats, oils, and greases (FOGs) and “Flushables.”
- What can be flushed? The Three P’s.
- Don’t put grease or wipes down the drain.
- Investment is needed to keep system working.

One Water Campaign Products

With key messages established, the marketing subcommittee developed a series of media products, which went through multiple rounds of review with the advisory committee. There are also versions translated into Arabic and Spanish. These products were disseminated throughout Southeast Michigan.

Logo

The *One Water* campaign logo (Figure 3) was designed to represent the connection between the water systems: wastewater, drinking water, and stormwater. With water droplets being connected in the logo, the idea was to show that we have one water system that flows throughout our region, and that all of our water sources are connected.

Figure 3

Campaign logo



Tip cards

Tip cards were developed to provide helpful stewardship practices for taking care of the water system. These tip cards contain important facts regarding fats, oils, and greases; flushable wipes; stormwater drain care; and the workings of the drinking water system. Cards were paired with *One Water* giveaway items to both educate residents as well as give them some of the tools necessary to engage in stewardship actions (Figures 4, 5, and 6).

Figure 4

Wastewater tip card (front and back)



Figure 5
Drinking water tip card (front and back)



Figure 6

Stormwater tip card (front and back)



Social media graphics

Graphics were created for use on social media. These were designed to be engaging and informative. They were shared with SEMCOG members and *One Water* partners for use in their social media channels and promoted with paid posts (Figures 7-15).

Figure 7

Drinking water graphic



one water
Keep it fresh. Keep it flowing.

mionewater.com

Drinking Water

There's only one water!

The Great Lakes, along with our smaller lakes and rivers, provide all the freshwater we could ever need.

It also takes thousands of miles of pipes and a workforce of devoted professionals to bring water to our homes each day.

Freshwater Forum of the Central Science
GLWA
SEMCOG

Figure 8

Wastewater graphic – “Don’t Feed the Fatberg”



Figure 9

Wastewater graphic – “Fats, Oils, and Greases”



onewater | mionewater.com

Keep it fresh. Keep it flowing.

Fats, Oils, and Greases



They gum up the works!

Put Fats, Oils, and Greases in covered containers and cans for proper disposal. Scrape food and scraps into the trash or compost when possible.







Figure 10

Wastewater graphic – “Flushable Wipes? They clog our pipes”



onewater | mionewater.com

Keep it fresh. Keep it flowing.

“Flushable” Wipes?



They clog our pipes

Things like “flushable” wipes, feminine hygiene products, and paper towels do not disintegrate like toilet paper. This means they cause blockages in sewer pipes.

To keep it flowing, only flush











Figure 11

Stormwater graphic – “Mow your lawn on the high setting”

The graphic features a dark blue header with the 'onewater' logo (three stylized water droplets) and the tagline 'Keep it fresh. Keep it flowing.' to the left of the website 'mionewater.com'. Below this is a teal horizontal band. The main title 'Stormwater Pollution' is centered in white on a dark blue background. To the left is a photograph of a person mowing a lawn with a grey and green EGO lawnmower. To the right of the photo, on a teal background, is the text: '75% of pollution entering our rivers, lakes, and streams comes from storm-water pollution.' followed by 'Mow your lawn on the high setting.' in white. The footer contains three logos: 'Freshwater Forum at the CRANFORD SCIENCE Museum's Division of Natural History', 'GLWA Grand Ledge Water Authority', and 'SEMCOG'.

onewater
Keep it fresh. Keep it flowing.

mionewater.com

Stormwater Pollution

75% of pollution entering our rivers, lakes, and streams comes from storm-water pollution.

Mow your lawn on the high setting.

Freshwater Forum
at the
CRANFORD
SCIENCE
Museum's Division of Natural History

GLWA
Grand Ledge Water Authority

SEMCOG

Figure 12

Stormwater graphic – “Keep fertilizers away from storm drains”

The graphic features a dark blue header with the 'onewater' logo (three stylized water droplets) and the tagline 'Keep it fresh. Keep it flowing.' The website 'mionewater.com' is also present. Below the header is a teal horizontal bar. The main title 'Stormwater Pollution' is centered in white. A photograph shows a green bag of fertilizer on a lawn next to a storm drain, with a broom lying on the pavement nearby. To the right of the photo, white text on a teal background states: '75% of pollution entering our rivers, lakes, and streams comes from storm-water pollution.' Below this, another white text block says: 'Keep fertilizers away from storm drains and waterways.' The footer contains logos for the Freshwater Forum of the Southeast, GLWA (Great Lakes Water Authority), and SEMCOG.

onewater
Keep it fresh. Keep it flowing.
mionewater.com

Stormwater Pollution

75% of pollution entering our rivers, lakes, and streams comes from storm-water pollution.

Keep fertilizers away from storm drains and waterways.

Freshwater FORUM
of the
Southeast
SCIENCE
Michigan's Network of Natural History

GLWA
Great Lakes Water Authority

SEMCOG

Figure 13

Stormwater tip card (front and back)



Figure 14

Stormwater graphic – “Reduce runoff with...”



onewater | mionewater.com
Keep it fresh. Keep it flowing.

Stormwater Pollution



75% of pollution entering our rivers, lakes, and streams comes from storm-water pollution.

Reduce runoff with . . .

- A rain garden or a tree
- Native plants
- A rain barrel

Freshwater FORUM
of the
CLEANWATER
SCIENCE
Michigan's Network of Natural History

 **GLWA**
Great Lakes Water Authority

SEMCOG

Figure 15

Stormwater graphic – “Plant a tree”



onewater
Keep it fresh. Keep it flowing.


mionewater.com

Stormwater Pollution



75% of pollution entering our rivers, lakes, and streams comes from storm-water pollution.

Plant a tree – trees absorb the first 30% of most rainfall events.


Bus posters and billboards

Bus posters and billboards conveyed high-level campaign messages. Pipe illustrations, along with begin- and endpoints of the water resource systems help viewers understand the vast system of water infrastructure (Figures 16-19).

Figure 16

Drinking water billboard



Figure 17

Stormwater billboard



Figure 18
Wastewater billboard A

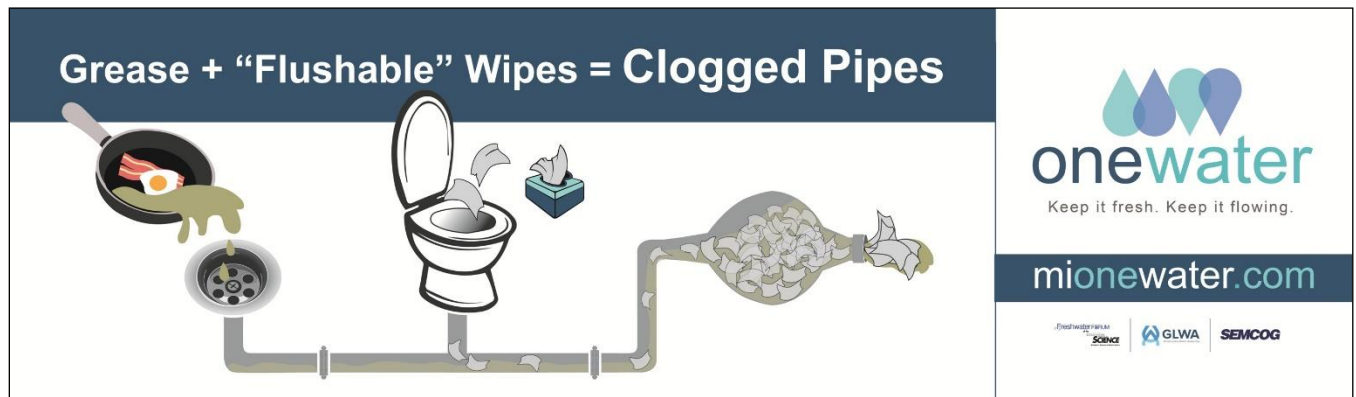


Figure 19
Wastewater billboard B



Macomb County Public Works also partnered with the One Water campaign and contributed the “Fatberg” monster illustration.

Radio

Radio ads on WJR-760, NASH-FM, and WDVD helped further generate public awareness about the campaign, and direct traffic to the *One Water* website. Underwriting was also procured on Michigan Radio. Copy of the three rotating radio ads read as follows:

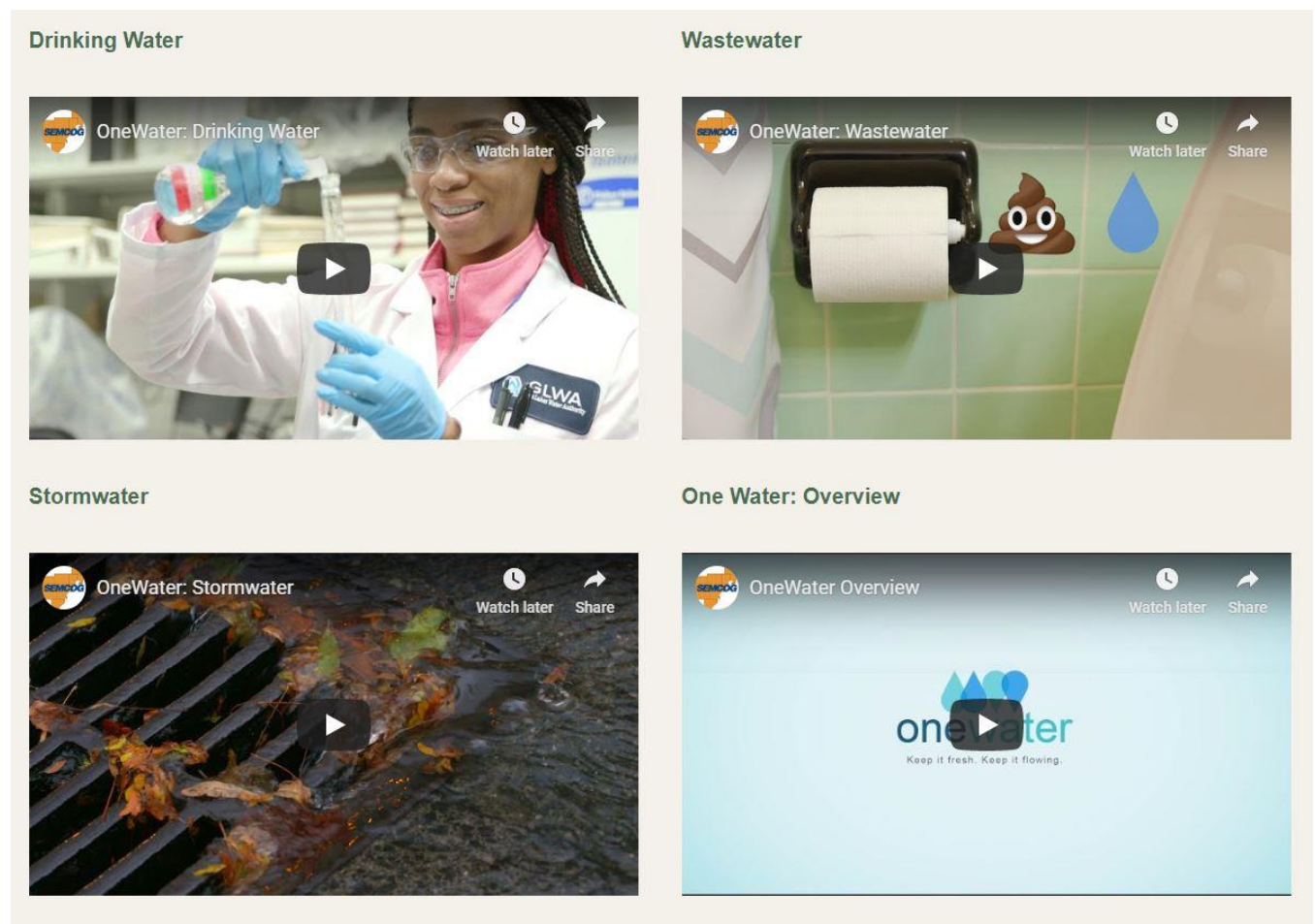
- A message from Cranbrook, the Great Lakes Water Authority, and SEMCOG ... Our lakes and rivers provide all the freshwater we could ever need, and we depend just as much on water providers and systems to treat and deliver the water we drink. There's only one water. Keep it fresh. Learn more at M-I-One-Water-dot-Org.
- A message from Cranbrook, the Great Lakes Water Authority, and SEMCOG ... The packaging might say wipes are flushable, but they wreak havoc on our wastewater systems. Fats, oils, and greases make food delicious, but they gum up the works. There's only one water. Keep it flowing. Learn more at M-I-One-Water-dot-Org.

- A message from Cranbrook, the Great Lakes Water Authority, and SEMCOG ... Rainfall replenishes our most priceless natural resource: our freshwater. All the things stormwater picks up along roads and driveways, including chemicals, oils and fertilizers also flow into our waterways. There's only one water, and it's ours to protect. Keep it fresh. Learn more at M-I-One-Water-dot-Org.

Videos

Three videos on drinking water, wastewater, and stormwater were developed for the campaign. An overview video was also produced (Figure 20). These educate the public about the water system, how water flows through it, and simple stewardship actions. These videos were distributed on social media with both paid and organic promotion. They also ran as ads on WXYZ-7, WMYD-TV20, and Bounce Detroit as well as on community TV.

Figure 20
Videos



Giveaway Items

Giveaway items helped reinforce the *One Water* messages for participants and enabled them to take action in promoting a healthy water system. Reusable water bottles, disposable grease bags, and pet waste bags were distributed throughout the region. Water bottles promoted the use of tap water, particularly during water recreation. Grease bags helped participants reduce the amount of grease they were pouring down the drain by instead pouring fats, oils, and greases into the bag and disposing in the trash. Pet waste bags encouraged people to pick up after their pets when outdoors, to ensure that pet waste doesn't make its way to our storm drains and thus our water bodies (Figure 21).

Figure 21

Giveaway items

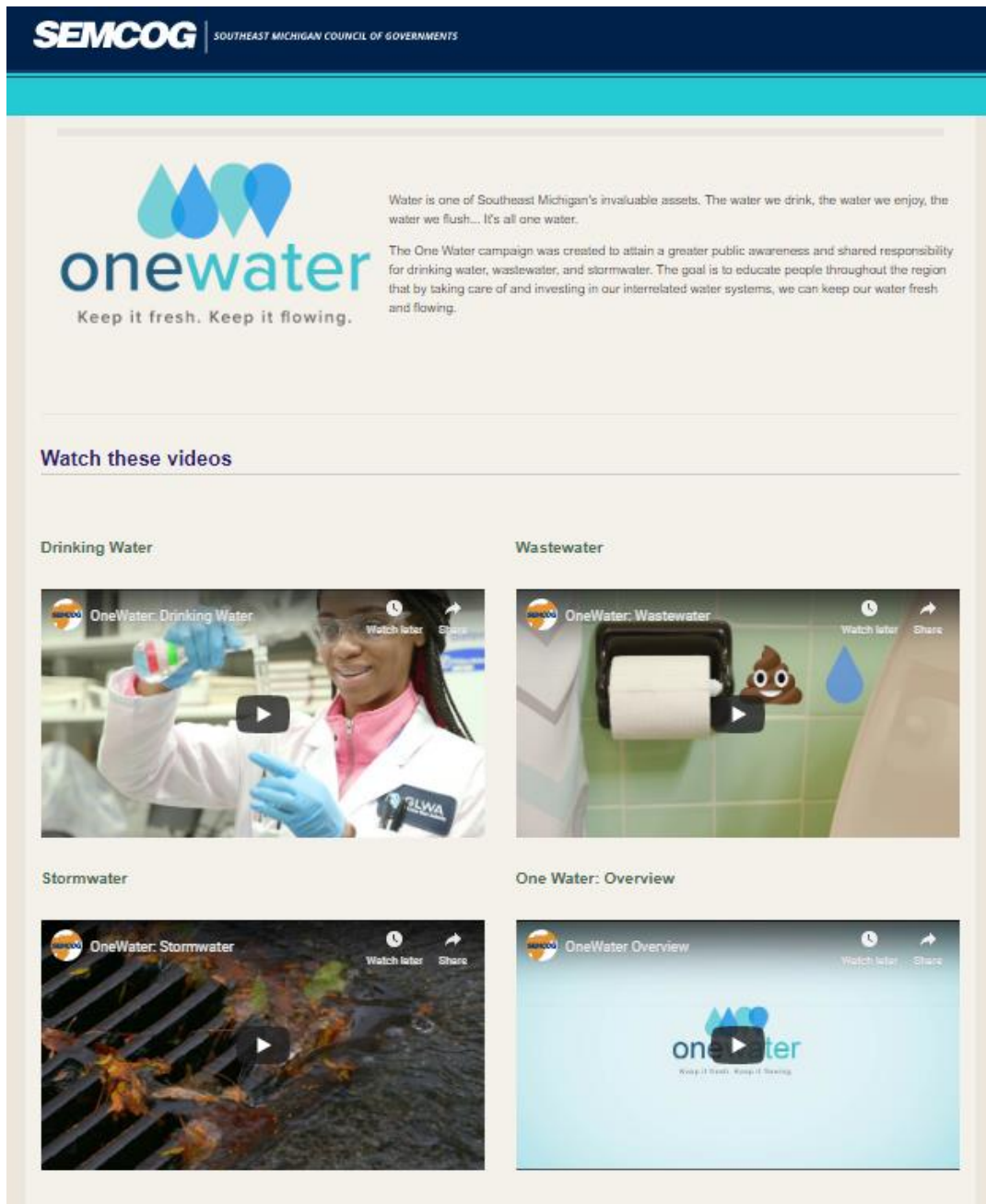


Website

The *One Water* website – www.mionewater.org – provides a clearinghouse for educational resources (Figure 22). All campaign materials were posted on the website, including videos, social media infographics, blog posts, and tip cards. The website also included additional educational resources produced by campaign partners.

Figure 22

One Water Website



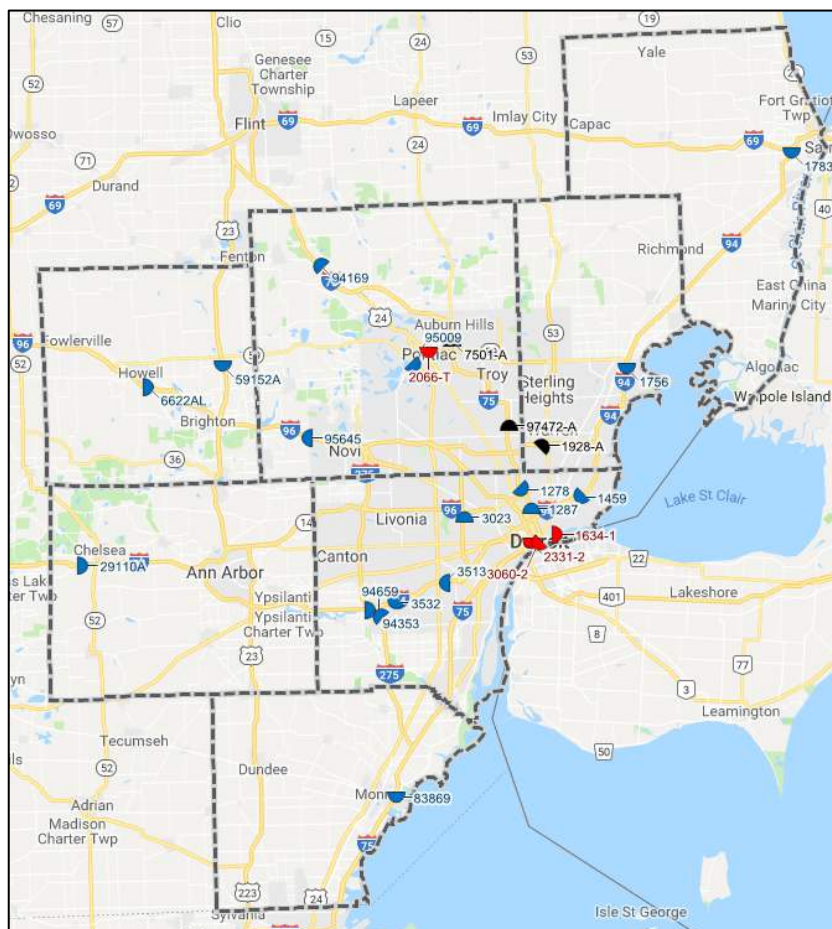
Campaign Reach

With a variety of tools strategically promoted on a variety of media, the *One Water* campaign reached more than 25 million impressions during the spring and summer of 2019. This included:

- 14 million impressions via outdoor advertising on billboards (Figure 23) and buses,
- 1.3 million impressions on 120 broadcast TV spots,
- More than 3 million impressions on social media,
- 491,000 video views on social media,
- More than 2,300 shares and retweets, and
- 3 million impressions on 115 radio spots.

Figure 23

Billboard locations



Blue half circles indicate traditional, large highway boards; black half circles are digital boards; red half circles are large "poster" boards for use in more urban areas.

Partner promotion

Video PSAs (public service announcements) were broadcast on 66 community TV stations. Cranbrook, GLWA, and SEMCOG posted to social media daily throughout the campaign, garnering the engagement cited above, and messages were posted by dozens of partners and individuals. A representative sampling of these is provided here (Figures 24-45).


Figure 24

Office of Candice Miller, Macomb County Public Works Commissioner







Figure 25


Office of Evan Pratt, Washtenaw County Water Resources Commissioner



Washtenaw County
Water Resources
Commissioner's
Office ✓
@WCWRC

- Home
- Posts**
- Events
- Photos
- Videos
- About
- Community
- Groups


 Like
  Follow
  Share
 



Washtenaw County Water Resources Commissioner's Office ...


June 8 at 7:44 AM · 🌐

Tips for Clean Water: Plant a tree to reduce runoff into storm drains. These drains flow directly into our lakes, rivers and streams without treatment. Keep It Fresh. Keep It Flowing.
For more information on the benefits of trees check out the Huron River Watershed Council at <https://www.hrwc.org/trees-plant-one/>






onewater | mionewater.com
Keep it fresh. Keep it flowing.

Stormwater Pollution



75% of pollution entering our rivers, lakes, and streams comes from storm-water pollution.

Plant a tree – trees absorb the first 30% of most rainfall events.


 4
 1 Share

Figure 26

Office of Jim Nash, Oakland County Water Resources Commissioner

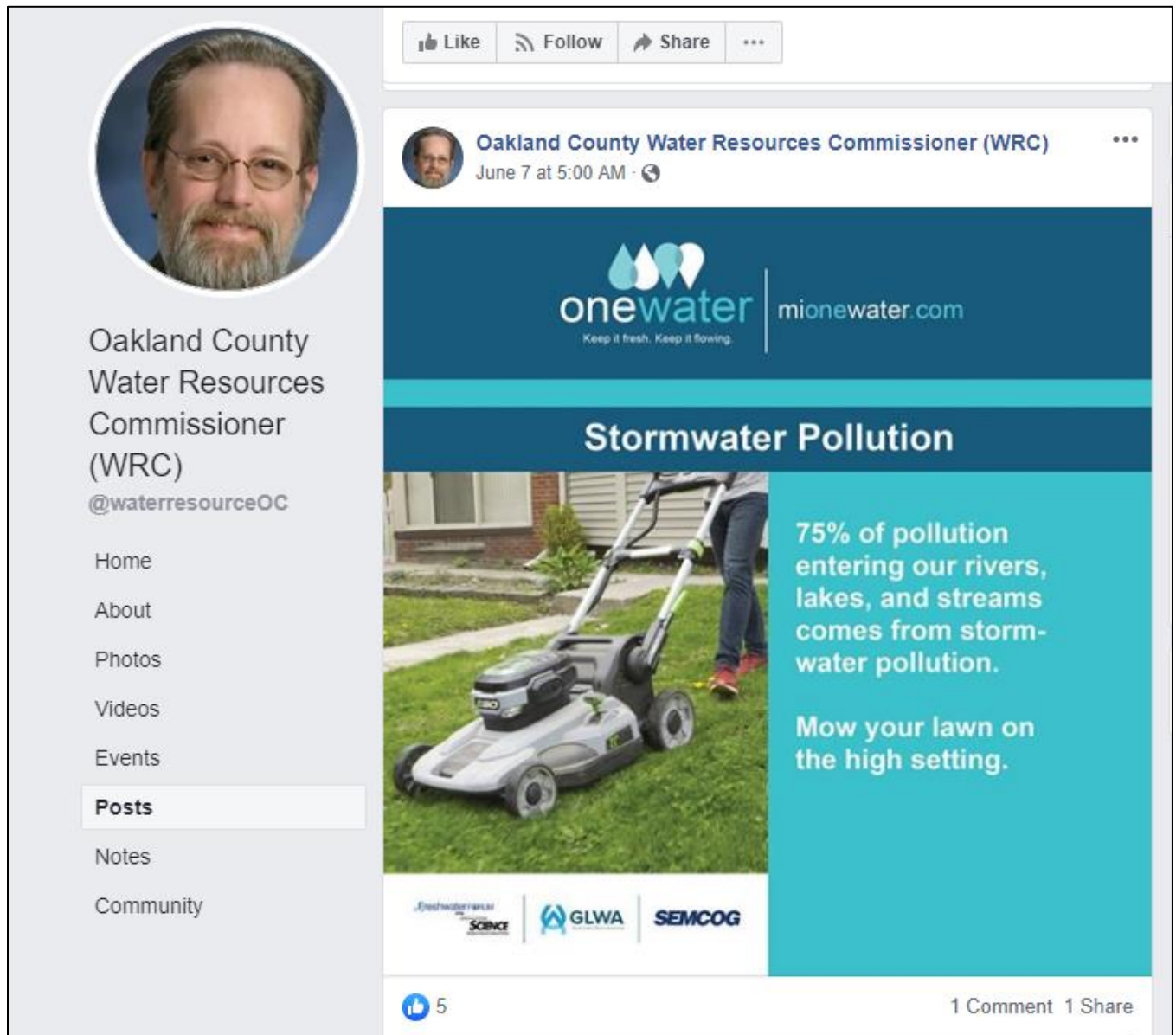



Figure 27

Detroit Water and Sewerage Department




Detroit Water and Sewerage Department
@DWSDDetroit

- Home
- Reviews
- Photos
- Videos
- Posts**
- Events
- About
- Community

Liked Following Share ...

are at the heart of it. [http://bit.ly/2EMXm1n](#)




YOUTUBE.COM
OneWater: Drinking Water
Keep it fresh, keep it flowing. Learn more at: miOneWater.org

You and 3 others


Like Comment Share

Write a comment...



Detroit Water and Sewerage Department
June 4 at 8:56 AM · 🌐

Water is one of southeast Michigan's invaluable assets. The water we drink, the water we enjoy, the water we flush... It's all one water. The One Water campaign was created to attain a greater public awareness and shared responsibility for drinking water, wastewater, and stormwater. Find out more. <https://semcog.org/mionewater>.



onewater

Keep it fresh. Keep it flowing.

SEMCOG.ORG
One Water
Water is one of Southeast Michigan's invaluable assets. The water we drin...

2 1 Share

Figure 28
City of Dearborn

The screenshot displays the Facebook profile of the City of Dearborn Government. The profile picture is the official seal of the City of Dearborn, Michigan, established in 1786, featuring a horse-drawn carriage and the text 'HOME TOWN OF HENRY FORD'. The page name is 'City of Dearborn Government' with the handle '@CityofDearborn'. The navigation menu on the left includes links to Home, About, Photos, Sign up!, Videos, City Tweets, City Videos, Comment Policy, Flickr, Events, Posts (which is highlighted), and Community.

The main post, dated June 7 at 6:45 AM, features the 'one water' logo with the tagline 'Keep it fresh. Keep it flowing.' and the website 'mionewater.com'. The post title is 'Stormwater Pollution'. The content of the post states: 'Many Dearborn residents are already ahead of the curve in the installation of rain gardens and rain barrels and your conservation efforts are greatly appreciated! Here's another important message from the One Water initiative. #SEMCOG #GLWA #Dearborn #WayneCounty #mionewater'.

Below the text is a photograph of a red rain barrel installed next to a brick wall, with a green watering can and some potted plants nearby. To the right of the photo, a teal box contains the text: '75% of pollution entering our rivers, lakes, and streams comes from storm-water pollution. Reduce runoff with . . .'. Below this, a bulleted list suggests: '• A rain garden or a tree', '• Native plants', and '• A rain barrel'.

At the bottom of the post, there are logos for 'Freshwaterworks by SCIENCE', 'GLWA', and 'SEMCOG'. The post has received 27 reactions (likes and loves) and 6 comments and 12 shares.

Figure 29

City of Auburn Hills

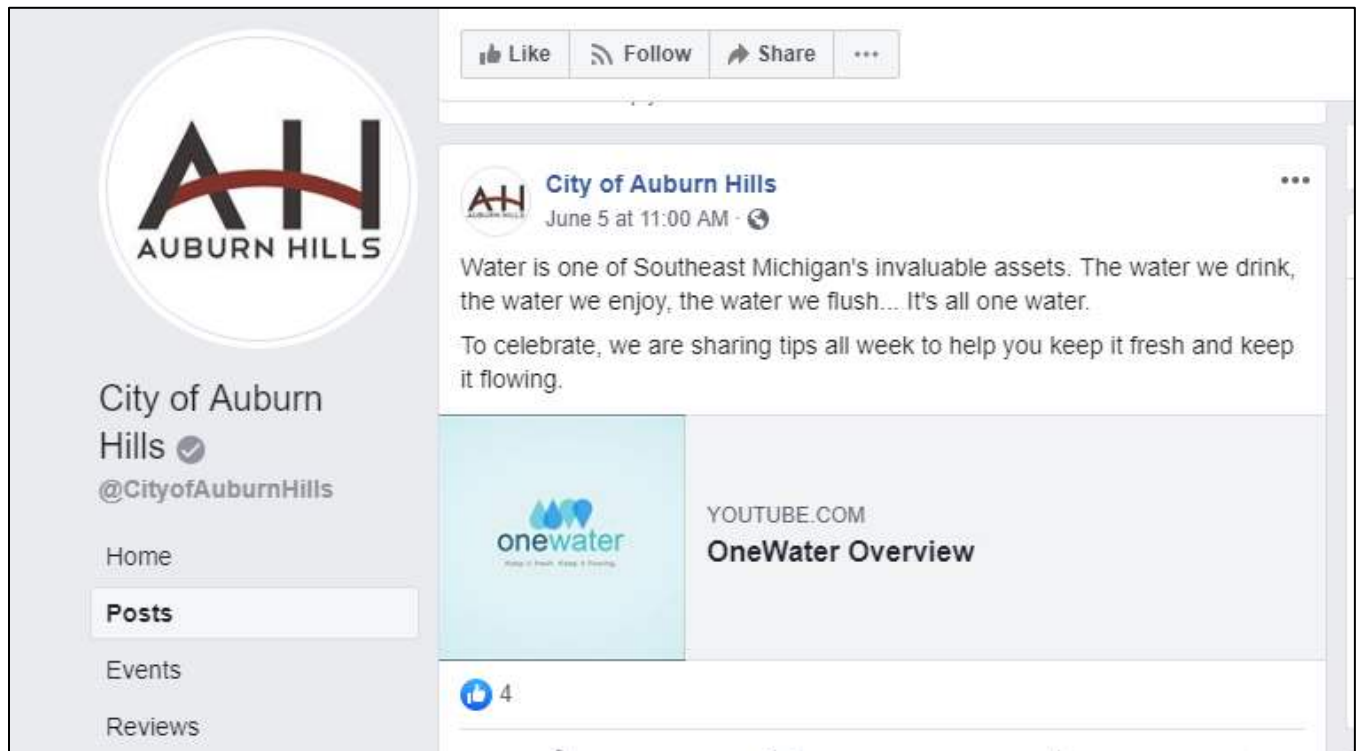


Figure 30
City of Brighton



Figure 31

Charter Township of Clinton

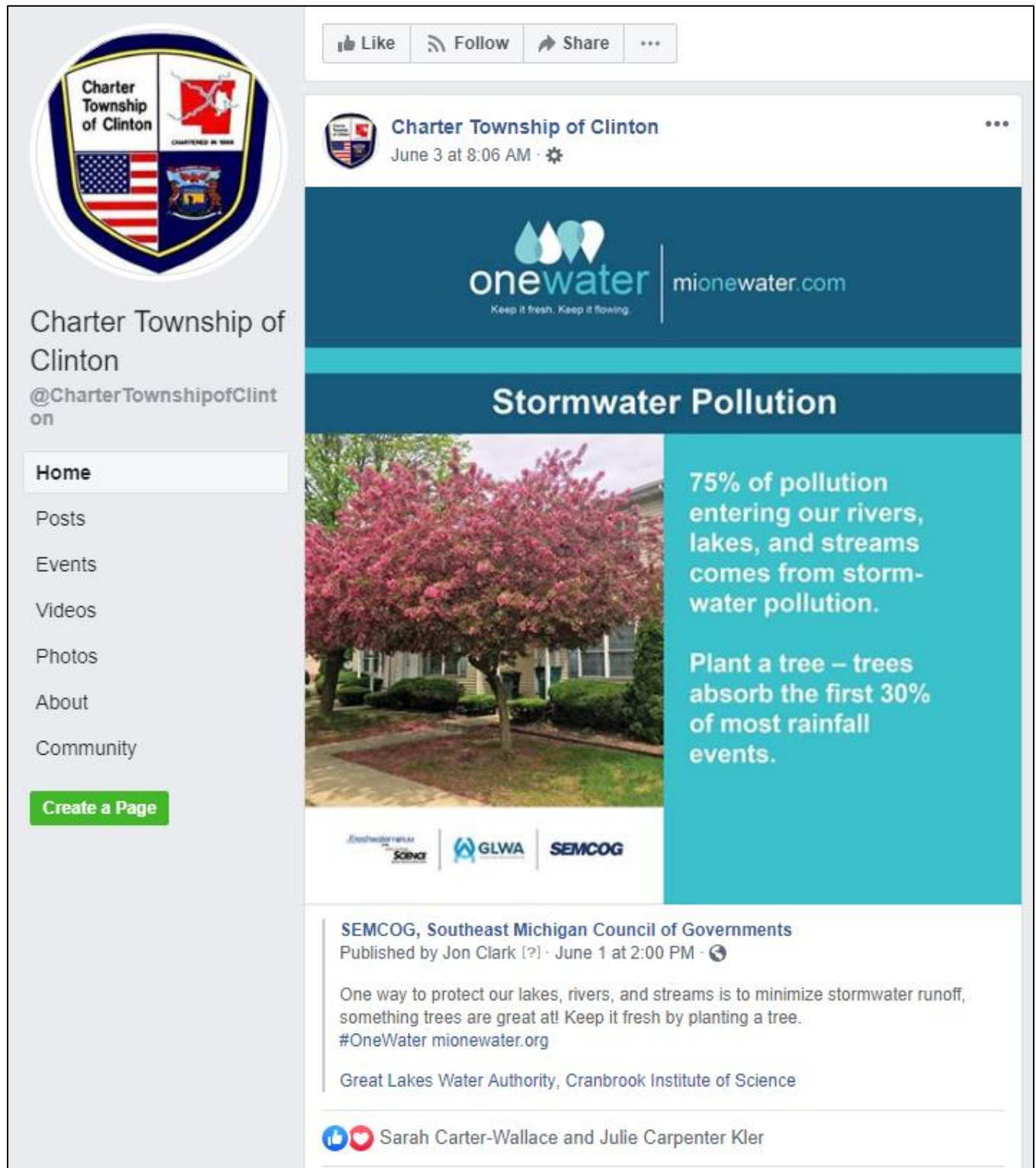


Figure 32

Clinton River Watershed Council

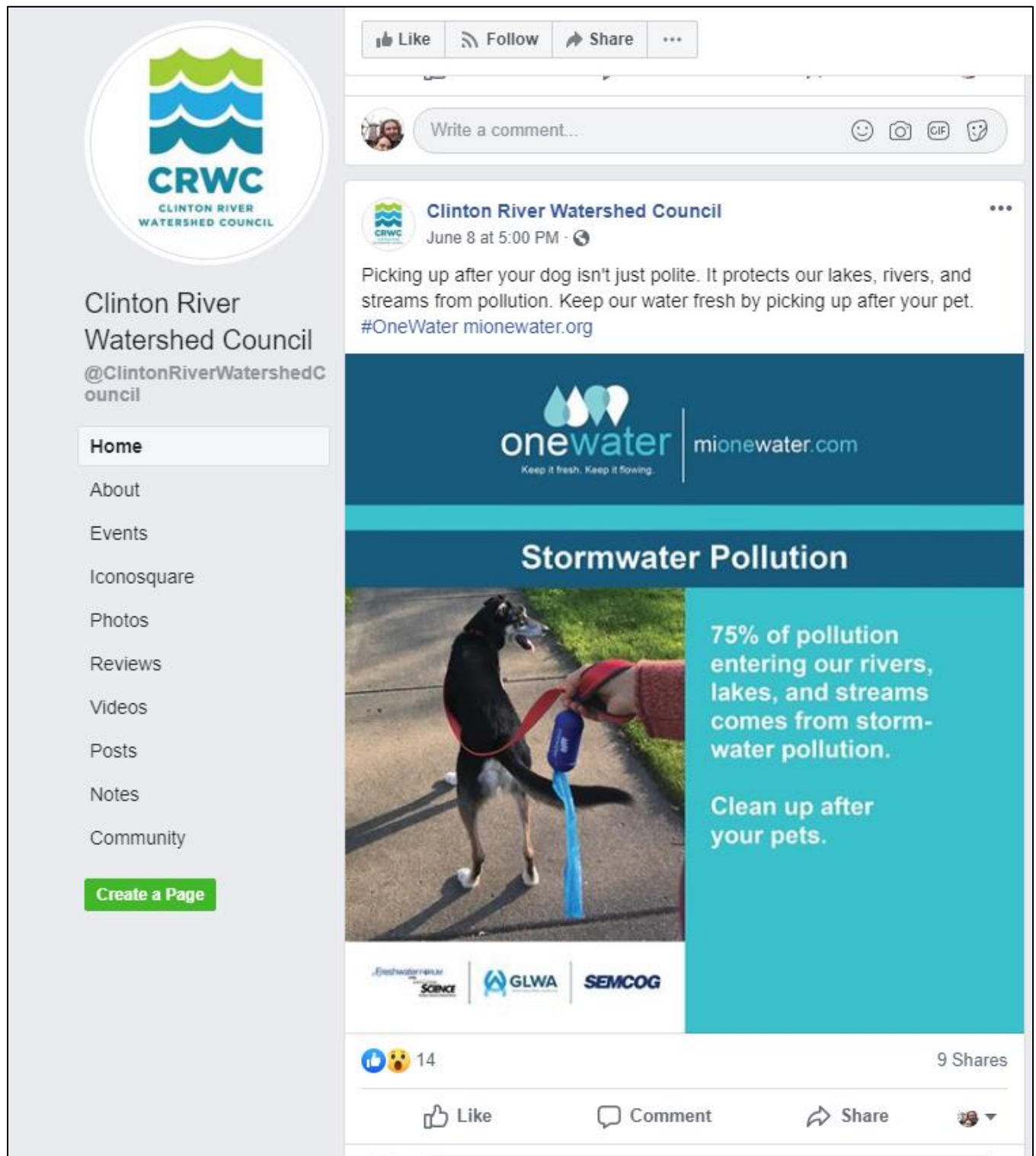


Figure 33
City of Detroit

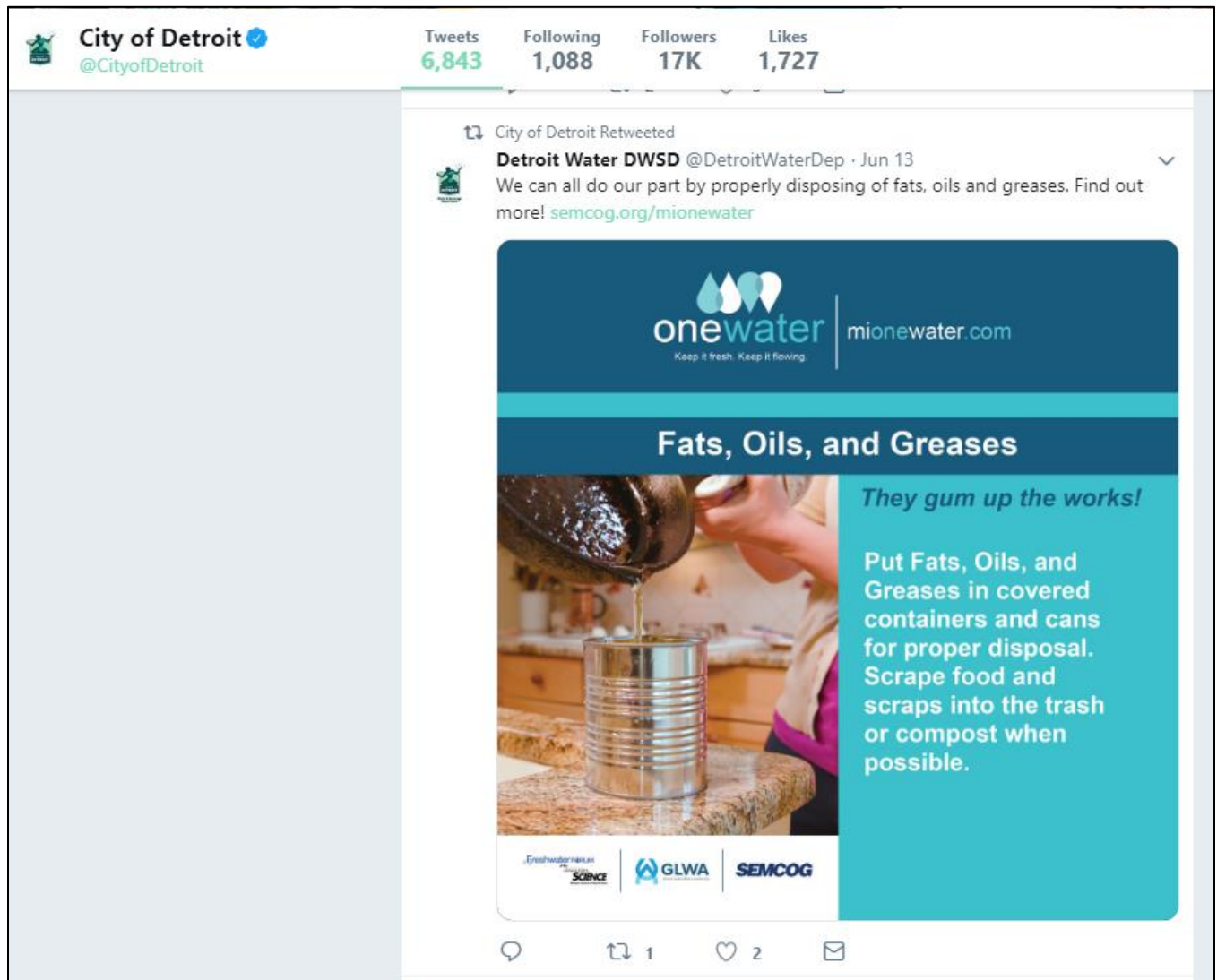


Figure 34
City of Ferndale

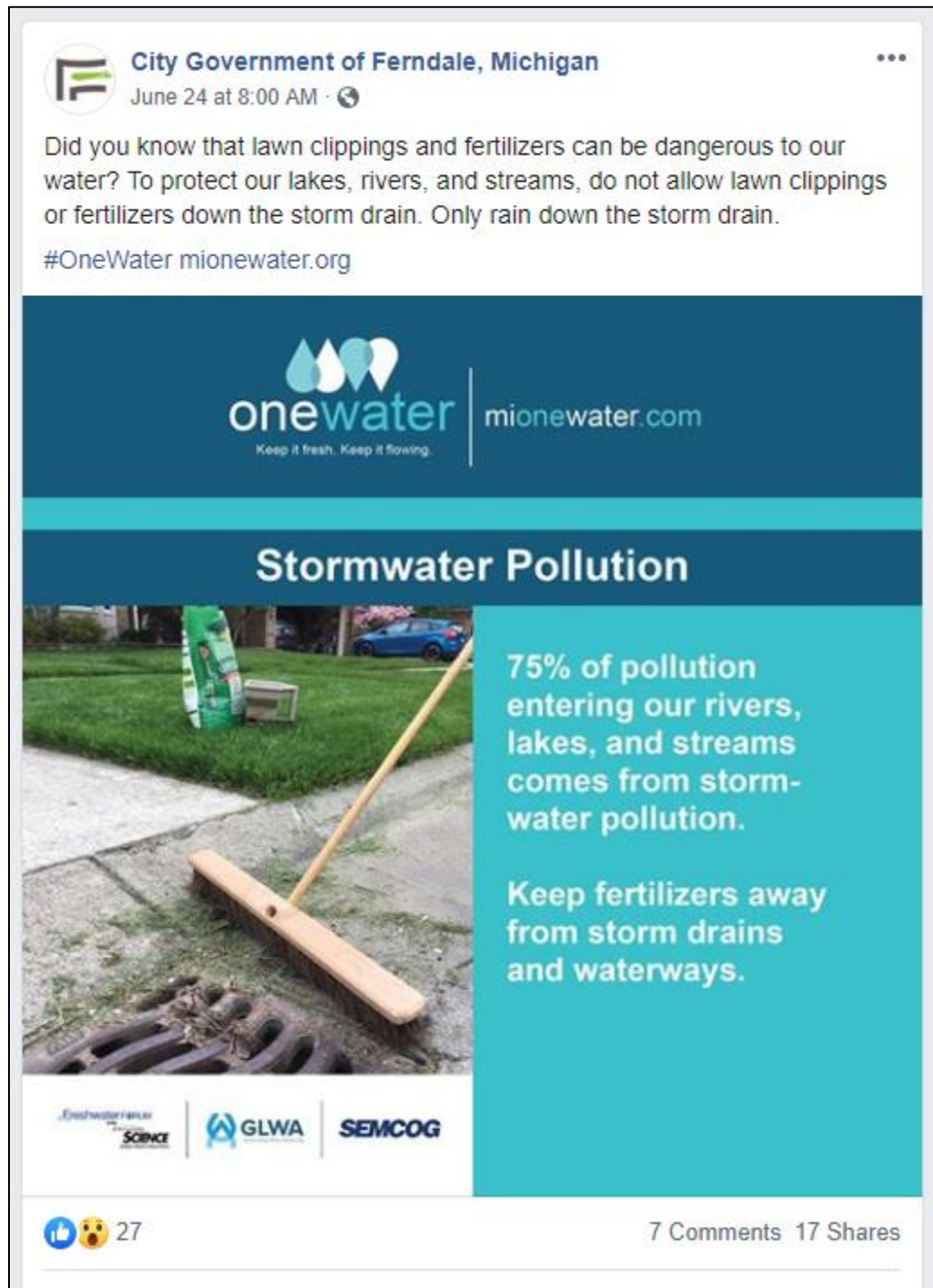


Figure 35
Friends of the Rouge

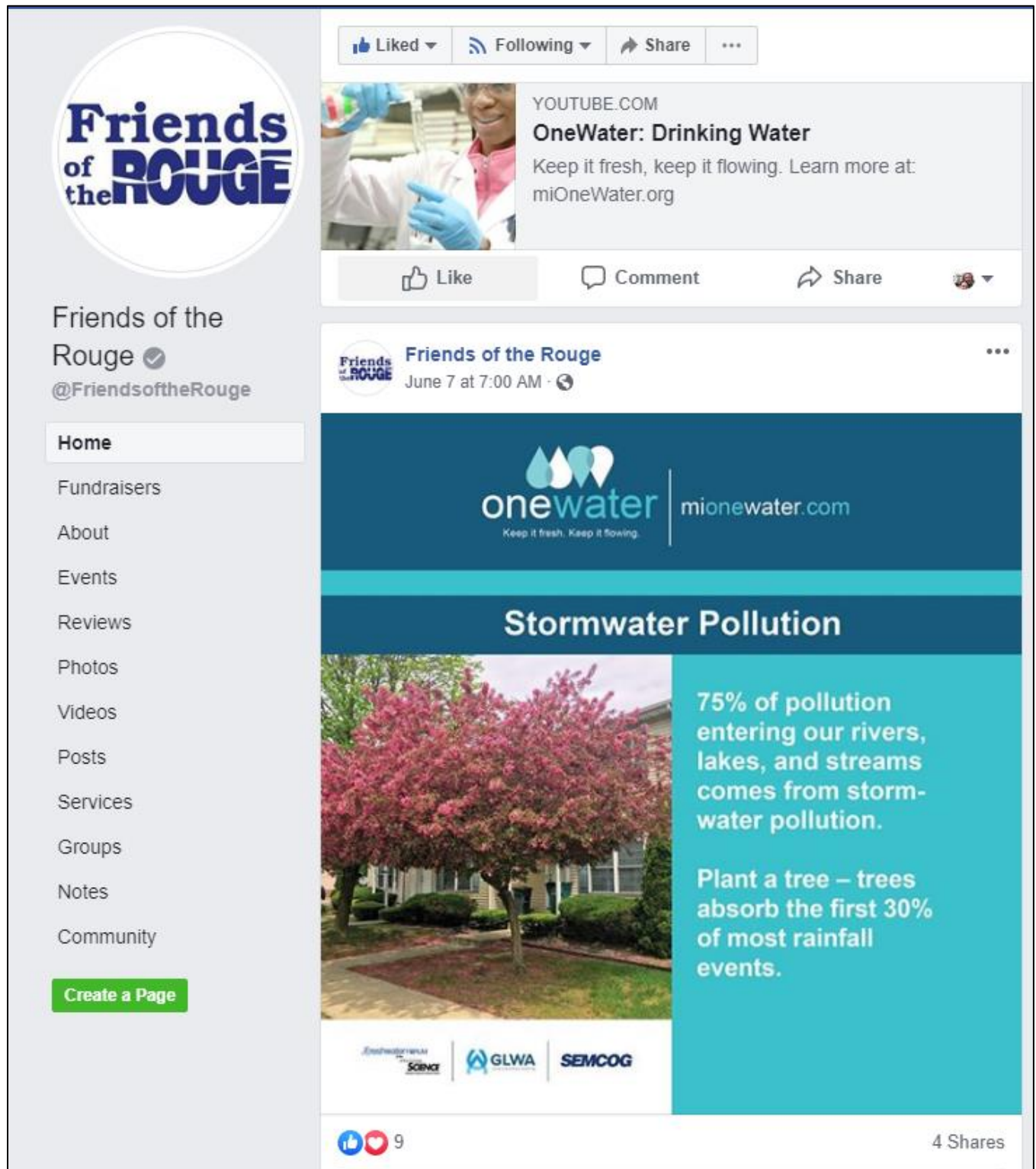







Figure 36


Charter Township of Highland






Charter Township of Highland, Michigan
@HighlandTownshipMI

- Home
- Posts
- Photos
- About
- Events
- Community
- Email Signup

 Like
  Follow
  Share
 






Charter Township of Highland, Michigan
May 29 at 10:04 AM · 🌐


ONE WATER - Keep it fresh. Keep it flowing.

Water is one of Southeast Michigan's invaluable assets – the water we drink, to the water we enjoy, to the water we flush. It's all one water. This One Water Campaign was created to attain a greater public awareness and shared responsibility for drinking water, wastewater, and storm water. The goal is to educate people throughout the region that by taking care of and investing in our water systems, we can keep our water fresh and fl...

[See More](#)


mionewater.com


Drinking Water




There's only one water!

The Great Lakes, along with our smaller lakes and rivers, provide all the freshwater we could ever need.


It also takes thousands of miles of pipes and a workforce of devoted professionals to bring water to our homes each day.


mionewater.com


Grease + "Flushable" Wipes = Clogged Pipes



Don't Feed the Fatberg



mionewater.com

Fats, Oils, and Greases




They gum up the works!

Put Fats, Oils, and Greases in covered containers and cans for proper disposal. Scrape food and scraps into the trash or compost when possible.


mionewater.com

Stormwater Pollution



+6

75% of pollution entering our rivers, lakes, and streams comes from stormwater pollution.

Mow your lawn on the high setting.

1 Share

Figure 37

Macomb County Health Department

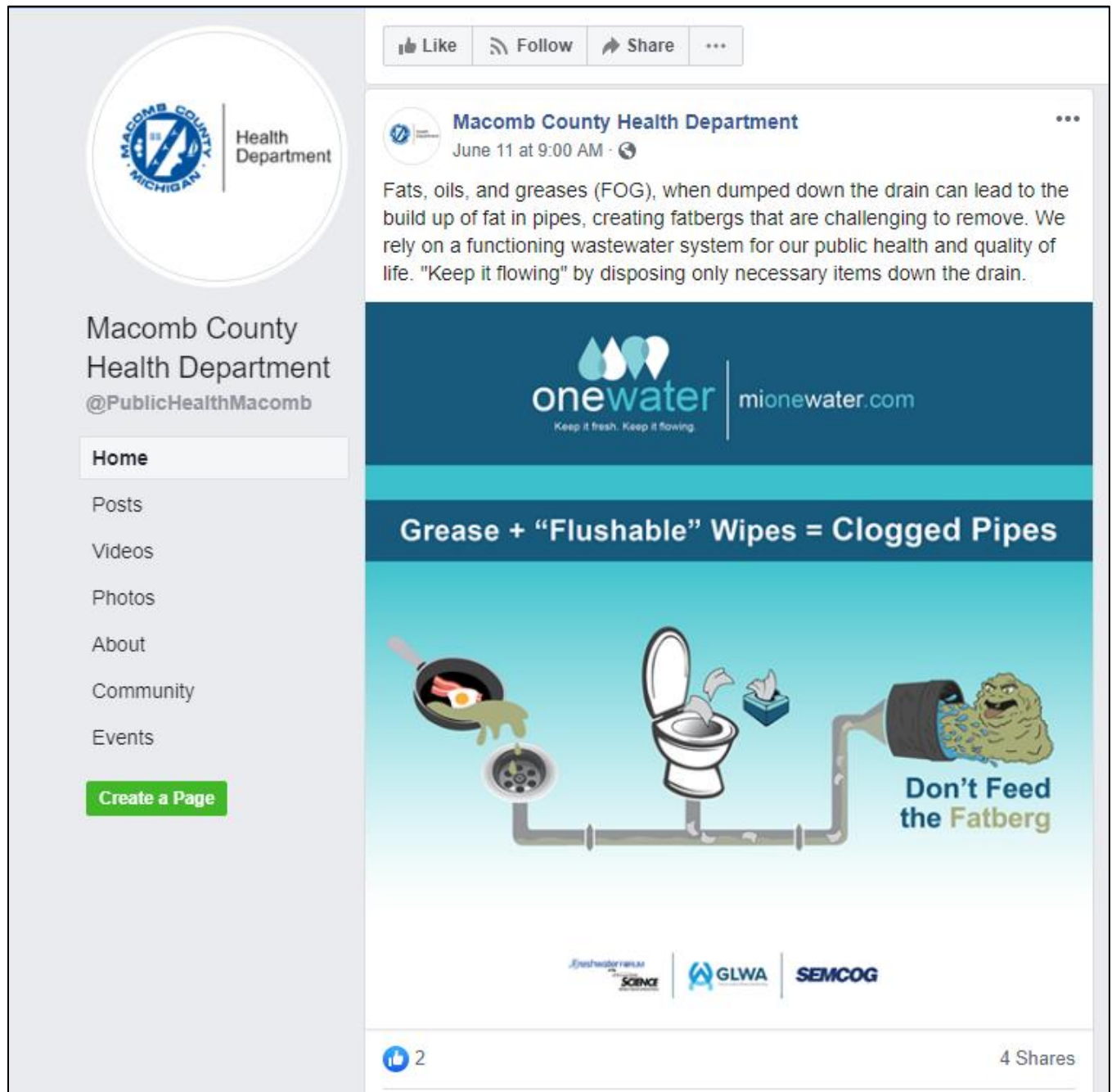


Figure 38
Village of Milford

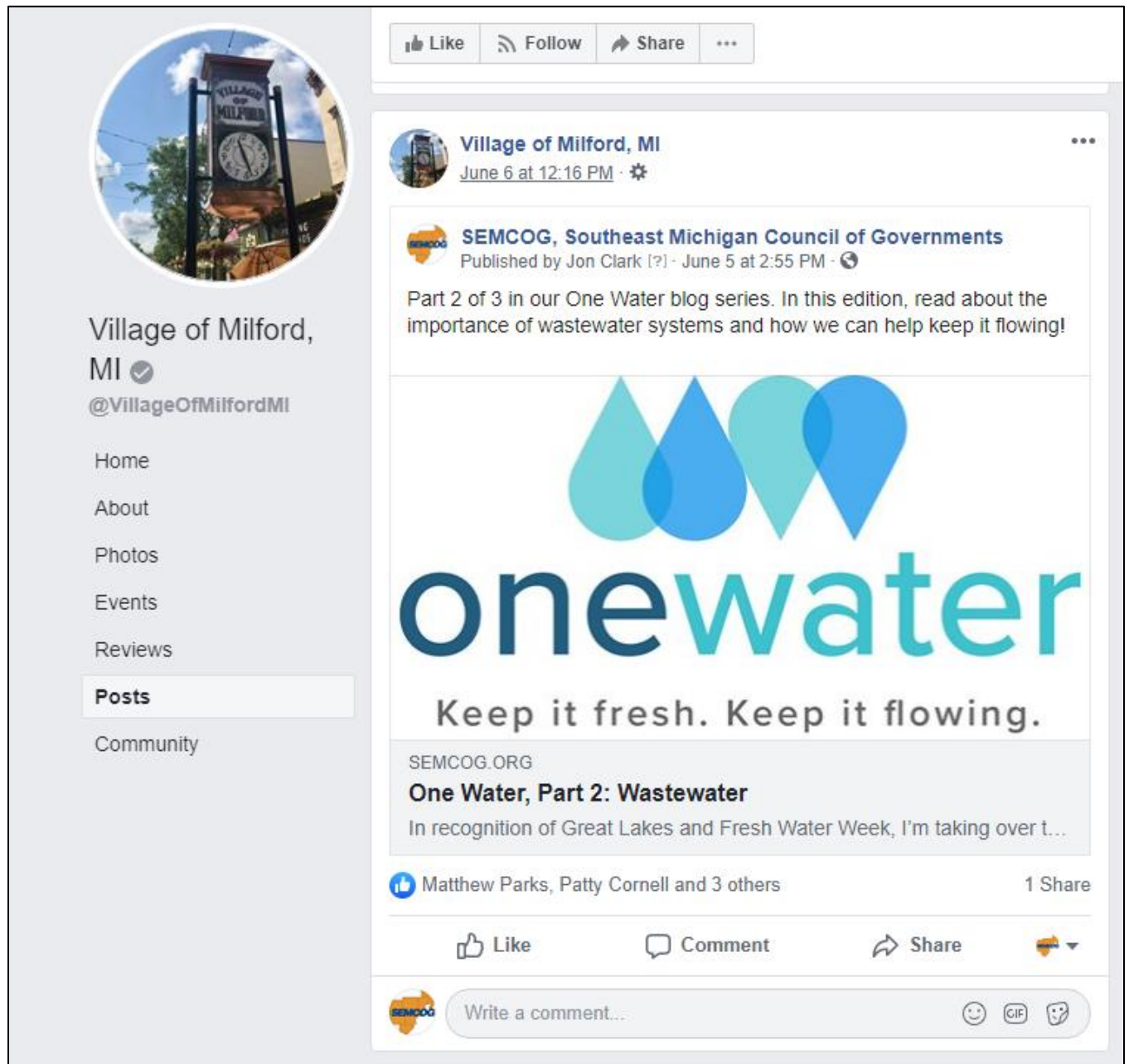








Figure 39
Orion Township




Orion Township,
Michigan
@oriontownship

- Home
- About
- Photos
- Events
- Reviews
- Videos
- Posts**
- Community


 Like
  Follow
  Share
 


Orion Township, Michigan
 June 7 at 8:52 AM · 🌐

The systems that manage our water are interrelated and essential to our quality of life. The water we drink, the water we enjoy, the water we flush...It's all one water. Keep it fresh. Keep it flowing.
#OneWater
Cranbrook Institute of Science Great Lakes Water Authority SEMCOG, Southeast Michigan Council of Governments





mionewater.com

Stormwater Pollution



75% of pollution entering our rivers, lakes, and streams comes from storm-water pollution.

Keep fertilizers away from storm drains and waterways.

SEMCOG, Southeast Michigan Council of Governments
 Published by Jon Clark [?] · June 6 at 9:57 AM · 🌐

To protect our lakes, rivers, and streams, do not allow lawn clippings or fertilizers down the storm drain. Only rain down the storm drain.
#OneWater mionewater.org

Great Lakes Water Authority, Cranbrook Institute of Science

Figure 40
City of Romulus

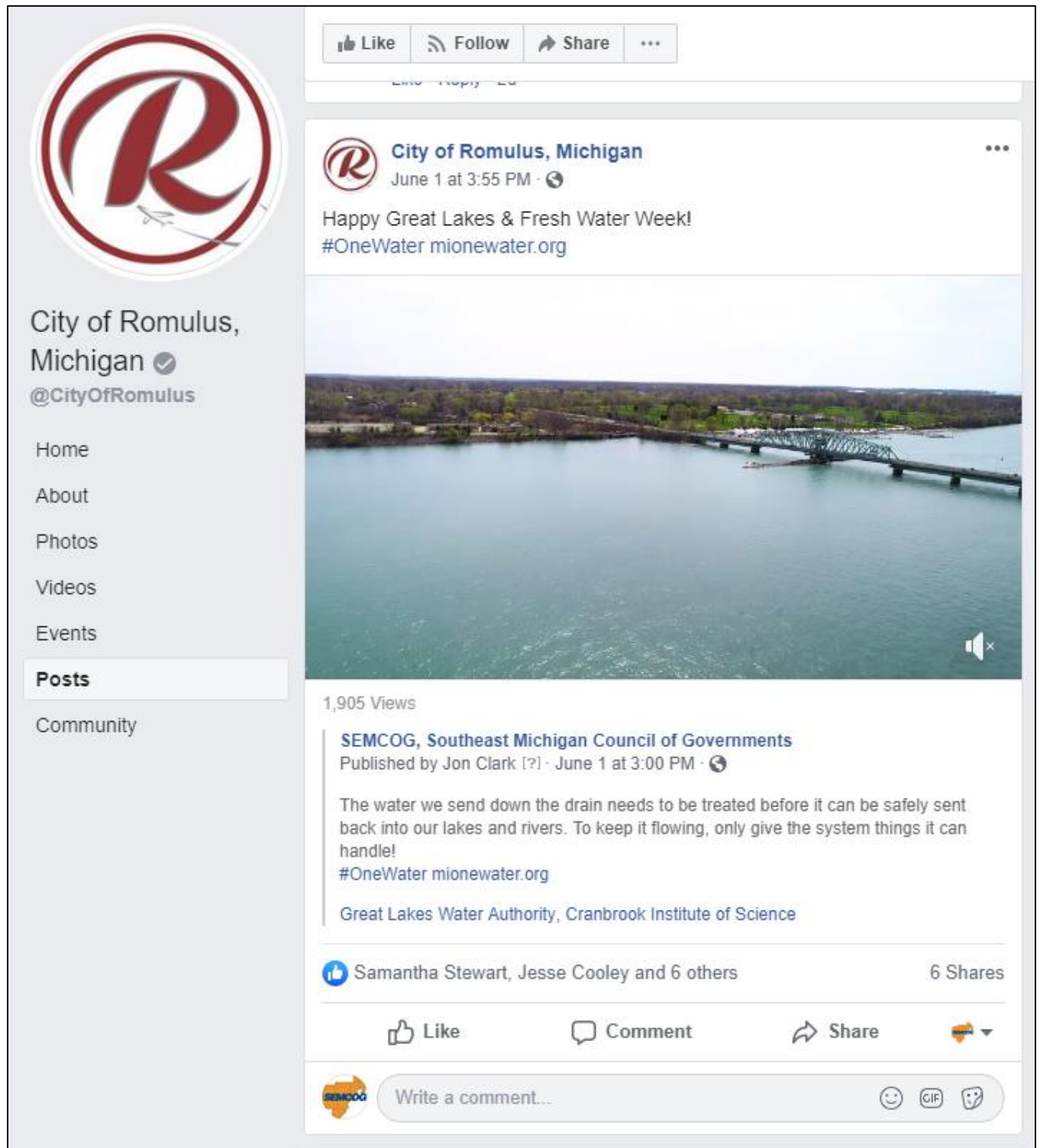


Figure 41
City of Saline



Figure 42
Village of Dundee

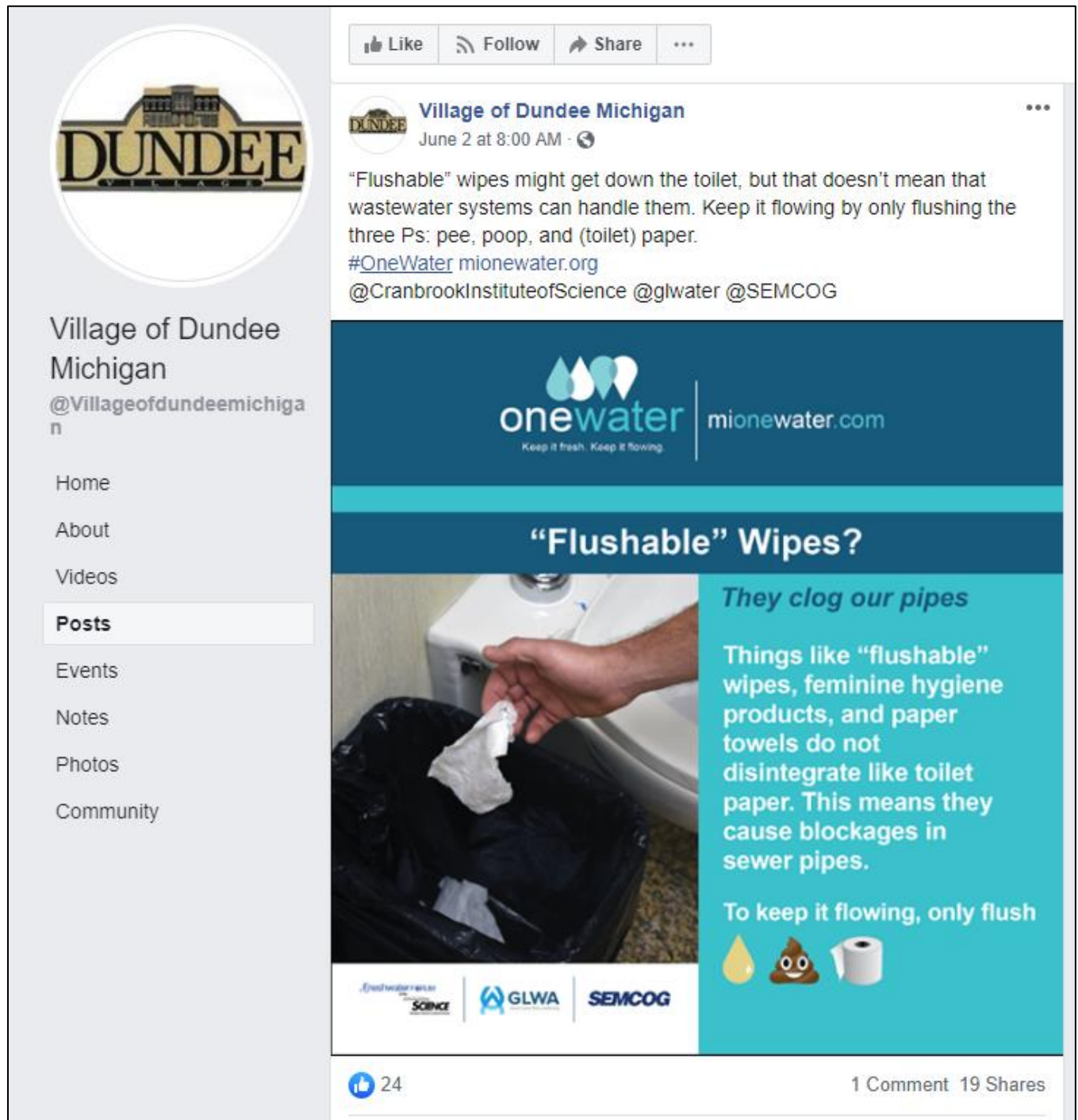


Figure 43

West Bloomfield Township

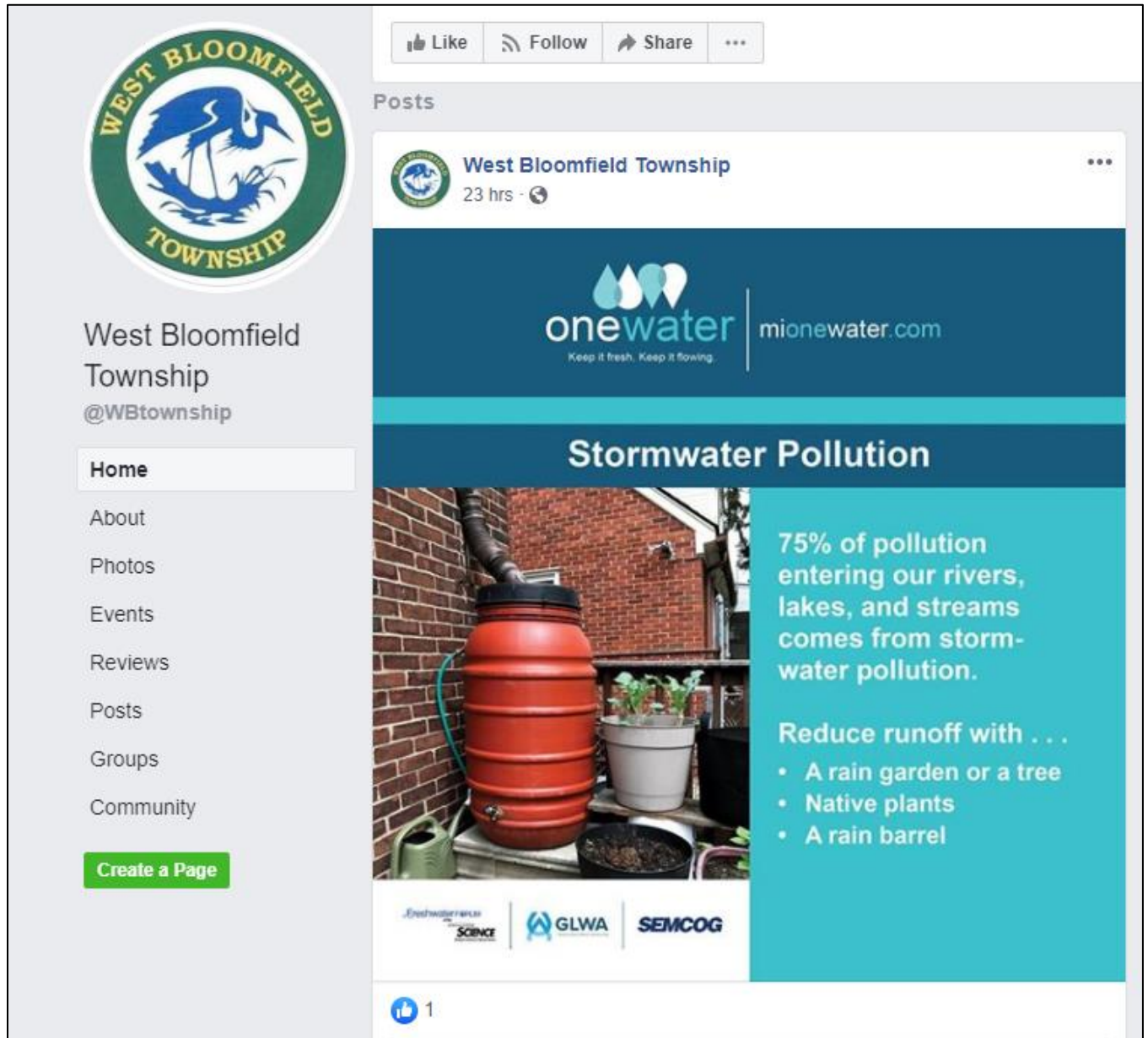


Figure 44

Village of Wolverine Lake

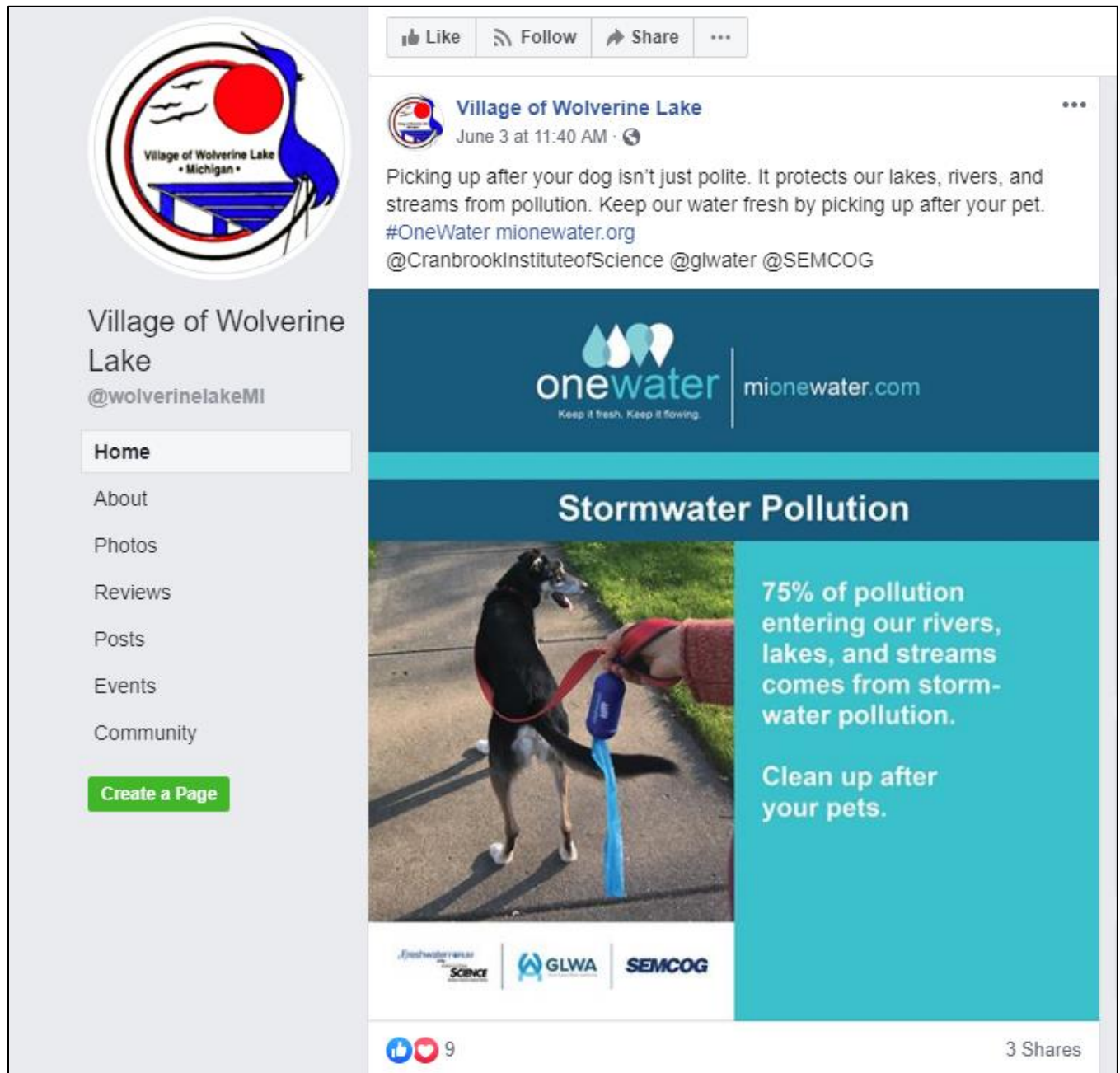
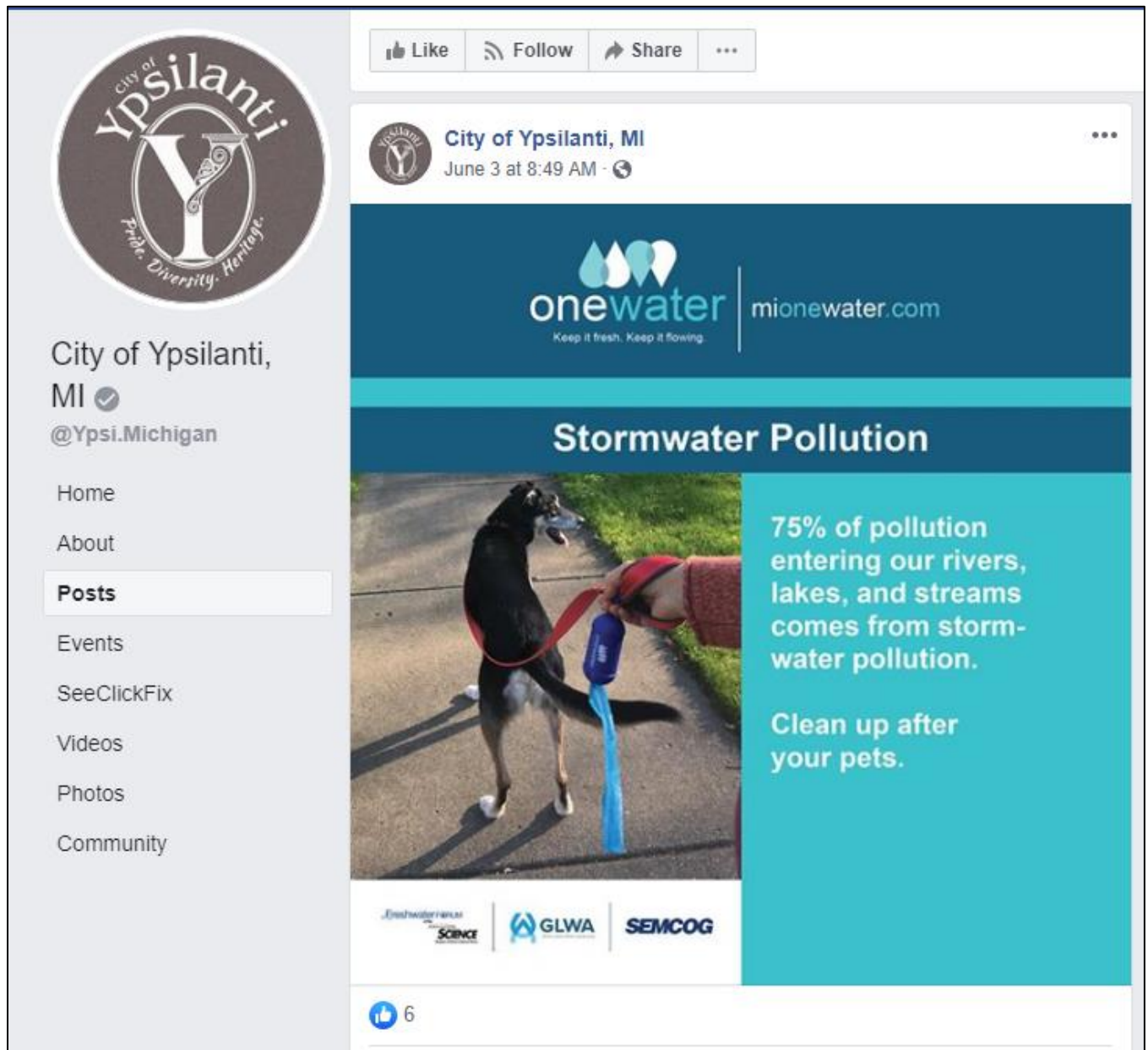


Figure 45
City of Ypsilanti

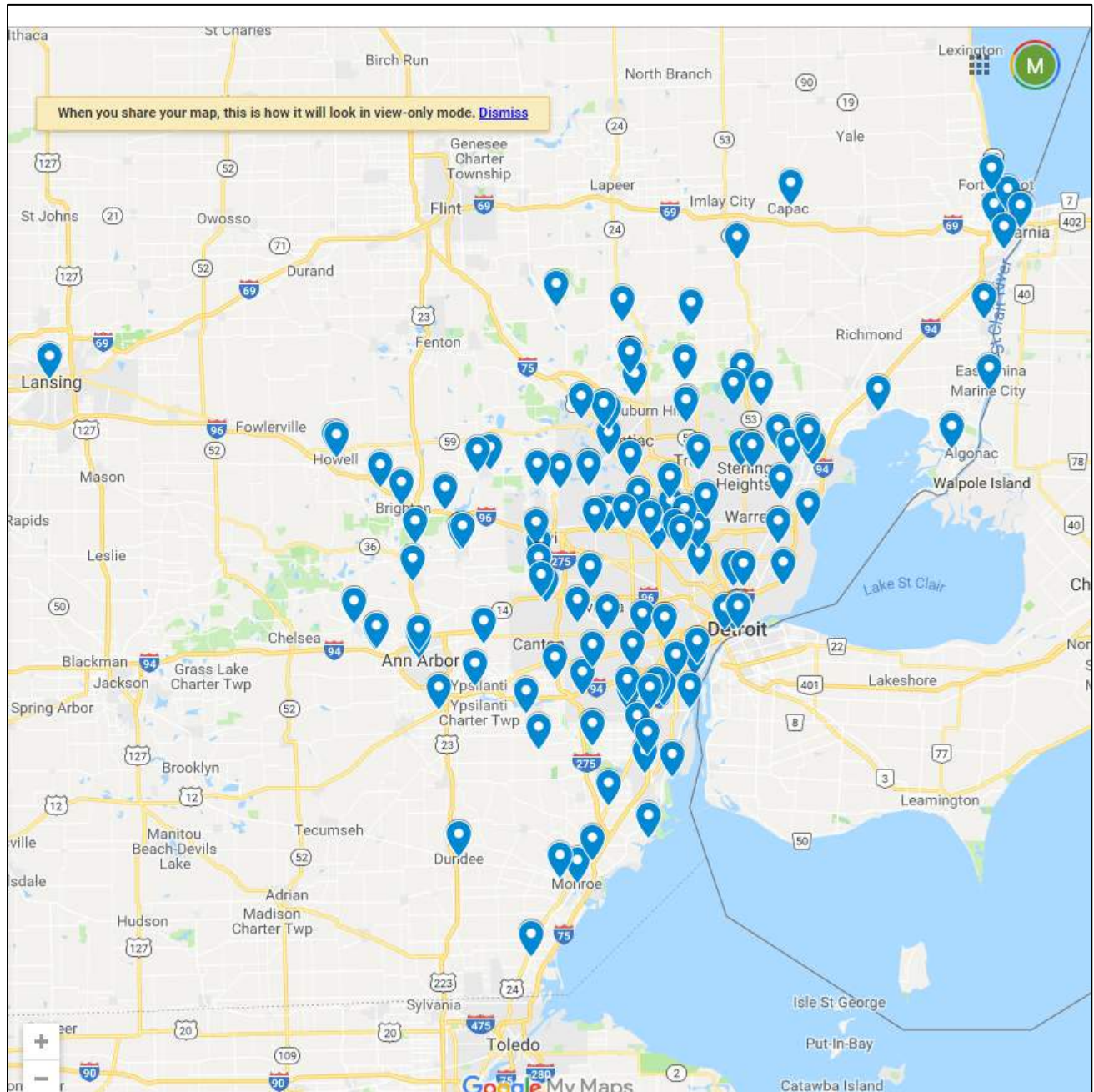


Material Distribution

Educational items and giveaway materials were made available to SEMCOG members and partners. More than 160 orders were placed, and nearly 44,000 items were distributed throughout the region. The map displays the communities to which items were delivered (Figure 46).

Figure 46

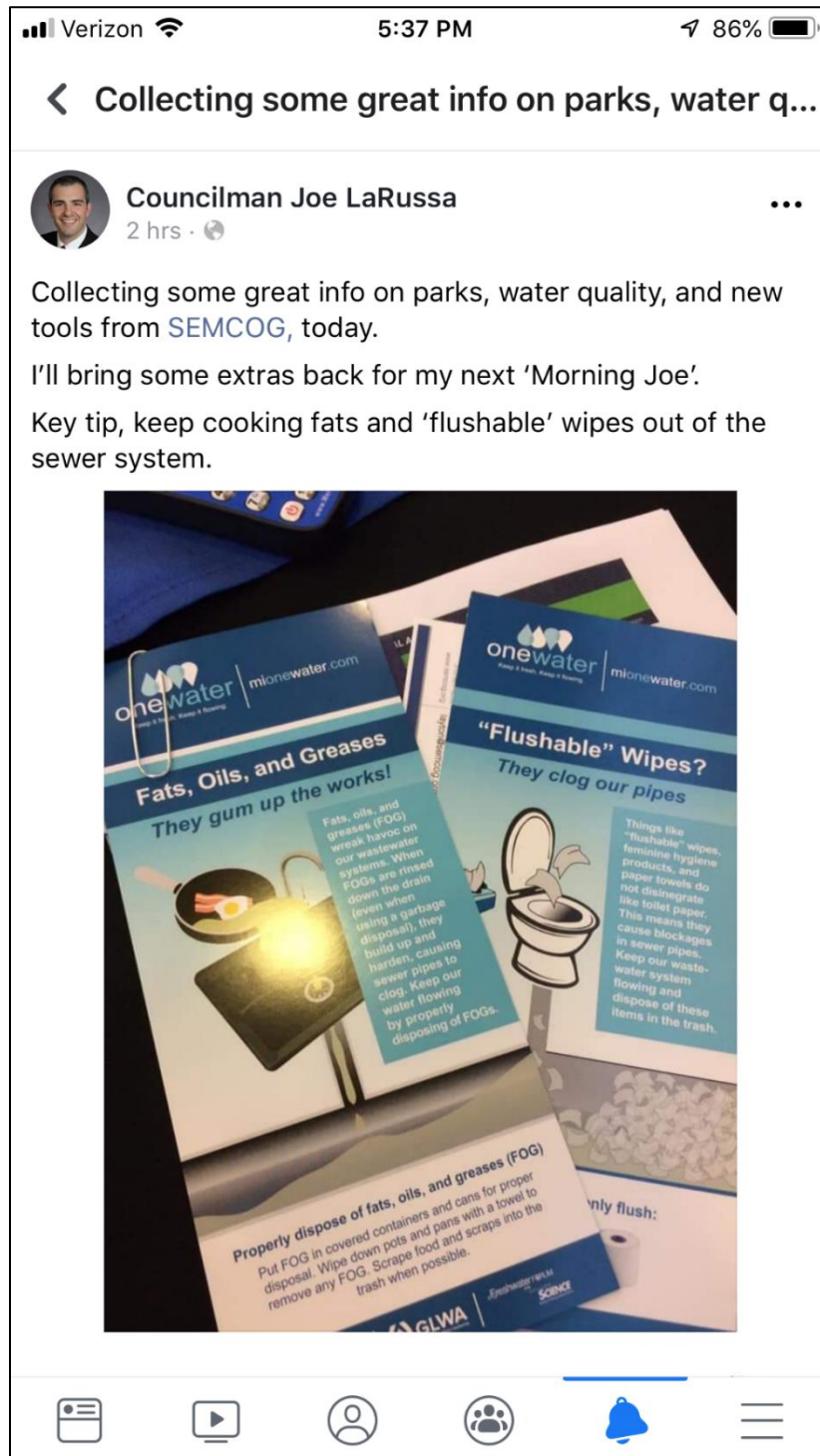
Distribution network: locations of partners who distributed materials



Materials were shared at a range of places, including city halls, farmers markets, and special events (Figure 47).

Figure 47

Elected official promoting and sharing campaign materials



Outcomes

In addition to tracking campaign impressions, pre- and post-campaign surveys were administered to residents of Southeast Michigan to measure the impact of the campaign. A total of 649 residents took the pre-survey, while 651 took the post-survey. Note: sample groups were unique and not all participants answered all the questions.

Key Takeaways from Survey

The *One Water* campaign was well-seen and well-received throughout the SEMCOG region. Based on survey responses, it can be estimated that 1.3 million people saw and retained at least one campaign message. Survey results showed that the top three methods for the viewing the *One Water* campaign were social media, government offices, and outdoor billboards.

When asked in the pre-survey to rate water quality in lakes, rivers, and streams where they live, only 17 percent of respondents thought it was getting better while 35 percent actually believed it was getting worse. In the post-survey, the respondents who believed water quality to be improving rose to 22 percent while those who believed it is getting worse fell to 29 percent.

In each survey, participants were asked, “Which water infrastructure area is most important to invest in for the next generation?” Pre-campaign, 63 percent answered that drinking water is most important, while 14 percent said storm drainage, and 11 percent said sanitary sewer. Post-campaign, 60 percent said drinking water, 15 percent answered storm drainage, 15 percent answered sanitary sewer.

In the survey, participants were asked if they were more likely to take a water-related action based on hearing or seeing the *One Water* campaign messaging. The top four actions are:

1. 58% of participants stated they will stay more informed about water-related news.
2. 47% of participants stated that they would take hazardous waste collection to a center.
3. 46% of people said that they would drink tap water.
4. 40% of people said that they would sweep excess grass clippings off a driveway/sidewalk.

Conclusion

With a tremendous amount of participation by partners throughout the region, *One Water* was a great success in 2019. In addition to the high total of impressions, survey results and continued interest from partner communities and agencies indicate that the campaign is having a big impact.

Next Steps

Based on this success, the *One Water* team will be re-assembled for 2020 to enhance and continue the campaign. In addition to addressing feedback provided in the post-campaign survey, the project team and advisory group will provide input and set a course for the next iteration. To refine and improve the effectiveness of campaign products, existing materials and new draft iterations will be submitted to review in a focus group setting and improved according to the findings. To sustain and grow the reach of campaign, additional primary partners will be sought.

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2019-2020**

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