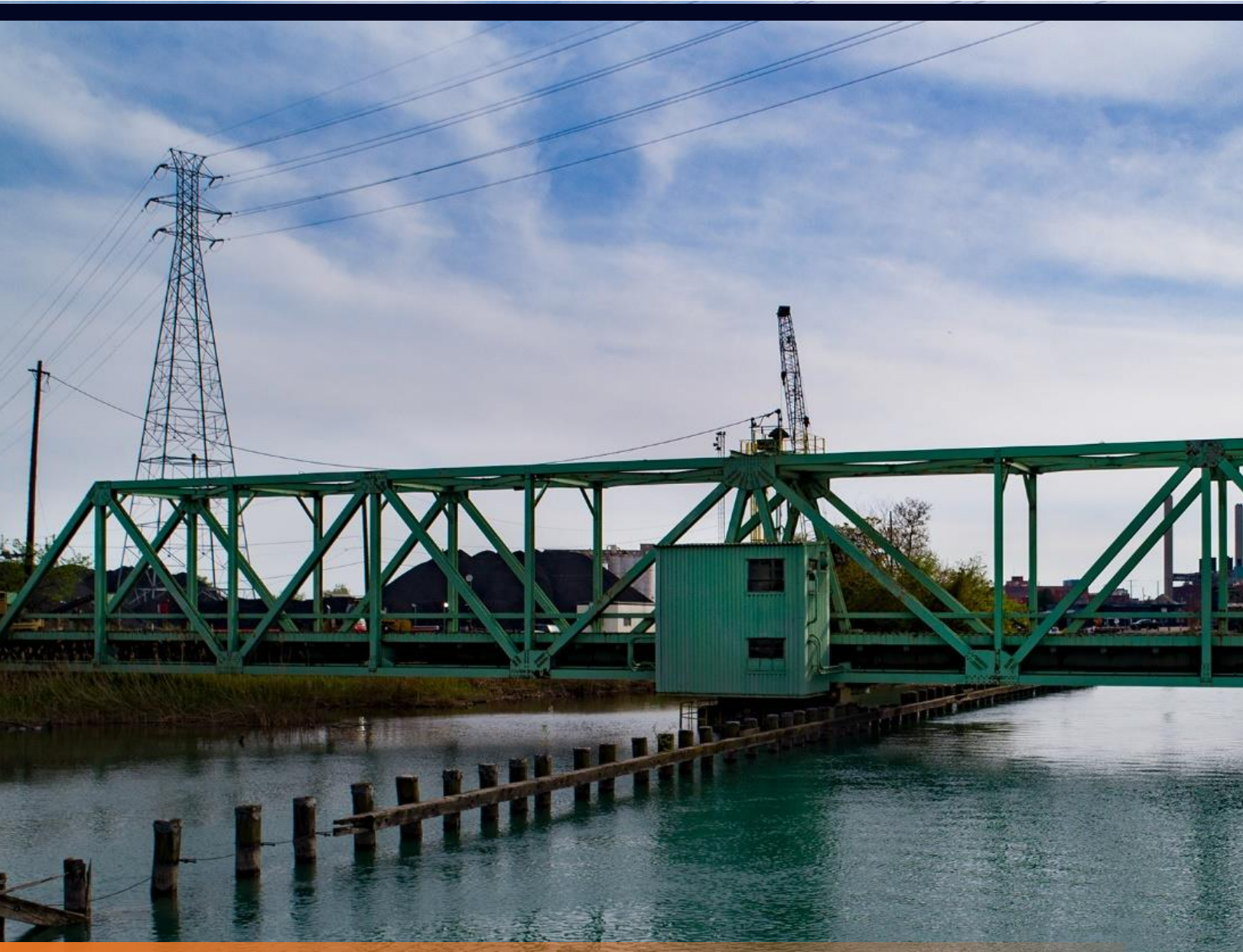


Implementation Report: One Water Public Education Campaign



SEMCOG . . . *Developing Regional Solutions*

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. *One Water* is a regional partnership – led by SEMCOG and the Great Lakes Water Authority – to increase public understanding of water-related challenges facing the region and encourage the stewardship required to address these issues.

This report highlights the goals, methods, and results of Southeast Michigan's *One Water* campaign in 2022. With input from water resource providers throughout the region, this campaign educated residents throughout Southeast Michigan about challenges and individual stewardship actions related to drinking water, stormwater, and wastewater.

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- | | |
|-----------------------|--|
| • Chris Bobryk | Clinton River Watershed Council |
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| • Jennifer Lawson | City of Ann Arbor |
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Executive Summary

The One Water Campaign is centered around a one-week media blitz, in conjunction with Michigan's Great Lakes and Fresh Water Week. Campaign messaging largely focuses on the connection between stormwater, drinking water, and wastewater. [Great Lakes and Fresh Water Week](#) and the One Water Campaign ran from June 4-12, 2022. For 2022 the campaign focused on the on how the stormwater system works and key actions to take when a big rain event is coming.

As reflected in the acknowledgements and throughout this report, dozens of organizations and many individuals support water quality and this campaign through their efforts. The Great Lakes Water Authority and SEMCOG are the primary organizations behind this campaign, which is administered by SEMCOG.

In response to challenges experienced by several communities where significant rain/flooding events have occurred in recent years, the 2022 One Water messaging campaign emphasized addressing stormwater and flooding issues. Stormwater and flooding challenges brought on by changing precipitation patterns have been exacerbated by aging infrastructure systems that were not designed or built to handle the volumes of water that larger storms are bringing.

Southeast Michigan's infrastructure providers continue their efforts to update and right-size systems to fit the region's changing needs, but funds are limited and there are no "quick fixes." The 2022 One Water campaign largely focused on explaining to Southeast Michigan residents the challenges we face and how we can respond to them in our daily lives.

Key messages:

- Stormwater is an important part of our water system, but very high volumes of precipitation can cause flooding in our communities.
- Stormwater travels through a vast system of pipes and pumps, to move water away from our homes, and back into the Great Lakes.
- Because the system is not designed to handle the rainfall from extreme storms, these storms can cause freeway flooding and basement backups.

Many of Southeast Michigan's residents live in areas with combined (storm- and wastewater) sewer systems, while others live in separated systems. In 2022, messaging about potential solutions was developed and targeted to be specific to each type of system.

The One Water campaign is coordinated with Great Lakes and Fresh Water Week, a decades-old water quality partnership between SEMCOG, the Southeast Michigan Partners for Clean Water, and the State of Michigan. In order to broaden the reach of the One Water campaign and connect regional and statewide efforts, SEMCOG worked collaboratively with the Department of Environment, Great Lakes, and Energy (EGLE) on the development of key messages for Great Lakes and Fresh Water week 2022. In these development meetings, the concept of "Water Champions" arose as a key theme for the year.

In addition to community-level outreach with participation from over 100 partners, One Water messages and content were broadcast on various media throughout Southeast Michigan, as described in Products and Events and Media Analytics and Impressions.

Two regionally relevant 30-second videos were distributed throughout SEMCOG's seven-county region on local TV stations FOX 2, WDIV 4, WDIV 4.3 METV, TV20, and CW50. These videos featured representatives and leaders from Southeast Michigan water service providers and organizations. The

regional 30-second videos were also broadcast on WWJ-AM radio as well as several internet audio streaming platforms.

Because some of Southeast Michigan's residents live in areas with combined (storm- and wastewater) sewer systems, while others live in separated systems, the following videos were developed and targeted to people whose homes are on each type of system. These videos were targeted and distributed via OTT ("over-the-top" internet streaming) and social media.

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.

On June 6, 2022, SEMCOG staff, in partnership with EGLE and the Oakland County Water Resource Commissioner's office (OCWRC) held a webinar titled [Water: We are the Champions](#). This webinar kicked off Great Lakes and Fresh Water Week and the start of the One Water campaign. The Water Champion concept was further amplified in an [article by SEMCOG planner Bailee Pasienza on June 2, 2022](#).

The *One Water* website – www.mionewater.org – includes all the campaign resources listed above. The website also shares information about Great Lakes and Fresh Water Week events and provides further information about the region's water systems.

With a variety of products strategically promoted across different media, the *One Water* campaign reached more than **16 million total impressions** during the spring and summer of 2022.

Background

SEMCOG has long been involved in public education related to water resources. In 2019, SEMCOG partnered with the Great Lakes Water Authority and the Cranbrook Institute of Science to launch the One Water Campaign for Southeast Michigan. The goal of this campaign is to attain a greater awareness and mutual shared responsibility for water resources and to create public support for investments in water resources and infrastructure asset management. Each iteration builds on the foundation laid in 2019; the implementation report from that year can [be viewed here](#).

Campaign messaging largely focuses on the connection between stormwater, drinking water, and wastewater. [Great Lakes and Fresh Water Week](#) and the One Water Campaign ran from June 4-12, 2022. For 2022 the campaign focused on the on how the stormwater system works and key actions to take when a big rain event is coming.

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 4.8 million.

Southeast Michigan's One Water partners

As reflected in the acknowledgements and throughout this report, dozens of organizations and many individuals support water quality and this campaign through their efforts. The Great Lakes Water Authority and SEMCOG are the primary organizations behind this campaign, which is administered by SEMCOG.

Great Lakes Water Authority

The Great Lakes Water Authority (GLWA) is 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."

2022 Priorities and Strategy

Emphasize stormwater management and flooding with distinct and targeted messaging for individuals in both combined and separated systems

In response to challenges experienced by several communities where significant rain/flooding events have occurred in recent years, the 2022 One Water messaging campaign emphasized addressing stormwater and flooding issues. Stormwater and flooding challenges brought on by changing precipitation patterns have been exacerbated by aging infrastructure systems that were not designed or built to handle the volumes of water that larger storms are bringing.

Southeast Michigan's infrastructure providers continue their efforts to update and right-size systems to fit the region's changing needs, but funds are limited and there are no "quick fixes." The 2022 One Water campaign largely focused on explaining to Southeast Michigan residents the challenges we face and how we can respond to them in our daily lives.

Key messages:

- Stormwater is an important part of our water system, but very high volumes of precipitation can cause flooding in our communities.
- Stormwater travels through a vast system of pipes and pumps, to move water away from our homes, and back into the Great Lakes.
- Because the system is not designed to handle the rainfall from extreme storms, these storms can cause freeway flooding and basement backups.

Many of Southeast Michigan's residents live in areas with combined (storm- and wastewater) sewer systems, while others live in separated systems. In 2022, messaging about potential solutions was developed and targeted to be specific to each type of system.

Messaging for individuals served by combined systems:

- Always be aware of weather alerts for storms and flash flooding.
- Help protect your property by keeping your valuables off the basement floor.
- Avoid using your washing machine during these storms.

Messaging for individuals served by separated systems:

- When a wet weather event occurs, make sure local storm drains in your neighborhood streets are clear so that water can drain into the storm sewer system.
- Plant a rain garden if you're able, to help manage stormwater on your property.

Great Lakes and Fresh Water Week / leveraging key partnerships

The One Water campaign is coordinated with Great Lakes and Fresh Water Week, a decades-old water quality partnership between SEMCOG, the Southeast Michigan Partners for Clean Water, and the State of Michigan. In order to broaden the reach of the One Water campaign and connect regional and statewide efforts, SEMCOG worked collaboratively with the Department of Environment, Great Lakes, and Energy (EGLE) on the development of key messages for Great Lakes and Fresh Water week 2022. In these development meetings, the concept of “Water Champions” arose as a key theme for the year.

The concept of a water champion is defined below:

- Southeast Michigan’s lakes, rivers, and waterways define are region and are essential to our economic health, our recreational opportunities, and our quality of life. In order to keep our water fresh and flowing, it takes a team of water champions from across the region working collaboratively to protect our water system. Our water operators, watershed councils, academic researchers, transportation agencies, and the citizens who live amongst our watersheds are all considered water champions, and play a role in maintaining our water quality.

SEMCOG’s Partners for Clean Water group is comprised of scientists, watershed organizations, consultants, community planners, water resource experts, and more. We meet quarterly to talk about important water topics and water projects happening throughout our region. This group has been meeting for over 20 years, and kicked off the “Ours to Protect” campaign. Ours to Protect messages can still be seen on signs along local waterways throughout Southeast Michigan. The Partners for Clean Water members have greatly helped in the development of the One Water campaign, providing ideas and input on key messages for stormwater, wastewater, and drinking water.

In addition to the Partners for Clean Water group, SEMCOG’s Water Infrastructure Task Force provided input on the 2022 campaign. Two working group sessions were held to talk about community needs when it comes to water education and effective ways of messaging on water resources. From these conversations, consistent messaging across communities and more education for elected officials were found to be needed in the region. In addition, the group highlighted the importance of 101 education when it comes to our stormwater system. SEMCOG worked with this group to develop the two new videos for the campaign this year.

Community-level outreach

Educational items and giveaway materials were distributed, on a voluntary basis, to SEMCOG and GLWA members and partners, as described in the Products and Events section. Digital content, also described in the Products and Events section, was also shared with and by communities throughout the region.

Media promotion

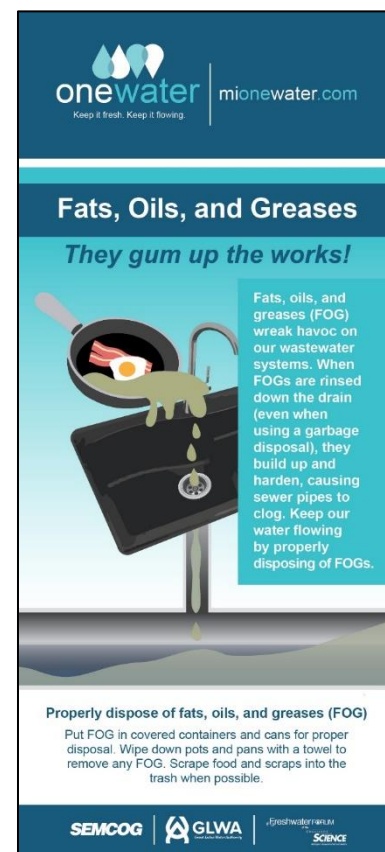
In addition to community-level outreach, one water messages and content were broadcast on various media throughout Southeast Michigan, as described in Products and Events and Media Analytics and Impressions.

Products and Events

One Water material distribution

More than 100 orders were placed from communities throughout Southeast Michigan. 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. One Water material bundles included the following items for use in community offices and at local events:

- 20 fats, oils, and grease FOG disposal bags
- 10 foldable water bottles
- 15 dog waste bags
- 75 educational tip cards



The following communities and partner organizations distributed One Water materials in 2022:

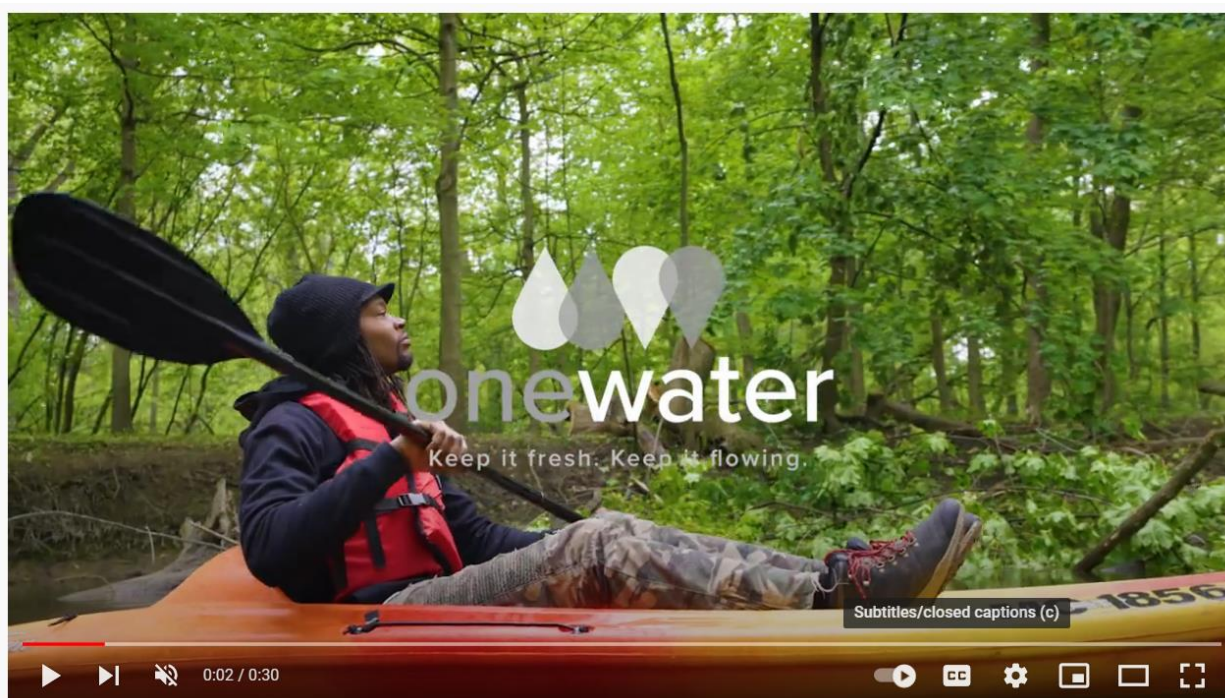
- Allen Park
- City of Auburn Hills
- City of Belleville
- Village of Beverly Hills
- City of Birmingham
- Bloomfield Township
- Blue Water Transit
- City of Brighton
- Canton Township
- City of Clarkston
- Clinton Township
- Commerce Township
- City of Dearborn
- City of Dearborn Heights
- Dearborn Public Library
- City of Detroit
- City of Dexter
- Dexter Township
- East China Township
- Erie Township
- Flat Rock
- Fort Gratiot Township
- City of Fraser
- Frenchtown Charter Township
- Garden City
- Grosse Ile Township
- City of Grosse Pointe Farms
- City of Grosse Pointe Park
- City of Grosse Pointe Woods
- City of Hamtramck
- City of Howell
- City of Huntington Woods
- Huron Charter Township
- City of Inkster
- Village of Lake Orion
- Lathrup Village
- City of Lincoln Park
- London Township
- Lyon Township
- City of Madison Heights
- City of Marysville
- Michigan Department of Transportation
- Village of Milford
- Milford Township
- City of Monroe
- City of Mount Clemens
- MSU Extension
- Village of New Haven
- City of Northville
- Oakland County Planning
- City of Oak Park
- Orion Township
- Village of Ortonville
- Oxford Township
- City of Plymouth
- Polly Ann Trail - Oakland County
- Port Huron Charter Township
- Recreational Authority of Roseville & Eastpointe
- Redford Township
- City of River Rouge
- City of Riverview
- Road Commission for Oakland County
- City of Rochester
- City of Rochester Hills
- City of Roseville
- City Of Royal Oak
- Shelby Township
- Six Rivers Land Conservancy
- City of South Lyon
- Village of South Rockwood
- City of Southfield
- City of Southgate
- Stantec
- City of St. Clair
- St. Clair County
- St. Clair County Library System
- St. Clair Shores
- Superior Township
- City of Taylor
- City of Trenton
- City of Utica
- Van Buren Charter Township
- Washington Township
- City of Wayne
- City of Westland
- City of Wixom
- Village of Wolverine Lake
- City of Woodhaven
- City of Wyandotte
- City of Ypsilanti

Regional 30-second videos

In response to challenges related to flooding, the One Water team produced new videos about stormwater and flooding issues. Infrastructure providers continue their efforts to innovate and right-size systems to fit the region's changing needs. In these videos, a few of Southeast Michigan's prominent water experts help to explain the challenges we face and how we can respond to them, focusing on the key messages listed above in 2022 Priorities.

Two regionally relevant 30-second videos were distributed throughout SEMCOG's seven-county region on local TV stations FOX 2, WDIV 4, WDIV 4.3 METV, TV20, and CW50. These videos featured representatives and leaders from Southeast Michigan water service providers and organizations.

One Water—Ours to Protect



Transcript: It's peaceful, it's quiet. And the noise and stress of life can sometimes disappear. So many people move to Michigan just because of our Great Lakes. The amount of water we have is important and we have to protect it. It's for our health and safety, it's for our economy, it's for protecting the environment that we all enjoy and we all need to survive. So clearing storm drains and the areas nearby of trash and leaves helps keep them for rain only. There's one water and it's ours to protect.

One Water—Wastewater Protection



Transcript: So many people move to Michigan just because of our great lakes. The amount of water we have is important and we have to protect it. Flushable wipes are just evil. They should be thrown away. They're impossible to destroy. Then they can cause significant problems. One of the main things when you're cooking is to not dump fats, oils, and greases down your drains. They stick to the sides of pipes. They stick to everything they come in contact with. Don't put it down the sink. There's one water and it's ours to protect.

Radio and streaming audio

The regional 30-second videos were also broadcast on WWJ-AM radio as well as several internet audio streaming platforms.

Targeted 30-second videos

Because some of Southeast Michigan's residents live in areas with combined (storm- and wastewater) sewer systems, while others live in separated systems, the following videos were developed and targeted to people whose homes are on each type of system. These videos were targeted and distributed via OTT ("over-the-top" internet streaming) and social media.

Stormwater and Flooding – Combined Systems



Transcript: Stormwater travels through a vast system of pipes and pumps to move water away from our homes to a water treatment plant and back into the Great Lakes. Our system is not designed to handle rainfall from extreme storms that can lead to freeway flooding and basement backups help protect your property and your community by making sure storm drains are clean and avoid using your washing machine so as not to overload the system. Keep our system fresh and flowing. It's all one water.

Stormwater and Flooding — Separated Systems



Transcript: Stormwater travels through a vast system of pipes and pumps to move water away from our homes and back into the Great Lakes. Our system is not designed to handle rain from extreme storms, which can lead to freeway flooding and the basement backups. One thing you can do at your house is keep water away from your foundation and keep your downspouts about four feet away from your house. If you can, connect the downspout to a rain barrel or have a drain into a rain garden like we've got here, so keep our systems fresh and flowing, it's all one water. Keep our system fresh and flowing. It's all one water.

Southeast Michigan Water Champions series

Southeast Michigan's water quality has long benefitted from the efforts of water champions, people who are focused on protecting and sustaining our water resources so these benefits can be enjoyed now and for generations to come. A series of videos was produced to help connect individuals to the working being done by their water service providers and watershed organizations. This series conveys what many of the region's water champions are doing and encourages participation in stewardship events and activities.

Videos in the series profiled the following organizations:

- Alliance of Downriver Watersheds
- Clinton River Watershed
- City of Ann Arbor / Huron River Watershed Council / Washtenaw County
- Friends of the Rouge
- Friends of the St. Clair River
 - Bonus video highlighted 2022 Sturgeon Festival

- Great Lakes Water Authority
- Oakland County Water Resource Commissioner
- Michigan Department of Environment, Great Lakes, and Energy (EGLE)

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.

Example graphic:



Great Lakes and Fresh Water Week events

The following events were promoted in the campaign and listed [on SEMCOG's website](#):

- Blue Water Sturgeon Festival
- 2022 Clinton River Paddlepalooza
- Water: We are the Champions Webinar
- Tuesday Treks with Friends of the St. Clair River
- Webinar - "How Michigan's Water Use Program Preserves and Manages our Water Resources"
- Art - Fish - Fun - Festival
- Free Fishing Weekend
- National Canoe Day Paddle Trip: Friends of the Rouge

Additionally, this site promoted year round opportunities to participate in water stewardship.

Water: We are the Champions Webinar

On June 6, 2022, SEMCOG staff, in partnership with EGLE and the Oakland County Water Resource Commissioner's office (OCWRC) held a webinar titled [Water: We are the Champions](#). This webinar kicked off Great Lakes and Fresh Water Week and the start of the One Water campaign. The webinar featured a panel conversation between Water Resource Commissioner Jim Nash and recently named water champion, Aditya Yogesh, a fifth grader who won the Oakland County Kids Clean Water Calendar Contest. These panelists exemplified what it means to be a water champion, and highlighted the importance of sustaining our water resources for future generations, and. In addition to this panel discussion, Eileen Bokestien, Environmental Education Coordination for EGLE, discussed the importance of water education, and how to get involved in water programming across the state.

Blog article

The Water Champion concept was further amplified in an [article by SEMCOG planner Bailee Pasienza on June 2, 2022](#):

Great Lakes and Fresh Water Week, an opportunity to reflect on the immense value and responsibility of living at the heart of the earth's largest surface freshwater system, kicks off on June 4. The health of our region's water resources and quality of life are supported by infrastructure that includes drinking water, wastewater, and stormwater. Every day, we rely on "Water Champions" across our region, to keep our water fresh and flowing.

Local communities, counties, and the Great Lakes Water Authority all have roles in managing water infrastructure and protecting public health. Whether it is treating drinking water, managing the drinking water distribution system, collecting wastewater, treating wastewater and/or managing stormwater runoff, public works staff and water operators are the region's front line Water Champions. Watershed councils engage the public in stewardship opportunities and help monitor the quality of our lakes, rivers, and streams. Academic researchers study our water systems to understand and solve many of the challenges we face. Road agencies ensure that stormwater from the transportation system is managed, so residents can move across Southeast Michigan safely.

Most importantly, residents throughout our region's watersheds take small actions in their daily lives to ensure the sustainability of our water infrastructure systems. The combined and collaborative efforts among these diverse groups of water champions is key for sustaining Southeast Michigan's fresh water resources...

Website

The *One Water* website – www.mionewater.org – includes all the campaign resources listed above. The website also shares information about Great Lakes and Fresh Water Week events and provides further information about the region's water systems.


There is One Water, and it is ours to protect.

The health and sustainability of our water resources depends on our ability to understand...

- The intricate design of the water system
- The vastness and value of the system


We can take action by...

- Learning about water and the systems that serve us
- Practicing stewardship of water resources



View this page

2022 Great Lakes & Fresh Water Week Events






There are many ways to enjoy water in Southeast Michigan and to become a One Water advocate. An easy first step could be to take part in any of the Great Lakes and Fresh Water Week events happening across the region. View the [events calendar](#) and click the button below to view the 2022 Events, and learn more about how you can get involved in improving water quality every day.

View this page

Watch/share 30-second videos




In 2022, the One Water team added new videos about stormwater and flooding issues. Infrastructure providers continue their efforts to improve and upgrade systems to fit the region's changing needs. In these videos, a few of Southeast Michigan's prominent water experts help to explain the challenges we face and how we plan to respond to them.

View this page


Series: Southeast Michigan's Water Champions

The people of Southeast Michigan benefit from living in the heart of the planet's greatest fresh water resource. The Great Lakes provide tremendous access to water, along with opportunities for travel, industry, recreation, and more. The region's One Water partners are focused on protecting and sustaining our water resources so these benefits can be enjoyed now and for generations to come. Watch our Southeast Michigan partner series to learn what some of our Water Champions are doing to help maintain your watershed address.

View this page

Share information with your friends, family, and community stakeholders!



In addition to the videos above, the One Water partners encourage you to share our message-style water quality messages (as seen at left) or with your One Water photo and notes on social media with #MichiganWater. Click on the image to take you to the complete album!

Check out a calendar at www.mionewater.org to share with your neighbors!

Southeast Michigan's Water Legacy

Just as the water around us has shaped our lives, we have shaped our waterways over the years. Rapid industrialization and urbanization of this region created wealth and prosperity, but they have also contributed to water quality issues. The history of our water is inseparable from the history of our region, and lessons from the past are essential to assessing water quality for future generations.

In many ways, people are defined by water. The water we drink. The water we enjoy. There's only one water. In Southeast Michigan, water is abundant. It provides for opportunity. It gives us life. It's part of who we are. It's a source of pride. From European settlement, our landscape and waterways have been defined. The knowledgeable people who first traversed these lands moved through forests and prairies; they made their way out of and around water and wetlands.


In the past few centuries, we've added a lot to the landscape. We've added people, buildings, industry, and much more. As we have developed the land and laid down roads to make travel easier for people, we have also built massive water systems that move water to where we need it and keep it away from the places we don't.

Constrained by limited resources, our shared water systems are monitored and maintained every day by water professionals to ensure that we have reliable access to safe, fresh water.

Shaping our water's future, together

As water systems age and new building, we continue to learn and innovate, enabling us to effectively manage water systems and other infrastructure. Resilience and smart, coordinated investments. We have made some big strides in water quality in recent decades, addressing pollution and reducing some of our most significant waterways. We are learning more all the time about how to manage our water resources more sustainably. Our water quality and quantity are more important than ever. Our water infrastructure systems do not have the capacity to handle these increased volumes, and resources to enhance the system are limited. Southeast Michigan's Water Infrastructure Task Force, comprised of water leaders and experts from across the region, is working now to develop solutions to these challenges. Whether it is by participating in this task force, developing a storm drain, or planting a tree, there is something all of us can do to ensure our water resources are sustained for generations to come.


Learn about the distinct, but interconnected systems for drinking water, stormwater, and wastewater



Stormwater

Learn more about the stormwater system, our waterways, rain gardens, stormwater resources, and more!


View this page



Wastewater

Learn more about best practices for wastewater, the wastewater systems, and more!

View this page




Drinking water

Learn more about the drinking water system, water treatment, additional resources, and more!

View this page

Read more



One Water article series

View this page

Follow our social media

Media Analytics and Impressions

With a variety of products strategically promoted across different media, the *One Water* campaign reached more than **16 million total impressions** during the spring and summer of 2022.

This included:

- 13.7 million impressions on broadcast TV spots,
 - 3,884,000 impressions via WXYZ-7
 - 1,642,400 impressions via TV-20
 - 5,282,974 impressions via WDIV/ METV
 - 2,364,000 impressions via WJBK-2
 - 576,940 impressions via CW50
- 278,462 impressions via Streaming / OTT (content targeted by wastewater system)
 - 50% to combined system areas
 - 50% to separated system areas
- 1,768,000 on WWJ-950 radio
- 220,728 impressions via radio streaming
- 328,704 million impressions on social media
 - 62,692 video views (content targeted by wastewater system)
 - 78 direct shares and retweets
- Water: We are the Champions webinar
 - 36 live attendees
 - 184 Facebook views
 - 11 YouTube views
- 427 views of “Water Champions: Serving Southeast Michigan” blog article
- 6,526 views of One Water website in June 2022 (363 in May)

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