

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 quality 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 2024. 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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SEMCOG

Southeast Michigan Council of Governments
Information Center
1001 Woodward Avenue, Suite 1400
Detroit, MI 48226-1904
313-961-4266 • fax 313-961-4869
www.semcog.org • infocenter@semcog.org

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About One Water

The *One Water* concept emphasizes a holistic understanding and shared responsibility for our water systems. The people of Southeast Michigan share in the benefits of our location at the heart of the Great Lakes. We also share a responsibility for the quality of:

- Our lakes, rivers, and streams
- Drinking water, wastewater, and stormwater systems

An initiative of SEMCOG and the Great Lakes Water Authority (GLWA), Southeast Michigan's *One Water* public education initiative provides education, engagement, and support related to improving water quality water resources.

Challenges Facing Southeast Michigan's Water Systems

Investments of more than \$3 billion annually are necessary to support thousands of miles of underground water infrastructure pipes. Additional investments are needed to support other water infrastructure assets including more than:

- 100 drinking water treatment facilities
- 59 wastewater treatment facilities
- 25 combined sewer overflow facilities
- 13,000 road-stream crossings

As severe flooding events persist and rainfall patterns become more frequent and intense, SEMCOG and its partners are working to understand and address the vulnerabilities of the region's stormwater infrastructure and transportation networks. Below, we highlight SEMCOG's current initiatives addressing these challenges and resources for stormwater planning efforts.

The region's stormwater systems are deteriorating, and the level of service will decline more rapidly as extreme rain events become more frequent. Poorer water quality and flooding will continue across the region without adequate investments.

Public Education as Part of the Solution

The *One Water* campaign establishes a stronger public trust in water systems through education and collaboration on water infrastructure messaging. The health and sustainability of our water resources depend on our collective ability to understand the impacts of our actions.

SEMCOG has supported public education related to water resources for decades. 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 lead this campaign, which is administered by SEMCOG. Campaign messaging focuses on the connection between stormwater, drinking water, and wastewater.

The goal of this campaign is to attain 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; [view the 2023 implementation report](#).

The campaign messaging centers on the link between stormwater, drinking water, and wastewater. [Great Lakes and Fresh Water Week](#), along with the *One Water* campaign, took place from June 1-9, 2024.

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. 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.

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

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

The *One Water* campaign, aligned with Michigan's Great Lakes and Fresh Water Week, is a dedicated multimedia initiative that underscores the vital connection between stormwater, drinking water, and wastewater. The 2024 campaign, which ran from June 1-9, focused on stewardship and the crucial role of protecting and enhancing water quality in Southeast Michigan.

SEMCOG, the Southeast Michigan Council of Governments, supports over 180 local government and education members by providing planning, technical assistance, and resources to improve environmental quality, transportation, community revitalization, and economic development. As the Designated Water Quality Management Agency for the region, SEMCOG aims to increase public awareness and foster a shared responsibility for water resources through coordinated public education.

Southeast Michigan's Partners for Clean Water group plays a key role in these efforts. This group, which includes scientists, watershed organization representatives, consultants, community planners, and water resource experts, meets quarterly to discuss significant water issues and projects across the region. With over 20 years of collaboration, this group initiated the "Ours to Protect" campaign, whose messages still appear on signs along local waterways. The Partners for Clean Water have significantly contributed to the development of the *One Water* campaign, offering ideas and input on key messages related to stormwater, wastewater, and drinking water.

2024 Priorities and Strategy

Emphasizing the Importance of Stormwater Management and Stewardship in Southeast Michigan

In 2024, the *One Water* messaging campaign in Southeast Michigan focused on stormwater management and stewardship. This emphasis was conveyed through new video assets featured in the [video section](#) of this report.

One key message highlighted the benefits of planting rain gardens and the role of green infrastructure in our region. Rain gardens help absorb water into the ground, reducing runoff and filtering pollutants. Another important message addressed the need to clean up after pets and the impact of pet waste on water quality. When pet waste is left on the ground, harmful bacteria can enter storm drains and water sources.

A partner program that was supported this year by SEMCOG was Oakland County Water Resources Commission's [RainSmart Rebates](#). This pilot program offers homeowners in the George W. Kuhn Drain Drainage District the chance to earn up to \$2,000 for installing green stormwater infrastructure, such as rain barrels, tree planting, or rain gardens. This two-year program aims to enhance stormwater management and encourage environmental stewardship. To qualify for the one-time rebate, applicants must follow a step-by-step process for implementing an approved project.

Assets / Key Messages

Input and guidance from *One Water* partners are critical to the success of this public education initiative and its implementation. This collaboration encompasses several key areas:

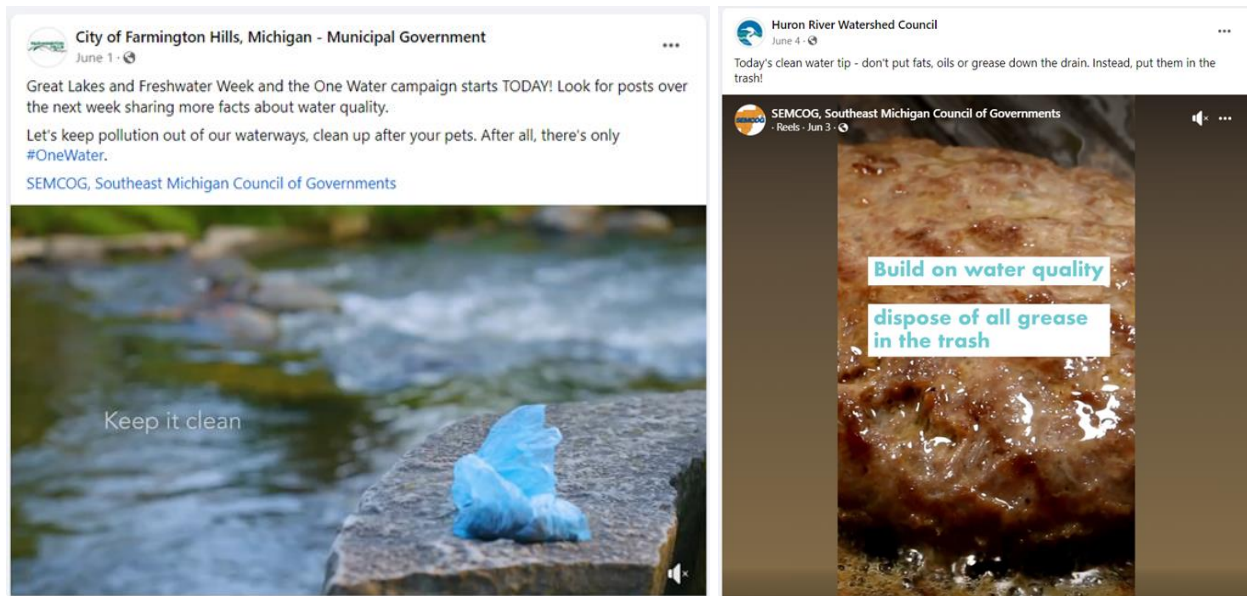
- Selection of Key Messages
- Production of Media Assets, including on-site filming
 - Special acknowledgment is extended to all partners who supported this project, notably the Great Lakes Water Authority for facilitating the filming of “Man Stuck in a Rain Barrel.”
- Distribution of Media Assets and Messages

Providing our *One Water* partners with a detailed media toolkit is essential for optimizing the reach and impact of our campaign. This toolkit features a comprehensive social media strategy (See [Appendix A](#)), which includes:

- Posting dates
- Suggested captions
- Links to download graphics
 - Alternative text
- Links to download videos

This guide equips our partners with the necessary tools to align their efforts with SEMCOG’s social media postings, thereby ensuring a unified and effective dissemination of our messages. By facilitating consistent and coordinated communication, we empower our partners to actively contribute to spreading crucial information about water stewardship. This collaborative approach not only extends the campaign’s reach but also enhances our message on the importance of safeguarding and improving water quality in Southeast Michigan. It fosters a shared commitment to water resource protection, streamlines outreach efforts, and amplifies community engagement, underscoring the significance of water conservation.

Throughout the year, more than a dozen communities and partners utilized the *One Water* media toolkit by posting suggested messages directly on their social media profiles. Additionally, over 70 communities and partners reposted *One Water* campaign posts from SEMCOG’s social media channels. Here are a few examples of the messages shared by our partners on social media.



Key messages emphasized in 2024:

- Stormwater stewardship:
 - Plant a tree or rain garden
 - Clean up after your pet
- Dispose of all grease in trash.
- “Flushables” clog pipes.
- If you see pollution, report it.
- Careers in water operations are stable, offer competitive salaries, great benefits, provide opportunities for growth, and allow you the chance to give back to your community.
- In Southeast Michigan, there are a variety of programs to provide both short-term and long-term assistance to residents.
- Clear neighborhood storm drains to prevent flooding.
- Take specific action unique to your sewer system.
 - Since some Southeast Michigan residents are served by combined sewer systems (handling both stormwater and wastewater) while others have separate systems, key message videos tailored to each system type were shared through social media. This targeted approach ensured that residents received relevant information based on their specific sewer system,
- During intense storms, keep your valuables off the floor in your basement and avoid using your washing machine.

Video Assets

[“Man Stuck in a Rain Barrel”](#) video

Description:

This video explains the increasing issue of heavy storms causing excess rainfall and debris to overwhelm storm drains, leading to poor water quality in lakes, rivers, and streams. It highlights the benefits of installing a rain barrel, which collects stormwater from your roof for gardening and other

uses. The video also mentions that many communities and watershed organizations offer resources and education to help with rain barrel installation. Viewers are encouraged to visit their local community or watershed websites for more information on obtaining and installing a rain barrel.

Transcript:

During heavy storms, which are becoming more and more frequent, excess rainfall and debris from roads and sidewalks can overwhelm storm drains. This leads to poor water quality in our lake's rivers and streams. One way to reduce run off and keep our waters fresh is to install a rain barrel. However, not everyone knows how to install a rain barrel. I don't get it, and I can't move! To learn more about where to get a rain barrel and how it connects to your downspout...and how to avoid getting stuck...visit your community's or watershed website to get the help you need to install a rain barrel on your property. Help me get out of this thing! Okay, come on. I'm trying! No that's not helping! Alright, you're on your own.

"One Water – Keep It Clean" video**Description:**

This video connects the importance of water stewardship with the enjoyment of water recreation. Set against peaceful, scenic backdrops, the video opens with the message, "There's only one water." It follows a woman walking her dog along a river, highlighting the simple act of keeping the environment clean by picking up after her pet, with the message "Keep it clean upstream" displayed on screen. The scene then transitions to her enjoying a serene sunset by the Detroit River, with her dog by her side, accompanied by the text "Enjoy downstream." The video concludes with a call to action: "One Water. Keep it fresh. Keep it flowing." and directs viewers to Mionewater.org.

Short Format Vertical Videos for Social Media

As part of this fiscal year's *One Water* campaign, SEMCOG created a series of short vertical videos featuring the campaign's key messages. These videos were shared daily on various social media platforms during Great Lakes and Fresh Water Week (June 1–9). Each video, lasting no more than thirty seconds, was designed with simplicity in mind. They featured minimal sounds and displayed impactful text across serene backgrounds.

One example is [a video focused on pollution prevention](#), which shows people kayaking on a calm body of water with peaceful nature sounds in the background. The text on the video reads, "Keep our water clean. If you see pollution, report it." The caption accompanying the video was: "The goal of the *One Water* campaign is to increase public awareness and shared responsibility for drinking water, wastewater, and stormwater, and encourage everyone in Southeast Michigan to understand and support these water systems."



Products and Events

***One Water* material distribution**

More than 170 orders were placed from communities throughout Southeast Michigan. Tip cards contain important facts regarding fats, oils, and greases; flushable wipes; and the importance of the water workforce. 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:

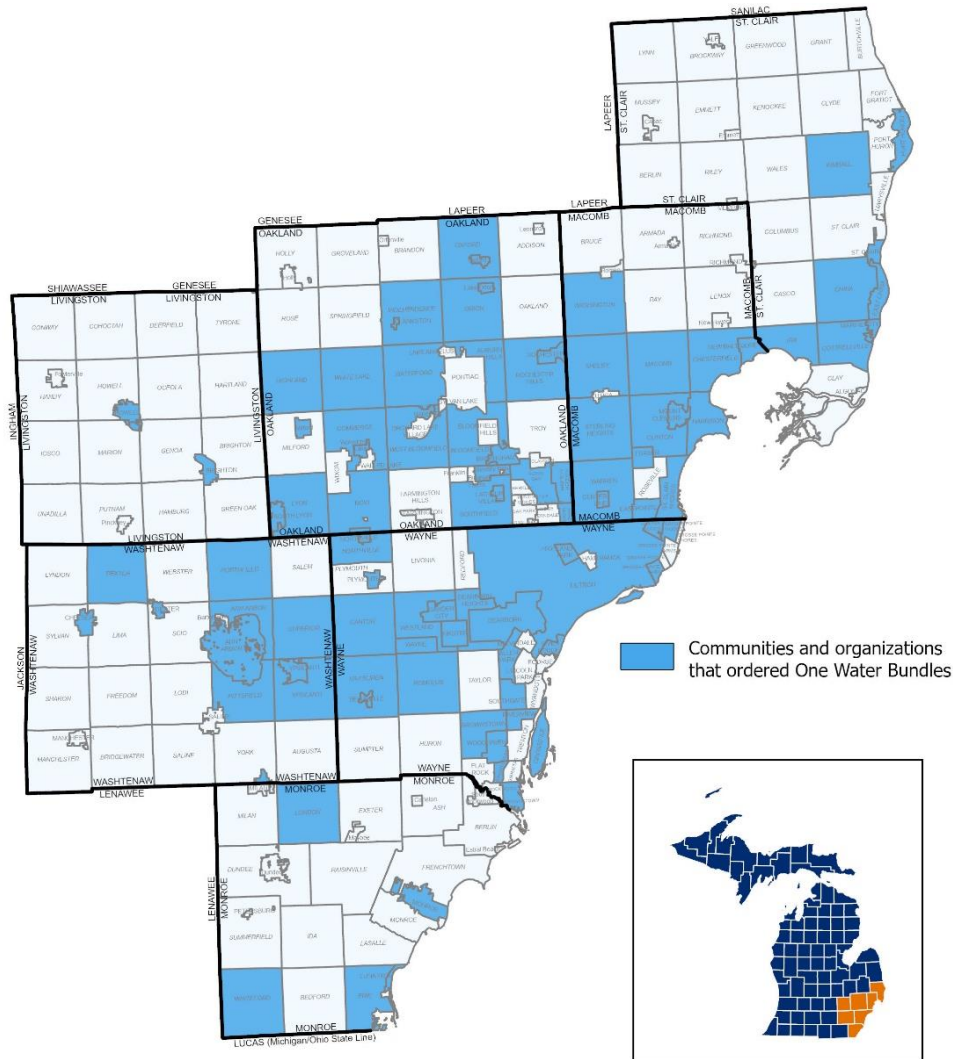
- 20 Fats, Oils, and Grease (FOG) bags
- 10 water resistant phone case for recreation
- 15 dog waste bags
- 100 educational tip cards



Additionally, this fiscal year marks the first time that bundles were reserved specifically for Justice40 Communities. Using federal Justice40 analysis tools—such as the Climate and Economic Justice Screening Areas and the US DOT Equitable Transportation Areas—SEMCOG identified 35 Southeast Michigan communities where at least half of their neighborhoods qualify as Justice40 areas. The Justice40 initiative is part of a national commitment to Environmental Justice, aiming for 40% of the overall benefits of investments, particularly from the Bipartisan Infrastructure Law, to reach underserved and underinvested communities. SEMCOG is committed to integrating equity into its planning and implementation efforts by targeting underserved communities with these resources and engagement opportunities. The recent federal Justice40 initiative offers Southeast Michigan a valuable opportunity to identify and address these gaps, ensuring that all neighborhoods have equitable access

to resources and support. SEMCOG's [Equity Emphasis Areas](#) mapping tool provides additional information.

The map below highlights the communities and organizations that ordered and received *One Water* bundles for FY 2024.



A total of 119 cities, villages, and townships in Southeast Michigan have received campaign materials since the beginning of the *One Water* campaign (See [Appendix B](#)).

Great Lakes and Fresh Water Week events

We emphasize stewardship opportunities in collaboration with our partners and subsequently communicate these possibilities through our official website and targeted mailings.

The following events were promoted in the campaign and listed on SEMCOG's website:

- 2024 Clinton River Paddlepalooza
- Blue Water Sturgeon Festival
- Tuesday Treks with Friends of the St. Clair River
- River Day
- Weekly Clean with Clinton River Watershed Council
- Art - Fish - Fun Festival
- Free Fishing Weekend

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

Webinars

The webinar held on May 22, showcased how local governments can help educate their residents about Southeast Michigan's Water resources by participating in the *One Water* campaign. At this workshop, local governments learned more about the campaign's social media toolkit, and the best ways to participate and share awareness about water resources throughout the week. Additionally, SEMCOG discussed how *One Water* materials can be shared to support communities MS4 Permit Requirements for public education.

On June 6, 2024, SEMCOG staff collaborated with EGLE to host an insightful webinar titled "Fostering Connections to Michigan's Water for Wellness" This event marked the commencement of Great Lakes and Fresh Water Week and the initiation of the *One Water* campaign. The webinar included a series of speakers highlighting the benefits and connections between spending time outdoors in Michigan surrounded by the Great Lakes and the state's abundant water resources and improved health and wellness, both physical and mental. A virtual panel of professionals shared perspectives on how time spent on or near water is connected to improving wellness as well as available resources and efforts that are underway to improve mental health and increase accessibility for people of all abilities to the Great Lakes and Michigan's lakes, rivers and streams.

Article

On April 22, 2024, SEMCOG planner Bailee Pasienza further amplified the concept of connecting Southeast Michigan's communities through *One Water* in the article titled "[Earth Day in Southeast Michigan: Regional Initiatives and Climate Resilience](#)":

SEMCOG's annual One Water campaign highlights actions individuals can take to protect water and enhance water quality, coinciding with Great Lakes Fresh Water Week from June 1-9. Ahead of this year's campaign, SEMCOG is hosting a webinar on May 22, Utilizing the One Water Campaign in Your Community, to guide our regional partners on leveraging the campaign and materials within local communities. Participants will learn about the campaign's media toolkit and effective strategies to raise awareness throughout the week. Additionally, the webinar will connect the campaign elements to local stormwater permit public education requirements.

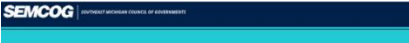
News releases

News releases are a vital tool for sharing campaign information because they offer a credible, wide-reaching platform for conveying important messages, building awareness, and engaging with member communities, local government, partners, stakeholders, and others. Every year, SEMCOG's

Communications team publishes news releases on *One Water* initiatives as an integral part of SEMCOG's strategic communication plan. During FY 2024, two news releases were sent to over 10,000 contacts in SEMCOG's network that included information on ordering free materials and *One Water* key messages/tips.

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 interconnectedness of the water system
- The health and value of that system


We can take action by...

- Learning about water and the systems that serve us
- Protecting the availability of water resources



Keep it fresh. Keep it flowing.

2024 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 [activity calendar](#) and click the button below to view the 2024 events, and learn more about how you can get involved in improving water quality every day!

[View One Water video gallery on YouTube](#)

Watch/share 30-second videos


Last year, the One Water team added new videos to showcase the benefits of working in the water industry and the positive impact it has on surrounding communities. In these videos, a few faces of the water workforce highlight the variety of jobs available to people in the water world. Unfortunately, cities and communities across the country are facing critical staffing shortages for the operation and maintenance of essential water infrastructure. Preserving future generations to be good stewards of our water resources is critical for maintaining our water systems and ensuring safe water for years to come. View the full [One Water video gallery on YouTube](#).



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

In addition to the videos above, the One Water partners encourage you to share our water quality messages (as seen at left) as well as your One Water photos and stories on social media with #MIOneWater.

[Join the One Water campaign social media challenge](#) for inspiration or contact [One Water](#) for a [signature action template](#) to share with your network!



Southeast Michigan's Water Legacy

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

In many ways, people are defined by water. The water we drink. The water we enjoy. There is only one water. In Southeast Michigan, water is abundant. It shapes our communities, it gives us life. It is part of who we are. It is our job to protect. Prior to European settlement, our landscape and watersheds were forested. The Native American people who first crossed these lands moved through forests and grasslands. They made their way east or 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 used more water to move water for people, we have also built massive water systems that move water to where we need it and steer it away from the places we don't.

Confronted 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 meet growing demands to learn and innovate, enabling us to effectively manage water systems and other infrastructure resources with smart, coordinated investments. We have made some big strides in water quality in recent decades, addressing pollution and treating some of our most significant waterways. We are working hard at the time when we have to manage our water resources more sustainably. Our water needs are becoming more intense and more frequent, our aging infrastructure systems do not have the capacity to handle these increased volumes, and resources to enhance the system are limited. Therefore, it is important to take action on this issue, managing a smart plan, or planning a new, there is something of it all can do to ensure our water resources are sustained for generations to come.

Watch previous One Water webinars:


- [Joining the One Water Campaign as New Community \(2024\)](#)
- [Exploring Connections to the Great Lakes: Water Stewardship for Wetlands and Shorelands \(2024\)](#)
- [Water: A Journey to a Better Future](#)
- [Water: The City of Detroit's Story](#)

To learn more, read our annual One Water Implementation Reports:


- [2024 Implementation Report: One Water Public Education Campaign](#)
- [2024 Implementation Report: One Water Public Education Campaign](#)
- [2024 Implementation Report: One Water Public Education Campaign](#)

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 area.



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




MS4 vs One Water

Communities in Southeast Michigan with MS4 Phase II Public Education Program (PEP) requirements can effectively leverage SEMCOG's One Water Campaign to meet their educational goals. The One Water campaign offers resources and outreach materials designed to raise awareness about protecting and enhancing water quality.

Register for One Water Campaign materials can support a community's MS4 Phase II PEP requirements. Visit [SEMCOG website](#) for additional information.

MS4 Phase II Requirements	One Water materials
Provide public responsibility and (dis)empower in the region's watersheds	<ul style="list-style-type: none"> Download for water quality education materials Water quality education materials Water quality education materials Water quality education materials Water quality education materials
Inform and educate the public about the connection of the MS4 to area watersheds and the potential impacts discharges could have on surface waters of the state	<ul style="list-style-type: none"> Download for water quality education materials Water quality education materials Water quality education materials Water quality education materials Water quality education materials
Educate the public on storm discharges and promote public reporting of storm discharges and improper disposal of materials into the MS4	<ul style="list-style-type: none"> Download for water quality education materials Water quality education materials Water quality education materials Water quality education materials Water quality education materials
Provide preferred cleaning materials and procedures for car, pavement, and power washing	<ul style="list-style-type: none"> Download for water quality education materials Water quality education materials Water quality education materials Water quality education materials Water quality education materials
Promote proper disposal practices for grass clippings, yard litter, and animal wastes that may enter the MS4	<ul style="list-style-type: none"> Download for water quality education materials Water quality education materials Water quality education materials Water quality education materials Water quality education materials
Identify and promote the availability, location, and requirements of facilities for collection or disposal of household hazardous wastes, street water-soluble wastes, chemicals, and motor vehicle fluids	<ul style="list-style-type: none"> Download for water quality education materials Water quality education materials Water quality education materials Water quality education materials Water quality education materials
Inform and educate the public on proper water system care and maintenance, and how to recognize system failures	<ul style="list-style-type: none"> Download for water quality education materials Water quality education materials Water quality education materials Water quality education materials Water quality education materials
Educate the public on, and promote the benefits of, green infrastructure, and low impact development	<ul style="list-style-type: none"> Download for water quality education materials Water quality education materials Water quality education materials Water quality education materials Water quality education materials
Identify and educate commercial, industrial, and institutional entities likely to contribute pollutants to storm water runoff	<ul style="list-style-type: none"> Download for water quality education materials Water quality education materials Water quality education materials Water quality education materials Water quality education materials

Read more



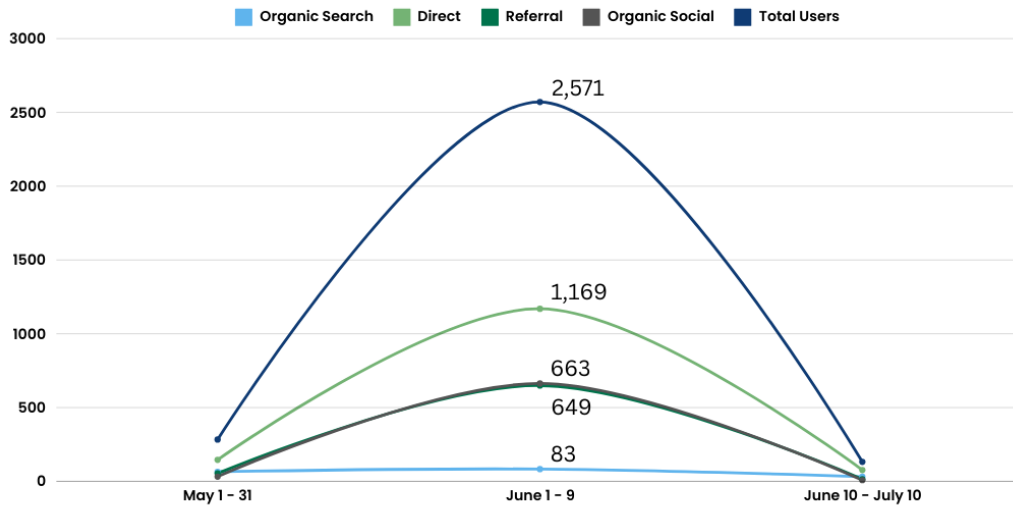
One Water article series

Media Analytics and Impressions

With a variety of products strategically promoted across different media, the *One Water* campaign reached more than **11.5 million total impressions** during the spring and summer of 2024. In the history of the campaign (beginning in 2019), there have been over **68.5 million total impressions**.

This included:

- Over 6.6 million impressions on broadcast TV spots,
 - 2,355,200 impressions via WXYZ-7
 - 1,012,400 impressions via TV-20
 - 1,210,100 impressions via WDIV/ METV
 - 1,793,000 impressions via WJBK-2
- 621,664 impressions via Streaming / OTT
 - 134,835 impressions via radio streaming
- 928,800 on WWJ AM radio
- Over 61,000 organic impressions on social media
 - Over 11,300 video views
 - 45 direct shares and retweets
- Over 3 million paid impressions on social media
 - Over 310,000 video views
 - 28 direct shares and retweets
- Over 170 webinar attendees
 - 58 webinar attendees for *Utilizing the One Water Campaign in Your Community*
 - 26 YouTube views for the *Utilizing the One Water Campaign in Your Community* webinar recording
 - 113 attendees for *Fostering Connections to Michigan's Water for Wellness*
 - 35 YouTube views for the *Fostering Connections to Michigan's Water Wonderland for Wellness and Stewardship* webinar recording
- 998 views of 'Earth Day in Southeast Michigan: Regional Initiatives and Climate Resilience' article
- 8,174 page views with 2,788 unique page views
 - The figure below illustrates the number of users active on the campaign website, comparing data from the month before the campaign, during the campaign, and the month following the campaign.



- Historical Summary of Impressions
 - 2019: 25 million
 - 2020: 4,580 views on YouTube
 - 2021: 4 million
 - 2022: 16 million
 - 2023: 12 million
 - 2024: 11.5 million

Appendix

Appendix A – 2024 *One Water* Social Media Schedule

SEMCOG's *One Water* campaign and Great Lakes and Fresh Water Week (GLFWW): June 1-9, 2024

Spring 2024 Regional Events

- Visit our *One Water* website to learn about Great Lakes and Fresh Water Week and regional events that community members can participate in.

Participating in *One Water* and GLFWW

- Suggested social messages, captions, and alternative text are provided to help participation in 2024 Great Lakes and Fresh Water Week.
- View and download all *One Water* videos to share on social media or with your community.
- Follow the Southeast Michigan Council of Governments (SEMCOG), the Michigan Department of Environment, Great Lakes, and Energy (EGLE), Great Lakes Water Authority (GLWA), and the Michigan Department of Natural Resources (DNR) on social media for information on Great Lakes and Fresh Water Week, events/webinars, water quality tips, and more.
- Don't forget to tag us at @SEMCOG (@SEMCOG1 on Instagram) and use #MiGreatLakesWeek

Messages to share before *One Water* and GLFWW

- Great Lakes and Fresh Water Week events 2024
 - From June 1-9, [Southeast Michigan's Partners for Clean Water](#) are celebrating Michigan's Great Lakes and Fresh Water Week, an annual opportunity for people throughout the state to celebrate Michigan's abundance of fresh water, learn more about how our natural and constructed water systems function, and take action to sustain our water resources.

There are many ways to enjoy water in Southeast Michigan and to become a [One Water](#) steward. An easy first step could be to take part in any of the Great Lakes and Fresh Water Week events happening across the region. Learn more about the [events leading up to and during the week](#).

Messages to Share during *One Water* and GLFWW

- [View and download 30-second \(or less\) 2024 *One Water* videos](#)
- [View and download *One Water* partner videos](#)

Participate in [Trivia](#)

- Check out our social media stories (on Instagram, Facebook, and TikTok) every day during Great Lakes and Fresh Water Week for water-related trivia! Michigan residents, join us in learning more about water resources and quality!

May 24:

- Video: [Man stuck in a rain barrel](#)



- Caption: Great Lakes and Fresh Water Week and the *One Water* campaign starts on June 1! We encourage everyone to share recreation and water quality messages with their community.

June 1:

- Video: [Clean up after your pet](#)



- Caption: Let's keep pollution out of our waterways, clean up after your pets. #MiGreatLakesWeek

June 2:

- Video: [Water Workforce- Helping the Community](#)



- Caption: Careers in water operations are stable, offer competitive salaries, great benefits, provide opportunities for growth, and allow you the chance to give back to your community. #MiGreatLakesWeek
- Share the [Tap In](#) campaign from Great Lakes Water Authority (GLWA).

June 3:

- Dispose of all grease in trash
 - Caption: Don't put fats, oils, or grease down drains, (trash emoji) 'em #MiGreatLakesWeek
 - Graphic option(s):



(cooking oil [graphic](#)) (fried calamari [graphic](#)) (hamburger [graphic](#)) (French fry [graphic](#)) Alt text: Build on water quality, dispose of all grease in the trash. One Water, mi one water dot com

([mobile/vertical cooking video](#))



CC: Hamburger cooking. Build on water quality, dispose of all grease in the trash. One Water, mi one water dot com

June 4:

- Plant a tree or rain garden

- Caption: A rain garden includes native plants with deep root systems that help manage stormwater. #MiGreatLakesWeek
- Graphic option(s):



(monarch butterfly [graphic](#)) Alt text: Butterfly on a flower, Bug out on water quality, plant a tree or install a rain garden. One Water, mi one water dot com

(tree [graphic](#)) Alt text: Tree with orange leaves, Dig into water quality, plant a tree or install a rain garden. One Water, mi one water dot com

(pond with bridge [graphic](#)) Alt text: Michigan waterway, Clean our water clean, Plant a tree or install a rain garden. One Water, mi one water dot com

(digging [graphic](#)) Alt text: Shovel planting a tree, Build on water quality, plant a tree, or install a rain garden. One Water, mi one water dot com

June 5:

- If you see pollution, report it
 - Caption: The goal of the *One Water* campaign is to increase public awareness and shared responsibility for drinking water, wastewater, and stormwater, and encourage everyone in Southeast Michigan to understand and support these water systems. #MiGreatLakesWeek
 - Video option(s):

(paddling [square video](#))



Alt text: Kayaker on water, Keep our water clean, if you see pollution report it. One Water, mi one water dot com

([mobile/vertical pollution video](#))

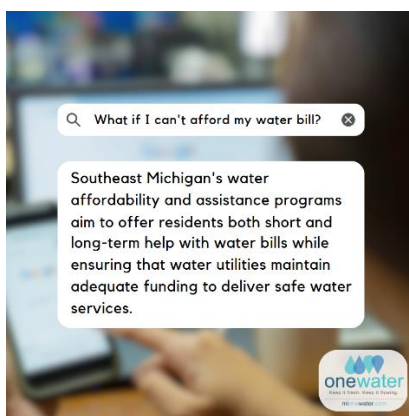


CC: Two kayakers on water. Keep our water clean, if you see pollution report it. One Water, mi one water dot com.

June 6:

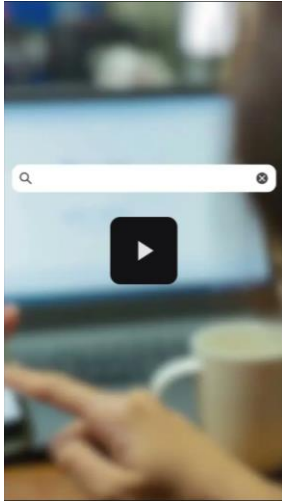
- All residents of Southeast Michigan must have access to safe drinking water and reliable wastewater services.
 - Caption: If you or someone you know cannot afford their water bill, resources are available to help find assistance programs in your community. View ongoing programs on SEMCOG's Water Infrastructure Planning Guide website: <https://water-infrastructure-planning-guide-semcog.hub.arcgis.com/pages/Affordability%20&%20Equity#affordability>
 - Video option(s):

([square video](#))



Alt: What if I can't afford my water bill? Southeast Michigan's water affordability and assistance programs aim to offer residents both short and long-term help with water bills while ensuring that water utilities maintain adequate funding to deliver safe water services. One Water, mi one water dot com

([mobile/vertical video](#))



CC: What if I can't afford my water bill? Southeast Michigan's water affordability and assistance programs aim to offer residents both short and long-term help with water bills while ensuring that water utilities maintain adequate funding to deliver safe water services. One Water, mi one water dot com

June 7:

- Avoid using your washing machine during storms
 - Caption: We all play a part in helping keep our water clean. Overloading the water system during storms causes flooding and basement backups. Keep our systems fresh and flowing (water emoji) #MiGreatLakesWeek
 - ([Storms mobile/vertical video](#))



CC: During intense storms, keep your valuables off the floor in your basement and avoid using your washing machine. One Water, mi one water dot com

June 8:

- “Flushables” clog pipes
 - Caption: Our wastewater treatment plants aren’t designed to handle flushable wipes. #MiGreatLakesWeek
 - Graphic option(s):



(wastewater pipe [graphic](#)) Alt text: Build on water quality, “flushables” clog pipes, only flush the three P’s. One Water, mi one water dot com

(“flushables” clog [graphic](#)) Alt text: Build on water quality, “flushables” clog pipes, only flush the three P’s. One Water, mi one water dot com

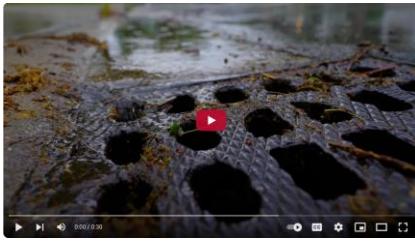
(“Flushables” [mobile/vertical video](#))



CC: Flushable wipes are just evil, they should be thrown away. They are impossible to destroy, then they can cause significant problems. They stick to the sides of pipes, they stick to everything they come in contact with. One Water, mi one water dot com

June 9:

- Video: [Stormwater and flooding- Combined Systems](#)



- Caption: Help protect your property and community by making sure storm drains are clean. Avoid using your washing machine during intense storms, so as not to overload the system. #MiGreatLakesWeek
- Video: [Stormwater and flooding- Separated Systems](#)



- Caption: Keep water away from your home's foundation, and keep your downspouts about four feet away from your house. If you can, connect your downspout to a rain barrel or have a drain into a rain garden. #MiGreatLakesWeek

Additional messages:

- Video: [Water Workforce- Endless Possibilities](#)



- Caption: Michigan's water professionals work behind the scenes to clean, deliver, and renew our essential water resources. With the increasing need for water infrastructure improvements, there is a substantial and immediate demand in these fields. #MiGreatLakesWeek
- Follow water advisories
 - Caption: Always follow advisories from your local provider. #MiGreatLakesWeek
 - Graphic option(s):



(child with water bottle [graphic](#)) (lab [graphic 1](#)) (lab [graphic 2](#)) Alt text: Build on water quality, follow "Boil water" and "Do not use" advisories. One Water, mi one water dot com

- Read your annual water quality report
 - Caption: These reports provide you with information on local drinking water quality. #MiGreatLakesWeek
 - Graphic option(s):



(woman reading [graphic](#)) Alt text: Build on water quality, read your annual water quality report. One Water, mi one water dot com

(man reading [graphic](#)) Alt text: Build on water quality, read your annual water quality report. One Water, mi one water dot com

- Never flush unused medications
 - Caption: Local take-back programs are a safe and environmentally friendly option for disposing of unwanted medications. #MiGreatLakesWeek
 - Graphic option(s):



(prescription medication [graphic](#)) Alt text: prescription medications, keep our water clean, never flush unused medications! Safety dispose of them with "take-back" programs. One Water, mi one water dot com

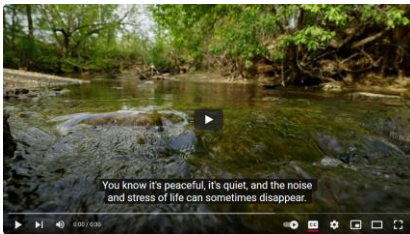
- Video: [One water- Wastewater Protection](#)



- Caption: There's only *One Water*, and it's ours to protect #MiGreatLakesWeek
- Video: [One water- Ours to Protect](#)



- Caption: Conservation starts with a caring, committed community. There's only *One Water* and it's ours to protect. #MiGreatLakesWeek
- Video: [One Water - A Part of Life](#)



- Caption: Clearing storm drains and the areas of nearby trash and leaves helps keep them for rain only (rain emoji) #MiGreatLakesWeek
- Clear your storm drain
 - Caption: Help keep our systems fresh and flowing like no (otter emoji) #MiGreatLakesWeek
 - Graphic option(s):



(river otter [graphic](#)) Alt text: River otter underwater, Clear neighborhood storm drains, like no otter. One Water, mi one water dot com

- Basement backups

- Caption: Keep your valuables safe and dry! #MiGreatLakesWeek
- Graphic option(s):



(neighborhood storm [graphic](#)) Alt text: During intense storms, keep your valuables off the floor in your basement. One Water, mi one water dot com

Appendix B – Southeast Michigan’s *One Water* Partners

The following communities and partner organizations distributed *One Water* materials in 2024:

- City of Allen Park
- City of Ann Arbor
- Ann Arbor Township
- City of Auburn Hills
- City of Belleville
- Village of Beverly Hills
- City of Birmingham
- Bloomfield Township
- City of Brighton
- Brownstown Twp
- Canton Township
- City of Center Line
- Clinton Township
- City of Chelsea
- Chesterfield Township
- China Township
- City of Clarkston
- Commerce Township
- Cottrellville Township
- City of Dearborn
- City of Dearborn Heights
- City of Detroit
- Detroit Water and Sewerage Department (DWSD)
- Dexter Township
- City of Dexter
- Downriver Community Conference
- East China Township
- City of Eastpointe
- EGLE Clean Water Public Advocate Office
- Erie Township
- Fair Haven Township
- City of Fraser
- Friends of the St. Clair River
- Garden City
- Grosse Ile Township
- City of Grosse Pointe Park
- City of Grosse Pointe Woods
- City of Harper Woods
- Harrison Township
- City of Hazel Park
- Henry Ford Centennial Library
- City of Highland Park
- Highland Township
- City of Howell
- Independence Township
- City of Inkster
- Ira Township
- Joy Preparatory Academy
- City of Keego Harbor
- Kimball Township
- Village of Lake Orion
- City of Lathrup Village
- Livingston County
- London Township
- City of Luna Pier
- Lyon Township
- Macomb County
- Macomb Township
- Madison District Public Schools
- City of Madison Heights
- City of Marine City
- Village of Milford
- City of Milan
- City of Monroe
- Monroe County
- Monroe County Intermediate School District
- Monroe County Road Commission
- City of Mount Clemens
- City Of New Baltimore
- New Hudson Township
- Northfield Township
- Northville Township
- City of Northville
- City of Novi
- Oakland County Boat Club House
- Oakland County Water Resources Commissioner's Office

- Road Commission for Oakland County
- Orion Township
- Village of Oxford
- Oxford Township
- Pittsfield Township
- City of Plymouth
- City of Port Huron
- City of River Rouge
- City of Riverview
- City of Rochester
- City of Rochester Hills
- City of Romulus
- City of Royal Oak
- Shelby Township
- Southeast Michigan Land Conservancy
- City of Southfield
- City of Southgate
- City of South Lyon
- St. Clair County Metro Planning
- City of St. Clair
- City of St. Clair Shores
- City of Sterling Heights
- Sterling Heights Sustainability Commission
- Superior Township
- City of Warren
- City of Warren Michigan
- Washington Township
- Washtenaw County Road Commission
- Washtenaw County Water Resources Commissioner
- Waterford Township
- City of Wayne
- Wayne RESA Board of Education
- Wayne County
- West Bloomfield Township
- West Bloomfield Township Public Library
- City of Westland
- City of Woodhaven
- White Lake Township
- Whiteford Township
- Whitmore Lake
- Village of Wolverine Lake
- City of Ypsilanti
- Ypsilanti Township

**SEMCOG Officers
2024-2025**

Gwen Markham
Chairperson
*Commissioner,
Oakland County*

Ann Marie Graham Hudak
Vice Chairperson
*Supervisor,
Canton Township*

Laura Kropp
Vice Chairperson
*Mayor,
Mount Clemens*

Diana McKnight-Morton
Vice Chairperson
*Trustee,
Washtenaw Community College*

Michelle Nard
Vice Chairperson
*Commissioner,
Macomb County*

Amy O'Leary
Executive Director