



FY2025 PUBLIC EDUCATION CAMPAIGN

BACKGROUND

- **Investment Needs**

- \$3B+ annually needed for underground water infrastructure
- Additional funding required for:
 - 100+ drinking water treatment facilities
 - 59 wastewater treatment facilities
 - 25 combined sewer overflow facilities
 - 13,000 road-stream crossings

- **Flooding and Aging Infrastructure Challenges**

- Frequent, extreme, and intense rainfall stress aging systems
- Without investment, expect worsening service, water quality, and flooding

- **SEMOG Response and Initiatives**

- Analyzing vulnerabilities in stormwater and transportation networks
- Providing planning resources to improve system resilience

CAMPAIGN OVERVIEW

- **Community Role in Water Quality**

- Southeast Michigan's water quality depends heavily on resident support and action

- **Campaign Purpose**

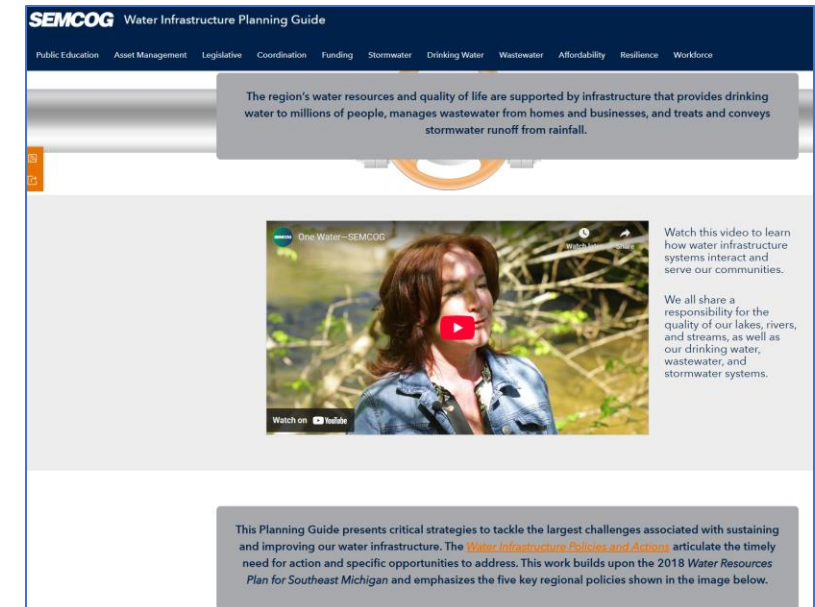
- *One Water* is a regional partnership led by SEMCOG and the Great Lakes Water Authority (GLWA)
- Aims to raise public awareness of water challenges and promote individual stewardship
- Each iteration builds on the foundation laid in 2019

- **2025 Campaign Highlights**

- Focused on educating residents about drinking water, stormwater, and wastewater
- Developed with input from regional water resource providers
- Encouraged actions individuals can take to protect water resources

IMPLEMENTING ONE WATER



- Public education – important initiative in our 2018 Water Resource Plan
- Water Infrastructure Planning Guide and Growing our Resilience, Equity, and Economy with Nature (GREEN) Initiative
- Support community's MS4 Phase II Public Education Requirements
- Partners for Clean Water



Focuses on the importance of stormwater, drinking water, and wastewater systems and how they are all connected

MS4 PHASE II REQUIREMENTS

- 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.

SEMCOG SOUTHEAST MICHIGAN COUNCIL OF GOVERNMENTS		Search 	MENU 
MS4 Phase II Requirements	One Water Materials		
Promote public responsibility and stewardship in the applicant's watershed(s)	<ul style="list-style-type: none">Stormwater tip cardOne Water video seriesVarious blog articles"Water: We Are the Champions" and "Water: Connected for Life" webinarsSocial media messages		
Inform and educate the public about the connection of the MS4 to area waterbodies and the potential impacts discharges could have on surface waters of the state.	<ul style="list-style-type: none">Stormwater tip card"Stormwater and Flooding— Separated Systems" video"One Water, Part 1: Stormwater" blogSocial media messages		

GIVEAWAY ITEMS FOR BUNDLES

- Tip cards
- Fats, Oils, and Grease (FOG) bags
- Pet Waste Bags
- Water-resistant Phone Cases for Recreation



TIP CARDS

- Tip cards and pamphlets offered in English, Spanish, and Arabic
- Available for download on our website



Orion Township Hall

Cards Redesigned:



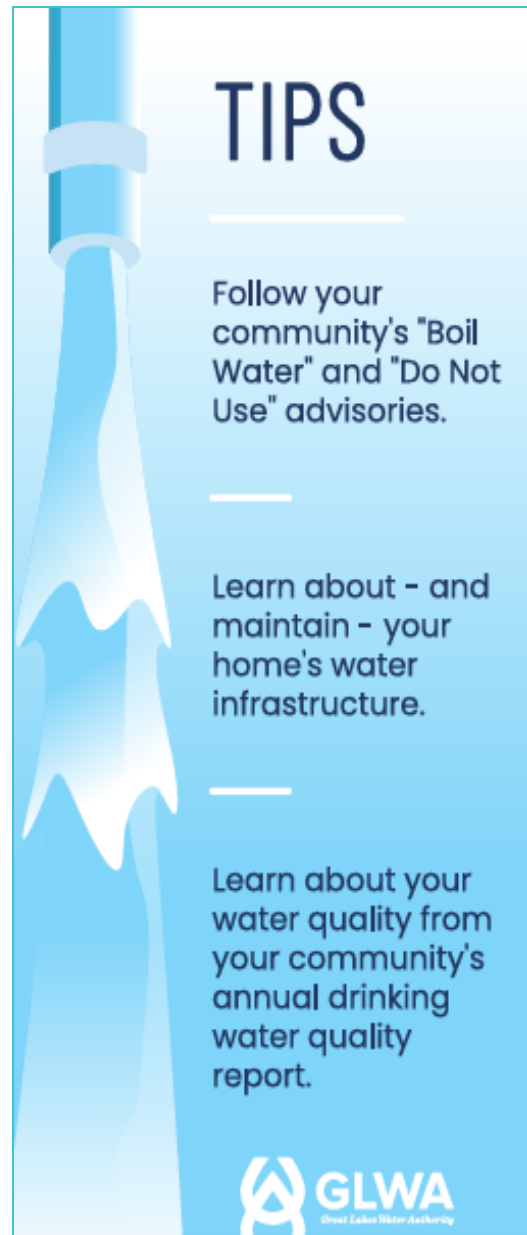
onewater

DRINKING WATER

Keep it Fresh.

Thousands of miles of pipes run throughout the region to transport water from local water bodies, to water treatment facilities, to our faucets. Southeast Michigan's drinking water providers operate and maintain large and complex systems to bring high-quality drinking water to the entire region.

MiOneWater.org



TIPS

Follow your community's "Boil Water" and "Do Not Use" advisories.

Learn about - and maintain - your home's water infrastructure.

Learn about your water quality from your community's annual drinking water quality report.

GLWA
Great Lakes Water Authority



onewater

STORMWATER

Keep it Fresh.

Stormwater is rainwater or melted snow that flows off ground surfaces into ditches or underground pipe systems, where it makes its way into local waterways. Water is our most precious natural resource.

Allow only rain down the storm drain.

KEEP THESE ITEMS OUT OF THE DRAIN:



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Allow Only Rain Down the Drain

TIPS

Pick up pet waste and dispose of it in the trash.

Never fertilize your lawn before a storm! Reduce the amount of chemicals you apply to your lawn.

If you can, implement a rain garden at your house. Green infrastructure tools like these help water absorb into the ground, preventing water and pollutant runoff.

SEMCOG **GLWA**
Great Lakes Water Authority



WASTEWATER

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. Keep our wastewater system flowing and dispose of these items in the trash.

ONLY FLUSH:



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FATS, OILS, & GREASES

They gum up the works!

Fats, oils, and greases (FOG) wreak havoc on our wastewater systems. When FOGs are rinsed down the drain (even when using a garbage disposal), they build up and harden, causing sewer pipes to clog. Keep our water flowing by properly disposing of FOG!

How to properly dispose of FOG

- Place in a FOG disposal bag, covered container, or a re-used aluminum can.
- Wipe down pots and pans with a towel to remove any FOG.
- Scrape food and scraps into the trash when possible.



IMPORTANCE OF WATER AFFORDABILITY

All residents of Southeast Michigan must have access to safe drinking water and reliable wastewater services.

Affordability and assistance programs are designed to balance water bills that residents can afford with sufficient funding for utilities to provide safe water services. In Southeast Michigan, there are a variety of programs to provide both short-term and long-term assistance to residents.

Visit SEMCOG's Water Affordability page to learn more.



MiOneWater.org

AFFORDABILITY RESOURCES

There are several programs in Southeast Michigan to provide assistance with water affordability.



The Detroit Water and Sewerage Department (DWSD) Lifeline Plan is Detroit's income-based water affordability program.



Michigan 2-1-1 is an easy way to find help of all kinds, right in your community. Just call, text, or search online to get connected.



Low-Income Household Water Assistance Plan (LHWAP) provides direct payment assistance for households in Oakland and Livingston.



Water assistance program serving Macomb and St. Clair.



Water assistance program serving Oakland.



Water assistance program serving Wayne, Washtenaw, and Monroe.



If you or someone you know cannot afford their water bill, the resources above can help with finding assistance programs in your community.



ONE WATER IMPLEMENTATION

145 COMMUNITIES

in Southeast Michigan have received campaign materials since the beginning of the One Water campaign

7 Counties

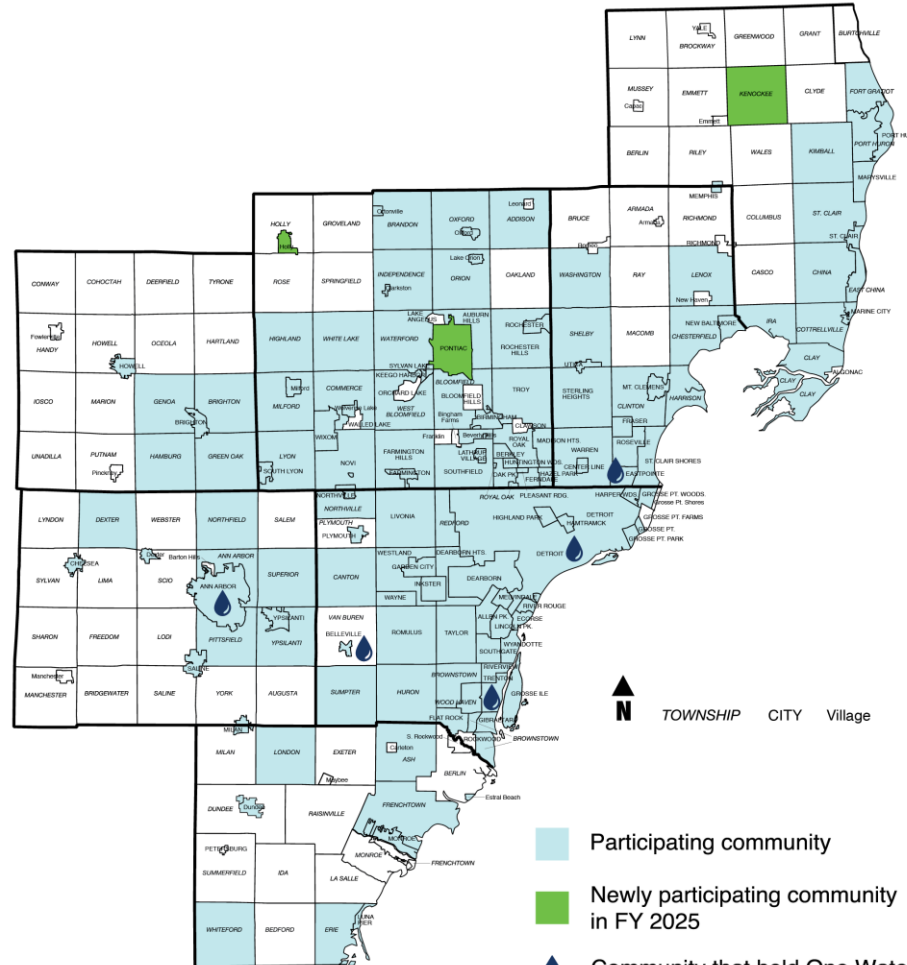
81 Cities

52 Townships

12 Villages

3 COMMUNITIES

in Southeast Michigan received materials for their **first time** this fiscal year



60+ GROUPS AND ORGANIZATIONS

in Southeast Michigan have received campaign materials since the beginning of the One Water campaign

***Based on the information currently provided by local partners and communities**

TARGETED OUTREACH

- **Bundles (26)** were distributed to **25 out of 40** geographically disadvantaged areas (GDAs) in Southeast Michigan
- **Bundles (6)** were distributed to **4 out of 7** limited interaction communities
- FY2022-25, **115 One Water bundles** have been to delivered to 44 out of 47 GDAs

ENGAGING OUR REGIONAL PARTNERS

28,000+ items distributed

- Friends of the Rouge
- Huron River Watershed Council
- Friends of the Detroit River
- Clinton River Watershed Council
- Friends of the St Clair River
- Oakland County Water Resource Commission
- Alliance of Rouge Communities
- Alliance of Downriver Watersheds



Friends of the Detroit River – Spring Detroit River Festival

- **Government/Community Partners**

- Great Lakes Water Authority Chief Executive Officer **Suzanne Coffey** said: "Our partnership with SEMCOG reflects a shared commitment to education and regional collaboration. Since the launch of the One Water campaign in 2019, we have worked together to help residents better understand how stormwater, drinking water, and wastewater are interconnected. Strengthening this understanding is key to protecting Southeast Michigan's water resources now and into the future."
- Oakland County Water Resource Commissioner Environmental Planner **Jacy Garrison** said: "Oakland County is home to over 1,400 lakes and a vast network of rivers and streams. At the Office of the Oakland County Water Resource Commissioner, we are dedicated to providing valuable resources and education to property owners and residents to help protect water quality—both locally and regionally. By working with SEMCOG on the One Water campaign, we are empowering the community to take action, such as reducing pet waste runoff, to protect the water we all rely on."
- City of New Baltimore Mayor **Thomas Semann** said: "We have been proud to participate in the One Water campaign in previous years, and we are excited to continue offering materials that our residents find useful. It has been rewarding to see the positive impact these resources have had, and we look forward to providing more opportunities for our community to engage with sustainable practices while enjoying the outdoors."
- St. Clair County Planning Director **Lindsay Wallace** said: "The St. Clair River is a crucial part of one of the largest freshwater reserves in the world, protecting it is our responsibility. One Water is a great effort to illustrate how your individual actions can make a difference."
- City of Pontiac Grants and Philanthropy Department Director **Lisa Campbell** said: "As residents look forward to warmer weather, the City of Pontiac continues to find ways to engage our community in caring for the environment. The One Water campaign aligns with our efforts to promote sustainability, and we're excited to offer these helpful materials to our residents."

- **Regional Watershed Councils Connect with Communities defined by Shared Waterways**
 - Friends of the Detroit River Stewardship Director **McKenzi Waliczek** said: "Over four hundred students from the Downriver area came together at the Spring Detroit River Water Festival on May 6 and 7 (2025), to learn about the importance of clean, fresh water. This free event offered hands-on activities, led by academic instructors and water quality professionals, to help students explore key water-related topics, such as erosion, the hydrologic cycle, and the economic and social impact of water. Through our partnership with SEMCOG, we are deepening students' appreciation for the Detroit River and inspiring them to take an active role in water stewardship."



Friends of the Detroit River – Spring Detroit River Festival

- **Regional Watershed Councils Connect with Communities defined by Shared Waterways Cont.**

- Clinton River Watershed Council Education and Stewardship Manager **Kaleigh Snoddy** said: "Clinton River Watershed Council (CRWC) is excited to partner with SEMCOG on One Water. This year, CRWC efforts included distributing Fat, Oil, and Grease (FOG) disposal bags, which protect our shared wastewater system. Tools like these help engage residents, schools, businesses and local governments in vital water stewardship practices. By working together, we are empowering our community to protect, enhance, and celebrate our water resources."
- Friends of the St. Clair River Executive Director and Founder **Sheri Faust** said: "The health of the St. Clair River is at the heart of everything we do. With the support of our decades-long partnership with SEMCOG, we are helping to raise awareness about simple practices—like using Michigan native plants—that reduce pollution and protect the river and its surrounding ecosystems. Together we can all improve the St. Clair River watershed one simple step at a time!"
- Huron River Watershed Council Executive Director **Rebecca Esselman** said: "The Huron River Watershed Council has a long history of protecting clean water through science, advocacy and community action. As part of our ongoing education efforts, we are proud to partner with SEMCOG on the One Water campaign to distribute pet waste bags and raise awareness about stormwater pollution and its impact on our rivers. Pet waste is one of the most common sources of E.coli in the Huron River. When it rains, bacteria from pet waste can wash directly into storm drains and drainage ditches and eventually into our waterways, untreated. Picking up pet waste and disposing of it in the trash protects water quality, keeping our water resources safe for drinking and swimming."



Trenton Downtown
Development Authority (DDA)
Office One Water Display



Huron River Watershed
Council - Belleville Lake Fest
Booth with One Water Pet
Waste Bags

SEMCOG'S PUBLIC EDUCATION INITIATIVE


Campaign blitz: **May 31 – June 8, 2025**

- Great Lakes and Fresh Water Week (GLFWW)
- Statewide theme: Interconnectedness



MEDIA KIT

- Website
- Tip cards
- Sample newsletter article
- Social media messages
- Video files


MiOneWater.org

[View this email in a web browser.](#)

Let's Celebrate Great Lakes and Freshwater Week

May 31 - June 8: Help highlight water quality, recreation, and stewardship opportunities! Beginning May 31, communities throughout Southeast Michigan are celebrating [Great Lakes and Freshwater Week](#) to remind us of the immense benefits that come with living in the heart of the world's greatest freshwater resource.

This celebration is also an opportunity to reflect on the responsibility we share in protecting water quality for ourselves and future generations. There is only [One Water](#), and it's ours to protect.

The [Utilizing the One Water Campaign in Your Community](#) webinar recording showcases how local governments can help educate their residents about Southeast Michigan's Water resources by participating in the One Water campaign.

The One Water campaign was developed in partnership with Great Lakes Water Authority to grow public awareness and mutual shared responsibility for water resources.

Here are a few resources to share with your community this Great Lakes and Freshwater Week:

- Materials on two critical issues: [water affordability](#) and the [labor shortages facing the water workforce](#)
- [Southeast Michigan One Water website](#), which is filled with resources to learn and share about the One Water concept and opportunities to be a water quality steward
- [Videos available for download](#) featuring stormwater education and flooding messages
- One Water tips (sample below) for social media and [suggested posting messages](#) to go with them
- A [newsletter template](#) to share with your networks
- [Tip cards](#), which can be printed on-demand
- A [schedule of upcoming events](#) taking place in Southeast Michigan

Visit our Website

Sample One Water message



Each social media message features a water quality message, and they are all on our website.

[View suggested social media posts](#)

Thank you!

We are grateful for your participation and partnership in supporting Southeast Michigan's water resources.

SOCIAL BLITZ

- Social media videos and graphics
- Trivia questions (Instagram stories)

"FLUSHABLES" CLOG PIPES.

Only flush the three Ps.



MiOneWater.org



BUILD ON WATER QUALITY.

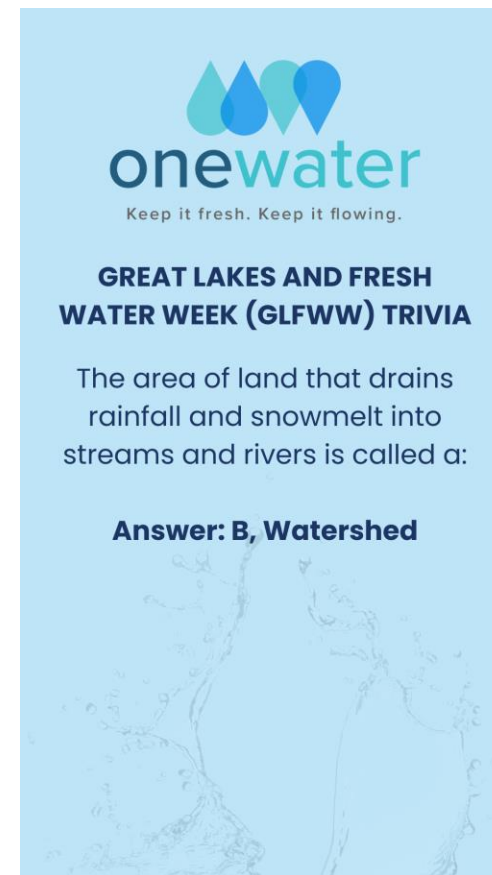
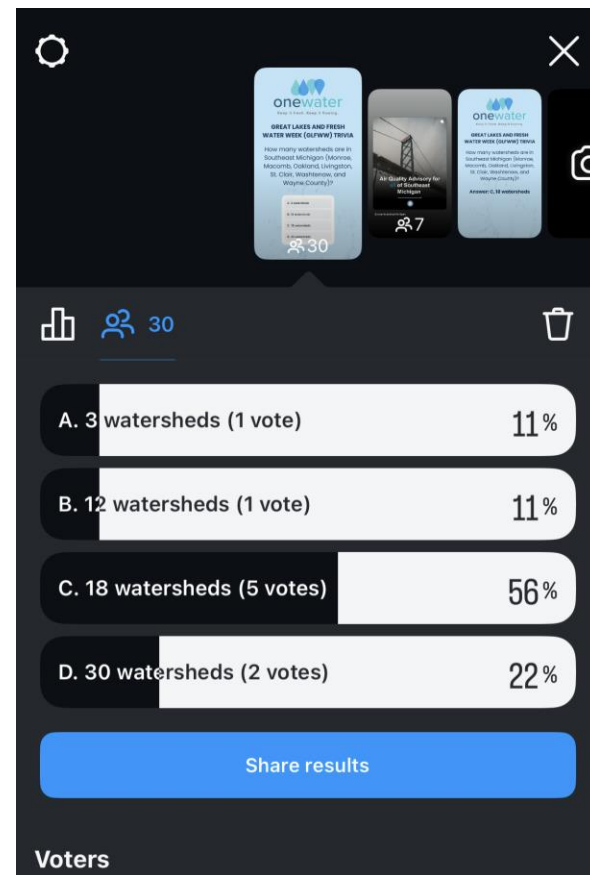
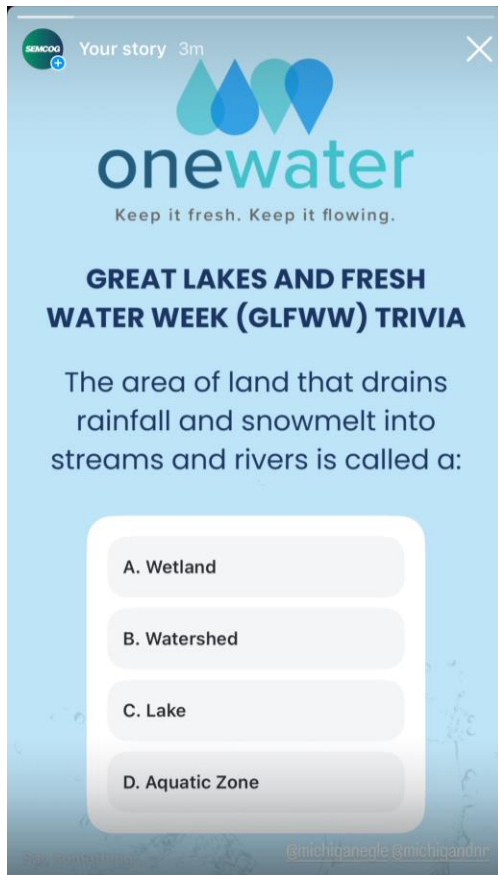
Read your annual water
quality report.



MiOneWater.org




DAILY TRIVIA FOCUSED ON INTERCONNECTEDNESS AND EDUCATION



- Trivia views: 7,242
- Trivia votes: 117


UTILIZING ONE WATER MESSAGES



 **City of Farmington Hills, Michigan - Municipal Government** June 1 · 🌐




Great Lakes and Freshwater Week and the One Water campaign starts TODAY! Look for posts over the next week sharing more facts about water quality.

Let's keep pollution out of our waterways, clean up after your pets. After all, there's only #OneWater.

SEMCOG, Southeast Michigan Council of Governments



  You and 6 others

 Like  Comment  Share

  **Clinton River Watershed Council** 1d · 🌐

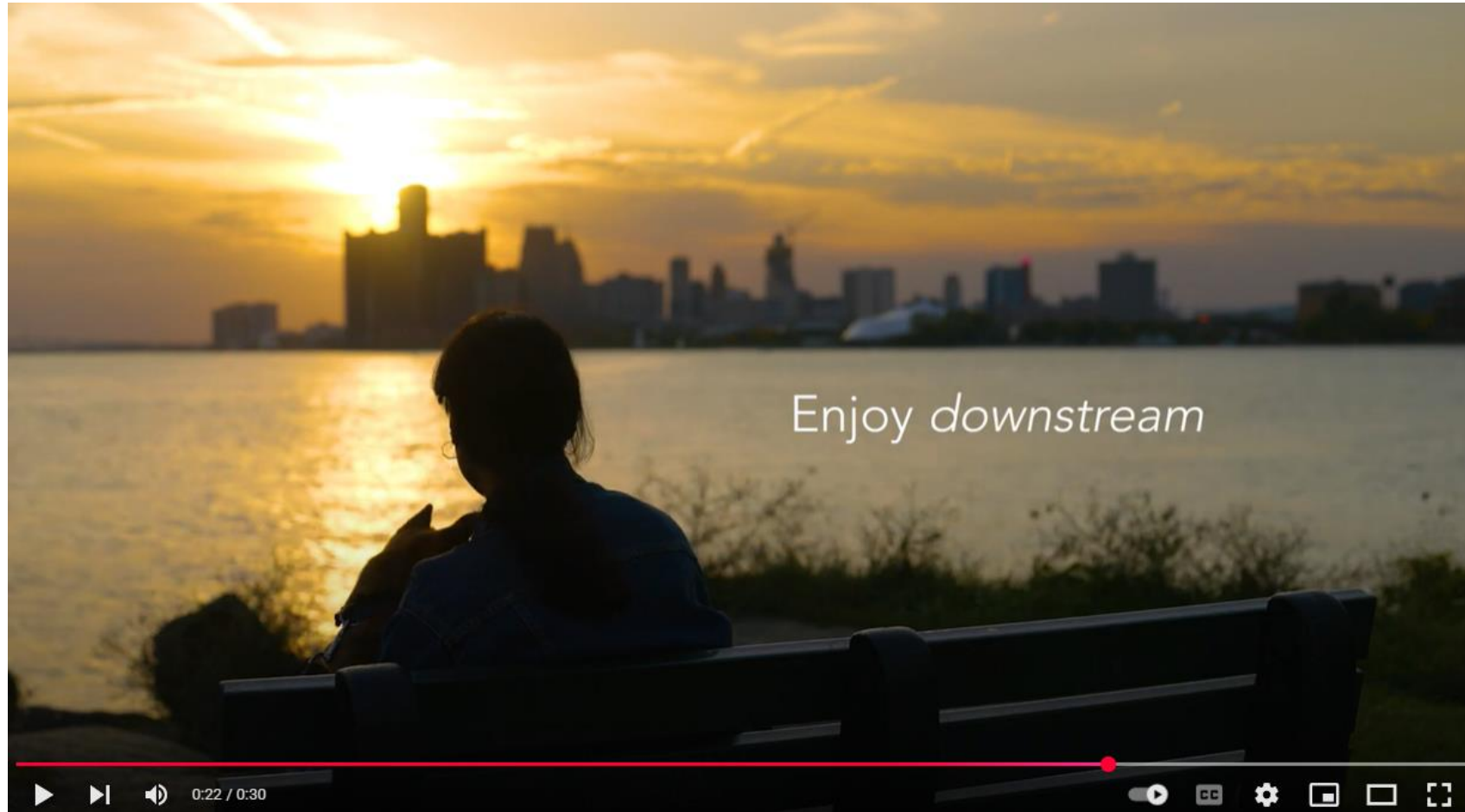
May 31 - June 8 is Great Lakes and Freshwater Week. It's a great time to plant a rain garden! They include native plants with deep root systems that help manage stormwater. #MiGreatLakesWeek #OneWater SEMCOG, Southeast Michigan Council of Governments

Learn more at <https://ow.ly/68To50W16yw>.



Thurston Elementary Rain Garden | Ann Arbor

SAMPLE VIDEO



BLOG ARTICLE

- **500+ views** of “There is only One Water, and it’s ours to protect” posted on June 5



There is only One Water, and it’s ours to protect

🕒 Jun. 5 2025 | Bailee Pasienza

The campaign highlights shared responsibility to protect and enhance our water systems, and everyday actions to support clean water and resilient infrastructure

[Read more](#)

FY2025 ANALYTICS

- Organic on social (Facebook, Instagram, LinkedIn, TikTok, and X)
 - **Impressions: 6,070**
 - Engagement: 202
 - Clicks: 60
 - Video views: 3,669
 - Shares: 22
 - Reactions: 105
 - Comments: 2
- Instagram stories
 - **Trivia views: 7,242**
 - Trivia votes: 117

- Paid on social (Facebook, Instagram, LinkedIn)
 - **Impressions: 1,608,970**
 - Engagement: 122,634
 - Clicks: 1,834
 - Video views: 121,720
- **Total impressions: 1,622,282**

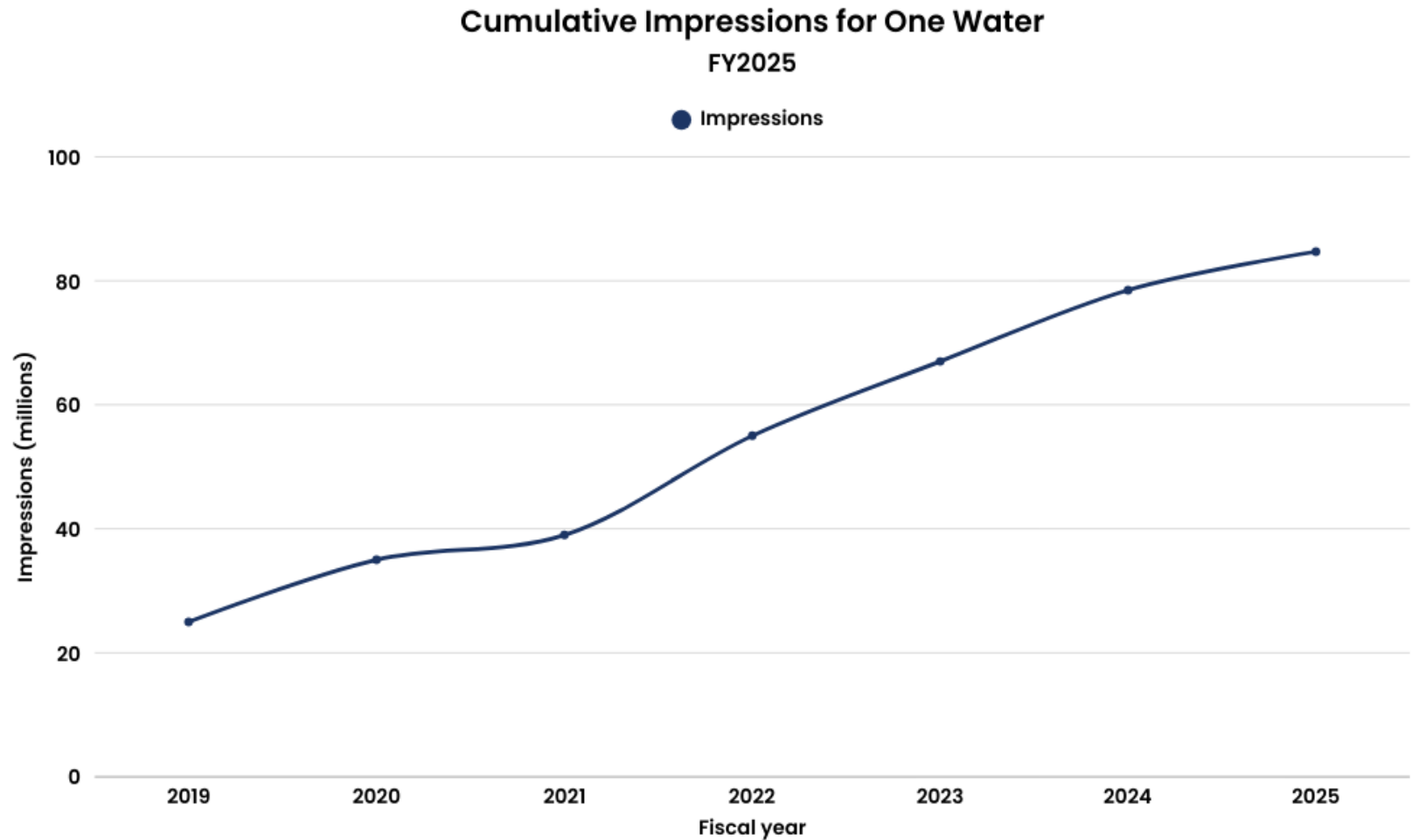
PAID AD PLACEMENT IMPRESSIONS

- Broadcast TV spots
- TV-20: 1,423,700
- WDIV/METV: 1,178,753
- METV/cozi: 443,669
- CW50: 1,443,700
- Effectv (Comcast) cable: 643,564
- OTT Streaming: 942,434
- **Total Impressions: 4,632,120**



HISTORICAL IMPRESSIONS

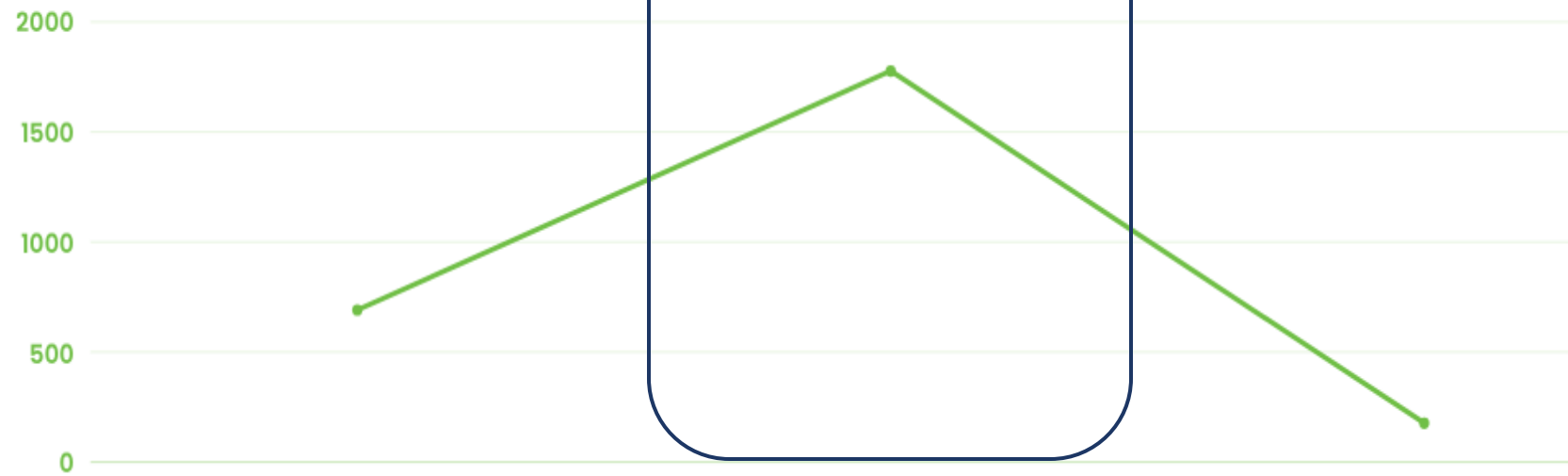
- 6.2 million impressions during the FY2025.
- In the history of the campaign (beginning in 2019), there have been **over 84.7 million total impressions**.



WEBSITE VIEWS

- 3-year average:
4,230

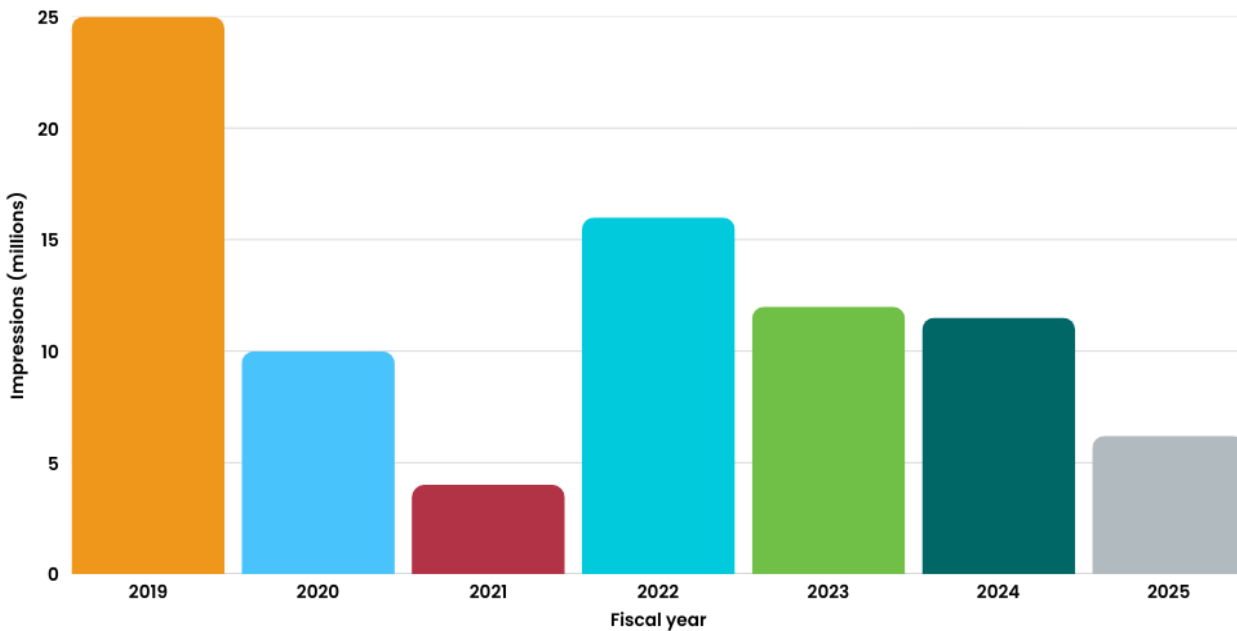
	Campaign		
	Apr 30 – May 30, 2025	May 31 – Jun 8, 2025	Jun 9 – Jul 9, 2025
Views	691	1,777	177
Total users	395	1,737	115
Event count	3,168	6,950	784
Session	528	1,790	154
Avg time on page	0:42	0:05	0:45



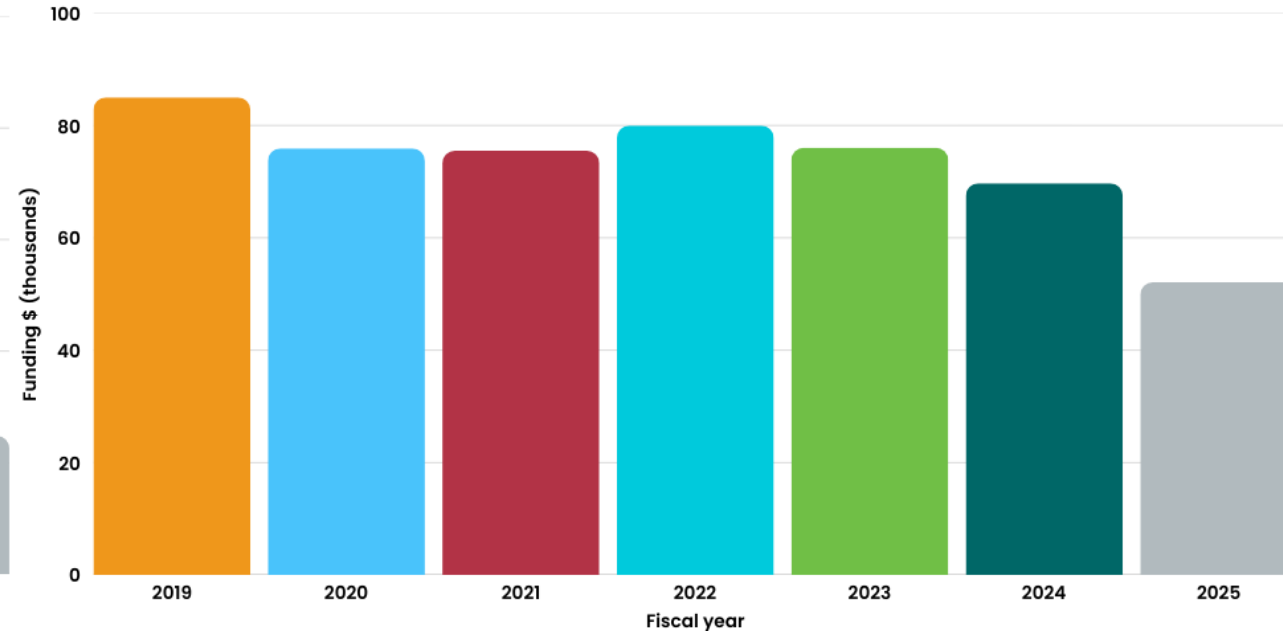
IMPRESSIONS v. BUDGET

- In recent years, some investment has shifted from media buys to water quality education materials*

Historical Summary of Impressions for One Water



Historical Summary of Funding for One Water



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