



FY2026 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

- **SEMCOG 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**

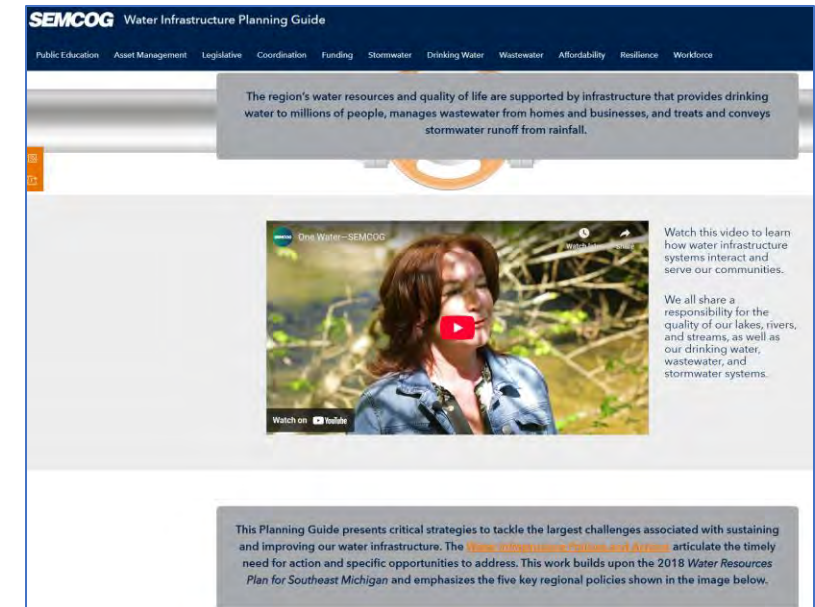
- *One Water* is a regional partnership led by SEMCOG and the Great Lakes Water Authority (GLWA)
- Aims to raise public awareness of water challenges and promote individual stewardship
- Each iteration builds on the foundation laid in 2019

- **2026 Campaign Highlights**

- Focused on educating residents about drinking water, stormwater, and wastewater
- Education around flooding and resilience
- 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)	Stormwater tip card One Water video series - Various blog articles "Water: We Are the Champions" and "Water: Connected for Life" webinars - Social 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.	Stormwater tip card "Stormwater and Flooding— Separated Systems" video "One Water, Part 1: Stormwater" blog - Social media messages

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Keep it fresh. Keep it flowing.

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:



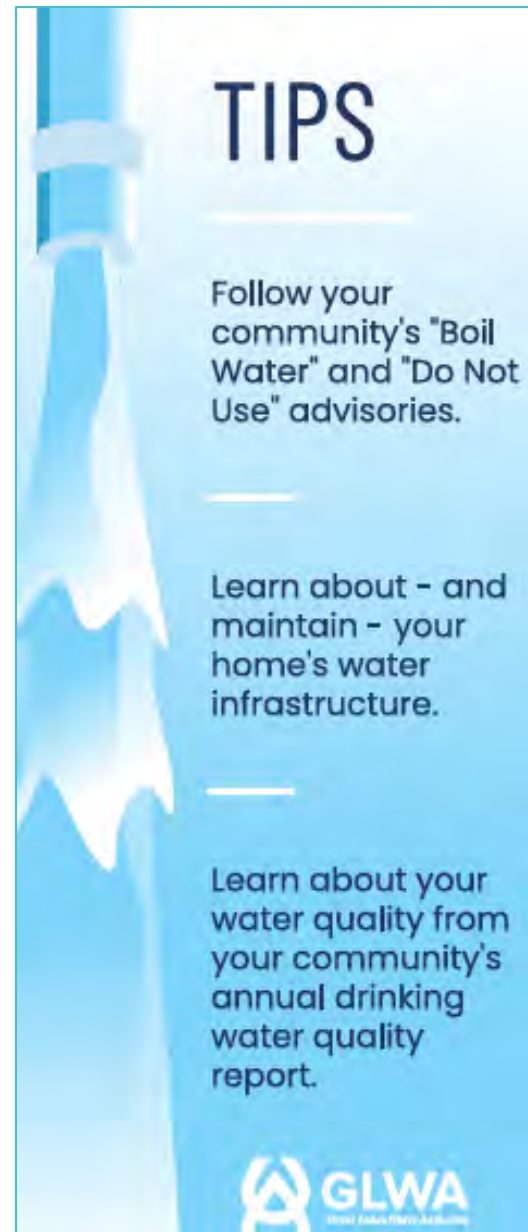
onewater

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
Grand Ledge Water Authority



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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:



MiOneWater.org



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**
Grand Ledge Water Authority

onewater

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:



MiOneWater.org

FATS, OILS, & GREASES

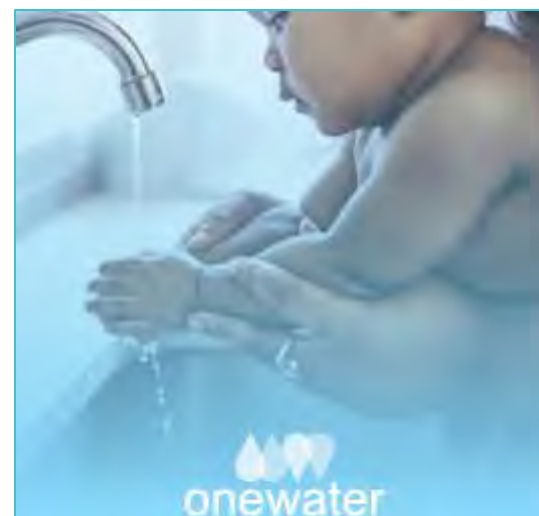
They gum up the works!

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.

SEMCOG GLWA



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.

SEMCOG GLWA

ONE WATER IMPLEMENTATION

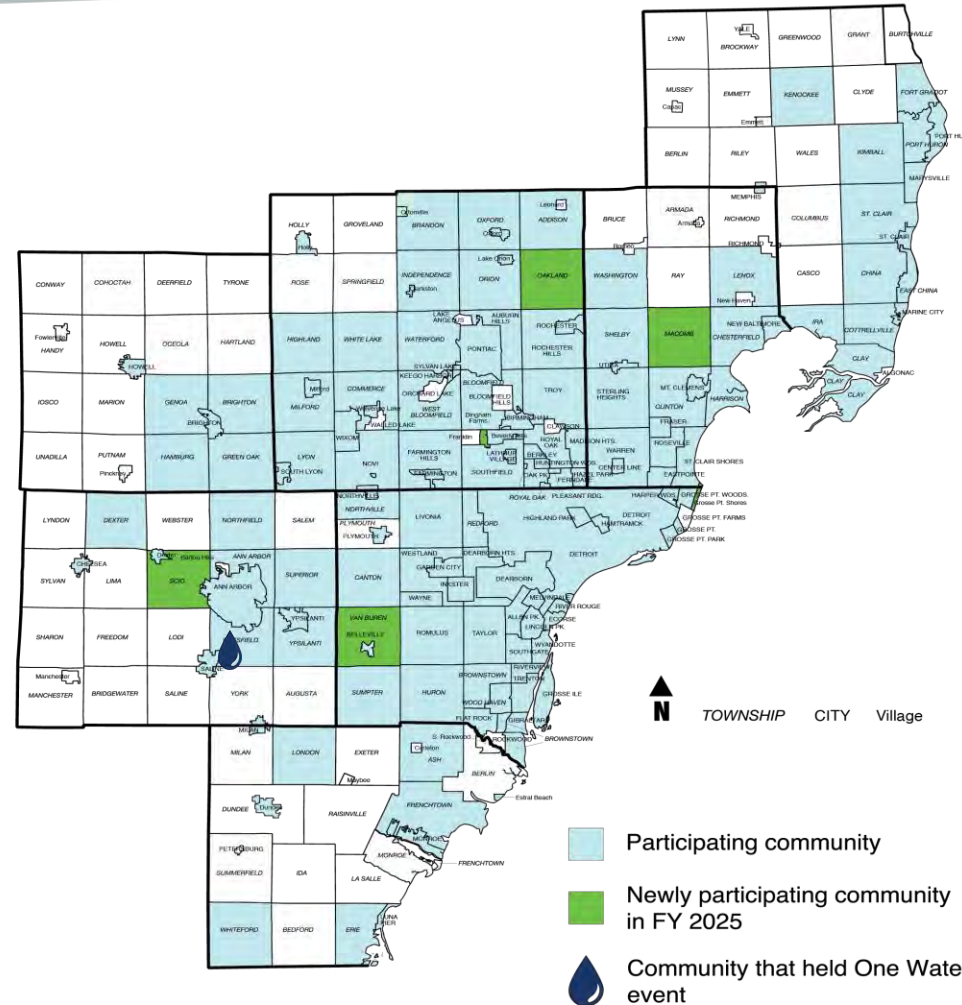
152 COMMUNITIES

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

7 Counties
82 Cities
56 Townships
13 Villages

6 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

SEMCOG'S PUBLIC EDUCATION INITIATIVE

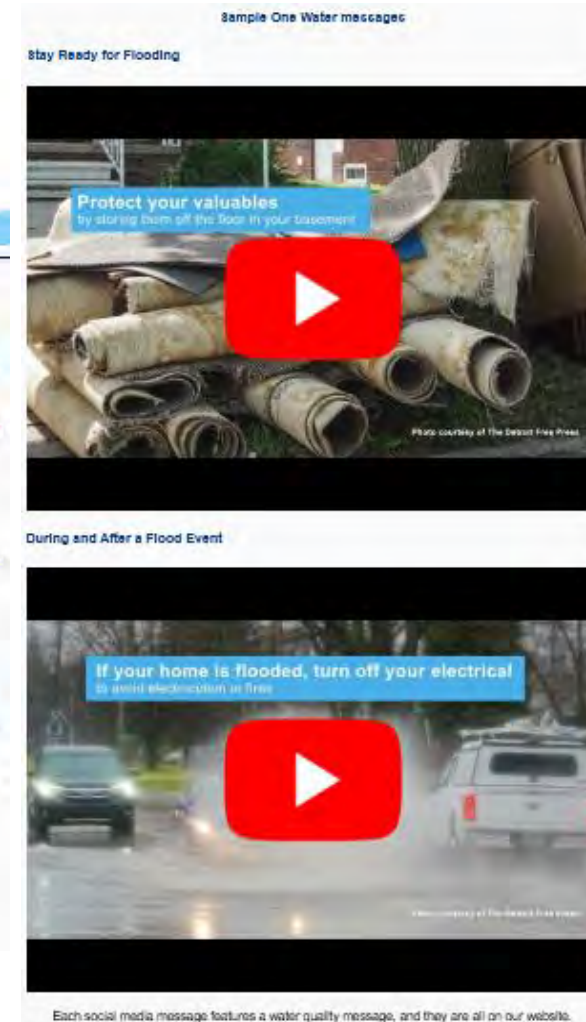
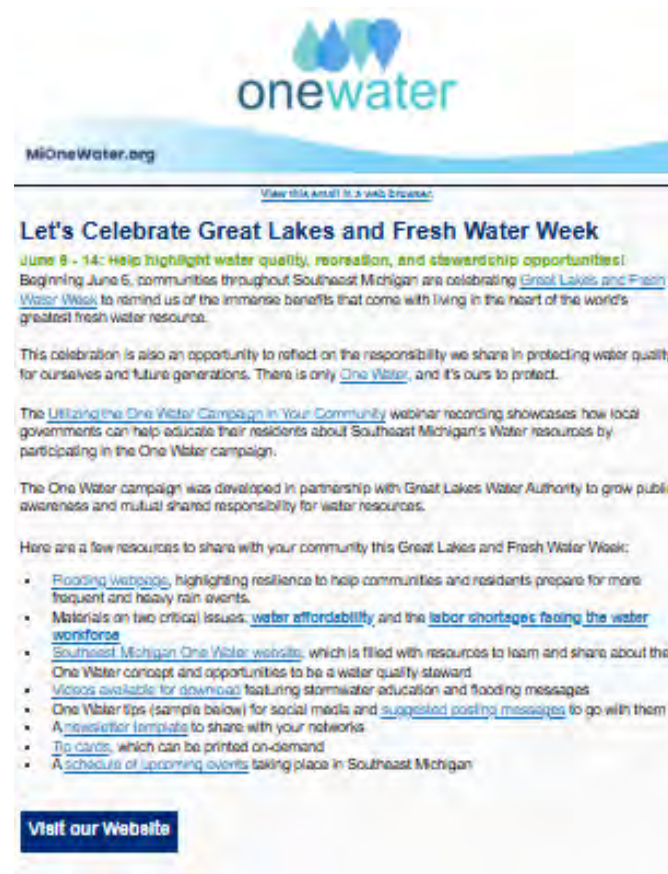
Campaign blitz: June 6 – 14, 2026

- Great Lakes and Fresh Water Week (GLFWW)
- Statewide theme: Protecting the Great Lakes Sustains Us



MEDIA KIT

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



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



SEMCOG

SOUTHEAST MICHIGAN COUNCIL OF GOVERNMENTS
Keep it fresh. Keep it flowing.



DAILY TRIVIA FOCUSED ON RESILIENCE AND EDUCATION

Great Lakes and Fresh Water Week *Trivia*

Daily trivia questions to help raise awareness about flood safety, preparedness, and the importance of investing in resilient infrastructure.

Starting June 6!



Great Lakes and Fresh Water Week

Trivia

Which of the following could be a result of flooding?

- A. Damage to homes and infrastructure
- B. Transportation disruption
- C. Dangerous condition that could lead to injury
- D. All of the above

A	
B	
C	
D	



Great Lakes and Fresh Water Week

Trivia

How much money is needed to maintain the current water infrastructure throughout Southeast Michigan?

- A. \$1 billion
- B. \$200 million
- C. \$3 billion
- D. \$700 million

A	
B	
C	
D	



- **Trivia views: 446**
- Trivia votes: 28



UTILIZING ONE WATER MESSAGES

 **Pittsfield Charter Township**
June 3 · 🌐

Great Lakes and Fresh Water Week and the One Water campaign starts on June 6! We encourage everyone to share messages about recreation and water quality with their comm... [See more](#)



3   

 Comment as SEMCOG, Southeast Michigan Council of Governm...     

 **City of Belleville, Michigan Government**
June 5 · 🌐

💧 **Great Lakes and Fresh Water Week and the One Water campaign are highlighting resilience and the importance of preparing our communities for more frequent and heavy rain—** with SEMCOG, Southeast Michigan Council of Governments and Belleville MI, DDA in Belleville.... [See more](#)

 **SEMCOG, Southeast Michigan Council of Governments**
Published by Sprout Social · June 5 · 🌐

Great Lakes and Fresh Water Week and the One Water campaign starts tomorrow! We are highlighting resilience to help communities and residents prepare for more frequent ... [See more](#)



Clear your storm drains and catch basins so water on the street can enter the stormwater system

Clear your storm drains and catch basins so water on the street can enter the stormwater system

Flooding video messages



Before a flood event



During and after a flood event

FY2026 ANALYTICS

- Organic on social (Facebook, Instagram, LinkedIn, TikTok, and X)
 - Impressions: **814,054**
 - Engagement: 3,017
 - Clicks: 322
 - Video views: 25,419
 - Shares: 32
 - Reactions: 1953
 - Comments: 181
- Instagram stories
 - Trivia views: **446**
 - Trivia votes: 28

- Paid on social (Facebook, Instagram, LinkedIn)
 - Impressions: **526,244**
 - Engagement: 30,587
 - Clicks: 446
 - Video views: 30,426
- **Total impressions: 1,340,298**

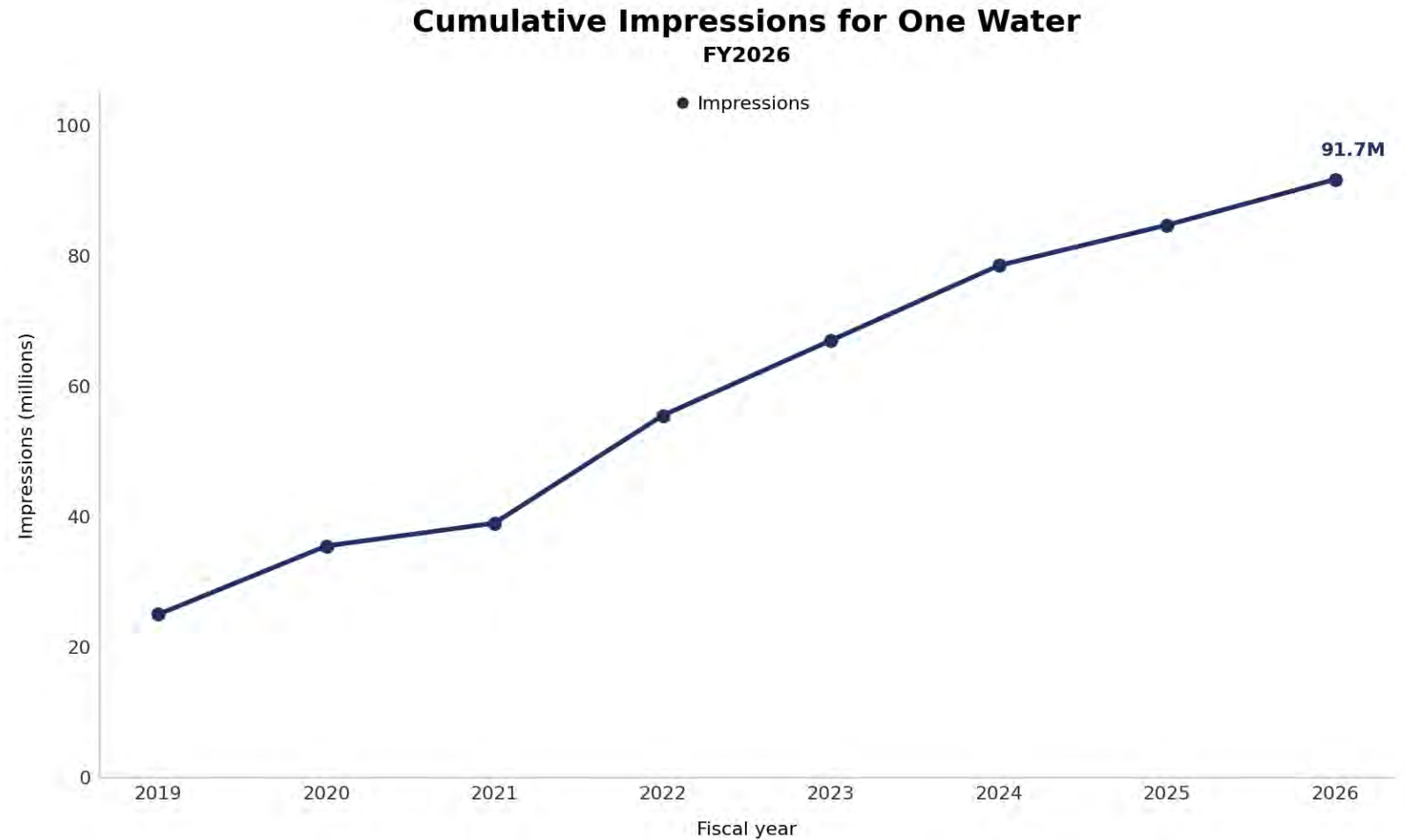
PAID AD PLACEMENT IMPRESSIONS

- Broadcast TV spots
- TV-20: 1,142,000
- WDIV/METV: 1,479,700
- METV/cozi: 342,000
- CW50: 282,945
- Effectv (Comcast) cable: 950,490
- OTT Streaming: 1,553,525
- **Total Impressions: 5,750,660**



HISTORICAL IMPRESSIONS

- 7 million impressions during the FY2026.
- In the history of the campaign (beginning in 2019), there have been **over 91.7 million total impressions**.



WEBSITE VIEWS

- 4-year average: 2,073

	Campaign		
	May 5 – June 5, 2026	Jun 6 – Jun 14, 2026	Jun 15 – Jul 15, 2026
Views	447	998	154
Total users	242	865	136
Event count	1585	3404	562
Session	275	886	138
Avg time on page	0:34	0:06	0:04

CONTACT INFORMATION

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