

# PUBLIC INFORMATION AND EDUCATION: VIDEO

*Think & Act Regionally: Collaboration is Key to the Success of GLWA's Regional System*

The Great Lakes Water Authority's (GLWA) collaborative relationship with its member partners and other stakeholders is the bedrock of its operating philosophy, strengthened through the development of various common projects and initiatives. A key example of this collaboration is in the development of public education materials.

Such an opportunity arose when GLWA adopted a first-of-its kind regional Wastewater Master Plan (WWMP), created to proactively and adaptively manage the wastewater system that serves 2.8 million people and spans 15,000 miles of pipes across 79 communities in southeast Michigan. The first phase of this plan included creating a Regional Operating Plan (ROP), which provides a chance for all member partner communities to work collaboratively with their neighbors to protect the environment and public health while reducing the need for costly investments in new infrastructure.

**GLWA conceptualized and produced a four-minute video on the ROP to show GLWA's member partners how collaboration plays a vital role in the success of our regional collection system.**

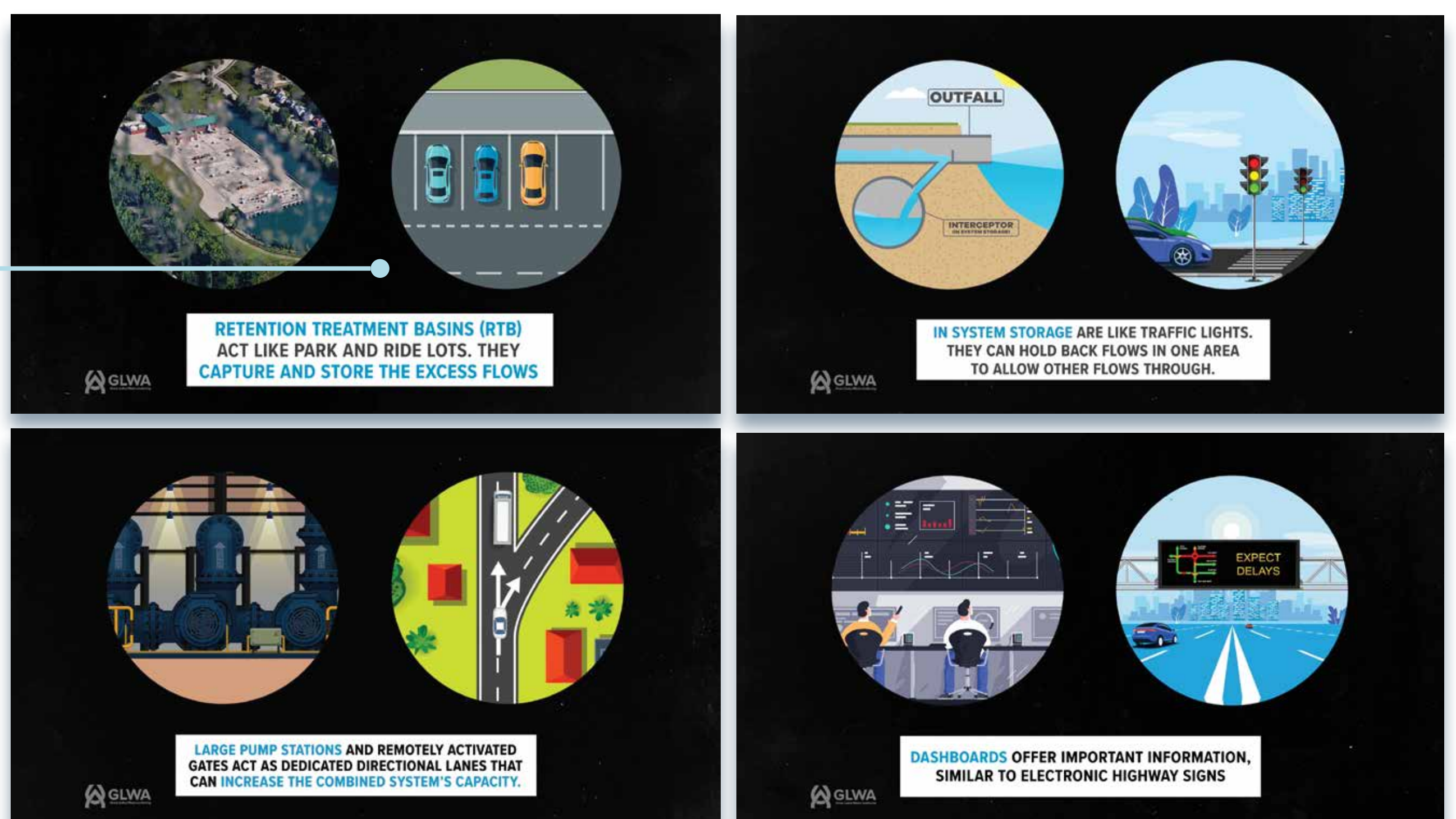


## Wastewater Master Plan: **THE REGIONAL OPERATING PLAN**



The video uses detailed storytelling, easy to understand terminology and engaging imagery to discuss how southeast Michigan's current wastewater collection system works and how it will be improved by the ROP.

By working together with GLWA Subject Matter Experts, we were able to develop a traffic analogy to easily and visually explain exactly how the plan will work and why it's beneficial to people throughout the region. Different animations were created and used to show each step of the plan and how they work.



**GLWA is committed to continuing to produce public education materials, including videos, that will inform the viewer and leave a lasting impact on them and their future actions. GLWA will also continue to collaborate with member partners to identify critical issues the public should know more about.**