

Metropolitan Wastewater Mgmt. Commission & City of Springfield One Water Video & Digital Campaign

NEAA26 PUBLIC INFORMATION & EDUCATION: E-MEDIA



National Environmental
Achievement
AWARDS

Campaign Components

- Video
- Webpage
- Social Media
- Education Curriculum
- Graphics

The One Water Cycle

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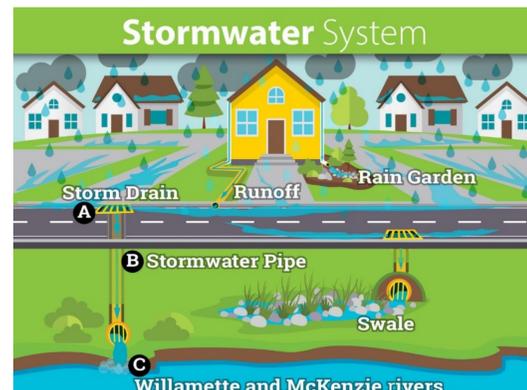
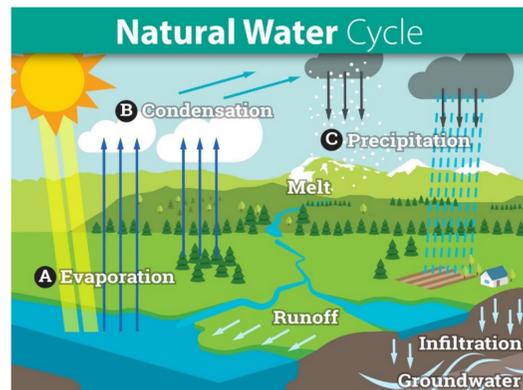
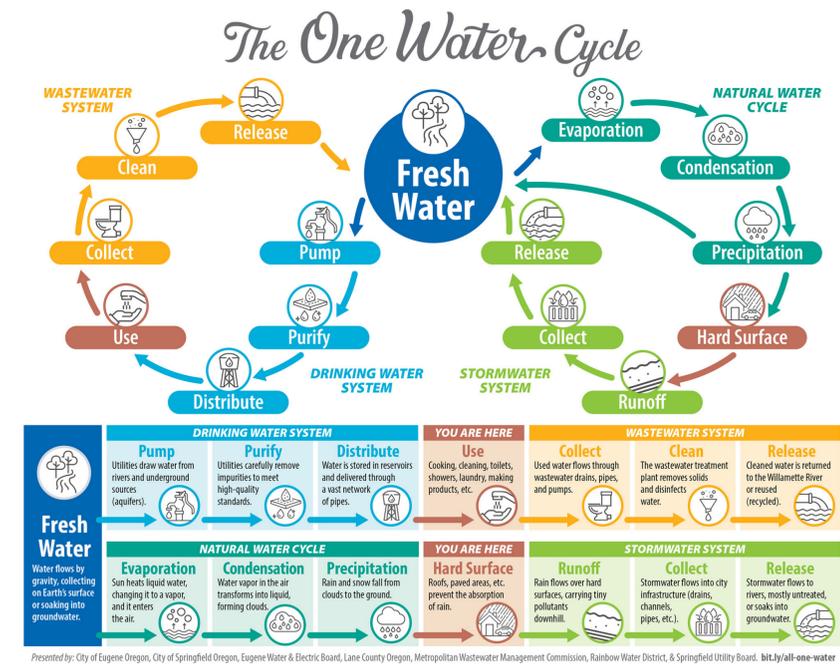
Metropolitan Wastewater Management Commission

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**Metropolitan Wastewater Management Commission
in collaboration with the City of Springfield
Public Information and Education Award Entry – E-Media
One Water Video and Digital Campaign – Member Spotlight**

The Eugene-Springfield area, with a population of over 250,000, shares water resources, and several agencies work together to protect our clean water. Across our region, drinking water, stormwater, wastewater, and natural water systems are all interconnected. Although these four systems are managed by different agencies and funded in various ways, they all depend on the same resource: water from our rivers, groundwater, and rainfall.

To help community members, both children and adults, learn more about this connectivity and understand the importance of water, the Metropolitan Wastewater Management Commission (MWMC), in collaboration with the City of Springfield and with input from partner agencies, created a One Water campaign. The goal of this campaign is that, regardless of who provides services, we all work toward the same goal: safe, clean water. By understanding how these systems connect and what you can do to prevent pollution, everyone can help keep water clean and protected. The campaign includes a video, graphics, and a webpage.

The campaign's main message is that water is a limited resource that is constantly reused. 97% of water on Earth is saltwater, which cannot be drunk. 2% of Earth's water is trapped in glaciers and ice formations, while only 1% is accessible as fresh, drinkable water. We all need clean water for survival, and all life depends on this water as a single, interconnected resource. Many of us recall that the natural water cycle involves evaporation, condensation, and precipitation. But that's just part of the picture. Our public water systems also collect, use, treat, and dispose of millions of gallons of water daily. Drinking water systems provide safe, potable water to homes and businesses, while wastewater systems clean used water and return it to the environment. Stormwater systems gather rainfall and direct runoff to prevent floods and protect natural waterways.

The MWMC and City of Springfield communication teams developed the campaign's digital assets, either creating them in-house or collaborating with vendors. The campaign was planned and designed throughout 2025 by the MWMC and the City of Springfield and was officially launched on September 2, 2025. The MWMC, the City of Springfield, and all partner agencies involved plan to continue the One Water campaign in 2026 and beyond. To view the campaign and learn more, visit bit.ly/all-one-water.