

Kyle's Outreach Plan for ARWA

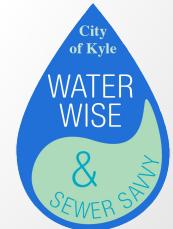
(Alliance Regional Water Authority)



Campaign Goals

- Ramp up awareness of ARWA / Kyle partnership
- Build understanding of project goals
- Inform residents about rate increase

Simultaneously emphasize water conservation



Campaign Timeline

- June-July: Raise awareness
- July-Aug: Build understanding of project goals
- July.-Sept: Inform residents about rate increase

Throughout this timeframe we will emphasize water conservation



Communications Toolbox:



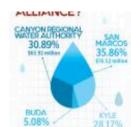
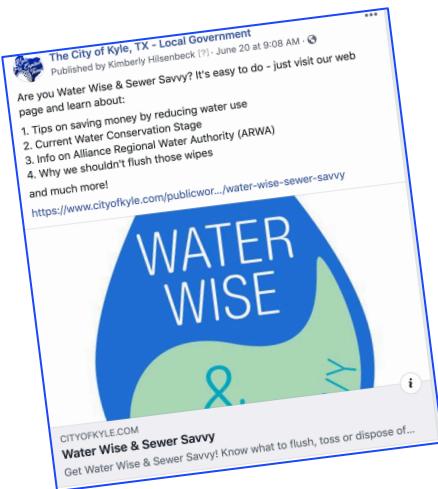
Communication Mediums:

- Website
- e-Newsletters
- Print newsletters
- Social media
 - Photos/videos
 - Polls
 - Fun Facts
- Videos
- Billboards
- Media stories



Examples

Outreach has already begun



Kyle's partnership in Alliance Regional Water Authority

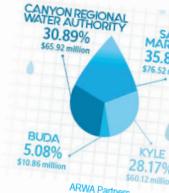
What is the Alliance Regional Water Authority and what is Kyle's role? Learn more about it and you, too, can be Water Wise & Sewer Savvy!

[Read More](#)

What is Alliance Regional Water Authority?

The City of Kyle is in a contractual agreement with the Alliance Regional Water Authority (ARWA) to purchase and deliver potable drinking water to supplement the City's water supply. Accordingly, the city has a contractual obligation to pay its pro rata share of all operating and debt-related expenses to ARWA.

Alliance Water (formerly the Hays Caldwell Public Utility Agency) is a Regional Water Authority formed in January 2007. Its purpose is to resolve the long-term water needs for its sponsor participants: the cities of Kyle, San Marcos and Buda, along with the Canyon Regional Water Authority. This collaboration allows entities to work in tandem to improve the economics of scale on water (or wastewater) projects that would otherwise be cost prohibitive.



[Learn more at www.cityofkyle.com](#)

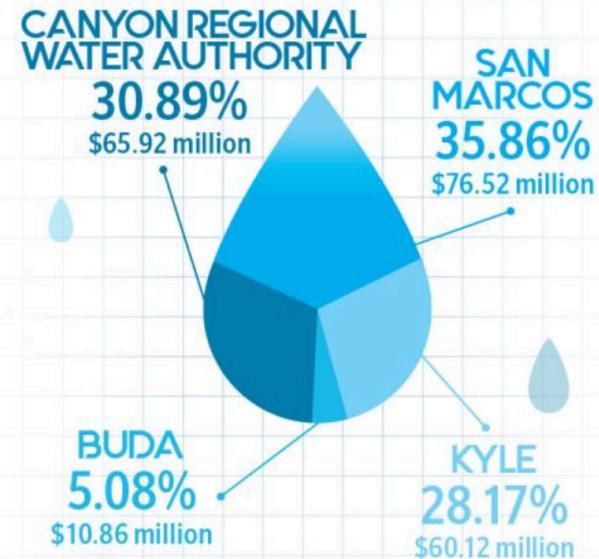


Awareness

Explain:

- History (HCPUA)
- What is ARWA?
- Partners

WHO IS FUNDING ALLIANCE?



Strategy

- Articles about AWRA, history
- Share existing AWRA videos
 - Interviews

Tactics

- Website pages
- Newsletter articles
- Social media posts, shares
- LED billboards are an option



Our Directors

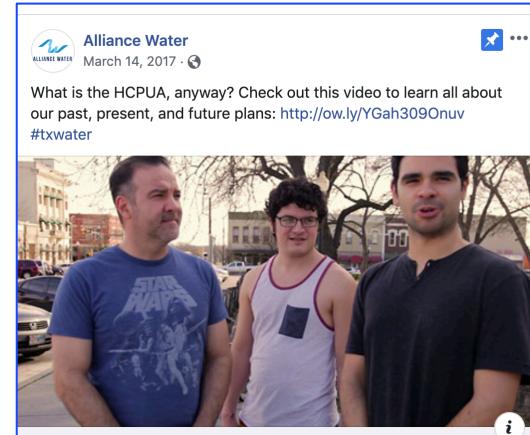
The Alliance Water Board of Directors is made up of thirteen members -- four elected officers and nine regular board members from our member entities.



CHRIS BETZ, CHAIR



JANE HUGHSON, VICE-CHAIR



Project Need

Explain:

- Securing water for future
- Diverse water portfolio
- Sharing costs with partners



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Kyle's partnership in Alliance Regional Water Authority

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What is ARWA?

Alliance Water (formerly the Hays Caldwell Public Utility Agency) is a Regional Water Authority formed in January 2007. Its purpose is to resolve the long-term water needs for its San Marcos and Buda, along with the Canyon Regional Water Authority. This collaboration allows entities to work in tandem to improve the economics of scale on water (or wastewater) projects that would otherwise be cost prohibitive.

WHO IS FUNDING ALLIANCE?

A pie chart titled 'WHO IS FUNDING ALLIANCE?' showing the percentage of funding from different entities. The data is as follows:

Entity	Percentage	Amount
CANYON REGIONAL WATER AUTHORITY	30.99%	\$65.92 million
SAN MARCOS	35.86%	\$76.52 million
KYLE	28.17%	\$61.12 million
BUDA	5.08%	\$1.12 million

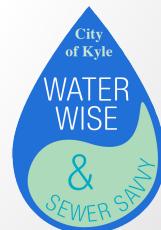
SOURCE: ALLIANCE REGIONAL WATER AUTHORITY/ COMMUNITY IMPACT NEWSPAPER

PUBLIC WORKS

- + Administration
 - After Hours & Holiday Contact
 - Contact Us
- + Current Weather Conditions
- + Education and Outreach
- + Street Department
 - Wastewater Department
 - Wastewater Treatment Facility
 - Water Department

Contact Information

Phone: 512-262-3024
Fax: 512-262-3403
Email: pw@cityofkyle.com



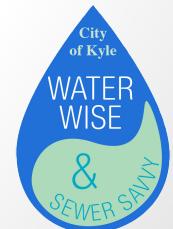
Strategy

- Video, pics of construction
- Interviews with ARWA staff
- Costs, plans, timeline
- Video featuring Kyle council members, and ACM Earp



Tactics

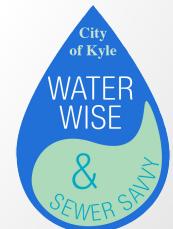
- Newsletters
- Web page
- Social media
- KYLE 10, YouTube
- News releases if appropriate



Rate Increase

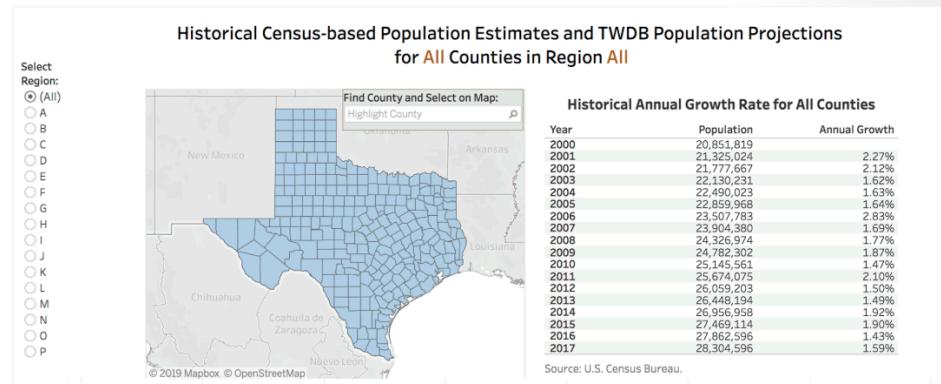
Explain:

- Debt already issued
 - Project needed to begin
 - Several years to complete
- Project cost is shared
 - Kyle, Buda, San Marcos, GBRA
- City already absorbed \$12M in debt
- Future customers help pay for water



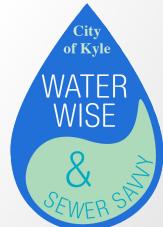
Strategy

- Charts
- Graphs
- Visual storytelling
- Video explaining Kyle's reason for ARWA



Tactics

- Newsletters
- Web page
- Social media
- KYLE 10/YouTube



Thank you.
Questions?

