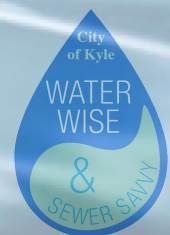


Kyle's Outreach Plan for ARWA

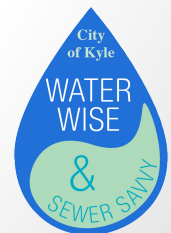
(Alliance Regional Water Authority)



Campaign Goals

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

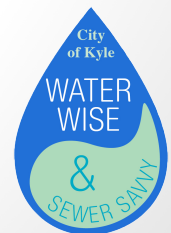
Simultaneously emphasize water conservation



Campaign Timeline

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

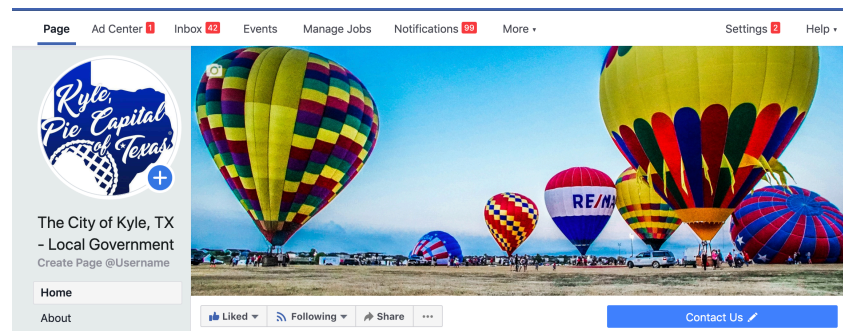
Throughout this timeframe we will emphasize water conservation





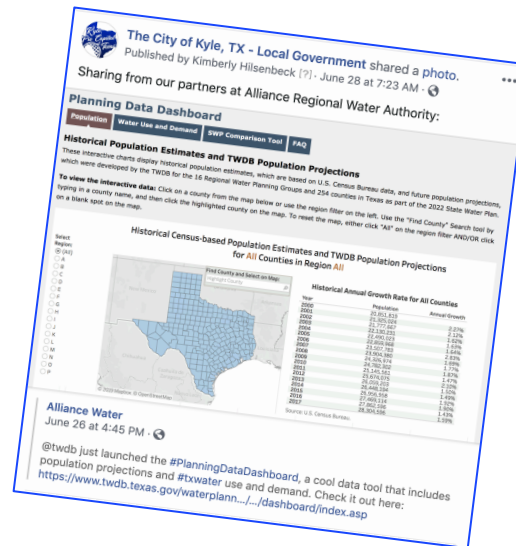
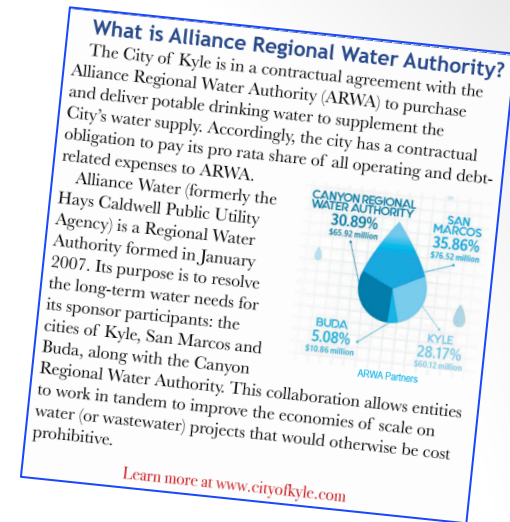
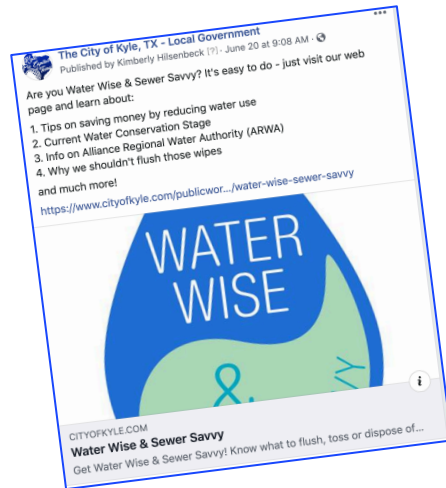
Communication Mediums:

- 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!

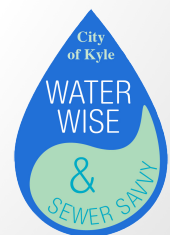
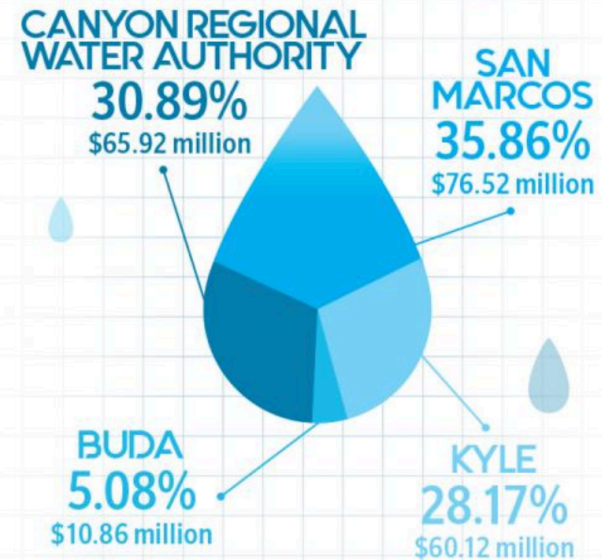
[Read More](#)

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

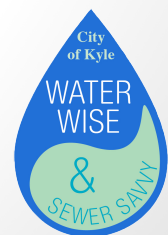
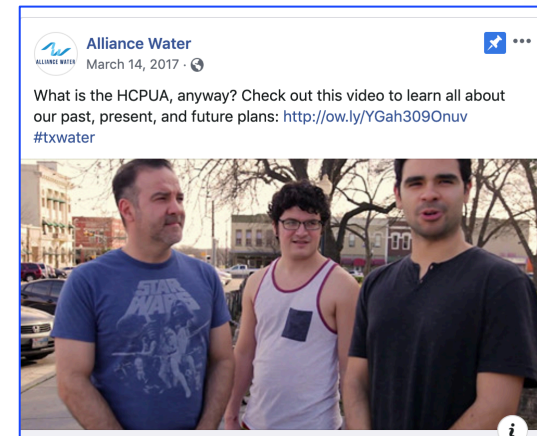
The Alliance Water Board of Directors is made up of thirteen members -- four elected officers and nine regular board members from our member entities.



CHRIS BETZ, CHAIR



JANE HUGHSON, VICE-CHAIR



Project Need

Explain:

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



PUBLIC WORKS

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Kyle's partnership in 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 of Kyle has a contractual obligation to pay its pro rata share of all operating and debt-related expenses to ARWA.

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 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 economies of scale on water (or wastewater) projects that would otherwise be cost prohibitive.

ARWA is a political subdivision of the State of Texas created through the passage of Senate Bill 1198 in the 85th Texas Legislature. A water authority can develop water supplies, transport water and/or develop wastewater treatment facilities. It is subject to the Texas Open Meetings Act and the Texas Public Information Act.

WHO IS FUNDING ALLIANCE?

Entity	Percentage	Amount
CANYON REGIONAL WATER AUTHORITY	30.89%	\$65.92 million
SAN MARCOS	35.86%	\$78.32 million
KYLE	28.17%	\$61.32 million
BUDA	5.08%	\$10.86 million

SOURCE: ALLIANCE REGIONAL WATER AUTHORITY/ COMMUNITY IMPACT NEWSPAPER

[+ Administration](#)

[After Hours & Holiday Contact](#)

[Contact Us](#)

[Current Weather Conditions](#)

[+ Education and Outreach](#)

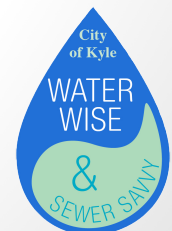
[+ Street Department](#)

[Wastewater Department](#)

[Wastewater Treatment Facility](#)

[Water Department](#)

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



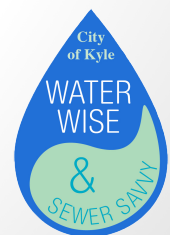
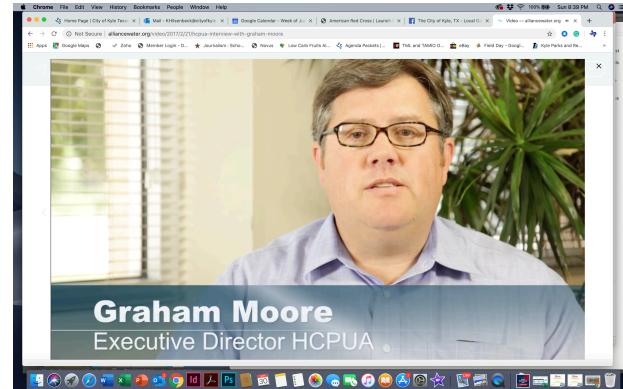
Strategy

- 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



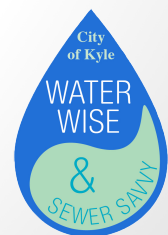
Rate Increase

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

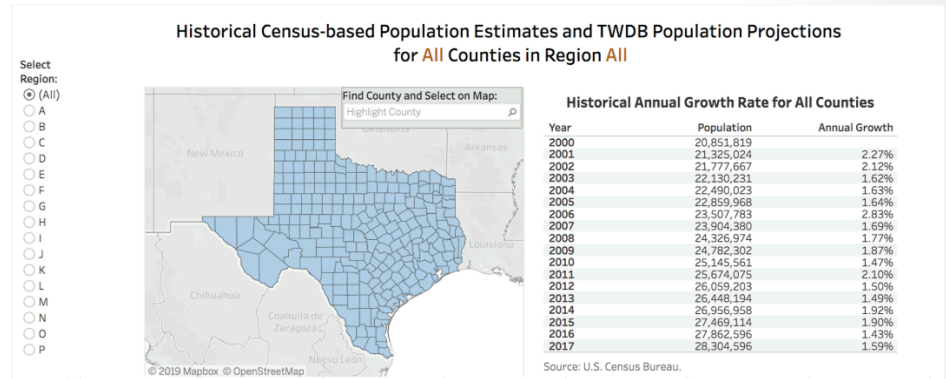


CITY OF KYLE, TEXAS
APPROVED BUDGET



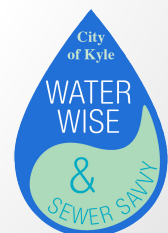
Strategy

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



Tactics

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



Thank you.
Questions?

