

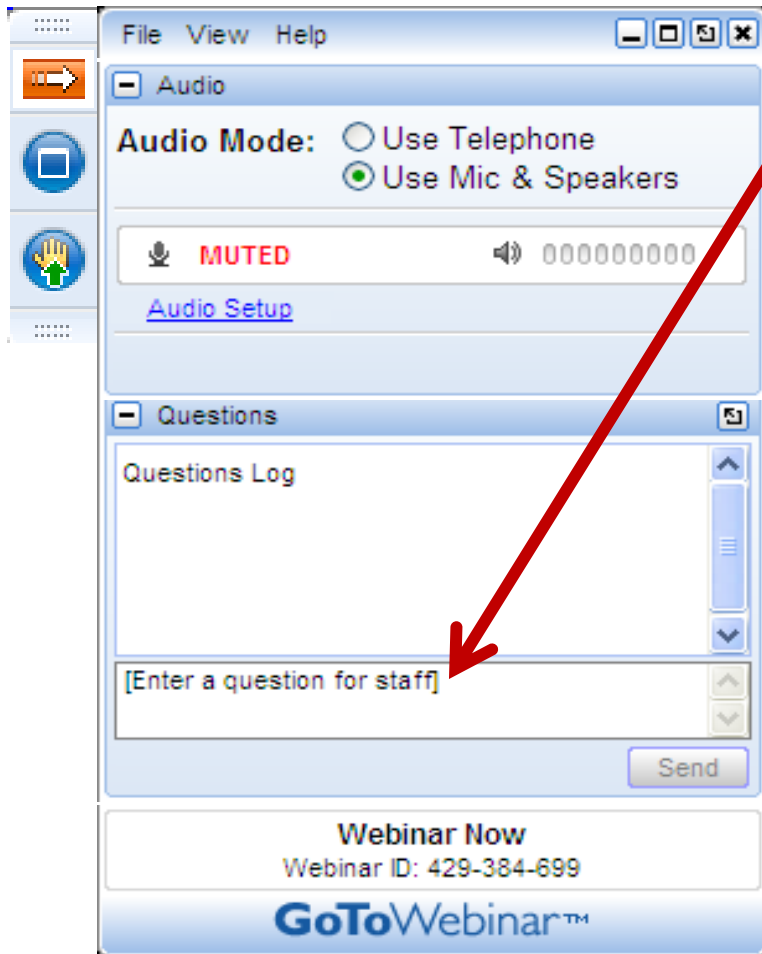
Communicating to Gain and Maintain Buy-in

The Logan-Todd Regional Water
Commission

February 29, 2012
1:00 pm – 3:00 pm (ET)

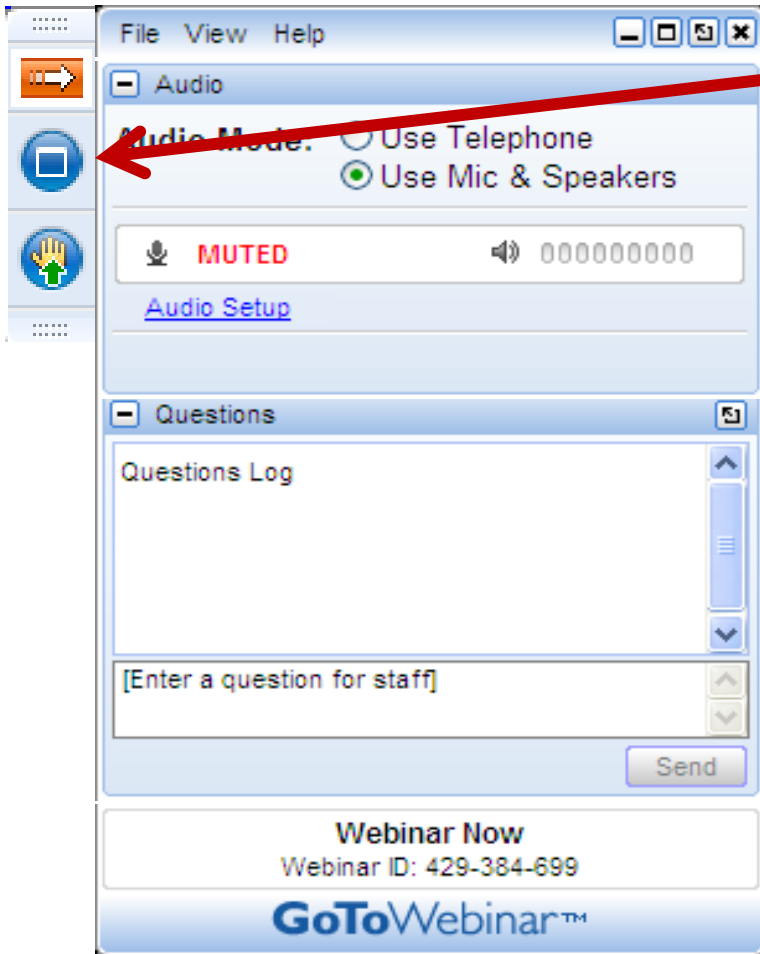


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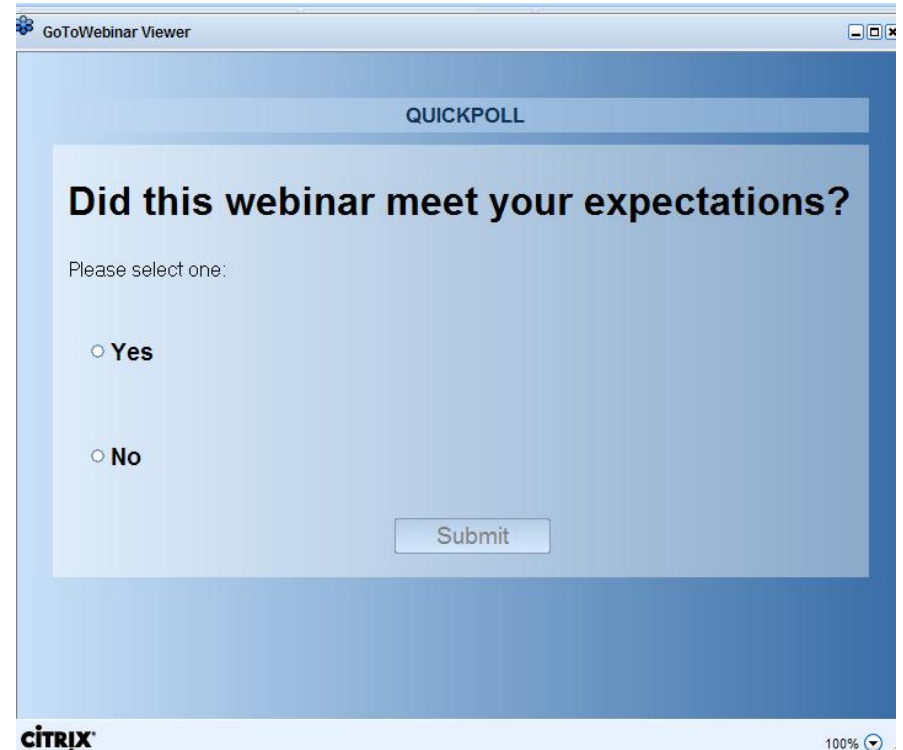
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Quick Poll:

Who is joining us today?

Disclaimer

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Today's webinar:

- What are water system partnerships?
- The Logan-Todd Regional Partnership
 - Background on the Partnership
 - Communicating to gain and maintain buy-in
 - Lessons learned

What are Water System Partnerships?



What are water system partnerships?

- It's a **tool** for building technical, managerial and financial capacity.



What are Water System Partnerships?

Do you know a system that faces any one of these challenges?

– Technical

- Inadequate or aging infrastructure
- Limited/poor source quality/quantity
- Lack certified operator

– Financial

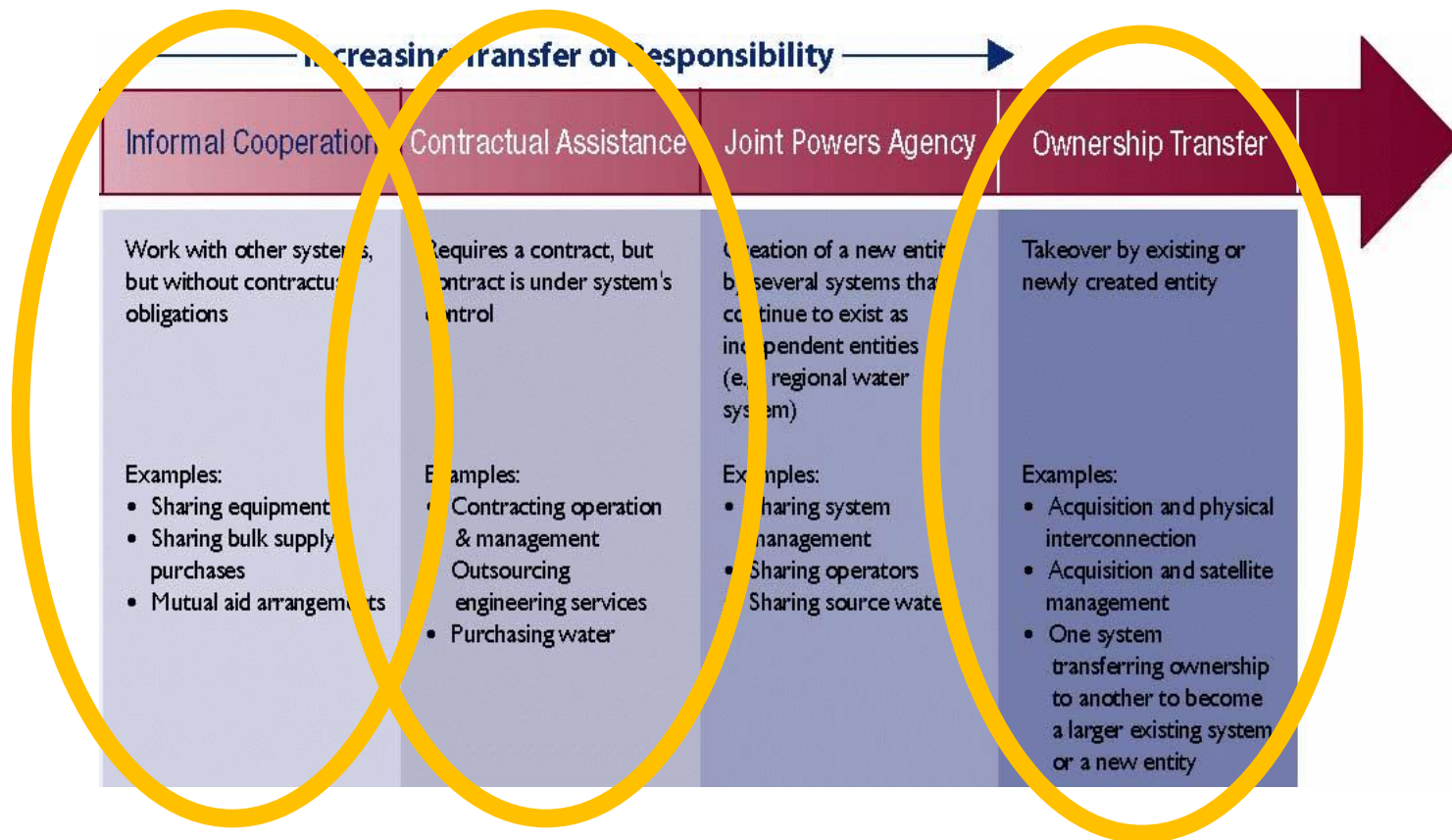
- Diseconomies of scale (few households = high costs)
- History of water rates that are too low
- Limited knowledge of financing options

– Managerial

- Limited part time management attention
- Lack of expertise in long-term water system planning or operations

What are water system partnerships?

The range of different types of partnerships



A Joint Powers Agency

The range of different types of partnerships



Today's Panel

- **John Walton**
 - Logan-Todd Regional Water Commission / Former Mayor of Elkton
- **Roger Recktenwald**
 - Former Director of Kentucky Infrastructure Authority / Current Director of Research and Planning for Kentucky Association of Counties
- **Julie Roney**
 - Kentucky Department for Environmental Protection, Division of Water
- **Vernon Brown**
 - Communities Program Director for USDA-RD-RUS Kentucky State Office

John Walton



- Mayor of Elkton (1999-2007)
- Director of Marketing for Logan-Todd Regional Water Commission (2007 – current)

Roger Recktenwald



Former Director of
Kentucky Infrastructure
Authority (KIA)
(2000-2004)

Currently Director of
Research and Planning
for the Kentucky
Association of Counties
(KACo)

Julie Roney

Drinking Water Program
Coordinator for
Kentucky Division of
Water,
Kentucky Department for
Environmental Protection



Vernon Brown

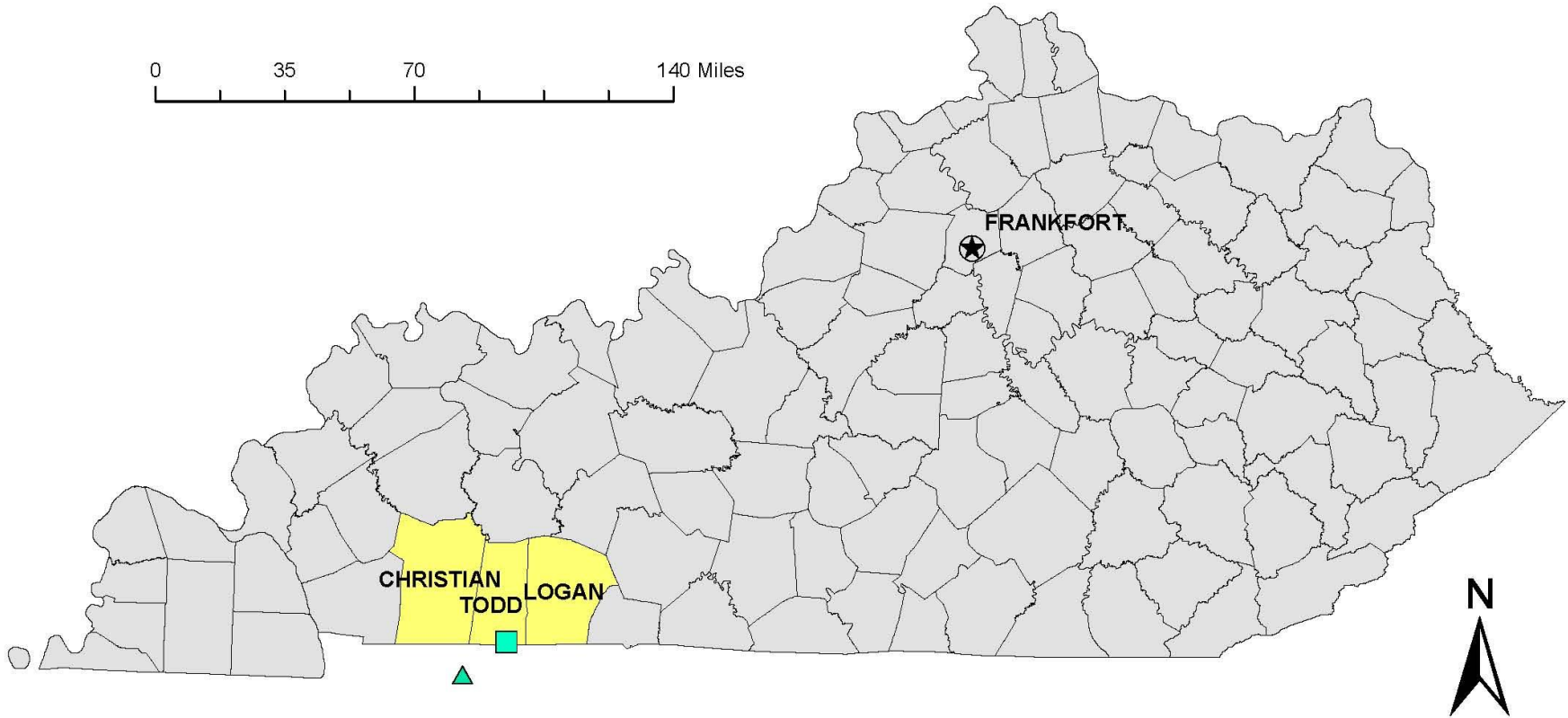
Community
Programs Director
for USDA Rural
Development
in Kentucky



Committed to the future
of rural communities.

Logan-Todd Regional Water Commission

Logan / Todd Regional Water Commission



Map created by Anne G. Powell
on December 21, 2011
utilizing data from
the EEC GIS Portal.



Legend

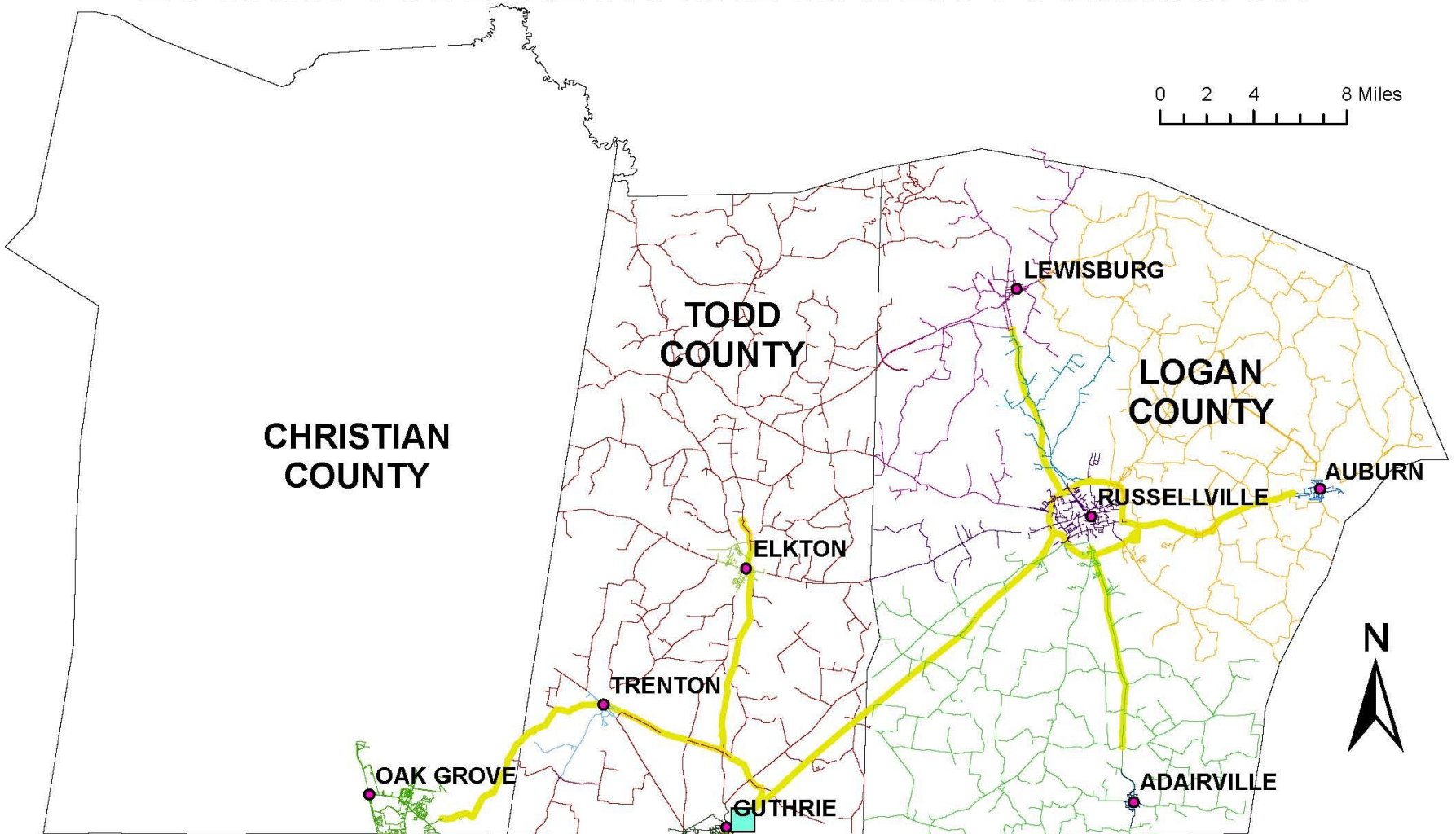
Surface and Spring Sources

▲ LOGAN/TODD REGIONAL WATER COMMISSION

Water Treatment Plants

■ LOGAN/TODD REGIONAL WATER COMMISSION

LOGAN / TODD REGIONAL WATER COMMISSION



Map created by Anne G. Powell
 on December 20, 2011
 utilizing data from
 the EEC GIS Portal.



Legend	
Water Lines	LOGAN/TODD REGIONAL WATER COMMISSION
	ADAIRVILLE WATER WORKS
	AUBURN WATER DEPARTMENT
	EAST LOGAN WATER DISTRICT
	ELKTON UTILITIES
	GUTHRIE WATER WORKS
	LEWISBURG WATER WORKS
	NORTH LOGAN WATER DISTRICT
	OAK GROVE WATER DEPARTMENT
	RUSSELLVILLE MUNICIPAL WATER SYSTEM
	SOUTH LOGAN WATER ASSOCIATION
	TODD COUNTY WATER DISTRICT
	TRENTON WATER WORKS

The Twelve Partners

Customers Served:

- About 300-3,300 customers
- 7 systems served <1,000

System Ownership:

- 8 municipally-owned systems – with their own treatment plants
- 3 water districts – purchased finished water; 1 treated water
- 1 privately-owned water association – purchased finished water

System Sources:

- Several flashy springs, some lakes and rivers



Why the systems came together



Why the systems came together

- Russellville was a key plant – it served 3 other systems
- Drought
- Not enough water for industry



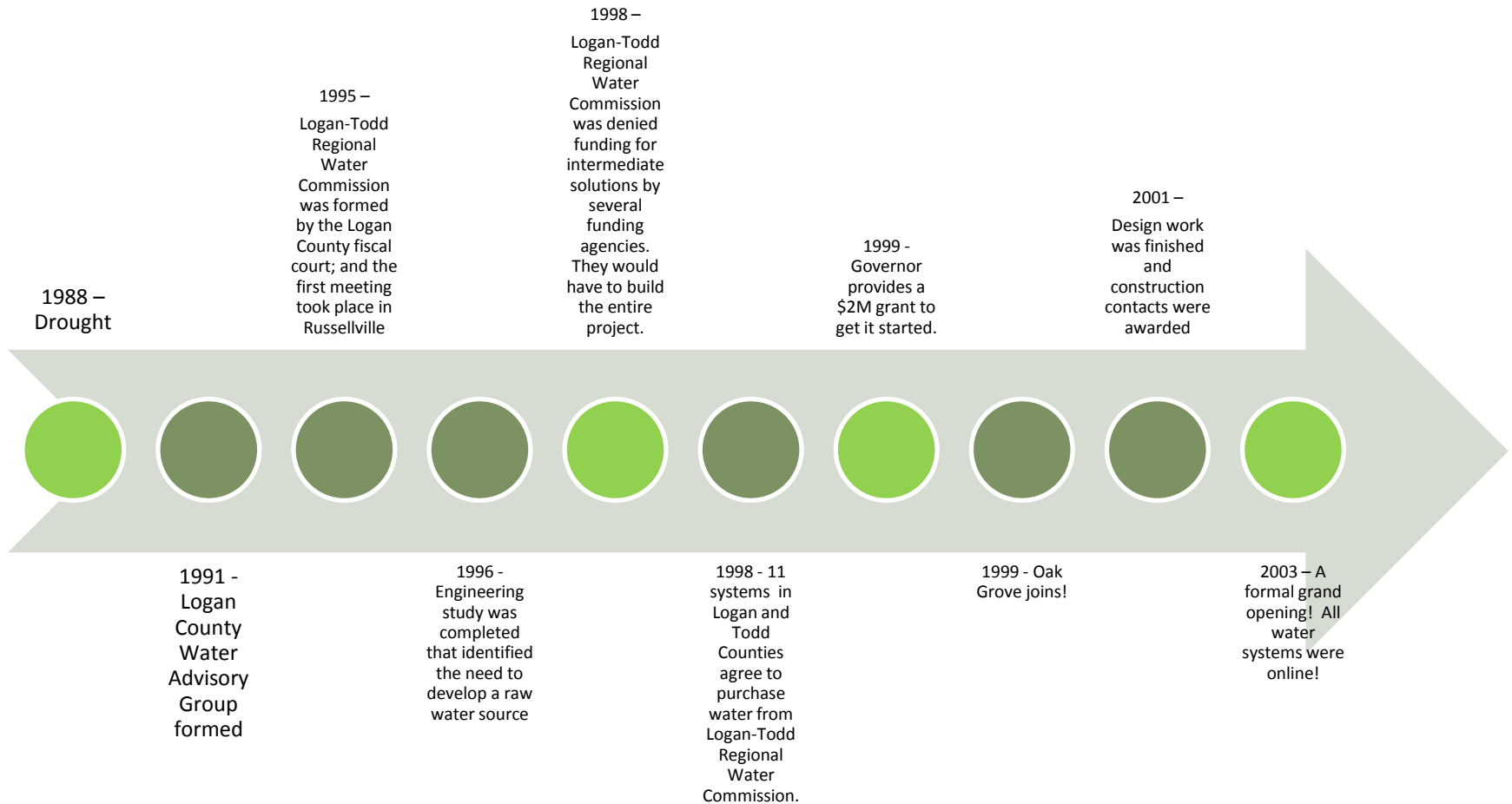
Logan-Todd Regional Water Commission



Logan-Todd Regional Water Commission

- Management determined by Kentucky Statutes
 - Regional Water Commission by-laws, positions
- Board has 12 members – one from each member system
- Each member has one vote on the board

Major milestones in the Partnership



Funding

- Total project cost of regional project was about \$77M
- Funded through various sources:
 - USDA loan amount \$49.8M
 - DWSRF \$10.4M
 - KIA 20/20 Grant \$5M
 - Appropriation - Earmarks \$3.3M
 - State funds \$3.5M
 - CDBG \$1M
 - Area Development Grant Fund \$5K
 - Systems' contributions \$19K
 - Other funding \$4M

**Water Plant currently serves a population of 40K*

Success!

- Good **quality** water and **consistent** service
- Ability to attract **industry**
- **Resilience**
- Good **neighbors**
- **Recognition**



Communicating to Gain and Maintain Buy in



Communication

- Bringing in **new** members
- Working on your **future**
- Working out **sticky** issues
- **Continuing** communication

Historic Rivalries

- Rooted in school traditions and local identity
- Need to address this directly by talking about it with other potential partners
- Hold meetings in communities other than the county seat

Sense of Unfairness

- Everyone brings different assets or different challenges to the table
- Not all partners will benefit equally
- Some communities may just have a greater need

Loss of Control

- Instead of focusing on loss of control, focus on the ability to gain control over other aspects of the system
- Customers don't care about water loss as long as there is quality service and reasonable rates
- Bring decisions about a partnership to the broader community

Focus on what you have in common

- What do you have in **common**?
 - Need a new source?
 - Need funding for new infrastructure?
- Remember the **long-term** goal
 - Potable water
- Focus on the **numbers**

Focus on the Wins

- **System wins**
 - Resiliency / redundancy
 - Focus on distribution
- **Political wins**



Communicating with your community

- **Explain** the need
- Communicate about the partnership process at the **beginning**
- Go **door-to-door**
- **Regulatory agencies** are partners

No one likes higher water bills; not having water is even worse.



What have we learned?

Regulatory partners

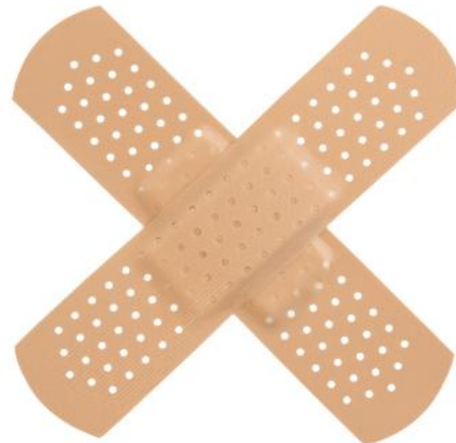
- Regulatory partners can help with messaging and providing technical information to the communities
 - Can play a “white hat role” in communicating about public health problems, violations
 - Can encourage partnerships by talking to commissioners and governors
 - KY DEP attended public meetings and board meetings to explain regulations, diseases, non-compliance



Funders

- Funding Coordination
 - Frequent communication
 - Bring funders in early

“Maybe... But let’s talk about it...”



Enabling Legislation

Kentucky Statutes that Authorize Regionalization & Consolidation

- Drinking Water

KRS 74.420-520 (source r&f)

KRS 65.210-300 (all dw +)

KRS 74.361 (PSC-merger)

- Wastewater

KRS 65.8901-8925 (treatment)

KRS 76.231-233 (all ww)

MSD - 'normal'

KRS 220 & 67.715 (all ww)

<http://www.lrc.ky.gov/krs/titles.htm>

Kentucky's Community-based Water and Wastewater Planning & Project Development Process

Kentucky's Process of Community-based Water & Wastewater Planning & Project Funding

Community Water & Wastewater Systems

**15 Area Water Management Planning Councils
Each develops an area wide PLAN with GIS data**



**Kentucky Water Management Plan
Water Resources Information System (WRIS)**

**Project Recommendations
& Funding of SRF Applications**

**Once Construction is complete on a
Community Project
digital 'as built' are enrolled in WRIS**



Water Resource Information System

GIS Map Layers & Attributes For All Systems

Water:

17 Layers w/ over 300 attributes +
financial and management information

Wastewater:

11 Layers w/ over 175 attributes +
financial and management information

Contributors/Users

400 + w/ww systems

15 Area Development Districts

State & Federal w/ww Agencies

State & Federal Emergency Management
Agencies

Utility Support Associations

Engineering Firms

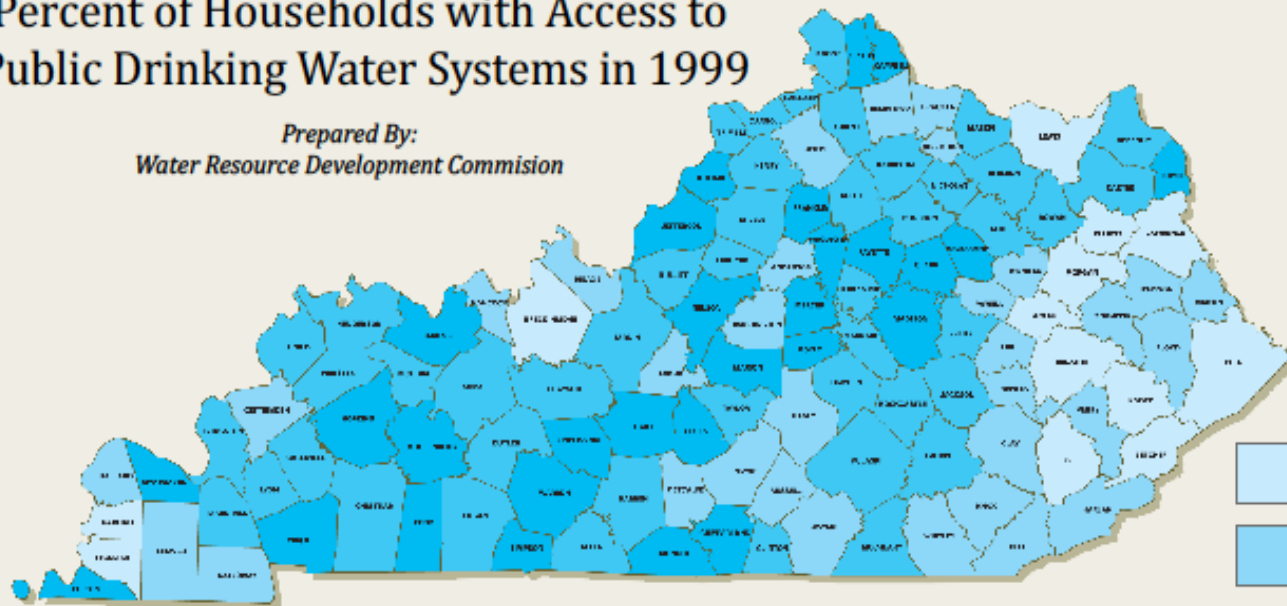
Principal Uses:

- Local Community Planning
- Decision Support – Regulatory and Funding Agencies
- Advocacy: Legislators are provided wall maps annually, illustrating existing w/ww facilities and proposed projects in their districts.
- Emergency Planning & Response
- State Economic Development, Highway & Public Facilities Planning

<http://kia.ky.gov/wris/>

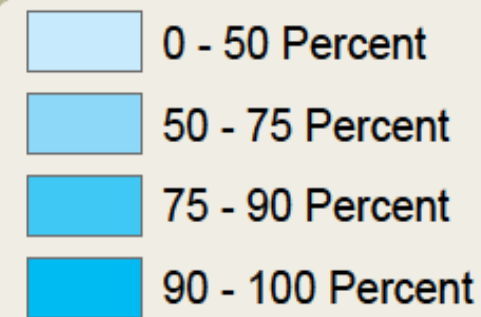
Percent of Households with Access to Public Drinking Water Systems in 1999

Prepared By:
Water Resource Development Commission



Percent of Population with Access to Public Drinking Water Systems in 2012

Prepared By:
Kentucky Association of Counties

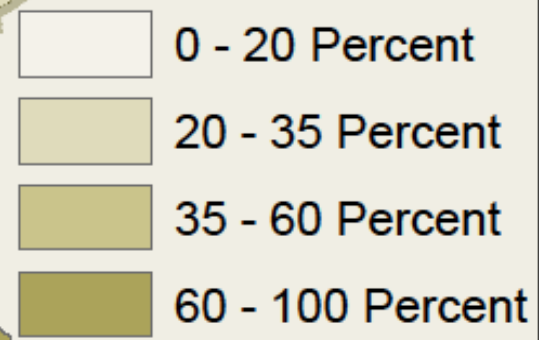
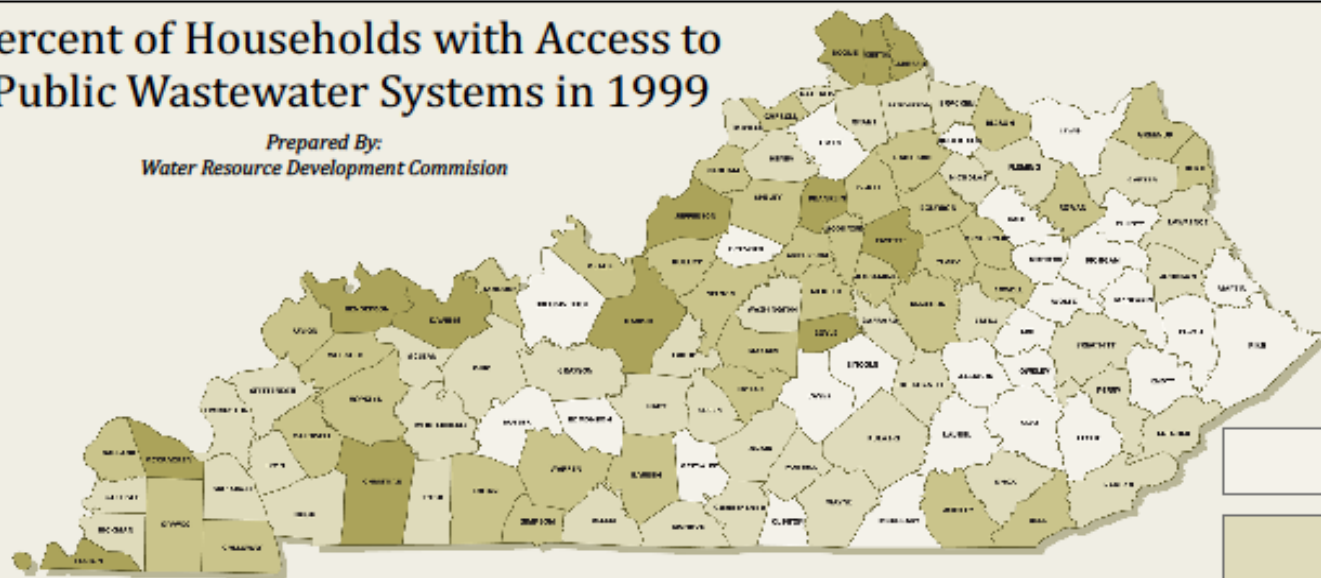


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Percent of Households with Access to Public Wastewater Systems in 1999

Prepared By:
Water Resource Development Commission



Percent of Population with Access to Public Wastewater Systems in 2012

Prepared By:
Kentucky Association of Counties



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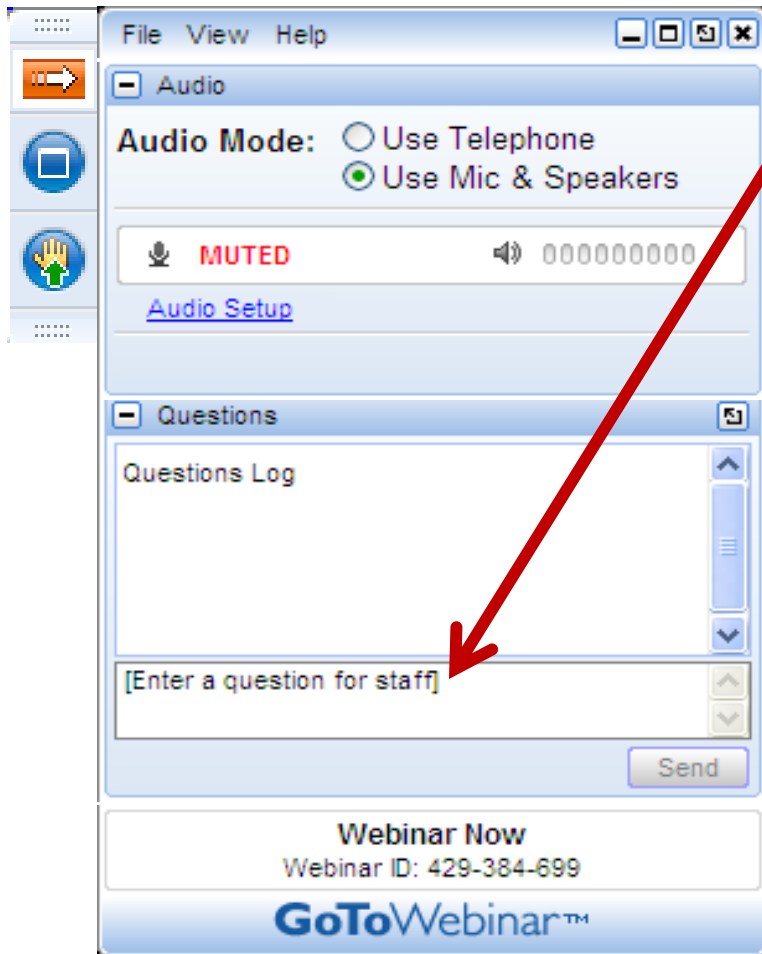
Closing thoughts from John Walton



Quick Poll:

Webinar evaluation

Questions and Answers



- You can submit questions/comments at any time
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More information

- Allison Watanabe
202-564 -0128
watanabe.allison@epa.gov
- This Power point will be available for download at:
 - <http://water.epa.gov/infrastructure/sustain/partnerships.cfm>
- All registrants will receive a copy of the presentation.