

# Wading into an RCPP—Utilities Collaborating with Producers

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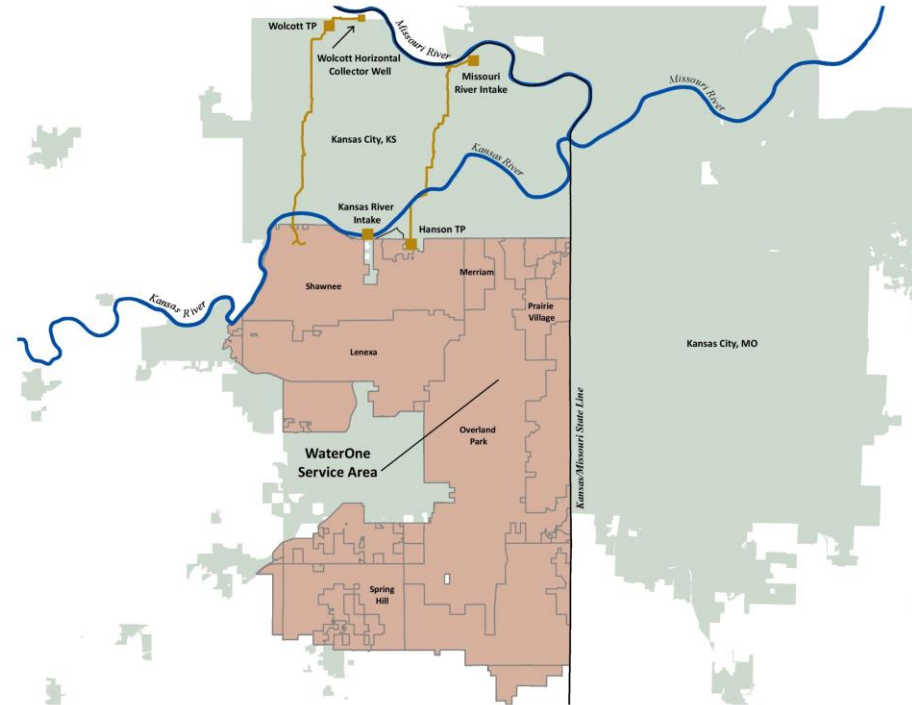
## OVERVIEW

- Independent, non-profit public water utility
  - Founded 1957
  - Quasi-municipal Corporation
    - Water Only
  - Business Owner Concept
- Similar to City/County Gov't
  - Authority to issue bonds
  - Power of eminent domain
  - Subject to KOMA/KORA
  - No taxing authority >> non-profit



## SERVICE AREA & CUSTOMERS

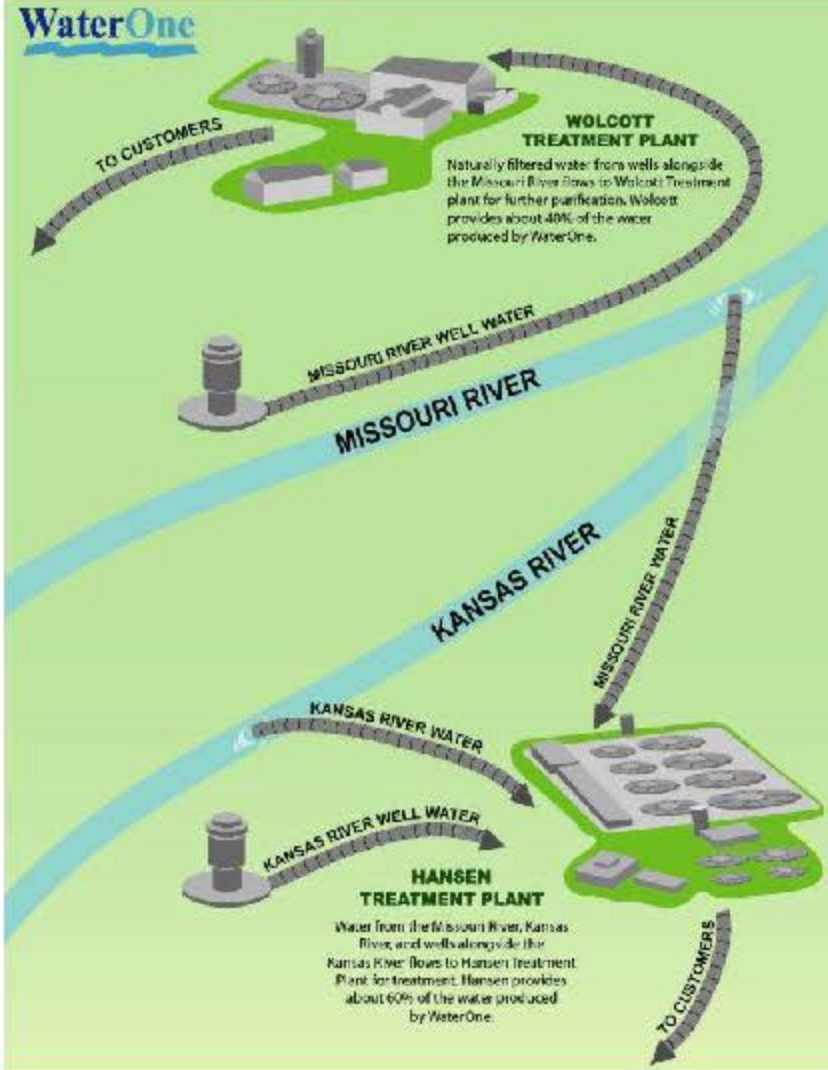
- 272 square mile service area
- 148,000 accounts
  - 445,000+ customers
  - Residential
    - 91% of accounts
    - 65% of sales
  - Commercial
    - 9% of accounts
    - 35% of sales



## Dual water sources: Kansas River and Missouri River



**Reliable supply**   
(200 Million Gallons Per Day)



# WHY PROTECT SOURCE WATER?


- Milford Lake is the largest man-made reservoir in Kansas.
- Over 800,000 Kansas residents, or more than 1/3 of the state's population, drink water from the Kansas River, which originates from Milford Lake.
- Almost every year since 2011, Milford has experienced severe toxin-producing blooms of blue-green algae. Harmful Algae Blooms (HABs) are hazardous or lethal to people, pets, livestock, and wildlife.

# Why did WaterOne get involved?

Emerging issues like microcystin require a comprehensive approach. More than ever, utilities need to “think beyond their service area.”

WaterOne recognizes that this is a criteria for demonstrating utility leadership and responsibility.

# Keys To A Successful RCPP

- A champion to get the ball rolling.
  - Begin with a diverse stakeholder group
    - The Milford RCPP includes public/private partners, including marinas and ag groups
    - Clearly define partnership expectations, roles and responsibilities
  - Make sure everyone's talents are leveraged
  - Local Buy-In is essential
  - Project Planning and goals, outreach strategies that work for your audience
  - Commit proper amounts of time and resources to the launch process
  - Develop trackable metrics
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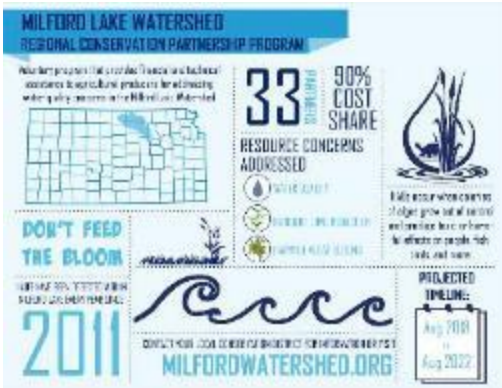
## DIVERSE PARTNERS

- Acorns Resort
- City of Lawrence
- City of Olathe
- City of Topeka
- City of Wakefield
- Clay County Conservation District
- Clay County Economic Development Group
- Cloud County Conservation District
- Dickinson County Conservation District
- EcoPractices (Sustainability Partners)
- Flagstop Resort & RV Park
- Friends of the Kaw
- Geary County Conservation District
- Jewell County Conservation District
- Kansas Alliance for Wetlands and Streams
- Kansas Biological Survey
- Kansas Corn Growers Association
- Kansas Department of Agriculture- Division of Conservation
- Kansas Department of Health and Environment
- Kansas Department of Wildlife, Parks and Tourism
- Kansas Farm Bureau
- Kansas Forest Service
- Kansas Soybean Commission
- Kansas Water Office
- National Sorghum Producers
- Natural Resources Conservation Service
- Republic County Conservation District
- Riley County Conservation District
- Sustainable Environmental Consultants
- The Nature Conservancy
- Thunderbird Marina & RV Resort
- Washington County Conservation District
- United States Department of Agriculture
- WaterOne of Johnson County
- Westar Energy



# Project Outreach

Project Outreach is important for establishing branding, explaining project goals, and encouraging participation.



SOCIAL MEDIA  
INFOGRAPHICS



DIRECT MAILING CAMPAIGN

## RCPP Logo Stylesheet

**PROGRAM LOGO**  
Milford Lake Watershed RCPP text with wetlands detail set within an outline of the state of Kansas.



**MAIN FONT:** Uni Sans Heavy  
**SUBSCRIPT FONT:** Uni Sans Heavy

- Square logo for easy layout on any document or webpage
- Clean, modern font for max visibility



Version with campaign URL



Alternate



Official Partner version

**CAMPAIGN LOGO**  
A more targeted message is required for best educational and outreach impact. This campaign logo states the goals of the project and offers a clear call to action. It would contain this URL for a campaign information web page.

**MAIN FONT:** BadaBoom BB  
**URL FONT:** Uni Sans Heavy



LOGOS & BRANDING



PROJECT WEBSITE



EVEN! GIVEAWAYS

## Steps to Take

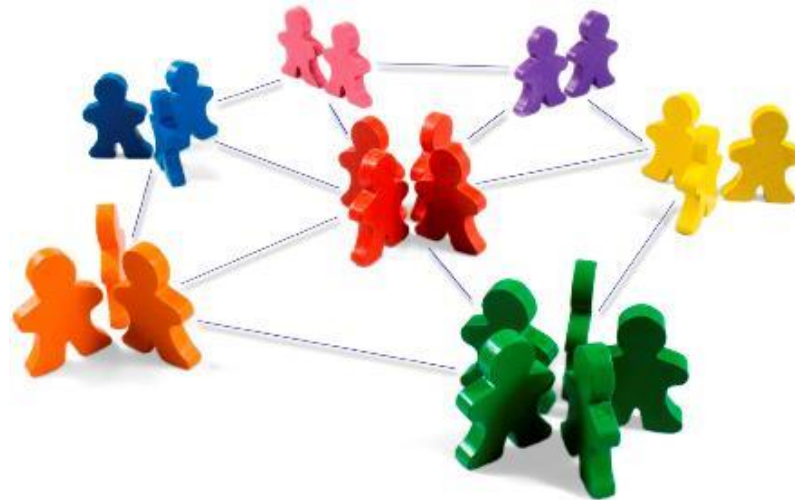
USDA State Technical Committee

Subcommittee on Source Water, EQIP, others

Build Local Relationships:

Local USDA Working Groups (USDA NRCS District Conservationist)

Local Soil & Water Conservation Districts



## ADDITIONAL RESOURCES

- [MilfordWaterShed.org](http://MilfordWaterShed.org)
- [NRCS.gov](http://NRCS.gov)
- [AWWA.org/sourcewaterprotection](http://AWWA.org/sourcewaterprotection)
- [Waterone.org](http://Waterone.org)

# WaterOne



Water District No. 1 of Johnson County