

Milestone 1

People: Gather Your People

To have a successful conversation about water marketing, it is critical to first identify the people whose participation will be necessary. This group is larger than just those who want water and those who have water, but should extend to supporting players like attorneys, and key decision makers, such as irrigation company board members. It is also critical to identify who has the interest, resources, and capacity to participate in the discussion. and to identify a champion of the effort.

In Utah, the Division of Water Rights is critical for both establishing a water bank and all other water marketing discussions. Early and frequent discussions with the Regional Engineer will help identify technical questions, distribution questions, and other key considerations needed to contract, transfer, and convey water.



Some of the key questions to identify in the People Milestone extend to:

- ① Why are you here?
- ② Is there a team invested in exploring water marketing?
- ③ Do you need professional assistance to establish a water market?
- ④ Is the team invested? and
- ⑤ What other interested parties should be engaged?

