

## Top 10 Lessons Learned about Water Marketing

- 1. Moving from Curiosity and Complexity to Clarity:** Water users are interested in “water marketing/water banks” but lack a clear understanding of the terms, the benefit, and next steps. Water is complex and discussions can quickly lose direction. Water users want step-by-step guidance on how to constructively explore and implement a water market. Utah’s Statewide Water Marketing Strategies meet this need.
- 2. A Voluntary, Flexible, and Timely Tool:** Water markets can address diverse water supply and demand imbalances. Once the mechanics of a transaction are set up, water users can choose when and how to use it. Using existing law and known practices, voluntary water markets can quickly move water to new demands.
- 3. Local, Local, Local:** Most water markets will meet local conditions. Successful water transactions require the expertise, participation, and endorsement of local water users. Water leasing is one tool to keep water rights and revenue in the local community.
- 4. Someone Needs to Lead:** It takes significant time and resources to execute a water transaction. Having an engaged and committed local champion is invaluable in setting up a successful water market. Appoint representatives from participating groups to speed discussions.
- 5. People Want to Know:** Stakeholder outreach, engagement and education is critical and should be done early and often. Identify key individuals who may want to participate in and/or are needed to execute a water market, and those who are uncomfortable with or may challenge water marketing activity.



- 6. Data and Distribution:** Water markets need good data to operate. The most successful markets will be in places that already have established distribution systems, lease price comparables, and good hydrologic data gathering capabilities (telemetry).
- 7. Keep It Simple:** Start with the simplest transaction possible and then build to more complex concepts. Technical studies may be helpful to understand how a water transaction might operate but avoid “analysis-paralysis” or over studying it.
- 8. Shop for Best Fit and Pick the Easy Route:** Utah Water Banks may be useful but are resource intensive and should be compared to other marketing methods. Water transactions are significantly streamlined if they can occur without filing a Change Application.
- 9. Welcome and Seek Support:** Meet early and often with State Engineer staff to understand the intended transaction. Explore funding opportunities with potential lessors or seek grants. Professional services like engineers or attorneys may be needed.
- 10. Have Fun:** Water is complicated and can be contentious. Try to foster an environment of creativity and community in your discussions. Approach the task as a group effort looking to address common challenges.

