**GOAL: Through collaborative efforts, develop a new market tool to facilitate temporary, voluntary, and low cost water transactions needed to optimize water for Utah’s agricultural needs and meet increased social, environmental, and economic water needs. (2030)**

* **Objective 1:**  Design a Utah focused water banking concept that allows local water users to share information and facilitate voluntary willing lessor and willing lessee water transactions.
	+ **Strategy A:** Conduct public outreach and education to inform local water user needs and concerns (ongoing)
	+ **Strategy B**: DRAFT water banking legislation (2020; amendments ongoing)
	+ **Strategy C**: Obtain funding for water banking activities (ongoing as needed)
	+ **Strategy D:** Conduct scoping and study to assess water banking needs and barriers (ongoing)
	+ **Strategy E**: Complete Water Marketing Strategy Report focusing on effectiveness of water banking as water marketing tool to meet stated objectives of overall goal. (2022; Update 2025; Update 2030)
* **Objective 2**: Implement water banking concept to facilitate local water users in completing temporary, voluntary, and low cost water transactions.
	+ **Strategy A:** Employ a Project Manager to oversee first stage of water bank scoping (2019) and implementation of pilot projects (2019-2022)
	+ **Strategy B**: Implement Pilot Projects to test draft water banking concept (2020 – 2030)
	+ **Strategy C**: Administrative/Legal Process (ongoing)
	+ **Strategy D:** Outreach/Education (ongoing)
* **Objective 3:** Evaluate whether water transactions facilitated by local water banks allow local water users to preserve agriculture and meet increased social, environmental, and economic water needs.
	+ **Strategy A**: Create a review process (ongoing)
	+ **Strategy B:** Amend and adapt water banking concepts (ongoing)