

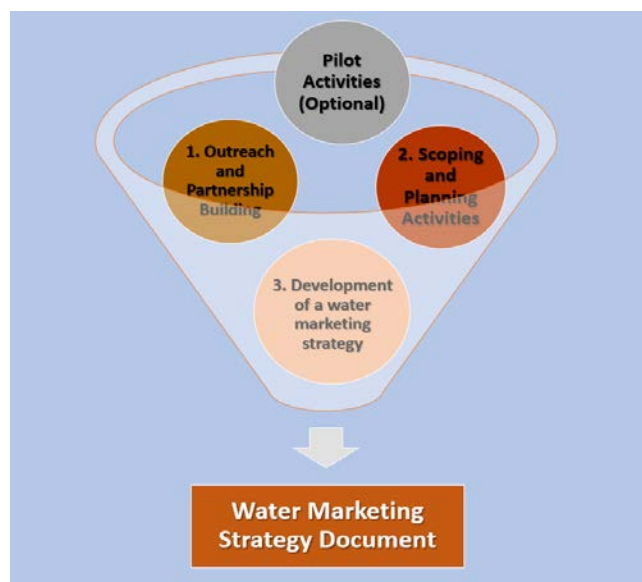
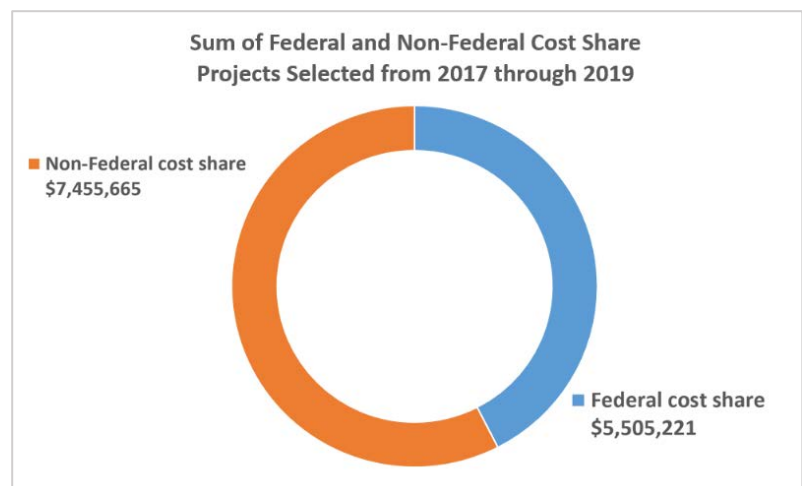


WaterSMART Water Marketing Strategy Grants

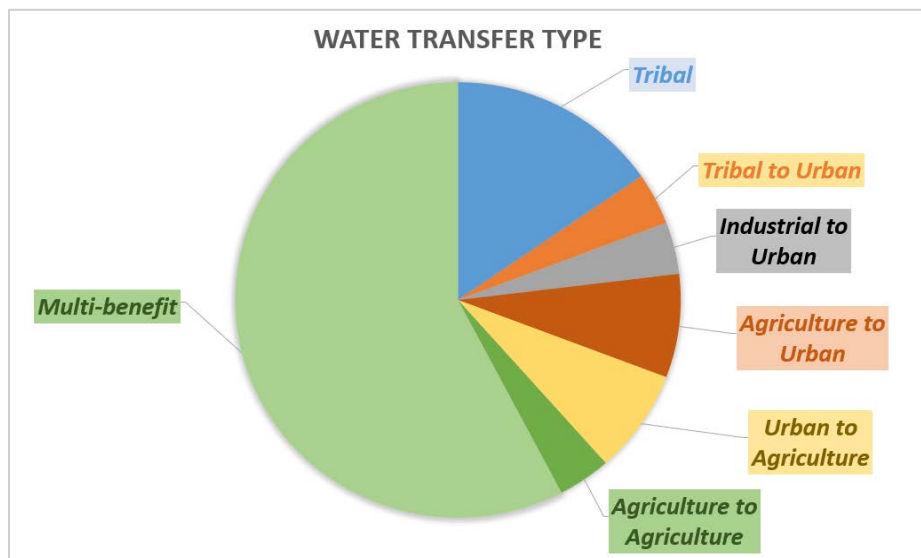
The Bureau of Reclamation's WaterSMART Water Marketing Strategy Grants provide cost-shared financial assistance to states, tribes, and local governments to develop water marketing strategies. These strategies facilitate water markets as a tool for helping willing buyers and sellers meet water demands efficiently in times of shortage and prevent water conflicts. Water managers can conduct planning activities to establish or expand water markets in compliance with state laws. Reclamation seeks to support collaborative planning efforts that use the establishment of water markets to proactively address water supply shortages and increase water management flexibility in the longer term.

Program funding is allocated through a competitive process. A funding opportunity for Water Marketing Strategy Grants is anticipated in mid-2020. Applicants for Water Marketing Strategy Grants may request federal funding up to \$200,000 for projects to be completed within two years; or up to \$400,000 for projects to be completed within three years with a non-Federal cost share of 50% or more of the total project cost.

Through WaterSMART Grants, Federal funding is leveraged with non-Federal funding to accomplish program goals. Project sponsors match Federal funding amounts at, or beyond, a required 50% level. Since the start of the Water Marketing Strategy Grant Program in 2017, over \$5.5 million in Federal funding has been leveraged with \$7.4 million in non-Federal funding, totaling over \$12.9 million in water marketing strategy planning activities.



Funding awarded under Water Marketing Strategy Grants can be used for outreach and partnership building, scoping and planning activities (e.g., hydrologic, economic, legal and other types of analysis), pilot activities, and the development of a “water marketing strategy” document. Pilot activities can be included in scoping and planning activities if they will support the development of a water marketing strategy. If pilot activities are included, the applicant must include funding in their project budget for related environmental compliance work. A water marketing strategy document is a written framework for the implementation of water marketing activities based on the results of outreach and scoping and planning activities. Applications are evaluated against evaluation criteria which prioritize projects that are collaborative, well-supported by stakeholders and which are likely to provide solutions to identified water management issues.



Reclamation provides financial assistance for a variety of water marketing strategies that facilitate different water transfer types. Different types of water transfers include: Agriculture to Agriculture, Agriculture to Urban, Urban to Urban, Urban to Agriculture, Tribal, Tribal to Urban, Industrial to Urban, and Multi-Benefit. Of the 26 successful water marketing strategy proposals that were selected for funding since 2017, 15 seek to develop water marketing strategies that will benefit multiple water users. Multi-benefit water transfers seek to balance water supplies between several water

users including agriculture, urban, environmental, industry, aquifer storage and recovery, and others.

Featured Project:

In 2017, Reclamation provided funding for the New Cache La Poudre Irrigating Company, Inc., located in northeastern Colorado. The Company is partnering with Ducks Unlimited to develop a water marketing strategy that facilitates temporary transfers of agricultural water to meet the demands of municipalities, rural economic development, and wildlife habitat. The project emphasizes temporary water leases over permanent transfers to sustain agriculture while also meeting other water needs during shortages.

Since 2017, Reclamation has received 42 applications from project sponsors throughout the western United States and 26 of those applications have been selected for funding. For more information on selected projects, visit the *WaterSMART Data Visualization Tool* at <https://www.usbr.gov/watersmart/>.

For more information: Please visit www.usbr.gov/watersmart/grants.html or contact Ms. Avra Morgan, at 303-445-2906 or aomorgan@usbr.gov.