

# Kaweah Subbasin Water Marketing Strategy

## Public Workshop #1

**Overview:** A broad coalition of interests in the Kaweah Groundwater Subbasin are developing a Water Marketing Strategy (Strategy) to prepare and operate a functioning groundwater allocation trading market to assist the entire subbasin achieve sustainability by 2040. This is the first workshop of many planned public meetings designed to collaborate with groundwater users in developing a strategy founded on clear and consistent parameters, rules, and management structures.

### Workshop #1: Setting the Stage – Approaches to Water Markets and Market Drivers

**When:** 6-8 p.m., Oct. 27, 2021

**Where:** Zoom Webinar

<https://stantec.zoom.us/j/91212047537>

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Webinar ID: 912 1204 7537#

### Agenda:

**Water Marketing Strategy Background and Funding Support:** This item will discuss the current, and anticipated future, drivers that enhance the need to develop a water marketing strategy. We also will discuss opportunities for state and federal funding to assist the subbasin.

*Presenter: Aaron Fukuda, Mid-Kaweah GSA and Tulare Irrigation District*

**Attributes and Examples of Existing Water Markets:** From adjudicated basins with trading institutions to markets where units are traded between willing buyers and sellers, this item will cover the range of existing markets in California, the Western United States, and overseas. It will share how these markets tackled topics such as:

- Method of Allocation, Allocation Flexibility, and Unit of Trade
- Terms of Transfer, Types of Exchange, and Geographic Limitations
- Monitoring of Use and Penalties for Overage

*Presenter: Matthew Fienup, Ph.D., Environmental Marketing Specialists Inc.*

**How to Participate:** Successful water markets rely on rules and management structures that are informed by the users and uses. Learn how to participate and share concerns, advice, and hopes for the groundwater market.

*Presenter: Craig Moyle, Stantec*

**California Water Commission:** A brief update on California Water Commission activities related to water markets.

*Presenter: Laura Jensen, California Water Commission*

*The Kaweah Subbasin Water Marketing Strategy is an effort led by the Mid-Kaweah GSA, Greater Kaweah GSA, and East Kaweah GSA, with funding support from the Bureau of Reclamation's WaterSMART grant program and the Department of Water Resources Facilitation Support Services Program. The effort is also administered by the Tulare Irrigation District as recipients of the grant funds from the USBR.*