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PARTNER
INVOLVEMENT

INTRODUCTION

As mentioned in the introduction and in Appendix C of the Work Plan Foundation document, the development of a successful basin planning tool requires extensive collaboration and engagement. Robust involvement from a diverse group of partners is essential to developing consensus and a vested interest in the GSLBIP process and outcomes.

Methods, messages and opportunities for partner engagement for the GSLBIP process are presented below. There will be a need for general project messaging throughout the process and targeted engagement during the modeling and planning phases. While opportunities for partner engagement are highlighted below, they are subject to change as the project demands.



GOALS AND OBJECTIVES

The three goals of partner involvement throughout the development of the GSLBIP are to engage partners in the process, foster collaboration throughout the basin and raise public awareness about the importance of water management planning in the basin.

Goal 1: Engage Partners

Objectives:

- Forge connections and shared understanding between diverse partners and enhance internal communications across the GSLBIP project team and partners
- Integrate lessons learned from the Situational Assessment completed during the work plan stage and continue to assess partners' perceptions of the problems and potential solutions
- Provide feedback and input through the work plan implementation
- Coordinate project timelines and objectives with the Great Salt Lake Commissioner

Goal 2: Foster collaboration and a shared understanding of connectedness within the Great Salt Lake Basin

Objectives:

- Utilize the five constituent local watershed councils (Bear, Weber, Jordan, West Desert and Utah Lake) and the Great Salt Lake Advisory Council to ensure representation of diverse interests that take into account varying backgrounds, geographies and perspectives from throughout the Great Salt Lake Basin
- Ensure regular and effective communication with policymakers in the Great Salt Lake Basin through resource tours, testimony at committee meetings, individual meetings and conferences for city and county leadership
- Support and inform the project steering committee's efforts to represent the GSLBIP
- Build and communicate consensus around actions and policy recommendations

Goal 3: Raise public awareness and a commitment to action

Objectives:

- Leverage new opportunities to inform and engage the public about the importance of protecting and restoring a resilient water supply in the basin and actions they can take or support to achieve a resilient water supply in the basin
- Provide numerous opportunities for gathering public input
- Organize and facilitate public meetings
- Maintain and provide relevant and timely information via the project website and division social media platforms
- Prepare press releases to highlight strategic points and milestones

KEY MESSAGES

Key communications messages should be short and convey the essence of the GSLBIP and its process. These messages will be consistent throughout all communications to project partners.

- Ensuring a resilient water supply requires extraordinary vision and concerted collaboration. Solutions are socially and technically complex as demands on this limited resource continue to increase. Today's water management decisions shape tomorrow's possibilities
- The GSLBIP will pioneer collaborative efforts, yielding a comprehensive action plan as its outcome
- The GSLBIP will leverage the success of existing tools, data and plans and seeks to integrate and streamline meaningful partnerships and programs; it should not duplicate efforts
- The state of Utah is a responsible steward of Great Salt Lake and is actively working with partners to find solutions to secure a resilient water supply for the lake, its basin and all uses
- The GSLBIP intends to foster a culture of trust — bringing voice and value to diverse perspectives and water uses — while also providing a platform for concerns when they arise.

ENGAGEMENT, COLLABORATION AND RAISING AWARENESS

The division will articulate an overarching, unifying key message about our connection to the Great Salt Lake Basin that resonates with audiences. The key messaging will also convey how the GSLBIP process will help connect us to the watershed. The division will develop key messaging and create a strategic approach to delivering the watershed connection messaging.

Next Steps

- Work with public relations experts to develop and execute a key watershed connection message. This messaging will be developed immediately and maintained throughout the life of the project and will be emphasized at modeling and planning milestones, discussed below. (March 2024 - December 2026)
- Create a toolkit and media assets for ongoing use in emails, social posts, newsletters, meetings, public events and on division websites such as:
 - Key messaging and talking points
 - Presentation templates
 - Info sheets
 - Brochures
 - Graphics
 - Images
 - Other as needed (March 2024 - December 2024)

Key Communication Methods

- Press releases
- Email and newsletter updates
- Social media posts
- Website updates

Key Outreach Methods

- Open houses
- Legislative updates
- Great Salt Lake Basin site visits
- Conference presentations
- Connection workshops

PLANNING APPROACH

This phase of the project will require the greatest amount of partner involvement. Partners will have the opportunity to shape performance metrics, scenario development, mitigation strategies and trade-offs. The project team will be responsible for partner engagement during this phase. The key messages mentioned above will be delivered throughout this phase, but input from partners will be targeted and specific to the Work Plan Actions document planning components.

- Develop performance measures
 - Engage partners — including water users, watershed councils, advisory group and steering committee — to develop a suite of performance measures (March–June 2024)
 - Convene water users and other partners via the watershed councils at basin-specific workshops to talk face-to-face about performance measures (May 2024)
 - Communicate performance measures for partner feedback via watershed council meetings, website and social media updates (July 2024)
- Model existing basin conditions
 - Share draft and final model outputs through the advisory group, steering committee and watershed councils for feedback on validating existing conditions (October 2024–May 2025)
 - Simulate plausible future conditions
 - Coordinate partner workshops and information sessions regarding scenario development (July 2024–June 2025)
 - Provide updates and solicit feedback from advisory group, steering committee and watershed councils (October 2024–July 2025)
- Evaluate alternatives
 - Engage partners — including water users, watershed councils, advisory group and steering committee — to develop a suite of management alternatives (October 2024–March 2025)
 - Convene water users and other partners via the watershed councils at basin-specific workshops to talk face-to-face to refine alternatives (December 2024)
- Communicate management alternatives for partner feedback via watershed council meetings, website and social media updates (April 2025)
- Analyze trade-offs
 - Engage partners — including water users, watershed councils, advisory group and steering committee — to assess the value of shortlisted alternatives and the ability of the alternatives to achieve the goal of individual and system resilience (February 2025–November 2025)
 - Convene water users and other partners via the watershed councils at basin-specific workshops to talk face-to-face about trade off implications (April 2025)
 - Communicate the trade-off implications for partner feedback via watershed council meetings, website and social media updates (May 2025–December 2025)
- Develop actionable plan
 - Engage partners — including water users, watershed councils, advisory group and steering committee — to select the suite of alternatives that best represent system resilience and develop actions for implementation (January 2026–December 2026)
 - Convene water users and other partners via the watershed councils at basin-specific workshops to talk face-to-face about developing actions to ensure resilience (March 2026)
 - Communicate the alternatives that best represent system resilience and the actions recommended to ensure resilience for partner feedback and a Draft Final GSLBIP via watershed council meetings, press releases, website and social media updates (May 2026)
 - Host a GSLBIP Open House for partners to review and comment on the project. (November 2026)
 - Communicate the Final GSLBIP to partner groups via presentations, press releases, website and social media updates (December 2026)

MODELING APPROACH

The majority of tasks to be completed during the approximately two-year modeling phase will be completed by the project team and technical teams. The project team will disseminate technical information, modeling approaches and results throughout the development of the models. Opportunities for engagement between the partner groups are as follows:

- Initial weekly technical team meetings to initiate modeling efforts (2024)
- Technical team communications to water users and watershed councils to collect data and organize and improve models as necessary (throughout 2024–2025)
- Monthly written briefs by the project and technical teams to be disseminated as necessary (throughout 2024–2025)
- Quarterly modeling presentations to the watershed councils (throughout 2024–2025)
- Creation of data visualization tools once modeling efforts reach key milestones to be consumed by all partners in the basin (throughout 2024–2025)
 - GIS maps
 - Web interface
 - Story map

MOVING FORWARD

Development of the GSLBIP will require innovation, flexibility, transparency and collaboration to achieve the desired consensus. The tasks outlined in this Work Plan Actions document will frame and guide the creation of an effective planning tool that will be supported and used by water managers and partners throughout the basin. The planning and modeling efforts outlined in this document will require technical expertise and effective communication throughout the basin. Conveying the technical information to our partners throughout the basin will be vital to developing a shared understanding of the issues, concerns, options, trade-offs and decisions involved in the implementation of the GSLBIP. The shared understanding and commitment to solving the Great Salt Lake Basin water management challenges begins with the successful creation of the GSLBIP.

