Great Salt Lake Strike Team

University Marketing and Communications Council
March 14, 2023
#6 COMMITMENT to unify with sister institutions – We seek to be leaders and stewards of a unified statewide approach to educational success. We support the leadership of the Utah System of Higher Education (USHE) and collaborate with sister institutions in both higher and public education to serve Utah. This unified approach maximizes the beneficial impact as each school shares its unique educational strengths for the greater good. We partner as we lead, educate, research, and serve.
Wildlife Education Center, Farmington Bay, June 23, 2022

Great Salt Lake Strike Team • Utah State University • University of Utah • Utah Department of Natural Resources
One of the tour’s objectives is to highlight the U.’s partnerships and collaborations with other state colleges and universities in an effort to redefine and recommit to the university’s unique role in Utah, university officials said.

Preserving, restoring and protecting the Great Salt Lake is a prime example of where collaborations among the state’s institutions of higher education could help better define the parameters of the challenge and evaluating possible solutions.

“As we discussed this issue, it is so complex. It turns out you need a set of different experts to come together, and we certainly have a lot of them at the University of Utah” but they’re not all at the U., he said in an interview following the lunch.

“They really do lie in different institutions in the state. So our idea is that this is one of the great collaborative efforts. We can take the complexity of the problem…and come up with something that works for Utah and the policymakers,” he said.
Utah’s Research Universities

National Science Foundation R&D Expenditures (000) 2017-2021 and 2021 Rank by Institution

95% of state total

University of Utah
$2.76 Billion
Rank: 47

Utah State University
$1.32 Billion
Rank: 84

Brigham Young University
$206.23 Million
Rank: 219

Weber State University: $4.21 Million, Rank: 681
Southern Utah University: $3.96 Million, Rank: 691
Utah Valley University: $2.27 Million, Rank: 618

# Strike Team Collaborators

## CO-CHAIRS

<table>
<thead>
<tr>
<th>Name</th>
<th>Title and Affiliation</th>
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<tr>
<td>William Anderegg</td>
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## TEAM MEMBERS

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As leaders of Utah’s research universities, we share a commitment to the research needs of this state. Together with our partners in state government, we have joined in a model partnership to share with state policymakers the best available data and research on Great Salt Lake’s declining water levels and the policy options that exist to reverse this trend. This is Utah at its best – a state that collaborates, makes data-driven choices, and acts for the greater good.

Taylor R. Randall, President  
University of Utah  

Noelle E. Cockett, President  
Utah State University
GREAT SALT LAKE POLICY ASSESSMENT

A synthesized resource document for the 2023 General Legislative Session

January 26, 2023 FINAL REVIEW DRAFT

Declining water levels threaten economic activity, public health, and ecosystems of Great Salt Lake and surrounding communities. This policy assessment provides a summary of data, insights, and policy options that will inform strategies to improve water management and increase deliveries to the lake.
Average Annual Elevation of Great Salt Lake, 1903-2022

Sources: US Geological Survey Historical Elevation at Saltair Boat Harbor
Average Annual Elevation of Great Salt Lake: 1987, 1995, and 2022

1987

**Contemporary Record High**
4,210.4 feet

1995

**Average**
4,199.6 feet

2022

**Record Low**
4,190.1 feet

Source: Google Earth Engine
Estimated Contribution to Current Record Low Elevation

Natural Variability

Estimated Impact: 15–23%

Direct Evaporation from Climate Warming

Estimated Impact: 8–11%

Natural and Human Consumptive Use

Estimated Impact: 67–73%

Policy Lever

Source: Great Salt Lake Strike Team
Great Salt Lake Policy Options

1. Optimize water pricing
2. Commit conserved water to the lake
3. Water banking and leasing
4. Limit M&I water use growth
5. Agricultural water optimization
6. Reduce mineral extraction depletion
7. Import water
8. Cloud seeding
9. Raise the causeway berm
10. Mitigate dust emission hotspots
11. Forest treatment

Source: Great Salt Lake Strike Team
Research Rollout and Event

What is the goal of the event?
Who is your audience?

• Newsmaker Breakfast Format
  • Monthly
  • Familiar
  • Interactive
  • Less Formal
• Pre-Event Checklist
  • Identify Budget
  • Identify Needs
  • Assign Tasks
  • Inform Media / Follow Up
• Keep Everyone Informed

• Post-Event Checklist
  • Chief Spokesperson
  • Post-Mortem
  • Acknowledgments

ALL HANDS ON DECK
Great Salt Lake Strike Team Assessment Newsmaker Breakfast Run of Play/Assignments

Monday, Feb. 6
- Send Advisory with Embargoed Copy of Assessment to UMC and Media NT
- Record Podcast via Zoom EA, NT
- Send Last Call Email Invite NT
- Follow up on Invite with Advisory Board and Institute Principles CL

Tuesday, Feb. 7
- Stage Setup (Afternoon) CL
- Backdrop and Chairs to Ballroom MB (Max, check with Paul to make sure we have the USU/Utah Backdrop and repaired stand)
- Setup Posters on Main Floor and Stairs MB

Wednesday, Feb. 8
- 6:30am: Meet A/V Team for Setup EA (Eric, Brent Ubertly with BW Productions is the main contact, 801-664-0501. I’ll get you additional contact information if needed.)
- 7:30am: Meet Food CL
- 7:30am: Events Team Arrive at Mansion
- 8am: Breakfast Begins
- 8am: Distribute News Release (Joint Release with LWA) NT
- 8am: Post all content to website (Banner, Publications, etc.) NT
- 8:15am: Mic Panelists EA (Eric, you’ll lead the four seated panelists to the audio technician and he’ll mic them. Bill and Brian will speak from the podium after Natalie for a few moments as I understand it.)
- 8:30am: Program Begins
- 8:30-9:30am: Social Media PB, IR, NT (Parker, you will get a separate email from me that includes the social media graphics from the assessment and captions for them.)
  - Live Tweets/Quotes PB
  - Tag Organizations and Hashtags PB
  - “Hinckley Institute Instagram Takeover” PB
  - Post News Release to Facebook, LinkedIn, website, business wire NT
  - Post Image of Lake with Link to Assessment to Instagram, Tag Partners NT
- 10am: Remove Backdrop and Chairs MB
- 10am: Events Team Cleanup
- Follow up with University Marketing and Communications for @TheU NT, EA
- Post Podcast NT

Thursday, Feb. 9
- Post Podcast (Possible) NT
- Post Blog/Op-ed (48 hours after it posts to DNEWS) NT
New analysis says Great Salt Lake can be saved, but not without great effort, and expense

Even in ‘wet’ years, conservation, policy changes are paramount to restore the lake

New report recommends ‘urgent action’ to save Great Salt Lake

What can save the Great Salt Lake? New report outlines possibilities

Scientists fear a Great Toxic Dustbowl could soon emerge from the Great Salt Lake

Research Universities, State Agencies Team Up to Offer Solutions for Great Salt Lake

Analysis includes a data repository, research, and policy options that will help return the lake to healthy levels

New analysis says Great Salt Lake can be saved, but not without great effort, and expense

Even in ‘wet’ years, conservation, policy changes are paramount to restore the lake