



Stakeholder Outreach Report

May 13, 2020

Stakeholder Communication

INTERESTED PERSONS EMAIL LIST

- 256 Interested Persons

EMAIL CORRESPONDANCE

	Date	Messaging/Topic	Reach	Open Rate	Click Rate
EMAIL	3/3/2020	Reminder: Board Meeting cancelled	253	38%	5%
	3/9/2020	Board Agenda	253	48%	40%
	3/18/2020	E-Update March 2020	254	46%	11%
	3/27/2020	E-Update Geosync March	254	40%	41%
	4/15/20	Board Meeting	254	40%	3%
	4/29/20	Annual Report E-Update	256	51%	23%

DIRECT MAIL

Spring 2020 Updates Mailer – in homes 5/8

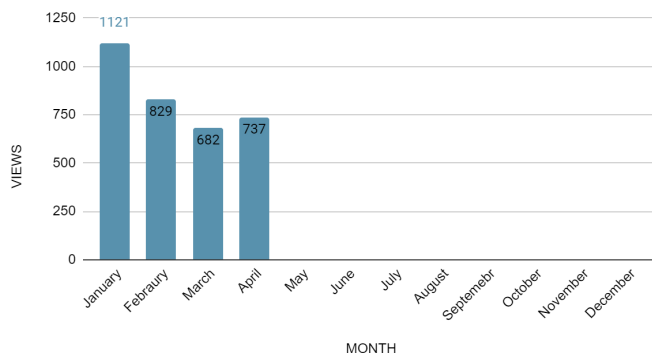
- Drive interested persons email list sign-ups
- Educate and update on GSP submittal and upcoming activities

Digital/Online

WEBSITE

Top page: GSP Portal

2020 Website Views





Published Website Articles:

- “MAGSA will respond and adapt to evolving COVID-19 circumstances; April 19 Board Meeting cancelled”
- “A groundwater credit program and surface water market may not be too far off. MAGSA awards contract to Geosyntec to study the concepts”
- “Groundwater conditions improve overall in the Kings Subbasin in water year 2019, Annual Report shows the data”

YOUTUBE

Video	Views
McMullin Area Landowner Meetings June 2017	175
McMullin Area Prop 218 Workshop	37
MAGSA GSP Webinar: Session 1 (SGMA Overview)	27
MAGSA GSP Webinar: Session 2 (Basin Setting, Water Budget)	10
MAGSA GSP Webinar: Session 3 (SMCs, Monitoring Network)	13
MAGSA GSP Webinar: Session 4 (Projects and Management Actions)	30
NEW! The GSP is in...what's next for MAGSA?	13
NEW! 3 Reasons to Engage with MAGSA in 2020	6

TWITTER

MAGSA joined Twitter! @McMullinAreaGSA

- 19 new followers
- Top tweets:



MAGSA @McMullinAreaGSA · Apr 29
 How did groundwater conditions respond to a strong 2019 water year? Annual Report shows improvements in the Kings Subbasin. #CAWater #SGMA #KingsSubbasin #sustainability #groundwater mcmullinarea.org/groundwater-co...



MAGSA @McMullinAreaGSA · May 5
 Why engage with MAGSA in 2020? We have a few reasons. Successful groundwater management requires #stakeholder #engagement. #CAwater mcmullinarea.org/email



3 Reasons to Engage with MAGSA in 2020
 To engage with MAGSA on the latest groundwater management updates, sign up at ... youtube.com



Upcoming

MAGSA VIDEO

- Filming on hold due to COVID-19

STAKEHOLDER ALERTS

- New webpage and email updates for soliciting feedback on board policies

WATER MARKETING STRATEGY

- Coordinating to align communications with water marketing outreach team