



Stakeholder Outreach Report

September 2, 2020

Stakeholder Communication

INTERESTED PERSONS EMAIL LIST

- 280 Interested Persons

EMAIL CORRESPONDANCE

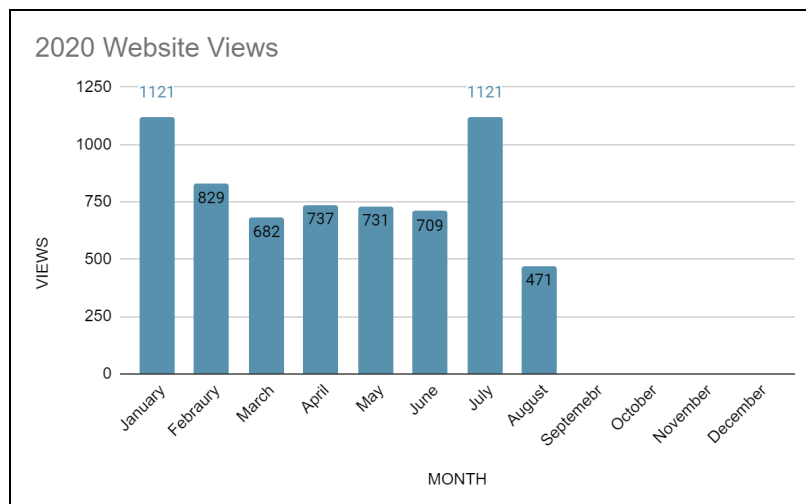
	Date	Messaging/Topic	Reach	Open Rate	Click Rate
EMAIL	7/11/2020	July 15 Board Agenda: 2020-2021 Budget, Marketing Grant Report	275	46%	42%
	7/16/2020	Stakeholder Alert: Board Policy Draft	273	49%	25%
	7/17/2020	July 21 Special Board Meeting: Existing and Anticipated Litigation	273	44%	32%
	7/20/2020	MAGSA Water Market Reminder	273	44%	12%
	7/23/2020	Board approves \$19 fee rate, keeps eye on grant funding opportunities	274	43%	20%
	7/27/2020	Online Water Marketing Strategy Technical Workshop (RSVPs)	38	71%	44%
	7/28/2020	Online Water Marketing Strategy Technical Workshop (All)	276	41%	35%
	7/30/2020	Water Market Technical Workshop Video and Presentation Now Available	275	38%	16%
	7/31/2020	August 5 Board Meeting Cancelled	274	32%	4%

Digital/Online

WEBSITE

Top pages

- **July Top page** (excluding homepage): July 15 Board Agenda
- **August top page** (excluding homepage): GSP Portal





Published Website Articles:

Website Articles		
Date	Title	Views
1/29/2020	MAGSA Fully Empowered as a GSA	84
3/18/2020	MAGSA will respond and adapt to evolving COVID-19 circumstances; April 1 Board Meeting cancelled	18
3/26/2020	A groundwater credit program and surface water market may not be too far off. MAGSA awards contract to Geosyntec to study the concepts.	132
4/28/20	Groundwater conditions improve overall in the Kings Subbasin in water year 2019	57
5/8/2020	Stakeholder Alert emails will notify public of draft board policies	16
6/10/2020	Meet MAGSA's Water Market Study Team	54
7/23/2020	MAGSA Board appoints new Chair and Vice Chair for annual term – NEW!	21
7/23/2020	Stakeholders encouraged to review and comment on draft groundwater data policy – NEW!	19
7/23/2020	Board approves \$19 fee rate, keeps eye on grant funding to accelerate project and management action development – NEW!	26

Policy webpage – Groundwater Data policy uploaded for comment

POLICY	STATUS	POSTED	ADOPTION DATE	COMMENT FORM
Groundwater Data	DRAFT	7/16/20	9/2/20 (Proposed)	Provide Comment

YOUTUBE

Video	Lifetime 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)	14
MAGSA GSP Webinar: Session 4 (Projects and Management Actions)	30
The GSP is in...what's next for MAGSA?	17
3 Reasons to Engage with MAGSA in 2020	10
One way to help shape MAGSA's future	4
Water Market Study Technical Workshop #1	16



TWITTER – July and August

[@McMullinAreaGSA](#)

- 7 new followers
- 39 engagements
- 3587 tweet impressions
- Top Tweets, July and August



Upcoming

MAGSA VIDEO

- Filming completed August 6th

KINGS SUBBASIN OUTREACH EFFORTS

- Cost-share opportunity on outreach efforts and materials development