



Stakeholder Outreach Report

November 4, 2020

Stakeholder Communication

INTERESTED PERSONS EMAIL LIST

- 294 Interested Persons

EMAIL CORRESPONDANCE

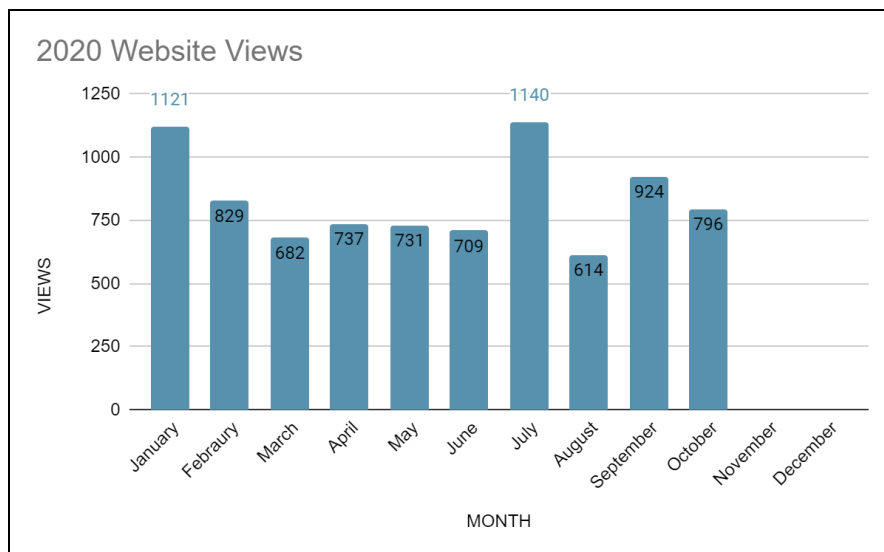
	Date	Messaging/Topic	Reach	Open Rate	Click Rate
EMAIL	9/8/2020	Stakeholder Alert: Board Policy Draft	288	51%	30%
	9/14/2020	Two draft policies released, water market study update, Groundwater Data Policy adopted	288	50%	23%
	9/28/20	Water Market Technical Workshop #2 Save the Date	288	38%	21%
	10/2/2020	Board Agenda	291	44%	27%
	10/7/2020	Board Meeting Postponed	291	36%	4%
	10/16/20	Water Market Workshop #2 Final Reminder	292	42%	27%
	10/26/20	E-Update: Water Market Technical Workshop #2 Video and Presentation	293	39%	17%
	10/30/20	November 4 Board Agenda	294	32%	26%

Digital/Online

WEBSITE

Top pages

- **September top page** (excluding homepage): Board Policy
- **October 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.	146
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	151
7/23/2020	MAGSA Boad appoints new Chair and Vice Chair for annual term	21
7/23/2020	Stakeholders encouraged to review and comment on draft groundwater data policy	19
7/23/2020	Board approves \$19 fee rate, keeps eye on grant funding to accelerate project and management action development	26
9/14/20	Two draft policies released for stakeholder input	61
9/14/20	Water market study update	33

Policy webpage – Groundwater Export and Water Banking policies uploaded for comment

POLICY	STATUS	POSTED	ADOPTION DATE	COMMENT FORM
Groundwater Export	DRAFT	9/8/2020	10/7/20 (Proposed)	Provide Comment
Water Banking	DRAFT	9/8/2020	10/7/20 (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?	18
3 Reasons to Engage with MAGSA in 2020	11
One way to help shape MAGSA's future	5
Water Market Study Technical Workshop #1	23



TWITTER – September and October

@McMullinAreaGSA

- 24 Tweets
- 13 new followers
- 79 engagements
- 3 website visits
- 2,783 tweet impressions
- Top Tweet:



Special Campaigns and Events

WATER BANK PROJECT

- Materials and field trip coordination

Upcoming

KINGS SUBBASIN OUTREACH EFFORTS

- Cost-share opportunity to develop resources for schools and domestic well owners

MAGSA VIDEO

- Draft video completed and awaiting approval