



Stakeholder Outreach Report

December 9, 2020

Stakeholder Communication

INTERESTED PERSONS EMAIL LIST

- 295 Interested Persons

EMAIL CORRESPONDANCE

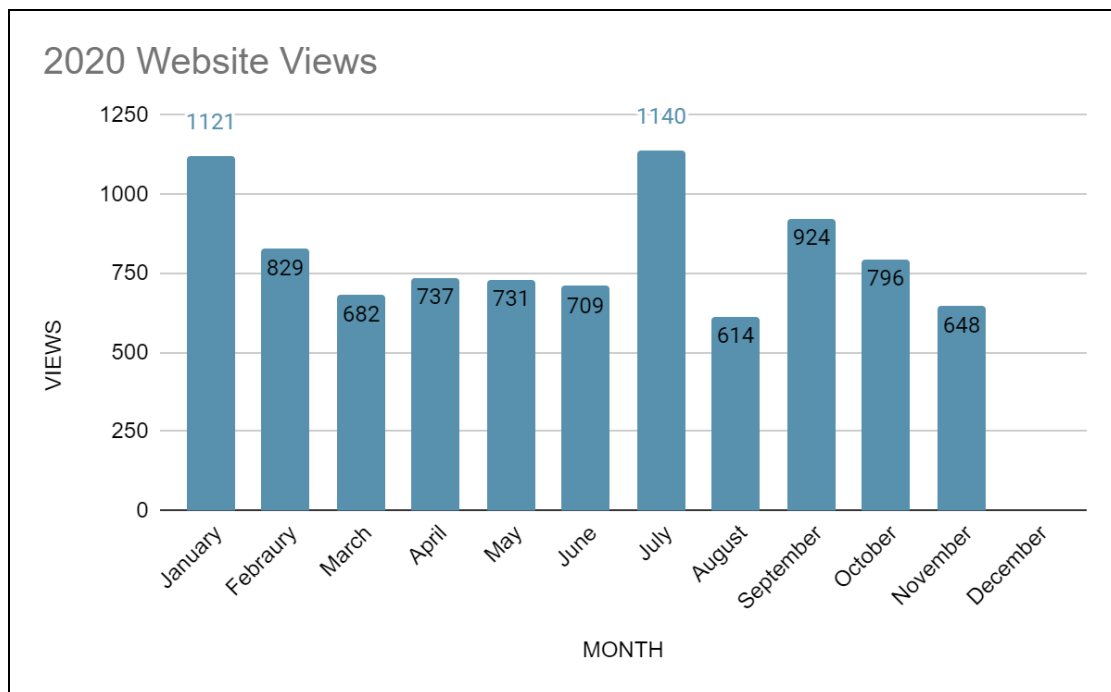
	Date	Messaging/Topic	Reach	Open Rate	Click Rate
EMAIL	11/5/20	Stakeholder Alert: Board Policy	292	50%	22%
	11/23/2020	E-Update: MAGSA Video Provides Narrative for Achieving Sustianability	293	46%	29%
	11/30/20	Board Meeting Notice	295	32%	1%

Digital/Online

WEBSITE

Top pages

- **November top page** (excluding homepage): About





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.	152
4/28/20	Groundwater conditions improve overall in the Kings Subbasin in water year 2019	68
5/8/2020	Stakeholder Alert emails will notify public of draft board policies	21
6/10/2020	Meet MAGSA's Water Market Study Team	157
7/23/2020	MAGSA Board appoints new Chair and Vice Chair for annual term	45
7/23/2020	Stakeholders encouraged to review and comment on draft groundwater data policy	32
7/23/2020	Board approves \$19 fee rate, keeps eye on grant funding to accelerate project and management action development	39
9/14/20	Two draft policies released for stakeholder input	87
9/14/20	Water market study update	57
11/23/2020	MAGSA Video Provides Narrative for Achieving Sustainability	2

YOUTUBE

Video	Lifetime Views
McMullin Area Landowner Meetings June 2017	178
McMullin Area Prop 218 Workshop	38
MAGSA GSP Webinar: Session 1 (SGMA Overview)	33
MAGSA GSP Webinar: Session 2 (Basin Setting, Water Budget)	16
MAGSA GSP Webinar: Session 3 (SMCs, Monitoring Network)	17
MAGSA GSP Webinar: Session 4 (Projects and Management Actions)	35
The GSP is in...what's next for MAGSA?	18
3 Reasons to Engage with MAGSA in 2020	13
One way to help shape MAGSA's future	7
Water Market Study Technical Workshop #1	36
The Road to Groundwater Sustainability – NEW!	185

TWITTER – November

[@McMullinAreaGSA](#)

- 12 Tweets
- 7 new followers
- 24 engagements
- 10 link clicks
- 4,980 tweet impressions



Special Campaigns and Events

KINGS SUBBASIN OUTREACH EFFORTS

- Cost-share opportunity to develop resources for schools and domestic well owners
- Draft domestic well and school brochures under review

Upcoming

2021 MAGSA VISION & GOALS STAKEHOLDER EVENT

- Wednesday, January 20th @ 4 PM