



Stakeholder Outreach Report

January 6, 2021

Stakeholder Communication

INTERESTED PERSONS EMAIL LIST

- 299 Interested Persons

EMAIL CORRESPONDANCE

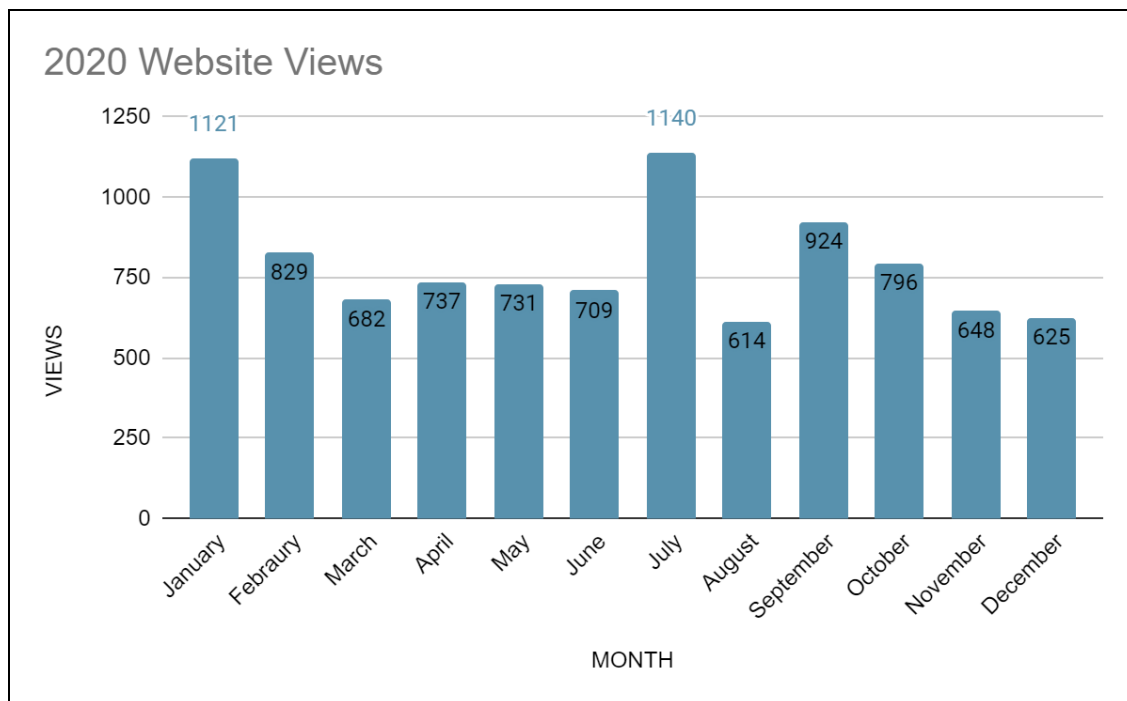
	Date	Messaging/Topic	Reach	Open Rate	Click Rate
EMAIL	12/2/20	Save the Date: Online Water Marketing Workshop	293	34%	18%
	12/4/2020	Board Agenda	294	46%	32%
	12/11/20	Vision Event Promo	294	39%	31%
	12/22/20	E-Update: Policies adopted, water market workshop, Vision Event	294	39%	22%

Digital/Online

WEBSITE

Top pages

- **December top page** (excluding homepage): Article: [Board adopts Groundwater Banking and Groundwater Export policies after second round of public review](#)





Published Website Articles:

Website Articles		
Date	Title	Views
1/29/2020	MAGSA Fully Empowered as a GSA	108
3/18/2020	MAGSA will respond and adapt to evolving COVID-19 circumstances; April 1 Board Meeting cancelled	32
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.	162
4/28/20	Groundwater conditions improve overall in the Kings Subbasin in water year 2019	69
5/8/2020	Stakeholder Alert emails will notify public of draft board policies	22
6/10/2020	Meet MAGSA's Water Market Study Team	170
7/23/2020	MAGSA Board appoints new Chair and Vice Chair for annual term	47
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	40
9/14/20	Two draft policies released for stakeholder input	91
9/14/20	Water market study update	64
11/23/2020	MAGSA Video Provides Narrative for Achieving Sustainability	9
12/17/20	Board adopts Groundwater Banking and Groundwater Export policies after second round of public review	35
12/17/20	Upcoming 2021 Vision Event – you're invited!	5
12/17/20	Third water market study workshop will focus on market structure	7

2020 YOUTUBE

Video	Lifetime Views
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	37
The Road to Groundwater Sustainability – NEW!	227

TWITTER – November
[@McMullinAreaGSA](#)

- 9 Tweets
- 8 new followers
- 18 engagements
- 81 link clicks
- 1,992 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 nearing final version; MAGSA tailored resources will be available soon

Upcoming

2021 MAGSA VISION & GOALS STAKEHOLDER EVENT

- Wednesday, January 20th @ 4 PM