



Stakeholder Outreach Report

February 3, 2021

Stakeholder Communication

INTERESTED PERSONS EMAIL LIST

- 298 Interested Persons

EMAIL CORRESPONDANCE

	Date	Messaging/Topic	Reach	Open Rate	Click Rate
EMAIL	1/1/2021	Board Agenda	295	46%	37%
	1/7/2021	Stakeholder Alert: Board Policies	297	47%	32%
	1/20/2021	MAGSA Vision Event Reminder	297	37%	26%
	1/25/2021	Water Market Workshop Reminder	296	42%	25%
	1/29/2021	January E-Update: Vision Event recap	296	35%	17%
	1/29/2021	Board Agenda	296	40%	21%

Digital/Online

WEBSITE

Website stats

- 463 views in January
- Most users found the website organically through search engines, like Google
- Other users were referred to the site via email links and social media, others by directly typing in the URL

Top pages

- **January top page** (excluding homepage): January Board Meeting event, Vision 2021 page

Published Website Articles:

Website Articles		
Date	Title	Views
1/29/2021	MAGSA is hitting the ground running in 2021!	14

2021 YOUTUBE

Video	Lifetime Views
The Road to Groundwater Sustainability	253
MAGSA 2021 Vision Event	26



TWITTER

[@McMullinAreaGSA](#)

- 15 Tweets
- 79 followers; gained 3 new followers in January
- 37 engagements; 68% increase from previous period
- 140 link clicks; 73% increase from previous period

Special Campaigns and Events

2021 VISION EVENT

- THANK YOU for participating!
- 48 attendees
- Webinar recording is available on our YouTube and website at www.mcmullinarea.org/2021vision
- Sign up for the metering incentive interest list at www.mcmullinarea.org/2021vision
- New webpage up recapping the event:

The screenshot shows a webpage titled "2021: The Road to Sustainability". At the top, there is a navigation menu with links: HOME, ABOUT, BOARD OF DIRECTORS, GROUNDWATER SUSTAINABILITY PLAN PORTAL, REQUEST FOR PROPOSALS, NEWS, RESOURCES, and CONTACT US. Below the navigation is a video player with the title "The Road to Groundwater Sustainability" and a play button. To the left of the video is a text block: "Sustainability isn't achieved by an agency, it's achieved by individual stakeholders and landowners cooperating, contributing, and adjusting practices to lead us to achieve our collective goals. MAGSA has adopted a phased mitigation approach requiring 10% overdraft reduction by 2025 (9,110 acre-feet). This is not a job for any one landowner, but requires a conscious effort by all. Join us to take on 2021's most pressing groundwater activities and goals!". Below the video player is a section titled "2021 Priority Sustainability Activities and Goals". Under this section, there are three sub-sections: "Data Gathering", "Key Accomplishments", and "Anticipated 2021 Work". To the right of these sections is a "Meter Incentive Sign-Up List" form. The form includes fields for "EMAIL (REQUIRED)", "FIRST NAME", and "LAST NAME". Below these fields is a checkbox labeled "I would like to receive emails from McMullin Area CSA. (You can unsubscribe anytime)". At the bottom of the form is a "Sign up" button. Below the form is a small disclaimer: "By submitting this form, you are consenting to receive marketing emails from Kings River Conservation District, 4826 E. Jansen Ave, Fresno, CA, 93725. You can revoke your consent to receive emails at any time by using the unsubscribe link found at the bottom of every email. Emails are serviced by Constant Contact".

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