



## Stakeholder Outreach Report

March 3, 2021

### Stakeholder Communication

#### INTERESTED PERSONS EMAIL LIST

- 300 Interested Persons

#### EMAIL CORRESPONDANCE

EMAIL	Date	Messaging/Topic	Reach	Open Rate	Click Rate
	2/17/2021	<a href="#">MAGSA awarded \$10 million grant to expand innovative OnFarm Recharge project</a>	297	49%	25%
	2/26/2021	<a href="#">March 3 Board Meeting Agenda Available</a>	298	30%	29%

### Digital/Online

#### WEBSITE

##### *Website stats*

- 777 views in February, 68% increase from previous month

##### *Top pages*

- **February top pages** (excluding homepage): \$10 Million Grant post, Vision 2021 page

##### *Published Website Articles:*

Website Articles		
Date	Title	Views
2/27/2021	<a href="#">MAGSA awarded \$10 million grant to expand innovative On-Farm Recharge project</a>	79

#### NEWS/MEDIA

- Grant award press release included in ACWA's member submitted news:  
<https://www.acwa.com/news/mcmullin-area-groundwater-sustainability-agency-awarded-10-million-grant-to-expand-on-farm-recharge/>





## YOUTUBE

Video	Lifetime Views
<a href="#">The Road to Groundwater Sustainability</a>	262
<a href="#">MAGSA 2021 Vision Event</a>	41
<a href="#">Water Marketing Strategy Workshop #3</a>	8

## TWITTER

[@McMullinAreaGSA](#)

- 11 Tweets
- 84 followers; gained 5 new followers in February
- 62 engagements; 66% increase from previous period
- 108 link clicks; 23% decrease from previous period

## Special Campaigns and Events

### 2021 VISION EVENT

- Webinar recording is available on our YouTube and website at [www.mcmullinarea.org/2021vision](http://www.mcmullinarea.org/2021vision)
- New webpage up recapping the event:

The screenshot shows a website page with a navigation bar at the top containing links for HOME, ABOUT, BOARD OF DIRECTORS, GROUNDWATER SUSTAINABILITY PLAN PORTAL, REQUEST FOR PROPOSALS, NEWS, RESOURCES, and CONTACT US. The main heading is "2021: The Road to Sustainability". Below this is a video player for "The Road to Groundwater Sustainability" featuring a man in a cowboy hat. 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 is a section titled "2021 Priority Sustainability Activities and Goals". Under "Data Gathering", it states: "Groundwater data measured by wells is a key data component for monitoring MAGSA's sustainability goals. The data is an important metric to measure impacts of future projects and management actions on groundwater levels within the agency boundary, and ensures MAGSA can effectively defend accurate groundwater use on behalf of its landowners." It lists "Key Accomplishments" (Prop 68 grant recipient for monitoring well video survey and well construction information gathering; Monitoring well site visits) and "Anticipated 2021 Work" (Collect well construction information; Begin three year process to meter wells within MAGSA). Under "How YOU can lead us to sustainability", it says: "Join the list of landowners interested in receiving a monetary incentive for being an early adopter of meters. Sign up using the form on the right!".

To the right is a "Meter Incentive Sign-Up List" form. It asks for EMAIL (REQUIRED), FIRST NAME, and LAST NAME. There is a checkbox for "EXAMPLE: YES, I WOULD LIKE TO RECEIVE EMAILS FROM MCMULLIN AREA GSA. (YOU CAN UNSUBSCRIBE ANYTIME)". A reCAPTCHA "I'm not a robot" checkbox is present. A "Sign up" button is at the bottom. A disclaimer at the very bottom states: "By submitting this form you are consenting to receive marketing emails from Kings River Conservation District, 4388 E. Colgan Ave, Fresno, CA 93225. You can revoke your consent to receive emails at any time by using the [SafeUnsubscribe®](#) 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
- School webinar scheduled for April timeframe