



Stakeholder Outreach Report

April 7, 2021

Stakeholder Communication

INTERESTED PERSONS EMAIL LIST

- 301 Interested Persons

Digital/Online

WEBSITE

Website stats

- 848 views in January

Top pages

- **March top page** (excluding homepage): vision event blog post “MAGSA is hitting the ground running in 2021”

Published Website Articles to date:

Website Articles		
Date	Title	Views as of 4/2/21
1/29/2021	MAGSA is hitting the ground running in 2021!	96
2/27/2021	MAGSA awarded \$10 million grant to expand innovative On-Farm Recharge project	141

2021 YOUTUBE

Video	Lifetime Views
The Road to Groundwater Sustainability	276
MAGSA 2021 Vision Event	57
Water Marketing Strategy Workshop #3	23

TWITTER

[@McMullinAreaGSA](#)

- 11 Tweets
- 91 followers; gained 7 new followers in March
- 46 engagements

LINKEDIN

- 225 post impressions
- 25 followers
- 46 engagements



Special Campaigns and Events

KINGS SUBBASIN OUTREACH EFFORTS

- School and Domestic Well Owner “Groundwater Guides” finalized and available on the Resources webpage
- School webinar “Sustainable Landscaping and Irrigation in Valley Schools”
 - Outreach to Raisin City Elementary

GRANT PROGRAM OUTREACH

- Developed budget to conduct a transparent environmental review process for infrastructure development to expand large-scale on-farm recharge, and to promote the adoption of on-farm recharge in partnership with landowners. Outreach in the budget includes:
 - workshops
 - public meetings
 - tours
 - informational mailers
 - dedicated webpage
 - Online communication tools
 - Specialty outreach tools ie. web maps will be considered as needed.