



Stakeholder Outreach Report: January 2022

Digital/Online

WEBSITE

January's Top 5 Pages (excluding homepage)

1. Agenda, Minutes, Budget
2. 2022 MAGSA Vision Event
3. Well Registration
4. Aquaterra Water Bank
5. GSP Portal

→ Website maintenance: Created 2022 Vision Page, designed Vision Event Popup, updated Well Registration webpage, updated plugins.

TWITTER @McMullinAreaGSA

Month	Followers	# of Tweets	Total Engagements	Link Clicks	Top Performing Post
January	121	12	36	63	#CAAg is essential

LINKEDIN

Month	Followers	# of Posts	Total Engagements	Page Clicks	Top Performing Post
January	52	12	34	9	Vision Event

Gained 3 new followers

INTERESTED PERSONS E-UPDATES

	Date	Messaging/Topic	Reach	Open Rate	Click Rate
EMAIL	1/11/2022	MAGSA 2022 Vision Event	344	47%	7%
	1/17/2022	Register Today: MAGSA 2022 Vision Event	344	38%	4%
	1/20/2022	Exciting things are happening in MAGSA.	344	43%	5%
	1/24/2022	This Wednesday: MAGSA 2022 Vision Event	345	42%	5%
	1/25/2022	Raisin City Water District & Mid Valley Water District Annexation Workshop	345	46%	13%
	1/26/22	Today's Webinar Link: MAGSA 2022 Vision Event	352	45%	16%
	1/27/2022	Vision Event Recording & Well Registration Grace Period	354	39%	4%
	1/30/2022	MAGSA February 2 Board Meeting Agenda	346	38%	10%

Total Interested Persons Contacts: 345



Special Campaigns and Events

MAGSA 2022 VISION EVENT



On January 26th, 2022, from 4 to 5 PM, the MAGSA team hosted their second annual Vision Event, highlighting key accomplishments from the previous year, outlining MAGSA's key priorities for 2022, and sharing with landowners and stakeholders specific ways to get involved.

- 91 visits to Vision 2022 webpage in January
- 68 registrants, **57 attendees** (up from 48 in 2021!)
- 11 questions asked during Q&A segment
- Recording posted on YouTube Channel & sent out to Interested Persons list following event (14 views on webinar recording within 5 days of event)

WELL REGISTRATION OUTREACH

Outreach support is being provided for landowner well registration including:

- **1,604 Thank You/ Grace Period letters sent to landowners & should be in mailboxes by 2/3.** (See attached PDF)
- Reminder E-Updates
- Updates to well registration webpage → <https://www.mcmullinarea.org/wellregistration/>

January 26, 2022

Board of Directors

Director Brian Pacheco
County of Fresno

Director Don Cameron
Raisin City Water District

Director Gagan Batth
Raisin City Water District

Director Matt Abercrombie
Landowner

275 S. Madera Ave.,
Suite 301
Kerman, CA 93630
Telephone: 559.515.3339

www.mcmullinarea.org

MAGSA was formed to implement the Sustainable Groundwater Management Act (SGMA), a California law passed in 2014. The SGMA law requires eliminating groundwater overdraft and reaching sustainable groundwater use by 2040.

MAGSA is granted powers by the State to implement SGMA. This includes the authority to adopt rules and regulations, and may require well registration, metering, monitoring, and reporting.

Re: Well Registration Update and Grace Period for Non-Registrants

Dear Landowner,

On November 1, 2021, the McMullin Area Groundwater Sustainability Agency (MAGSA) sent a letter to landowners notifying them of MAGSA's Groundwater Well Metering, Monitoring, and Construction Policy and Implementing Rules and Regulations with requirements for well owners. The Rules and Regs included a requirement to register certain wells within the MAGSA boundary by January 1, 2022.

To date, we estimate 90% of wells in the MAGSA area have been registered! Unbelievable! MAGSA would like to thank you and your fellow landowners for your incredible participation. We truly have the best, most fantastic landowners in our GSA! MAGSA is continually working to position you and neighboring landowners to achieve groundwater sustainability together. Well registration:

- Allows MAGSA landowners to comply with the California law, the Sustainable Groundwater Management Act (SGMA) of 2014 and helps MAGSA landowners meet present and future challenges of ever-tighter water resources.
- Helps to keep groundwater management in local hands by providing more specific and accurate groundwater information that helps the area defend against over estimations of water use.
- Is secure. MAGSA is going to great lengths to protect your personal and well information. Your information will be stored with a private data management company, keeping your information secure and private to the greatest extent possible by law.
- Is the initial action needed to meet well metering requirements also included in the Implementing Rules and Regulations.

We know there are a number of legitimate reasons someone may have missed the initial deadline. **If you did not register your well(s) prior to the January 1, 2022 deadline, MAGSA is offering a grace period through March 1, 2022.** Landowners who register their well(s) by March 1, 2022, will still be eligible for well metering (well and telemetry purchase) financial incentives and rebates. Registration is simple and easy. Don't miss out on the rebates and incentives, that's money in your pocket!

Unfortunately, after March 1, 2022, landowners who have not registered their well(s) will no longer be considered for incentives or rebates when they became available. Non-registrants will also be subject to additional penalties and charges as established by the MAGSA Board of Directors. Register today!

Read the next page for full well registration instructions. The Groundwater Well Metering, Monitoring, and Construction Policy and Implementing Rules and Regulations document can be found on our website at www.mcmullinarea.org/policies. If you have questions, comments, or concerns, please email us at info@mcmullinarea.org or call (559) 515-3339. Together, we can secure the viability of our region for generations to come.

Thank you again! Muchisimas Gracias! The future is indeed bright!

Sincerely,

Matt Hurley

Matt Hurley
General Manager
McMullin Area Groundwater Sustainability Agency

WELL REGISTRATION FORM INSTRUCTIONS

Well registration form(s) were required to be submitted to MAGSA by January 1, 2022. **If you did not register your well(s) prior to the January 1, 2022 deadline, MAGSA is offering a grace period through March 1, 2022.** Landowners who complete their well registration by March 1, 2022 will remain eligible for well metering financial incentives and rebates.

After March 1, 2022, landowners who have not registered their well(s) will no longer be considered for incentives or rebates when they became available. Thereafter, non-registrants will also be subject to additional penalties and charges as established by the MAGSA Board of Directors.

Landowners can timely complete the well registration process through the following methods:

PAPER FORM

1. Download the PDF well registration form at www.mcmullinarea.org/wellregistration.
2. Submit the paper form(s) by:
 - (a) Mailing or hand delivering to the MAGSA office at 275 S. Madera Ave., Suite 301, Kerman, CA 93630
 - (b) Scanning and sending to the email address info@mcmullinarea.org

ONLINE FORM (easiest option for registering multiple wells)

The easiest option for registering multiple wells. Up to 25 wells per landowner/company can be filled out using a single online form.

1. Access the online form either:
 - (a) On our website at www.mcmullinarea.org/wellregistration OR
 - (b) By using your smartphone camera to scan the QR code below:



2. Submit the user-friendly form with the click of a button!

If you any questions or difficulty accessing the well registration form, please email info@mcmullinarea.org or call (559) 515-3339.



McMullin Area
Groundwater Sustainability Agency

275 S. Madera Ave.
Suite 301
Kerman, CA 93630

PRSRT STD
U.S. POSTAGE
PAID
FRESNO, CA
PERMIT NO. 1920

IMPORTANT. WELL REGISTRATION REQUIREMENT FOR LANDOWNERS.
GRACE PERIOD THROUGH MARCH 1, 2022.