



Stakeholder Outreach Report: February 2022

DIGITAL/ONLINE

WEBSITE

February's Top 5 Pages (excluding homepage)

1. Well Registration
2. About Page
3. Aquaterra Water Bank
4. McMullin Expansion Project
5. February Board Meeting Agenda

→ Routine website updated and maintenance.

TWITTER @McMullinAreaGSA

| Month | Followers | # of Tweets | Total Engagements | Link Clicks | Top Performing Post |
|----------|-----------|-------------|-------------------|-------------|---------------------------------------|
| February | 122 | 9 | 18 | 64 | Expansion Project (link to blog post) |

LINKEDIN

| Month | Followers | # of Posts | Total Engagements | Page Clicks | Top Performing Post |
|----------|-----------|------------|-------------------|-------------|---|
| February | 57 | 9 | 25 | 20 | What would a water market in MAGSA look like? (15 clicks to report) |

Gained 3 new followers

INTERESTED PERSONS E-UPDATES

| | Date | Messaging/Topic | Reach | Open Rate | Click Rate |
|-------|-----------|--|-------|-----------|------------|
| EMAIL | 2/4/2022 | Well Registration Update & Grace Period Announcement | 345 | 44% | 1% |
| | 2/25/2022 | Well Registration Grace Period Reminder | 348 | 42% | 3% |

Total Interested Persons Contacts: 348



SPECIAL CAMPAIGNS AND EVENTS

WELL REGISTRATION OUTREACH

The MAGSA Well Registration Grace Period ended March 1, 2022. Outreach support was provided in February including:

- Reminder E-Updates
- Updates to well registration webpage → <https://www.mcmullinarea.org/wellregistration/>

Follow up communication about metering and telemetry requirements, rebates and other financial incentives will be provided to landowners over the next few months.

EXPANSION PROJECT: IMPACTED LANDOWNER INFORMATIONAL PACKETS

The MAGSA Outreach Team is developing informational packets for the landowners MAGSA's technical team will be meeting with at the end of March. Though the team has had 3-4 meetings with these landowners in the past, no printed materials have been left with the landowners.

These landowner informational packets will include:

- About MAGSA one-pager
- Project Brief/Technical Team Bios
- Questions appraiser might ask landowners
- Landowner maps (customized for each landowner)

AQUATERRA WATER BANK CAMPAIGN

- Focusing initial communication on 80+ impacted landowners
- Impacted Landowner Meetings Mid-April
 - Several time slots will be available over the course of two days for landowners' convenience (each meeting will be identical)
 - Landowners will be provided with informational packets similar to the Expansion Project packets
- Upcoming educational webinar- General Water Bank Education & Case Studies

REFINING MAGSA CONTACT LISTS

The MAGSA Outreach team is in the process of organizing and segmenting MAGSA's contact list to allow for more effective and helpful communication to landowners moving forward.