



## Stakeholder Outreach Report: 2023 in Review January-December 2023

### DIGITAL/ONLINE

#### WEBSITE

##### 2023 Top Pages (excluding homepage)

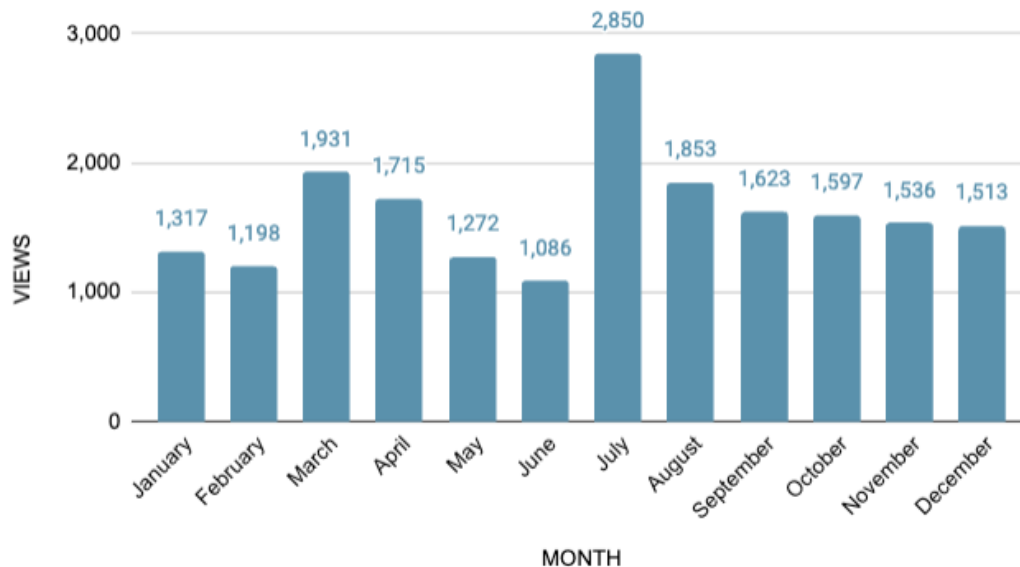
1. On-Farm Recharge
2. About
3. Prop 218
4. Board of Directors
5. Policies

**19,491 total website views** (12,577 in 2022)

##### Website Work Conducted:

- ➔ Outreach team reviewed every page to ensure content was up-to-date and reorganized pages to improve ease of navigation for users
- ➔ Well Owner Guide created
- ➔ Available Funding page created

#### 2023 Website Views



## WEBSITE ARTICLES

| Website Articles |                                                                                                                                                     |       |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| Date             | Title                                                                                                                                               | Views |
| 1/6/2023         | <a href="#">Join Us for MAGSA's Third Annual Vision Event</a>                                                                                       | 20    |
| 1/13/2023        | <a href="#">MAGSA reminds landowners to be cautious before drilling a well</a>                                                                      | 43    |
| 1/13/2023        | <a href="#">2023 Vision Event is around the corner!</a>                                                                                             | 28    |
| 1/13/23          | <a href="#">Prop 218 renewal is on the horizon</a>                                                                                                  | 39    |
| 3/2/2023         | <a href="#">CA Department of Water Resources Recommends Kings Subbasin GSPs for Approval</a>                                                        | 217   |
| 3/23/2023        | <a href="#">MAGSA Will Host Proposition 218 Acreage Fee Renewal Webinar on April 27th</a>                                                           | 37    |
| 3/23/2023        | <a href="#">Aquaterra Water Bank Cultural Resources Survey Underway</a>                                                                             | 38    |
| 3/23/2023        | <a href="#">On-Farm Recharge University (OFR-U) Pilot Program Nears Completion</a>                                                                  | 28    |
| 3/23/2023        | <a href="#">New Executive Order Simplifies Process of Capturing Floodwater for Recharge</a>                                                         | 55    |
| 3/23/23          | <a href="#">Terranova Ranch Inc. Turns on Expansion Project Pump for First Time</a>                                                                 | 94    |
| 3/23/2023        | <a href="#">Growers Invited to Participate in MAGSA Cropping Pattern Study</a>                                                                      | 23    |
| 3/31/23          | <a href="#">Cristel Tufenkjian Appointed as MAGSA Deputy General Manager</a>                                                                        | 130   |
| 4/24/23          | <a href="#">MAGSA Awarded \$2.8 Million Grant for Meters, Telemetry &amp; Weather Stations through Bureau of Reclamation's WaterSMART Program</a>   | 166   |
| 5/3/23           | <a href="#">Cultural resources survey at Aquaterra 's proposed project locations wraps up, a needed step for the water bank project to continue</a> | 54    |
| 5/3/23           | <a href="#">Hats off to Cohort 0! On-Farm Recharge University completes workshop series</a>                                                         | 30    |
| 5/17/23          | <a href="#">MAGSA Features: Mark Pitman</a>                                                                                                         | 85    |
| 7/3/23           | <a href="#">Department of Water Resources Provides Financial Assistance for Flood Control &amp; Recharge</a>                                        | 62    |
| 7/3/23           | <a href="#">NRCS EQIP WaterSMART Funding in Progress</a>                                                                                            | 50    |
| 7/3/23           | <a href="#">New MAGSA Well Owner Guide Available</a>                                                                                                | 60    |
| 7/3/23           | <a href="#">Prop 218 Fee Acreage Fee Renewed for Next Five Years</a>                                                                                | 102   |
| 8/15/23          | <a href="#">Fresno State Awarded Half a Million Dollar Grant to Support MAGSA Farmers with Irrigation Efficiencies</a>                              | 63    |
| 8/30/23          | <a href="#">What happened after the pump turned on? McMullin On-Farm Flood Capture Project Update</a>                                               | 39    |
| 11/15/2023       | <a href="#">MAGSA Rebate Program will launch as soon as Contract is Signed with Bureau of Reclamation</a>                                           | 41    |
| 11/15/23         | <a href="#">Policy and Rules &amp; Regulations Documents on Telemetry and Well Monitoring Available for Public Comment</a>                          | 46    |
| 11/15/23         | <a href="#">MAGSA Continues Water Marketing Discussions</a>                                                                                         | 25    |
| 12/6/23          | <a href="#">MAGSA Receives ACWA's Rising Star Award for Advocacy Work at State Level</a>                                                            | 49    |
| 12/13/23         | <a href="#">Meter &amp; Telemetry Rebate Program &amp; Discounts Available in January 2024</a>                                                      | 107   |
| 12/13/23         | <a href="#">Board Approves Updates to Meter &amp; Telemetry Policy</a>                                                                              | 19    |
| 12/13/23         | <a href="#">EQIP Deadline Extended &amp; Other Additional Funding Opportunities for Growers</a>                                                     | 21    |
| 12/13/23         | <a href="#">New Members Appointed to MAGSA's Stakeholder Committee</a>                                                                              | 39    |
| TOTAL VIEWS      |                                                                                                                                                     | 1,810 |

## 2023 SOCIAL MEDIA ANALYTICS



**X (formerly Twitter)** *Gained 41 new followers:*  
188 total followers



**LINKEDIN** *Gained 99 new followers:*  
244 total followers



**YOUTUBE** *Gained 180 new subscribers:*  
190 total subscribers

## Your videos got 156,692 views in 2023



### Your top content in this period

|   | Content                                                                                                                                                                            |  | Average view duration | Views   |
|---|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|-----------------------|---------|
| 1 |  Pump turns on at the McMullin On-Farm Flood Capture Project for the first time<br>Mar 14, 2023 |  | 1:33 (48.4%)          | 100,516 |
| 2 |  What happened after the pump turned on? McMullin On-Farm Flood Capture Proj...<br>Aug 28, 2023 |  | 1:14 (42.3%)          | 52,949  |
| 3 |  The Road to Groundwater Sustainability<br>Nov 9, 2020                                          |  | 2:32 (42.6%)          | 1,383   |
| 4 |  Leveling a Field for On-Farm Recharge (Topography, Slope, Checks, & Berms)<br>Dec 14, 2022     |  | 1:18 (53.6%)          | 269     |
| 5 |  How EQIP Funding for Growers can Help With On-Farm Recharge<br>Mar 15, 2023                    |  | 0:47 (29.7%)          | 206     |

### INTERESTED PERSONS & OTHER EMAIL UPDATES IN 2023

- 59 emails sent to MAGSA email lists
- Average open rate of 48% (*average open rates across all industries is 17-28%*)
- **Total Interested Persons Contacts = 407 contacts** (*gained 36 Interested Persons contacts in 2023*)

## 2023 SPECIAL CAMPAIGNS AND EVENTS

Aquaterra Water Bank Tour (9 participants)

2023 MAGSA Vision Event (55 virtual attendees)

4 On-Farm Recharge University Workshops (about 15 growers at each workshop)

Prop 218 Acreage Renewal Informational Webinar (13 attendees)

2 EQIP Application Drop-Off Events (16 growers)

Advocacy & Awareness

- MAGSA staff spoke at about 10 events across California
- Quench CA Campaign: Created visibility of McMullin Expansion Project with State Officials and advocated for continued legislative support for recharge projects
- Association of California Water Agencies (ACWA Rising Star Award)
  - MAGSA joined with other ACWA members to amplify our voice in support of two bills related to streamlining the regulatory permitting process for water infrastructure projects and setting water supply targets to ensure we have enough water for all beneficial uses.



MAGSA's General Manager, [Matt Hurley](#), was honored to serve as a panelist at the [Water Education Foundation](#)'s 29th annual Water Summit last week!

Thank you, Water Education Foundation, for facilitating important discussions about [#CAWater](#) challenges as we work toward sustainability.



A big thank you to all of our wonderful speakers and panelists as well as those who joined us at last week's 39th annual Water Summit in Sacramento! We hope you found it to be an engaging experience with compelling and timely conversations focused on our theme of Taking On the Improbable in Western Water. We're honored to be an informational resource during this pivotal time as California and the West grapple with immense water management challenges.



## COMING UP IN JANUARY 2024

### 2024 Vision Event

- Spanish & Punjabi translations available to virtual attendees
- Lunch provided in-person



# 2024 VISION EVENT

#### How will we move toward groundwater sustainability in 2024?

MAGSA invites growers to learn more about accomplishing the McMullin Expansion Project groundbreaking, meter and telemetry requirements & Rebate Program, Groundwater Sustainability Plan updates, water marketing, & more. Come with your questions and input!

**January 25, 2024 | 11:30 AM- 12:30 PM**

Attend in-person at the Kerman Community Center (15101 W Kearney Blvd.)  
OR virtually via Zoom Webinar. Lunch will be provided in-person.  
Learn more & register at: [www.mcmullinarea.org/vision](http://www.mcmullinarea.org/vision)



### Meter & Telemetry Rebate Program

- Informational Packet
  - MAGSA growers who have registered their well(s) will receive packet around 1/8/24.
  - Unregistered growers will receive packet around 1/22/24.
- Upcoming Meter & Telemetry Event
  - MAGSA will host an informational Meter & Telemetry event in March.