



October 2024 Stakeholder Outreach Report

DIGITAL/ONLINE

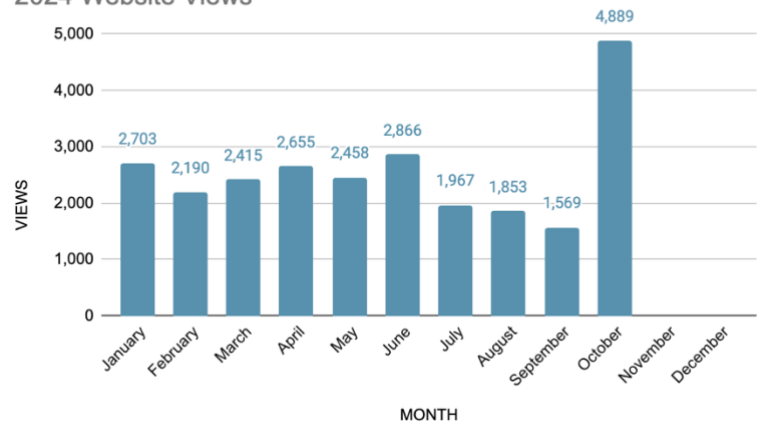
WEBSITE

October 2024 Top Pages (excluding homepage)

1. Meter & Telemetry Rebate Program (406 views)
2. Groundwater Sustainability Plan (355 views)
3. NRCS EQIP WaterSMART Program (327 views)
4. Grower Irrigation Academy (259 views)
5. Revised GSP Now Available for Public Comment (109 views)

4,889 total website views

2024 Website Views



Website Work Conducted:

- Blog posts and routine website updates
- Grower Irrigation Academy webpage updated
- EQIP funding webpage updated
- Revised GSP uploaded to website

Website Articles

1/15/2024	Meter and Telemetry Rebate Program Packet Arriving to Mailboxes	100
1/15/2024	MAGSA Growers Invited to 2024 Vision Event	42
1/15/2024	Reminder: EQIP Funding Deadline is Feb 16, 2024	97
2/27/2024	MAGSA Landowners Begin to Apply for Meter and Telemetry Rebate	137

<u>2/27/2024</u>	<u>MAGSA and Fresno State Launching Grower Irrigation Academy</u>	<u>149</u>
<u>2/28/2024</u>	<u>Kings Subbasin Prepares for 2025 GSP Update</u>	<u>95</u>
<u>2/28/2024</u>	<u>Congressman Duarte Visits McMullin On-Farm Flood Capture Project</u>	<u>50</u>
<u>5/6/2024</u>	<u>Learn Water-Saving Irrigation Strategies: Register for May 16th Webinar</u>	<u>54</u>
<u>5/6/2024</u>	<u>Explore New Interactive Crop and Soil Map Designed for MAGSA Landowners</u>	<u>55</u>
<u>5/6/2024</u>	<u>After Three Years of Drought, 2023 Annual Report Reveals Record Recharge Numbers</u>	<u>71</u>
<u>5/6/2024</u>	<u>Well Mitigation Policy Approved, Rules & Regulations Available for Public Comment</u>	<u>109</u>
<u>5/6/2024</u>	<u>Growers Are Required to Install Meters & Telemetry by January 31, 2025. Apply for Financial Assistance Soon.</u>	<u>73</u>
<u>8/2/2024</u>	<u>Well Mitigation Implementing Rules and Regulations Approved</u>	<u>227</u>
<u>8/2/2024</u>	<u>Meter and Telemetry Rebate Program Landowner Outreach Webinar Recording Available</u>	<u>145</u>
<u>8/2/2024</u>	<u>Thank you MAGSA Landowners who have Installed Meter and Telmetry!</u>	<u>169</u>
<u>8/2/2024</u>	<u>Fresno State Students Develop Soil Database for MAGSA Landowners</u>	<u>163</u>
<u>8/2/2024</u>	<u>MAGSA Board Elect Board Chair and Vice Chair, Adopts 2024-25 Fiscal Year Budget</u>	<u>164</u>
<u>8/2/2024</u>	<u>Understanding Your Farm's Soil-Water Content to Optimize Irrigation New Grower Irrigation Academy Video</u>	<u>14</u>
<u>9/9/2024</u>	<u>Back to the Basics: Groundwater Definitions and Frequently Asked Questions</u>	<u>25</u>
<u>9/11/2024</u>	<u>Aquaterra Notice of Preparation for Environmental Review Available</u>	<u>9</u>
<u>9/11/2024</u>	<u>Public Scoping Meeting on September 18th Seeking Stakeholder Input on Aquaterra Project</u>	<u>9</u>
<u>9/11/2024</u>	<u>Irrigation Today Explores the Benefits of Well Meters</u>	<u>2</u>
<u>10/3/2024</u>	<u>Revised Groundwater Sustainability Plan Now Available for Public Comment</u>	<u>111</u>
<u>10/3/2024</u>	<u>Aquaterra Water Bank Public Scoping Period Ends October 5, 2024</u>	<u>57</u>
<u>10/3/2024</u>	<u>Aquaterra Water Bank Groundwater Model in Development</u>	<u>5</u>
<u>10/3/2024</u>	<u>Register for upcoming Grower Irrigation Academy Workshops and Field Days</u>	<u>75</u>
<u>10/3/2024</u>	<u>Growers Can Now Apply for EQIP Funding through Early November</u>	<u>88</u>
<u>10/3/2024</u>	<u>Meter and Telemetry Installation Deadline is Quickly Approaching</u>	<u>96</u>
	<u>TOTAL VIEWS</u>	<u>2,391</u>

SOCIAL MEDIA ANALYTICS



LINKEDIN 11 new followers
357 total followers



YOUTUBE 157 views
202 total subscribers



X (formerly Twitter)
216 total followers

INTERESTED PERSONS & OTHER EMAIL UPDATES

Date	Email Topic	# of recipients	Open Rate
1/9/2024	Vision Event Reminder	243	53%
1/12/2024	Rebate Program Details (Well Registrants)	205	70%
1/15/2024	January MAGSA Updates	559	58%
1/24/2024	Vision Event Reminder #2	565	52%
1/25/2024	Vision Event Final Details	597	57%
2/1/24	Vision Event Recording (English)	602	52%
2/2/24	February 7 Board Agenda	559	45%
2/28/2024	February MAGSA Updates	595	52%
3/1/2024	March 6 Board Agenda	404	54%
3/8/2024	Stakeholder Alert	557	61%
3/12/24	Common Threads Press Release 2024 Media - TV	6	60%
3/19/24	20240319 Aquaterra Draft IS/MND Available for Public Comment	411	57%
3/20/24	MAGSA Updates	557	58%
3/29/24	April 3, 2024 Board Agenda	556	53%
4/23/24	GIA Irrigation Webinar Announcement	621	44%
4/26/24	May 1, 2024 Board Agenda	562	50%
5/3/24	20240502 Stakeholder Alert	561	55%
5/6/24	20240506 MAGSA Updates	595	54%
5/7/24	GIA Webinar Reminder #1	595	50%
5/9/24	20240506 MAGSA Updates (nonopens)	270	20%
5/10/24	GIA Webinar Reminder #2	458	47%
5/14/24	GIA Webinar Reminder #3	424	43%
5/14/24	GIA Webinar Zoom Link	563	46%
5/17/24	GIA Webinar Recording	618	46%
5/31/24	June 5, 2024 Board Agenda	561	49%
6/5/24	20240605 Stakeholder Alert	570	58%

6/12/24	MAGSA Meter Events: Announcements	371	57%
6/19/24	MAGSA Meter Events: Reminder #1	582	49%
6/20/24	Summer 2024 Quarterly Video Updates	606	46%
6/24/24	MAGSA Meter Events: Reminder #2	614	46%
6/25/24	MAGSA Meter Events Reminder #3	344	55%
6/28/24	July 2023 Board Meeting - Cancellation Notice	577	54%
7/11/24	July,10,2024 Special Board Meeting	607	60%
8/2/24	August 2024 Board Meeting- Cancellation Notice	578	56%
8/9/24	August 2024 MAGSA Updates	612	65%
8/30/24	September 2024 Board Meeting-Cancellation Notice	258	51%
9/4/24	Aquaterra NOP	436	62%
9/13/24	September 2024 MAGSA Updates	572	58%
9/27/24	Oct 2 2024 Board Agenda	566	57%
10/4/24	DRAFT 2025 GSP- STAKEHOLDER ALERT	562	59%
10/4/24	October 2024 MAGSA Updates	578	65%
10/9/24	EQIP Webinar	597	55%
10/15/24	October 2024 Updates	598	70%
10/16/24	EQIP Webinar Zoom Link	333	62%
10/21/24	More Upcoming Events (October 2024)	279	54%
10/28/24	Hedgerow Event @ Terranova	268	69%
10/30/24	EQIP Webinar Recap!	376	50%

Total Interested Persons Contacts = 421 contacts (9 new contacts)

SPECIAL CAMPAIGNS AND EVENTS

Meter & Telemetry Rebate Program



McMullin Area
Groundwater Sustainability Agency

METER & TELEMETRY INSTALLATION DEADLINE APPROACHING

January 31, 2025

Financial assistance available

Visit www.mcmullinarea.org/rebate, scan the QR code, or call (559) 515-3339 to learn about requirements and how to access funding through MAGSA's Meter & Telemetry Rebate Program.





DEADLINE IS APPROACHING

Landowners in the McMullin Area Groundwater Sustainability Agency (MAGSA) are required to install MAGSA-approved meter and telemetry on their well(s) by January 31, 2025.

ਪੰਜਾਬੀ ਅਨੁਵਾਦ ਇੱਥੇ ਉਪਲਬਧ ਹੈ:
www.mcmullinarea.org/rebate

Traducción en español disponible en:
www.mcmullinarea.org/rebate

Name _____

Name _____

Address Line 1 _____

Address Line 2 _____

City, CA Zip Code _____

559-515-3339 | info@mcmullinarea.org | www.mcmullinarea.org/rebate

- Large “Meter & Telemetry Installation Deadline Approaching” postcard mailed 10/18
 - Sent to all MAGSA landowners minus domestic well owners
- Letters to non-metered growers will likely be mailed in early November
 - Letter #1 to non-registered and non-metered well owners
 - Letter #2 to registered, but non-metered well owners
- Email reminders to well owners will accompany letters

Grower Irrigation Academy

These events are for growers, farm managers, farm workers, irrigation specialists, and others who work on farms in the MAGSA region.

WORKSHOP- NOVEMBER 14, 2024 @ 9 AM-12:15 PM

- Speakers:
 - Shawn Ashkan, Senior Research Scientist, Center for Irrigation Technology (CIT)
 - Mae Culumber, Fresno County UC Cooperative Extension Farm Advisor
 - Anthony Gunlund, Education Specialist, (CIT)
 - Charles Hillyer, Director, (CIT)
- Location: Kerman Community Center

SPANISH FIELD DAY: NOVEMBER 21 @ 9 AM-12 PM

- Speaker: Fresno State & Advanced Pumping Efficiency Program (APEP)
- Location: Terranova Ranch

PUNJABI FIELD DAY: NOVEMBER 21 @ 1 PM-4 PM

- Speaker: Fresno State & Manpreet Singh, Technology and Innovation for Small Farms Advisor with UC Kearney Ag Res & Ext Center
- Location: Terranova Ranch

ENGLISH FIELD DAY: NOVEMBER 22 @ 9 AM-1 PM

- Speaker: Fresno State & Advanced Pumping Efficiency Program (APEP)
- Location TBD



Presented by:



Workshop & Field Day promotion

- Event details & registration pages available on MAGSA website at: www.mcmullinarea.org/gia
- Email invites sent to growers & social media reminders published
- MAGSA working to reach Spanish-speaking and Punjabi communities through community groups
- Event flyer translated into Punjabi & Spanish, mailed to growers 11/1 (See attachment A)

Revised GSP

- Posted on MAGSA website for public comment

Attachment A

GROWER
Irrigation
Academy



FRESNO
STATE
Center for Irrigation
Technology

FALL EVENTS FOR GROWERS

The McMullin Area Groundwater Sustainability Agency (MAGSA) and Fresno State University's Center for Irrigation Technology (CIT) have created the Grower Irrigation Academy to provide **training on irrigation efficiency and nutrition management** to help growers save water and money!

These events are designed for growers, farm managers, farm workers, irrigation specialists, and others who work on farms in the MAGSA region.

Traducción al español en el otro lado del volante. ਫਲਾਇਰ ਦੇ ਦੂਜੇ ਪਾਸੇ ਸਪੇਨਿਸ਼ ਅਨੁਵਾਦ

Register for these events at:
www.mcmullinarea.org/gia



NOV
14

WORKSHOP @
9AM - 12:15PM

→ Kerman Community Center (15101 W Kearney Blvd, Kerman, CA 93630)

→ In English. Spanish & Punjabi translation will be provided.

Workshop topics covered by local irrigation experts will include:

- Water management
- Deficit irrigation strategies
- Soil sampling procedures
- Efficient nutrient management
- Chemigation

NOV
22

FIELD DAY @
9AM - 1PM

→ Led by Fresno State University's Center for Irrigation Technology.

→ **This Field Day will be in English.** Spanish & Punjabi Field Days will be held on a different day. See reverse side of this flyer for details.

Field Day will include hands-on demonstrations in the field and offer you the chance to ask local irrigation experts questions. Field day location will be emailed to those who register online.

EVENTOS DE OTOÑO PARA LOS PRODUCTORES

La Agencia de Sostenibilidad del Agua Subterránea del Área de McMullin (MAGSA, por sus siglas en inglés) y el Centro de Tecnología de Riego (CIT, por sus siglas en inglés) de la Universidad Estatal de Fresno han creado la Academia de Riego para Productores para brindar capacitación sobre eficiencia de manejo y gestión de nutrición para ayudar a los productores a ahorrar agua y dinero. Estos eventos están diseñados para productores, administradores de granjas, trabajadores agrícolas, especialistas en riego y otras personas que trabajan en granjas en la región de MAGSA.



NOV
14

TALLER @ 9AM - 12:15 PM

→ Centro Comunitario de Kerman (15101 W Kearney Blvd, Kerman, CA 93630)

→ Se proporcionará interpretación al inglés, español y punjabi.

NOV
21

DÍA DE CAMPO ESPAÑOL @ 9AM - 12PM

→ Dirigido por el Centro de Tecnología de Riego de la Universidad Estatal de Fresno.

Los temas del **Taller** incluirán:

- Manejo del agua
- Estrategias de riego deficitario
- Procedimientos de muestreo de suelos
- Manejo eficiente de nutrientes
- Quimigación

Los **Días de Campo** incluirán

demonstraciones prácticas en el campo y le ofrecerán la oportunidad de hacer preguntas a los expertos locales en riego.

Las ubicaciones de los días de campo se enviarán por correo electrónico a aquellos que se registren en línea.

Regístrese para estos eventos en: www.mcmullinarea.org/gia

ਡਿੱਗਣ ਦੀਆਂ ਘਟਨਾਵਾਂ ਉਤਪਾਦਕਾਂ ਲਈ

ਮੈਕਮੁਲਿਨ ਏਰੀਆ ਭੂਮੀਗਤ ਸਥਿਰਤਾ ਏਜੰਸੀ (ਐਮਏਜੀਐਸਏ) ਅਤੇ ਫਰਿਜ਼ਨੋ ਸਟੇਟ ਯੂਨੀਵਰਸਿਟੀ ਦੇ ਸੈਂਟਰ ਫਾਰ ਸਿੰਚਾਈ ਤਕਨਾਲੋਜੀ (ਸੀਆਈਟੀ) ਨੇ ਉਤਪਾਦਕਾਂ ਨੂੰ ਪਾਣੀ ਅਤੇ ਪੈਸੇ ਬਚਾਉਣ ਵਿੱਚ ਮਦਦ ਕਰਨ ਲਈ ਸਿੰਚਾਈ ਕੁਸ਼ਲਤਾ ਅਤੇ ਪੋਸ਼ਣ ਪ੍ਰਬੰਧਨ ਬਾਰੇ ਸਿਖਲਾਈ ਪ੍ਰਦਾਨ ਕਰਨ ਲਈ ਉਤਪਾਦਕ ਸਿੰਚਾਈ ਅਕੈਡਮੀ ਬਣਾਈ ਹੈ। ਇਹ ਸਮਾਗਮ ਉਤਪਾਦਕਾਂ, ਫਾਰਮ ਮੈਨੇਜਰਾਂ, ਖੇਤ ਮਜ਼ਦੂਰਾਂ, ਸਿੰਚਾਈ ਮਾਹਰਾਂ ਅਤੇ ਹੋਰ ਾਂ ਲਈ ਤਿਆਰ ਕੀਤੇ ਗਏ ਹਨ ਜੋ ਮੈਗਸਾ ਖੇਤਰ ਵਿੱਚ ਖੇਤਾਂ ਵਿੱਚ ਕੰਮ ਕਰਦੇ ਹਨ।



ਨਵੰਬਰ
14

ਵਰਕਸ਼ਾਪ @ ਸਵੇਰੇ 9 ਵਜੇ - 12:15 ਵਜੇ

→ ਕਰਮਨ ਕਮਿਊਨਿਟੀ ਸੈਂਟਰ (15101 ਡਬਲਯੂ ਕਿਰਨੀ ਬਲਵਡ, ਕਰਮਨ, ਸੀਏ 93630)

→ ਅੰਗਰੇਜ਼ੀ ਵਿੱਚ, ਸਪੈਨਿਸ਼ ਅਤੇ ਪੰਜਾਬੀ ਅਨੁਵਾਦ ਪ੍ਰਦਾਨ ਕੀਤੇ ਜਾਣਗੇ।

ਨਵੰਬਰ
21

ਪੰਜਾਬੀ ਫੀਲਡ ਡੇਅ @ ਦੁਪਹਿਰ 1 ਵਜੇ - ਸ਼ਾਮ 4 ਵਜੇ

→ ਦੀ ਅਗਵਾਈ ਫਰਿਜ਼ਨੋ ਸਟੇਟ ਯੂਨੀਵਰਸਿਟੀ ਦੇ ਸੈਂਟਰ ਫਾਰ ਸਿੰਚਾਈ ਤਕਨਾਲੋਜੀ ਨੇ ਕੀਤੀ।

ਵਰਕਸ਼ਾਪ ਦੇ ਵਿਸ਼ਿਆਂ ਵਿੱਚ ਇਹ ਸ਼ਾਮਲ ਹੋਣਗੇ:

- ਜਲ ਪ੍ਰਬੰਧਨ
- ਘਾਟੇ ਵਾਲੀ ਸਿੰਚਾਈ ਰਣਨੀਤੀਆਂ
- ਮਿੱਟੀ ਦੇ ਨਮੂਨੇ ਲੈਣ ਦੀਆਂ ਪ੍ਰਕਿਰਿਆਵਾਂ
- ਕੁਸ਼ਲ ਪੋਸ਼ਕ ਤੱਤ ਪ੍ਰਬੰਧਨ
- ਕੈਮੀਕਲ

ਫੀਲਡ ਡੇਅ ਵਿੱਚ ਖੇਤ ਵਿੱਚ ਹੱਥੀ ਪ੍ਰਦਰਸ਼ਨ ਸ਼ਾਮਲ ਹੋਣਗੇ ਅਤੇ ਤੁਹਾਨੂੰ ਸਥਾਨਕ ਸਿੰਚਾਈ ਮਾਹਰਾਂ ਨੂੰ ਸਵਾਲ ਪੁੱਛਣ ਦਾ ਮੌਕਾ ਮਿਲੇਗਾ।

ਫੀਲਡ ਡੇਅ ਸਥਾਨ ਉਨ੍ਹਾਂ ਲੋਕਾਂ ਨੂੰ ਈਮੇਲ ਕੀਤੇ ਜਾਣਗੇ ਜੋ ਆਨਲਾਈਨ ਰਜਿਸਟਰ ਕਰਦੇ ਹਨ।

ਇਹਨਾਂ ਸਮਾਗਮਾਂ ਲਈ ਇੱਥੇ ਰਜਿਸਟਰ ਕਰੋ: www.mcmullinarea.org/gia