



MAGSA 2024 in Review | Outreach Report

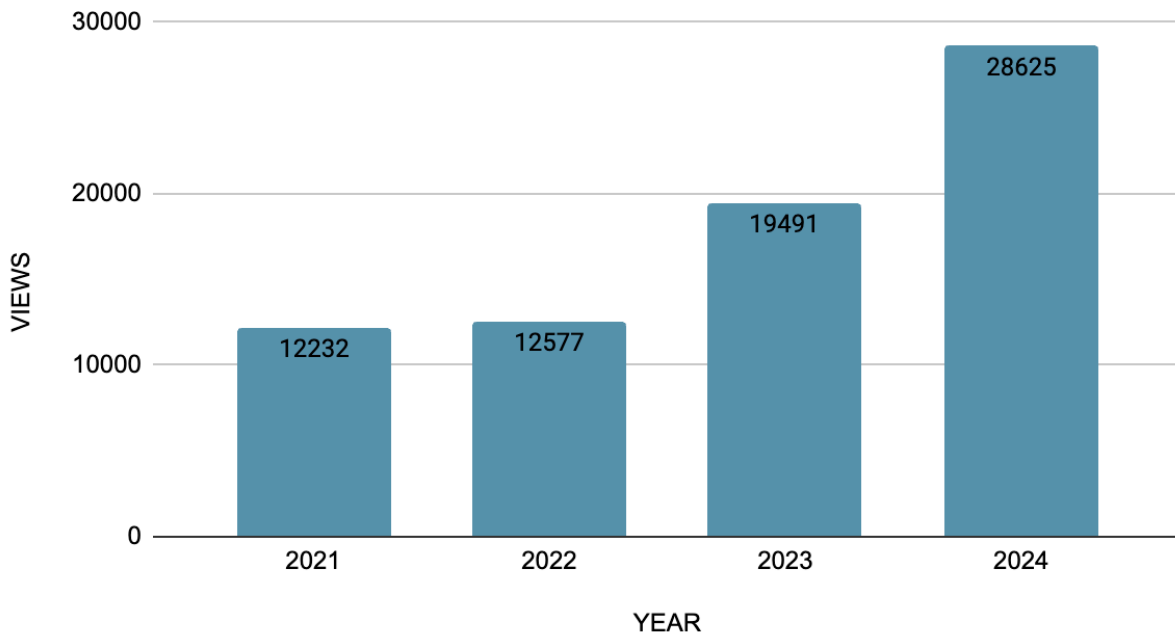
WEBSITE

2024 Top Pages (excluding homepage)

1. Meter & Telemetry Rebate Requirements and Rebate (1,553 views)
2. Grower Irrigation Academy (1,259 views)
3. About MAGSA (1,061 views)
4. Meter and Telemetry Rebate Program (839)
5. Contact Us (808)

28,625 total website views in 2024

MAGSA Website Views by Year



Website Articles

2024 Top Articles

1. [Well Mitigation Implementing Rules and Regulations Approved](#) (235 views)
2. [Thank you MAGSA Landowners who have Installed Meter and Telemetry!](#) (177 views)
3. [MAGSA Board Elect Board Chair and Vice Chair, Adopts 2024-25 Fiscal Year Budget](#) (174 views)
4. [Fresno State Students Develop Soil Database for MAGSA Landowners](#) (173 views)
5. [MAGSA and Fresno State Launching Grower Irrigation Academy](#) (163 views)

2,735 total article views in 2024

SOCIAL MEDIA ANALYTICS



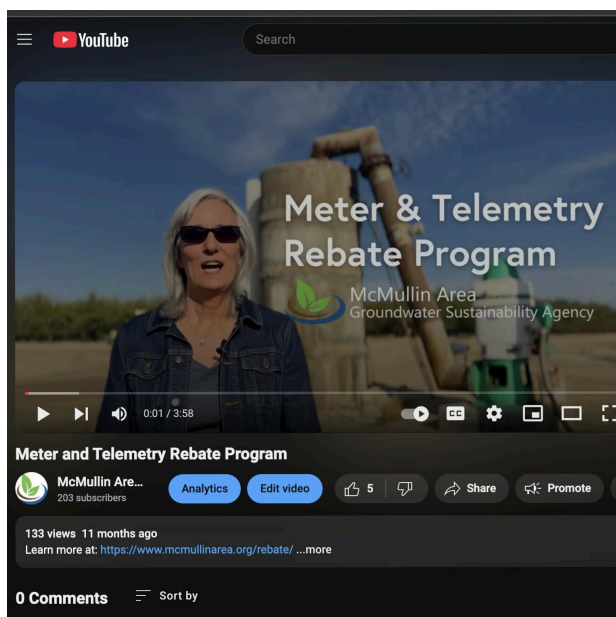
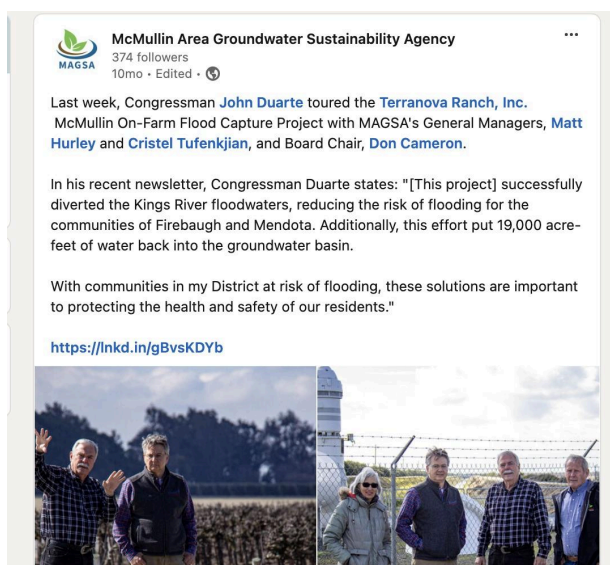
LINKEDIN 130 new followers
374 total followers



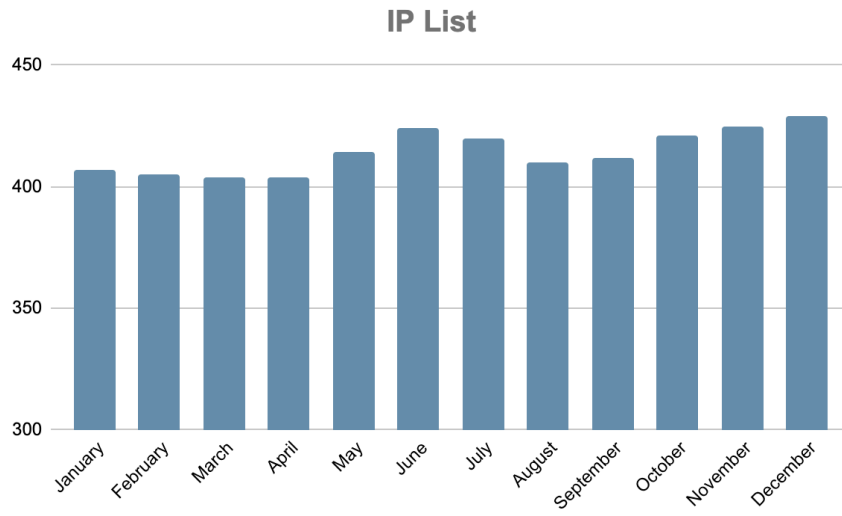
YOUTUBE 1.8K views, 13 new subscribers
203 total subscribers



X (formerly Twitter) 15 new followers
202 total followers



INTERESTED PERSONS & OTHER EMAIL UPDATES



Total Interested Persons Contacts = 427 contacts (46 new contacts)

- Purged some old emails & duplicate contacts from Interested Persons List

2024 Top Performing Emails to Interested Persons List

1. [October 2024 Updates](#) (70% open rate)
2. [August 2024 MAGSA Updates](#) (65% open rate)
3. [Upcoming Events & Important Updates](#)- sent on 10/4 (65% open rate)

Other Email Analytics

- 59 total emails were sent to all lists in 2024
- **55% open rate on average for all email sent in 2024**
 - NOTE: Average email open rate across all industries is 36.11%

Board Meetings & Events:

Date	Meeting Type	Location	Attendance
1/3/24	January Board Meeting	Kerman Community Center & Zoom	10 attendees in-person, 10 online
1/25/24	2024 Vision Event	Kerman Community Center & Zoom Webinar	about 66 in person, 40 unique viewers online
2/7/24	February Board Meeting	Kerman Community Center & Zoom	11 in-person, 4 online
3/6/2024	Informational Meeting (did not meet quorum for board meeting)	Kerman Community Center & Zoom	9 in-person, 13 online
4/3/2024	April Board Meeting	Kerman Community Center & Zoom	13 in-person, 14 online
5/1/2024	May Board Meeting	Kerman Community Center & Zoom	10 in-person, 15 online
5/16/2024	Irrigation Scheduling & Maintenance Webinar	Zoom Webinar	19 attendees
6/5/24	June Board Meeting	Kerman Community Center & Zoom	11 in person, 15 online
6/25/2024	Meter & Telemetry Landowner Open House	MAGSA Office	about 13 in person
6/25/2024	Meter & Telemetry Landowner Webinar	Zoom Webinar	18 online
7/10/2024	MAGSA Special Board Meeting	Kerman Community Center & Zoom	
9/18/2024	Aquaterra Scoping Meeting	Kerman Senior Center	18 in-person
10/2/2024	October Board Meeting	Kerman Community Center & Zoom	12 online, 10 in-person
10/16/2024	EQIP Webinar	Zoom Webinar	22 attendees
11/6/2024	EQIP Application Drop-Off Event	Kerman Community Center	4 in person
11/6/2024	November Board Meeting	Kerman Community Center & Zoom	
11/14/24	Grower Irrigation Academy - Workshop	Kerman Community Center	13 attendees
11/21/2024	Grower Irrigation Academy- Spanish Field Day	Terranova Ranch	
11/21/2024	Grower Irrigation Academy- Punjabi Field Day	Terranova Ranch	
11/22/24	Grower Irrigation Academy- English Field Day	15475 W. Manning Ave	

Direct Mail

Date	Mailer Topic	Audience	Quantity
1/19/2024	2024 Vision Invite	MAGSA Landowners	746
1/5 & 1/19/2024	Rebate Program Packet- two drops (Well Registrants 1/5 & Unregistered 1/19)	MAGSA Landowners & Contact Person (APN & Contact Person address, if different than APN)	1,289
4/15/2024	Landowner meter policy reminder letter	MAGSA Landowners & Contact Person (APN & Contact Person address, if different than APN)	1,533
4/26/2024	Grower Irrigation Academy Webinar Promo Postcard	MAGSA Landowners	733
6/12/24	Meter Reminder Postcard	MAGSA Landowners & Contact Person (APN & Contact Person address, if different than APN, DUPLICATES REMOVED)	775
7/29/24	Thank you landowners!	MAGSA Landowners & Contact Person (APN & Contact Person address, if different than APN, DUPLICATES REMOVED BY PRINTER)	597
8/27	Certified Mail- Aquaterra NOI Letter	Federal, State & Local Agencies & those who commented on Initial Study	
9/4	Aquaterra NOI Letter-adjacent	Border parcels	16
9/5	Aquaterra NOI (with cover letter) MAGSA landowners	MAGSA Landowners	755
10/18	Giant meter & telemetry reminder postcard	MAGSA landowners with domestic well owners removed	1873
11/1	GIA November Events Flyer (English, Spanish & Punjabi)	All MAGSA landowners, domestic well owners removed, printer removed duplicates	676

Videos

Date	Title	Views
1/25/2024	Meter & Telemetry Rebate Program	133
2/1/2024	MAGSA 2024 Vision Event (English)	53
2/6/2024	On-Farm Recharge Study on Pecan Fields	35
2/27/2024	MAGSA 2024 Vision Event (SPANISH)	15
2/27/2025	MAGSA 2024 Vision Event (PUNJABI)	13
3/18/2024	Spring Quarterly Updates	100
3/18/2024	Why is MAGSA Requiring Telemetry	29
5/16/2024	Irrigation Scheduling and Maintenance Webinar	94
6/20/2024	MAGSA Summer Updates	99
7/16/2024	Meter & Telemetry Requirements and Rebate (Updated July 2024)	60
7/16/2024	Meter and Telemetry Policy & Rebate Webinar Recording	39
7/26/2024	Understanding My Farm's Soil-Water Content Grower Irrigation Academy	73
9/24/2024	Aquaterra EIR Public Scoping Meeting	13
10/14/2024	Upcoming Grower Irrigation Academy Events	42
11/7/2024	NRCS EQIP Webinar	15
12/4/2024	November 22, 2024 Field Day (English) Grower Irrigation Academy	17
12/13/2024	Measuring Distribution Uniformity	16
	TOTAL VIEWS	846

2024 Important Milestones:

- Created [Grower Irrigation Academy](#) in collaboration with Fresno State's Center for Irrigation Technology and held 4 educational events for growers to promote efficient irrigation and nutrient management
- Launched and promoted MAGSA's [Meter & Telemetry Rebate Program](#)
- MAGSA honored as the [top outreach winner for Region 6](#) at Association of California Water Agencies (ACWA) Conference