



February 2025 Stakeholder Outreach Report

DIGITAL/ONLINE

WEBSITE

January 2025 Top Pages (excluding homepage)

1. RSVP for MAGSA's 2024 Vision Event (213)
2. Meter and Telemetry Rebate (146)
3. About MAGSA (85)
4. Meter and Telemetry Rebate Program Packet Arriving to Mailboxes (77)
5. McMullin On-Farm Flood Capture Expansion Project (74)

2,703 total website views

Website Articles

1. [Bureau of Reclamation Approves Scope of Work for Aquaterra Cultural Resources Survey](#) (35)
2. [Draft Enforcement Policy & Penalty Guidelines Available for Public Comment](#) (22)
3. [MAGSA Receives Outreach Award from the Association of California Water Agencies](#) (33)

90 total views

SOCIAL MEDIA ANALYTICS



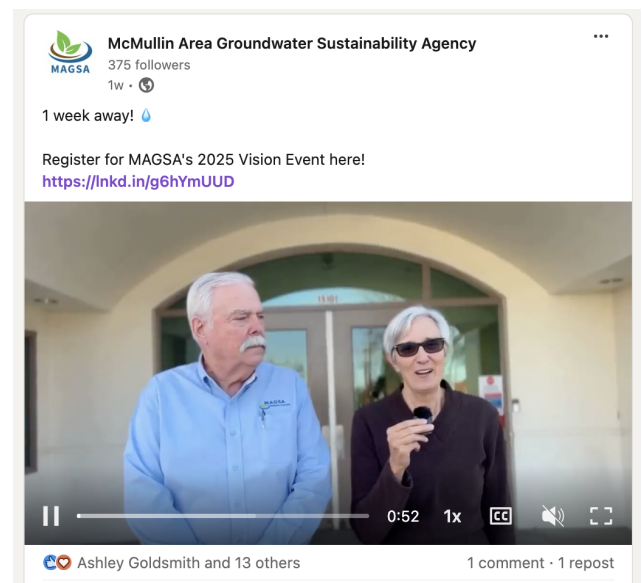
LINKEDIN
374 total followers



YOUTUBE 180 views, 1 new subscribers
204 total subscribers



X (formerly Twitter)
203 total followers



INTERESTED PERSONS & OTHER EMAIL UPDATES

Date	Email Topic	# of recipients	Open Rate
1/3/2025	Jan 8, 2025 Board Agenda	570	65%
1/9/2025	20250109 STAKEHOLDER ALERT- Draft Enforcement Policy	597	64%
1/10/2025	2025 Vision Event	623	58%
1/16/2025	2025 Vision Event reminder	618	58%
1/23/2025	2025 Vision Event reminder #2	631	58%
1/27/2025	2025 Vision Event reminder #3	619	54%
1/29/2025	January Updates 2025	616	67%

Total Interested Persons Contacts = 429 contacts

SPECIAL CAMPAIGNS AND EVENTS

2025 Vision Event: January 30, 2025

- About 70 in attendance
- Event recording available at:
<https://www.mcmullinarea.org/vision/>
- Sending “MAGSA’s 2025 Vision” newsletter this month

Meetings with Angela Islas discussing outreach to MAGSA’s domestic well owners

Development of MAGSA Stakeholder Survey

- Survey designed seeking input from MAGSA stakeholders to help us improve our communications, educational materials, and programs.
- Stakeholders can find the survey at:
<https://www.mcmullinarea.org/2025survey/>

Meter & Telemetry Outreach

- Final meter & telemetry installation deadline reminder letter sent on January 9, 2025
- Will send follow-up letter to non-compliant landowners after February board meeting

