



March 2025 Stakeholder Outreach Report

DIGITAL/ONLINE

WEBSITE

February 2025 Top Pages (excluding homepage)

1. Meter and Telemetry Rebate Program (173)
2. Contact Us (122)
3. About MAGSA (116)
4. MAGSA's 2024 Vision Event (67)
5. MAGSA and Fresno State Launching Grower Irrigation Academy (58)

2,190 total website views

February 2025 Website Articles

1. [Board Approves Enforcement Policy & Penalty Guidelines](#) (64)
2. [Meter & Telemetry Installation Deadline has Passed. What's next?](#) (54)
3. [Updated GSP and Periodic Evaluation Submitted to CA DWR](#) (33)
4. [Aquaterra Water Bank Cultural Resources Survey Complete](#) (16)

167 total views

SOCIAL MEDIA ANALYTICS



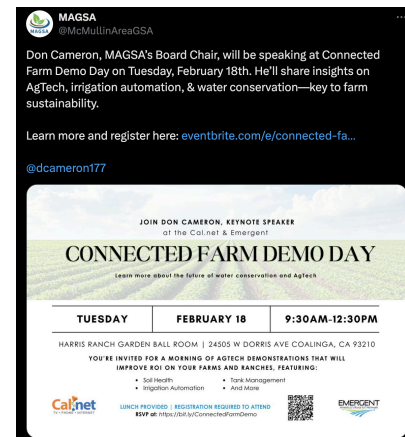
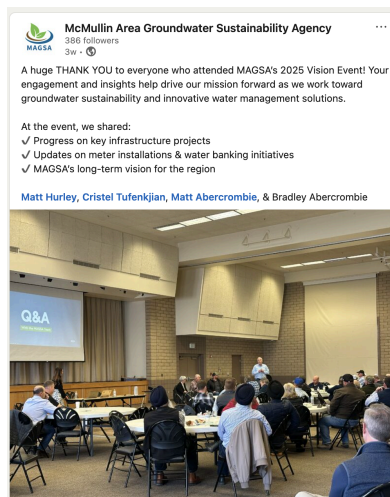
LINKEDIN *12 new followers*
386 total followers



YOUTUBE *154 views*
204 total subscribers



X (formerly Twitter) *2 new followers*
205 total followers



INTERESTED PERSONS & OTHER EMAIL UPDATES

Date	Email Topic	# of recipients	Open Rate
2/7/2025	Feb 12, 2025 Board Agenda	584	63%
2/13/2025	MAGSA 2025 Vision Event Recap	624	55%
2/28/2025	February Updates 2025	579	51%
2/28/2025	March 5, 2025 Board Agenda	579	55%

Total Interested Persons Contacts = 443 contacts 14 new contacts

SPECIAL CAMPAIGNS AND EVENTS

Q11 Which topics would you be most interested in learning more about through the Grower Irrigation Academy, a collaborative educational program hosted by MAGSA and Fresno State's Center for Irrigation Technology? (Check all topics you're interested in.)

Grower Irrigation Academy

- Preparing to film videos on topics MAGSA growers have expressed interest in learning more about through the 2025 Stakeholder Survey
- Videos will be in English, Punjabi & Spanish

