



May 2025 Stakeholder Outreach Report

DIGITAL/ONLINE

WEBSITE

March-April 2025 Top Pages (excluding homepage)

1. Meter and Telemetry Requirements and Rebate (316)
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5,068 total website views

March-April 2025 Website Articles

1. [MAGSA Landowners will Receive Letters Describing Meter & Telemetry Installation Enforcement Measures](#) (57)
2. [SGMA Water Analytics Events Coming in April](#) (23)
3. [Limited Rebates Still Available for MAGSA Landowners – Apply Before Funds Run Out](#) (16)

96 total views

SOCIAL MEDIA ANALYTICS



LINKEDIN 20 new followers
406 total followers



YOUTUBE 262 views
205 total subscribers



X (formerly Twitter)
204 total followers



MAGSA
@McMullinAreaGSA

💧 Curious how this year's rainfall is shaping up?

This daily map shows % of normal precipitation since Oct 1—useful for recharge planning.

cdec.water.ca.gov/floodER/hydro/

8:00 AM · Apr 25, 2025 · 3 Views

INTERESTED PERSONS & OTHER EMAIL UPDATES

Date	Email Topic	# of recipients	Open Rate
3/19/2025	March Updates 2025	576	61%
3/28/2025	April 2, 2025 Board Meeting- Cancellation Notice	576	60%

Total Interested Persons Contacts = 445 contacts, 2 new contacts

SPECIAL CAMPAIGNS AND EVENTS

Meter & Telemetry Outreach

- Meter & Telemetry Final Compliance Notice mailed to MAGSA landowners with 5+ acres
 - Mailed by March, 15 2025
 - Included Final 30-Day Notice & Enforcement Measures (including fees for noncompliance)
 - [See Attachment A to review letter](#)

Quarterly Updates for Landowners Video

- Video filmed and will be sent out to Interested Persons email list this month
- Includes GSP, meter & telemetry compliance, and Rebate program updates

Grower Irrigation Academy

- 12 educational videos filmed in English, Spanish, and Punjabi on the following topics:
 - Deficit Irrigation
 - Irrigation Scheduling
 - Soil Moisture Sensors
 - Using Well Meter Data to make Better Irrigation Decisions
- Planning a [summer webinar series](#) for MAGSA growers on similar topics!





McMullin Area
Groundwater Sustainability Agency

275 S. Madera Avenue, Suite 301
Kerman, CA 93630
559-515-3339

MARCH 15, 2025 NOTICE:

30 and 90 Day Notice to All MAGSA Landowners

Failure to comply with the provisions discussed below may result in the imposition of fines and possible legal action to prevent use of your wells.

Final 30-Day Notice: All Active Wells Must Comply with Metering, Telemetry, and Monitoring Requirements by April 15

January 31, 2025, was the deadline for complying with MAGSA's Groundwater Metering, Measurement, Monitoring, and Construction Policy and related Amended Implementing Rules and Regulations (Regulation) that require all active wells within MAGSA to have compliant meters and telemetry installed and to be subject to an active monitoring contract with MAGSA's designated monitoring company, SGMA Water Analytics. MAGSA is now proceeding with enforcement on landowners who have not complied, which will include monthly penalties and ultimately shutting down any non-compliant wells.

To avoid enforcement, active wells within MAGSA's boundary must be fully compliant by April 15, 2025. Please review each landowner category below to make certain that each of your wells meets the requirements by **April 15th**. For the definition of an "active well," see the enclosed Enforcement Measures document.

Landowners Who Have Not Registered Wells and/or Have Not Complied with the Regulation

MAGSA is currently preparing landowner penalty invoices for non-compliant wells to accrue as of **April 16, 2025**. A penalty of **\$150 per month** will be applied for each unregistered well. A penalty of **\$250 per month** will be applied for each well that does not comply with the Regulation's meter requirements. This means that any active wells that are not registered and are not in compliance with the meter requirements will be subject to a total penalty of **\$400 per month**.

Final 90-Day Notice: For those landowners who do not comply within 90 days of this notice, which will expire on or around June 15, 2025, MAGSA will pursue legal action to bar the use of any such non-compliant wells. Please see the enclosed Enforcement Measures document for more detailed information.

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Landowners Who Submitted Quotes by January 31, 2025

For those landowners who met the January 31st deadline by submitting a quote, you must have all meter(s) and telemetry installed and an active monitoring contract with SGMA Water Analytics no later than **April 15th**.

Landowners Who Installed Meters, Telemetry with NRCS

If you have funding from the National Resources Conservation Service (NRCS) and have installed a meter and telemetry please immediately notify MAGSA staff, so we can work with you on compliance including inspection of the installations and completion of the monitoring contract and paid annual fee with SGMA Water Analytics.

Landowners Who Have Uninspected Installed Meters and Telemetry

If you are a landowner who installed a meter and/or telemetry prior to the adoption of the Regulation, or if MAGSA has never inspected the installation of your meter or telemetry, please immediately contact MAGSA staff to arrange an inspection to ensure that you have met the Regulation's meter requirements. Under the Regulation, there are specific requirements for the type of meter and telemetry allowed along with requirements for where and how the meter is installed. In addition, a monitoring contract and paid annual fee must be completed with SGMA Water Analytics to be compliant.

Landowners Who Have Not Completed a Monitoring Contract with SGMA Water Analytics

If you have an installed meter and telemetry unit but have not signed a monitoring contract and paid the annual fee with SGMA Water Analytics, please immediately contact SGMA Water Analytics to complete this requirement so you can be compliant by **April 15th**.

There is no more important single element of the ability of MAGSA to reach sustainability under SGMA than to have credible, defensible measurement of the groundwater extracted below MAGSA. Thank you to the landowners who have timely complied with the Regulation and have received their rebate. MAGSA's grant provides for 925 wells to receive a rebate for complying with the Regulation. We currently have approximately 820 wells that are in line for the rebate, so funds remain available for those who act quickly.

If you have questions about the rebate or the Regulation, please contact the MAGSA office at (559) 515-3339. If you would like to speak directly to SGMA Water Analytics about your monitoring contract, please contact SGMA Water Analytics CEO Mark Tieran at (206) 660-4952.

Sincerely,



Matt Hurley
General Manager



MAGSA Enforcement Measures

The MAGSA Board of Directors has previously acted, with repeated advanced communication and education efforts, to notify MAGSA landowners of the need and requirement pursuant to MAGSA's Groundwater Metering, Measurement, Monitoring, and Construction Policy and related Amended Implementing Rules and Regulations (Regulation) to 1) register all wells within the MAGSA boundary (originally by March 1, 2022) and 2) install compliant meters and telemetry and procure a subscription for monitoring services with a MAGSA-preferred vendor (or other compliant reporting plan in place and reported to MAGSA) by January 31, 2025.

At the February 12, 2025 Board meeting, the MAGSA Board of Directors approved the following actions to be utilized as necessary to gain compliance with the Regulation by 100% of all landowners with respect to all active wells within MAGSA.

Definition of An Active Well

“Active well” is described as a well outfitted with motor, gearbox and pump with the ability to be placed into service by the provision of appropriate power to operate. Every well meeting this definition shall, at the earliest possible time, become compliant. Importantly, every well, even if designated as “not active,” must be registered at the earliest possible time to be compliant with the Regulation.

Unregistered Well Penalty

Each and every well not registered on or before January 31, 2025, and upon provision of written notice of at least thirty (30) days, shall accrue to the landowner a financial penalty of **at least \$150.00 per month, per well**, plus an amount not to exceed an additional \$100 per day, pursuant to Water Code § 10732(a)(2), on the first day after expiration of the notice period, and continuing monthly thereafter, until compliant.

Non-Compliant Well Penalty

Each and every active well not equipped with, or in the discretion of the MAGSA staff, not in the process of becoming properly equipped and outfitted to become compliant within a reasonable period of time beginning February 1, 2025, and upon provision of written notice of at least thirty (30) days, shall accrue to the landowner a financial penalty of **at least \$250.00 per month, per well**, plus an amount not to exceed an additional \$100 per day, pursuant to Water Code § 10732(a)(2), on the first day after expiration of the notice period, and continuing monthly thereafter, until deemed compliant.

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Non-Compliance 90 Day Notice and Well Shutdown

At any time, upon investigating and determining non-compliance with either or both of the above-referenced Regulation requirements with no discretionary exemption, MAGSA shall provide a Notice of Non-Compliance to the landowner at the address indicated on the tax roll for Fresno County providing that ninety (90) days thereafter, if reasonable compliance has not been communicated to MAGSA, and all outstanding financial penalties paid, that MAGSA may seek a court order to require compliance with the Regulation, to bar the use of any well that is not fully compliant with the Regulation (until such time as compliance is achieved), and for all unpaid penalties and costs associated with the legal proceedings including reasonable attorney fees.

Nothing herein shall alter the continuing availability of rebates to fully compliant landowners until the exhaustion of said grant funding occurs. No rebate shall be payable unless and until all current requirements are met and the financial penalties, if applicable, have been paid.

Meter Regulations available at the following link or by scanning the QR code below:

<https://www.mcmullinarea.org/wp-content/uploads/2024/01/2023-Amendments-to-Rules-and-Regulations-Re-Well-Construction.pdf>





McMullin Area
Groundwater Sustainability Agency

275 S. Madera Ave.
Suite 301
Kerman, CA 93630

PRSRT STD
U.S. POSTAGE
PAID
FRESNO, CA
PERMIT NO. 1920

ATTN MAGSA LANDOWNERS: FINAL 30-DAY NOTICE FOR METER INSTALL COMPLIANCE
READ ENCLOSED LETTER FOR ENFORCEMENT MEASURES AND PENALTIES