

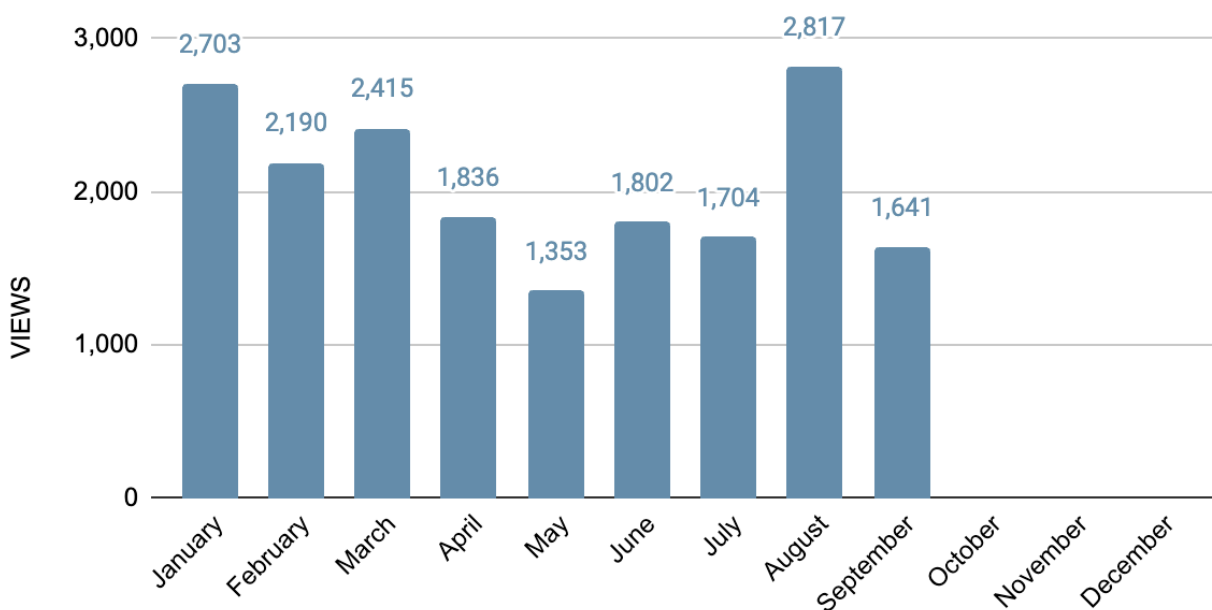


October 2025 Stakeholder Outreach Report

DIGITAL/ONLINE

WEBSITE

2025 Website Views



WEBSITE

August-September 2025 Top Pages (excluding homepage)

1. Grower Irrigation Academy (222)
2. Data-Driven Irrigation Webinar (176)
3. About MAGSA (125)
4. Board of Directors & Managers (106)
5. Meter and Telemetry Requirements and Rebate (102)

4,476 total website views

SOCIAL MEDIA ANALYTICS



LINKEDIN 6 new followers
439 total followers



YOUTUBE 53 views, 3 new subscribers
211 total subscribers



X (formerly Twitter) 4 new followers
213 total followers

INTERESTED PERSONS & OTHER EMAIL UPDATES

Date	Email Topic	# of recipients	Open Rate
8/3/2025	August 6, 2025 Board Agenda	632	65%
8/4/2025	Deficit Irrigation Webinar	677	58%
8/5/2025	Deficit Irrigation Webinar: Reminder	357	58%
8/8/2025	Data-Driven Irrigation Webinar Promo	672	54%
8/11/2025	Data-Driven Irrigation Webinar Promo: Reminder	646	54%
8/12/2025	Data-Driven Irrigation Webinar Promo: Link	647	55%
8/18/2025	Spanish & Punjabi Webinar Promo	670	54%
8/18/2025	Punjabi Webinar Promo	4	50%
8/19/2025	Punjabi Webinar Promo 2	21	70%
8/22/2025	Spanish Webinar Promo	665	47%
8/25/2025	Spanish Webinar Promo #2	649	48%
8/25/2025	Spanish Webinar Promo #2 (Español)	329	55%
8/26/2025	Spanish Webinar Promo #3 (Español)	20	59%
8/26/2025	August 28, 2025 Special Board Agenda	467	61%
8/27/2025	August 28, 2025 Special Board Agenda- correction	467	62%
8/28/2025	August Updates 2025	503	62%
8/29/2025	September Board Meeting- Cancellation Notice	648	60%
8/29/2025	Updates- August 2025	9	57%
9/15/2025	Sept 17, 2025 Special Board Agenda	470	63%
9/26/2025	October Board Meeting- Cancellation Notice	641	60%

Total Interested Persons Contacts = 483 contacts, 1 new contact

SPECIAL CAMPAIGNS AND EVENTS

Grower Irrigation Academy

Summer Webinar Series

- 90 total attendees learned from irrigation experts on a variety of topics over the course of six webinars during the summer

Upcoming Fall Events for Irrigators & Farm Managers

- Using Data to Schedule Irrigation Workshop | November 12th @ 11:30 AM-2:30 PM | Kerman Community Center
 - At this **workshop**, growers, farm managers, and irrigators will learn how to use flow meter and soil moisture data to schedule irrigation, improve application efficiency, and develop an irrigation plan. The session will also cover how to use the SWA app to review water usage. Farm managers and irrigators in MAGSA will leave this workshop ready to start irrigation scheduling using accurate data.
- Hands-On Irrigation Efficiency Training & Field Day | November 18 (English) November 19 & 20 (Spanish & Punjabi) @ | Location Provided Upon Registration
 - The **Grower Irrigation Academy Field Day** will give participants hands-on practice applying irrigation data in real-world conditions. Attendees will learn how to calibrate meters and assess Distribution Uniformity to improve irrigation efficiency on their farms.
- Register at www.mcmullinarea.org/gia

EQIP Grant

Fiscal Year 2026 is the last year for MAGSA landowners to apply for a special \$1 million funding pool through the Natural Resources Conservation Service (NRCS) Environmental Quality Incentives Program (EQIP) program. MAGSA is hosting these events with NRCS to help landowners in the application process.

- EQIP Q&A Webinar- October 23 @ 11 AM
- EQIP Application Drop-Off Event - Nov 5 @ 10:30 AM -1:30 PM | Kerman Community Center
- Find Application Guide & event details at www.mcmullinarea.org/eqip