

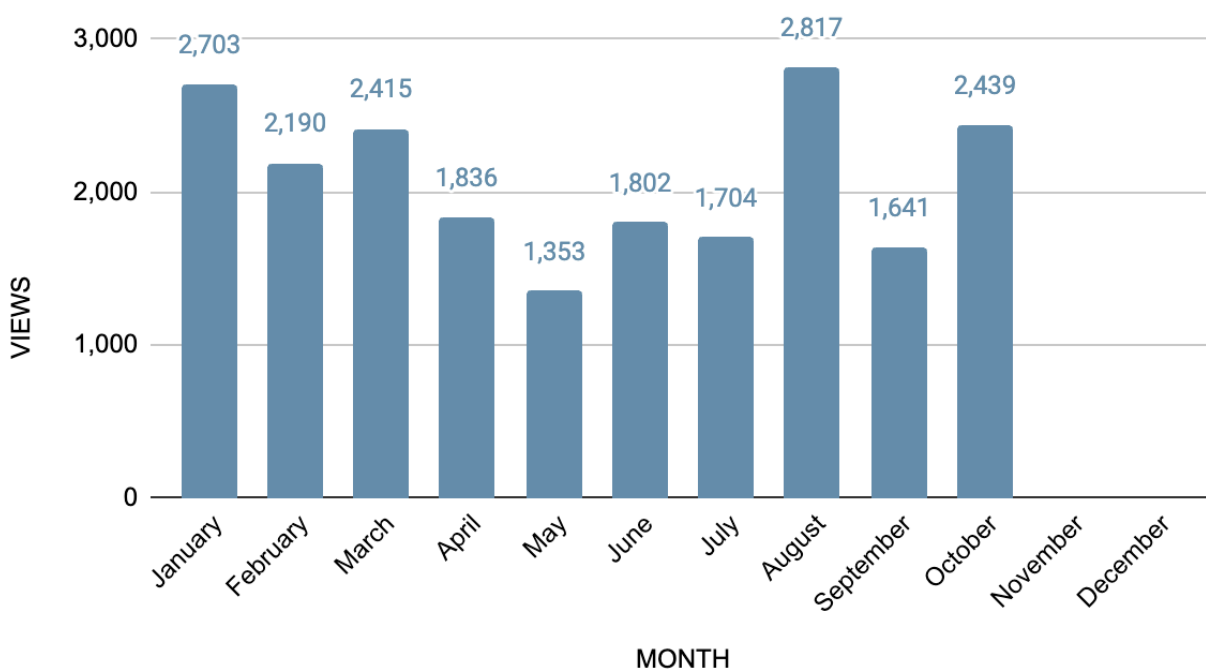


November 2025 Stakeholder Outreach Report

DIGITAL/ONLINE

WEBSITE

2025 Website Views



WEBSITE

October 2025 Top Pages (excluding homepage)

1. Grower Irrigation Academy (254)
2. Board of Directors & Managers (62)
3. Workshop: Grower Irrigation Academy (57)
4. Deficit Irrigation: How to Use Less water (45)
5. Kings Subbasin Coordination (42)

2,439 total website views

SOCIAL MEDIA ANALYTICS



LINKEDIN *4 new followers*
443 total followers



YOUTUBE *108 views, 0 new subscribers*
211 total subscribers



X (formerly Twitter) *1 new follower*
214 total followers

INTERESTED PERSONS & OTHER EMAIL UPDATES

Date	Email Topic	# of recipients	Open Rate
10/6/2025	Updates - Oct 2025	9	71%
10/7/2025	October 9, 2025 Special Board Agenda	640	63%
10/17/2025	Fall 2025 GIA Events	370	59%
10/20/2025	October Newsletter 2025	681	61%
10/27/2025	Fall 2025 GIA Events Reminder	731	53%
10/29/2025	Fall 2025 GIA Events Reminder #2	716	57%
10/31/2025	November Board Meeting- Cancellation Notice	640	57%

Total Interested Persons Contacts = 486 contacts, 3 new contacts

SPECIAL CAMPAIGNS AND EVENTS

Aquaterra Draft Environmental Impact Report Notice of Availability (NOA)

- Distributed NOA on all channels as required by California Environmental Quality Act (CEQA)
- Scheduled Public Meeting on December 9, 2025 at 5:30 PM at the Kerman Senior Center

Grower Irrigation Academy

Upcoming Fall Events for Irrigators & Farm Managers

- Coordinated with speakers, organized agendas, designed flyers, postcard, and other promotional materials for the upcoming Grower Irrigation Academy events. **See attached flyers for details.**

- Mailed promotional postcard to MAGSA Landowners.
- Distribute flyers promoting Punjabi & Spanish Field days to partner organizations such as PAAG and Ángela Islas with the Central California Environmental Justice Network (CCEJN),

Workshop & Field Day Details:

- Using Data to Schedule Irrigation Workshop | November 12th @ 11:30 AM-2:30 PM | Kerman Community Center
 - At this **workshop**, growers, farm managers, and irrigations 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.

GROWER Irrigation Academy

Presented by:



Irrigation Efficiency Trainings

LEARN HOW TO SAVE WATER, TIME, AND \$\$\$

FIRST 50
REGISTRANTS
GET A FREE
TENSIO METER!!



Calling irrigators and farm managers!

Get hands-on training from irrigation experts and see in-field demonstrations on evaluating meter data using the SGMA Water Analytics (SWA) app, irrigation scheduling, and testing soil moisture to save money & water when irrigating in the McMullin Area Groundwater Sustainability Agency (MAGSA). **Lunch is provided at all events!**



NOV 12 | Workshop

- 💡 Using Data to Schedule Irrigation
- 🕒 11:30am-2:30pm
- 📍 Kerman Community Center

NOV 18 | English Field Day

- 💡 Calibrating Meters, Installing Tensiometers & More
- 🕒 9:30am - 12:30pm
- 📍 Terranova Ranch

NOV 19 | Spanish Field Day

- 💡 Calibrating Meters, Installing Tensiometers & More
- 🕒 9:30am - 12:30pm
- 📍 Terranova Ranch

NOV 20 | Punjabi Field Day

- 💡 Calibrating Meters, Installing Tensiometers & More
- 🕒 9:30am - 12:30pm
- 📍 Terranova Ranch

FIRST 50 EVENT REGISTRANTS GET A FREE TENSIO METER AT FIELD DAY!
Register for these events at: www.mcmullinarea.org/gia





Presentado por:



Aprenda a Utilizar los Datos del Medidor y de la Humedad del Suelo para Programar el Riego.

AHORRE AGUA, TIEMPO Y \$\$\$

CAPACITACIÓN EN EFICIENCIA DE RIEGO

19 NOV | Día de Campo en Español

Calibración de Medidores, Uniformidad de Distribución y Demostraciones de Tensiómetros en el Campo

9:30 a. m. a 12:30 p. m.

Terranova Ranch W Floral Ave, Helm, CA 93627

¡Almuerzo gratis proporcionado!

¡Llamado a los regadores y administradores de granjas! Reciba capacitación práctica con expertos en riego y vea demostraciones en campo sobre cómo evaluar datos de medidores, programar el riego y analizar la humedad del suelo para ahorrar dinero y agua al regar en la Agencia de Sostenibilidad del Agua Subterránea del Área McMullin (MAGSA, por sus siglas en inglés).



***¡LOS PRIMEROS 50 INSCRITOS EN EL DÍA DE CAMPO RECIBIRÁN UN TENSIÓMETRO GRATIS EN EL DÍA DE CAMPO!**
Regístrese en: www.mcmullinarea.org/gia



ਪਤਝੜ ਰੁੱਤ ਦਾ ਖੇਤ ਦਿਹਾੜਾ

"ਪਾਣੀ, ਸਮੇਂ ਅਤੇ ਪੈਸਿਆਂ ਦੀ ਬਚਤ ਕਰੋ"

ਖੇਤ ਦਿਹਾੜੇ ਵਾਸਤੇ
ਰਜਿਸਟਰ ਕਰਨ ਵਾਲੇ
ਪਹਿਲੇ 50 ਜਣਿਆਂ ਨੂੰ
ਮਿਲੇਗਾ ਮੁਫਤ ਟੈਂਸੀਓਮੀਟਰ

ਮਿੱਟੀ ਦੀ ਨਮੀ ਮਾਪਣ ਵਾਲੇ ਮੀਟਰ ਨੂੰ ਵਰਤਣ ਅਤੇ ਸੁਚੱਜੇ ਸਿੰਜਾਈ ਪ੍ਰਬੰਧ ਬਾਰੇ ਸਿੱਖੋ

20 ਨਵੰਬਰ 2025. ਪੰਜਾਬੀ ਖੇਤ ਦਿਹਾੜਾ

ਮੀਟਰ ਦੀ ਕੈਲੀਬ੍ਰੇਸ਼ਨ, ਸਿੰਜਾਈ ਦੀ ਇਕਸਾਰਤਾ
ਅਤੇ ਟੈਂਸੀਓਮੀਟਰ ਦੀ ਵਰਤੋਂ ਬਾਰੇ ਹੱਥੀਂ ਸਿਖਲਾਈ
ਸਵੇਰੇ 9:30 ਤੋਂ ਬਾਅਦ ਦੁਪਹਿਰ 12:30 ਤੱਕ

Terranova Ranch

W Floral Ave, Helm, CA 93627

ਸਿੰਜਾਈ ਕਾਮਿਆਂ, ਕਿਸਾਨਾਂ ਅਤੇ ਖੇਤ ਮੈਨੇਜਰਾਂ ਨੂੰ ਖੁੱਲ੍ਹਾ ਸੱਦਾ!

ਮਿੱਟੀ ਦੀ ਨਮੀ ਪਰਖਣ ਵਾਲੇ ਯੰਤਰਾਂ ਨੂੰ ਕਿੰਝ ਵਰਤੀਏ, ਉਹਨਾਂ ਯੰਤਰਾਂ ਤੋਂ ਮਿਲੇ ਅੰਕੜਿਆਂ ਨਾਲ ਸੁਚੱਜਾ ਸਿੰਜਾਈ ਪ੍ਰਬੰਧ ਕਰ ਕੇ ਪੈਸੇ ਅਤੇ ਪਾਣੀ ਬਚਾਉਣ ਬਾਰੇ ਪ੍ਰਦਰਸ਼ਨੀਆਂ, ਸਿੰਜਾਈ ਮਾਹਿਰ ਮੌਕੇ 'ਤੇ ਸਿਖਲਾਈ ਦੇਣਗੇ। ਮੈਕਮੁਲਨ ਏਰੀਆ ਜ਼ਮੀਨਦੇਜ਼ ਜਲ-ਸੰਭਾਲ ਏਜੰਸੀ (MAGSA) ਵੱਲੋਂ



www.mcmullinarea.org/gia

ਉੱਤੇ ਜਾ ਕੇ ਰਜਿਸਟਰ ਕਰੋ; ਜਾਂ ਇਹ ਕੋਡ ਸਕੈਨ ਕਰੋ

