

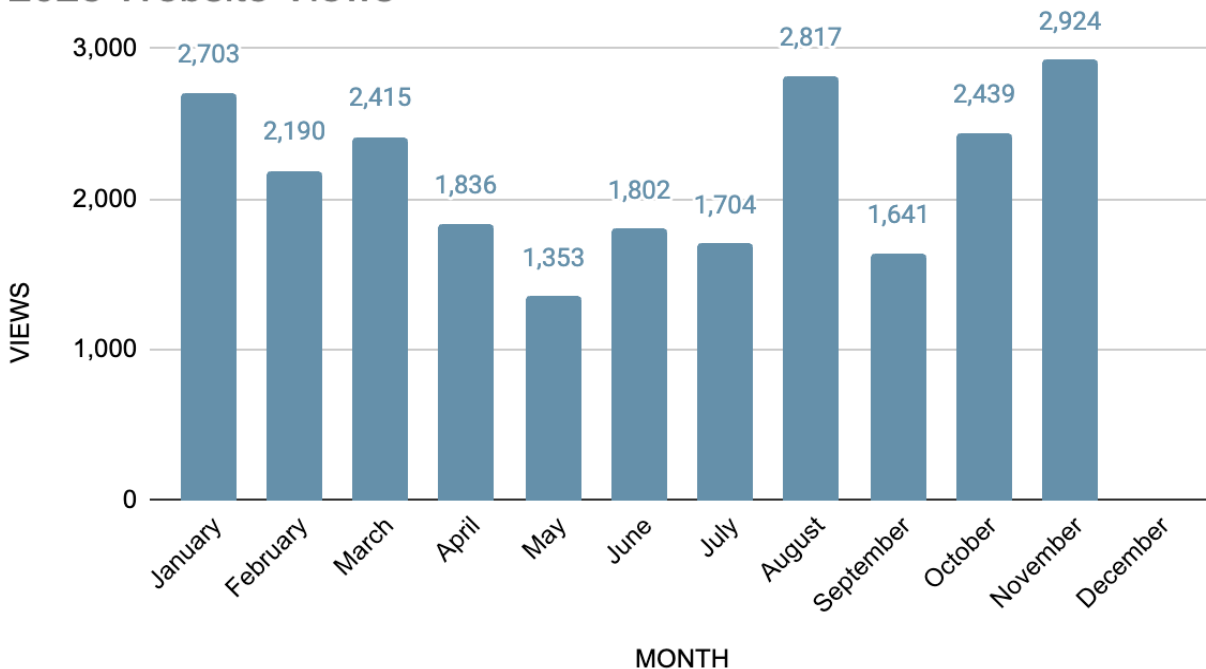


December 2025 Stakeholder Outreach Report

DIGITAL/ONLINE

WEBSITE

2025 Website Views



WEBSITE

November 2025 Top Pages (excluding homepage)

1. Blog Page- News Release Category (204)
2. Grower Irrigation Academy (160)
3. Board of Directors & Managers (65)
4. About MAGSA (56)
5. Deficit Irrigation: How to Strategically Use Less Water (47)

2,924 total website views

SOCIAL MEDIA ANALYTICS



LINKEDIN 6 new followers
449 total followers



YOUTUBE 67 views, 2 new subscribers
213 total subscribers



X (formerly Twitter)
214 total followers

Date	Email Topic	# of recipients	Open Rate
11/5/2025	November 7, 2025 Special Board Agenda	639	62%
11/5/2025	Aquaterra NOA	492	60%
11/6/2025	Fall 2025 GIA Events Reminder #3	707	52%
11/10/2025	Fall 2025 GIA Events Reminder #4	650	50%
11/11/2025	Fall 2025 GIA Workshop Agenda	361	56%
11/17/2025	2025 Field Day Location	490	261%
11/18/2025	Nov 21, 2025 Special Board Agenda	470	60%
11/18/2025	Pubjabi Field Day	6	67%
11/19/2025	Pubjabi Field Day Cancellation	304	58%
11/25/2025	November Newsletter 2025	657	55%

INTERESTED PERSONS & OTHER EMAIL UPDATES

Total Interested Persons Contacts = 488 contacts, 2 new contacts

SPECIAL CAMPAIGNS AND EVENTS

Aquaterra Draft Environmental Impact Report Notice of Availability (NOA)

- Preparation for Public Meeting on December 9, 2025 at 5:30 PM at the Kerman Senior Center (Coordination with environmental consultants, Senior Center, etc.)

Grower Irrigation Academy

November 12, 2025 Workshop

- 22 attended workshop
- On November 12, MAGSA irrigators gathered at the Kerman Community Center to learn how to more effectively use data to inform their irrigation scheduling. Charles Hillyer, Director of the Center for Irrigation Technology (CIT) at Fresno State University, led this workshop session.
- Presentation slides will be sent to attendees

November 18 (English) and November 20 (Spanish) Field Days

- 15 attended English Field Day
- 13 attended Spanish Field Day
- On November 18 and 19, experts from CIT and UC Agriculture and Natural Resources ([UCANR](#)) led in-field distribution uniformity and tensiometer installation demonstrations, helping local irrigators better understand how to measure their system's efficiency and their field's soil moisture.
- Technical handouts on meter calibration, tensiometers, and other topics were created and distributed in partnership with CIT.
- Tensiometer demonstration in English & Spanish was recorded & will be made available on MAGSA's YouTube channel.
- Attendees received a free tensiometer for use on their farms. Tensiometers were purchased through the California Department of Food and Agriculture Water Efficiency Technical Assistance (WETA) grant funding the Grower Irrigation Academy.

