



## March 2026 Stakeholder Outreach Report

### DIGITAL/ONLINE

#### WEBSITE

##### January - February 2026 Top Pages (excluding homepage)

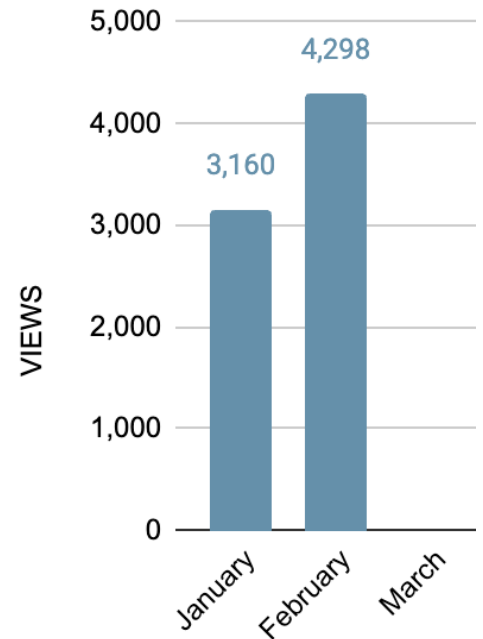
1. 2026 Vision Event (195)
2. McMullin On-Farm Flood Capture Expansion Project (143)
3. Board of Directors & Managers (135)
4. About MAGSA (131)
5. Contact Us (88)

**7,458 total website views**

##### Website Updates

- Vision Event webpage & updates
- Resources added to Grower Irrigation Academy webpage
- Routine website maintenance and plugin updates

### 2026 Website Views



#### SOCIAL MEDIA ANALYTICS



**LINKEDIN** 24 new followers  
475 total followers



**YOUTUBE** 231 views, 2 new subscribers  
215 total subscribers



**X (formerly Twitter)** 1 unfollow  
213 total followers

## INTERESTED PERSONS & OTHER EMAIL UPDATES

**Total Interested Persons Contacts = 514 contacts,** 26 new contacts

| Date      | Email Topic                                                            | # of recipients | Open Rate |
|-----------|------------------------------------------------------------------------|-----------------|-----------|
| 1/2/2026  | <a href="#">January 7, 2026 Board Agenda</a>                           | 471             | 63%       |
| 1/8/2026  | <a href="#">EQIP Deadline- 2026</a>                                    | 317             | 63%       |
| 1/13/2026 | <a href="#">2026 Vision Event Announcement</a>                         | 301             | 64%       |
| 1/16/2026 | <a href="#">January Update   2026</a>                                  | 640             | 55%       |
| 1/20/2026 | <a href="#">2026 Vision Event Reminder</a>                             | 682             | 57%       |
| 1/26/2026 | <a href="#">2026 Vision Event reminder #2</a>                          | 716             | 55%       |
| 1/27/2026 | <a href="#">2026 Vision Event Reminder #3</a>                          | 702             | 56%       |
| 1/28/2026 | <a href="#">2026 Vision Event Reminder #4</a>                          | 717             | 56%       |
| 1/29/2026 | <a href="#">2026 Vision Event Reminder #5</a>                          | 385             | 54%       |
| 1/29/2026 | <a href="#">Common Threads Press Release Honoree Announcement 2026</a> | 39              | 43%       |
| 1/30/2026 | <a href="#">Feb 2026 Board Meeting- Cancellation Notice</a>            | 648             | 52%       |
| 2/4/2026  | <a href="#">February 6, 2026 Special Board Agenda</a>                  | 489             | 60%       |
| 2/26/2026 | <a href="#">2026 Vision Event Recap   February 2026</a>                | 690             | 51%       |
| 2/27/2026 | <a href="#">March 2026 Board Meeting- Cancellation Notice</a>          | 488             | 44%       |

## SPECIAL CAMPAIGNS AND EVENTS

### 2026 VISION EVENT: JAN 29, 2026 @ 11:15 AM

- Promoted via postcard, email communications, website pop-up & landing page, & social media
- About 60 landowners & stakeholders in attendance
- Shared 2025 milestones & 2026 priorities, had meaningful discussions with stakeholders

### MCMULLIN FLOOD CAPTURE EXPANSION PROJECT

- Developing educational materials and outlining Frequently Asked Questions for MAGSA landowners & stakeholders

### GROWER IRRIGATION ACADEMY

- Developed pre-irrigation season checklist for growers, distributing via email & social media
- Continuing to edit and produce educational videos in Punjabi and Spanish
- 2026 event strategizing with Fresno State's Center for Irrigation Technology