



April 2026 Stakeholder Outreach Report

DIGITAL/ONLINE

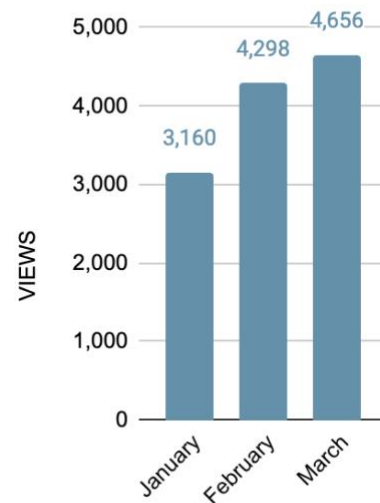
WEBSITE

March 2026 Top Pages (excluding homepage)

1. Proposition 218 (202)
2. McMullin On-Farm Flood Capture Expansion Project (193)
3. Board of Directors & Managers (97)
4. Soil Moisture Sensors: Selecting, Installing, and Using Them Effectively on your Farm (81)
5. About Page (60)

4,656 total website views

2026 Website Views



SOCIAL MEDIA

Participated in National Groundwater Awareness Week and National Agriculture Month by sharing social media content educating followers on the importance of groundwater for the agriculture industry and ways agricultural leaders are conserving groundwater.



LINKEDIN
475 total followers



YOUTUBE 158 views
214 total subscribers



X (formerly Twitter)
213 total followers



INTERESTED PERSONS & OTHER EMAIL UPDATES

Total Interested Persons Contacts = 516 contacts, 2 new contacts

Date	Email Topic	# of recipients	Open Rate
3/2/2026	March 4, 2026 Special Board Agenda	488	57%
3/6/2026	March 11, 2026 Board Agenda	488	60%
3/12/2026	Your Efficient Irrigation Season Checklist	666	55%
3/20/2026	Board Approves Prop 218	648	59%

SPECIAL CAMPAIGNS AND EVENTS

MCMULLIN ON-FARM FLOOD CAPTURE EXPANSION PROJECT & PROPOSITION 218

- Developed educational McMullin Flood Capture Expansion Project project flyer and updated Project webpage at mcmullinarea.org/ofr
- Created Prop 218 webpage with information about the McMullin Flood Capture Expansion Project and Proposition 218 Election at mcmullinarea.org/prop218
- Published Frequently Asked Questions for MAGSA landowners & stakeholders about the Proposition 218 and McMullin Flood Capture Expansion Project. FAQs in English, Spanish, & Punjabi are available at mcmullinarea.org/prop218
- Designed and sent an educational tri-fold mailer to all MAGSA landowners with more than 2 acre parcels on April 3rd. Mailer shares information about the McMullin Flood Capture Expansion Project and Proposition 218 Election. ***See attachment.***
- Scheduled educational webinar (April 28 @ 12 PM) and in-person event (April 30 @ 11:30 AM, Kerman Community Center) for MAGSA landowners and stakeholders to learn more about the Project and Proposition 218 election

GROWER IRRIGATION ACADEMY

- Developed pre-irrigation season checklist for growers & distributed via email & social media
- Continuing to edit and produce educational videos in Punjabi and Spanish



McMullin Area
Groundwater Sustainability Agency

Building the McMullin On-Farm Flood Capture Expansion Project Your Vote Matters!

Landowners will vote on an assessment to fund the construction of the McMullin On-Farm Flood Capture Expansion Project. Here's why.

With state law requiring groundwater to be sustainable by the year 2040, the McMullin Flood Capture Expansion Project is an investment in your future as a farmer in the McMullin Area Groundwater Sustainability Agency (MAGSA). This project is a key strategy to bring in surface water to improve groundwater levels and achieve sustainability by 2040. A \$32.85 per-acre assessment would pay for the construction of this project.

If this water supply project is not built, MAGSA landowners could face strict groundwater pumping limits, and in the long-term, lose local control of groundwater management and face costly State-imposed fees.

California's Sustainable Groundwater Management Act (SGMA) became law in 2014, requiring local agencies to achieve groundwater sustainability by 2040. MAGSA was formed in 2017 by landowners to locally comply with SGMA. The State did not provide funds to implement SGMA, which is why MAGSA has sought funding through an aggressive pursuit of financial aid through grants and Proposition 218 elections.

Learn more about the upcoming Proposition 218 election and McMullin Flood Capture Expansion Project at: www.mcmullinarea.org/prop218.

"Infrastructure is expensive, but the alternative is more expensive. A Proposition 218 Election to fund the McMullin Flood Capture Expansion Project is the best path forward for our children and grandchildren to keep farming here."

~ Varinder Nijjar, MAGSA Landowner & Board Member



PROJECT QUICK FACTS

3

new pump stations

21

new pumps and motors

11

mile canal with 300 cubic feet per second capacity



Located in MAGSA's sandiest soils for optimal recharge

7,500

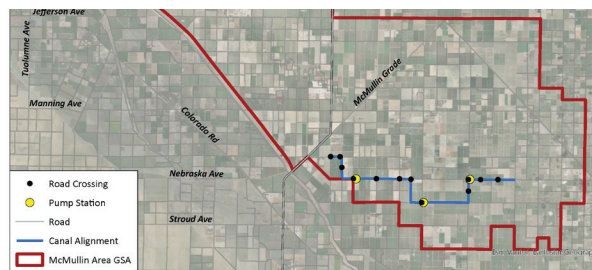
acres available for immediate groundwater recharge along canal alignment

with future capacity for up to 40,000+ acres of recharge



The Value for Landowners of the McMullin On-Farm Flood Capture Expansion Project

The McMullin Flood Capture Expansion Project is a key water supply project for MAGSA landowners. As an area that only has groundwater as its water supply source, it is critical to have the ability to bring water in from outside of MAGSA's area during wet years to **replenish groundwater levels**. The project will capture Kings River floodwaters and deliver water to farmland, where it will spread across fields using on-farm recharge to replenish the groundwater supply.



View larger map at mcmullinarea.org/prop218.

This \$22 million project builds on the success of the Terranova Project, which increased the groundwater supply by over 18,000 acre-feet with excess floodwater during the 2023 wet year. When completed, **the McMullin Flood Capture Expansion Project will be one of California's largest on-farm recharge projects.**

If this water supply project is not built, the alternative could be strict pumping restrictions limiting the amount of groundwater landowners can use to irrigate their crops.



McMullin Area
Groundwater Sustainability Agency

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Important details about Proposition 218 election to fund construction of water infrastructure project.

The McMullin Area Groundwater Sustainability Agency Board approves moving forward with a Proposition 218 election.

Landowners with more than two acres within MAGSA will vote on a proposed \$32.85 per-acre assessment to fund construction of the McMullin On-Farm Flood Capture Expansion Project, a large-scale water recharge project designed to capture excess floodwaters during wet years and recharge the groundwater supply. **Landowners will receive a ballot in the mail with detailed voting instructions.**

Learn More About the Election and Project

MAGSA is hosting informational events on April 28 and April 30 for landowners to learn more about the Proposition 218 election and McMullin On-Farm Flood Capture Expansion Project.

Register for these events, read the Engineer's Report, and learn more about the assessment by scanning the QR code, calling the MAGSA office at (559) 515-3339, or visiting:

www.mcmullinarea.org/prop218



McMullin Area Groundwater Sustainability Agency Board of Directors

Brian Pacheco, County of Fresno

Jonathon DeGroot, Raisin City Water District

Don Cameron, Raisin City Water District

Varinder Nijjar, Mid-Valley Water District

Matt Abercrombie, Landowner