



June 2026 Stakeholder Outreach Report

DIGITAL/ONLINE

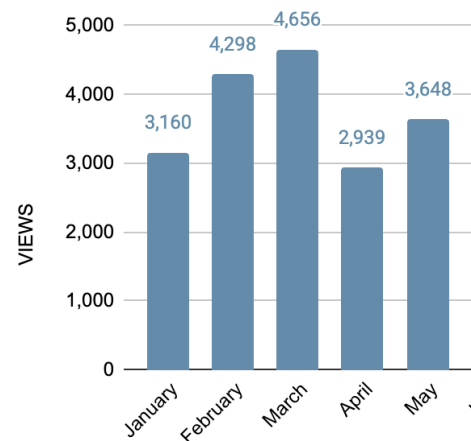
WEBSITE

April & May 2026 Top Pages (excluding homepage)

1. McMullin On-Farm Flood Capture Expansion Project (427)
2. Proposition 218 (372)
3. Grower Irrigation Academy (149)
4. Board of Directors & Managers (145)
5. About MAGSA (137)

6,587 total website views

2026 Website Views



SOCIAL MEDIA



LINKEDIN 13 new followers
488 total followers



YOUTUBE 298 views, 4 new subscribers
218 total subscribers



X (formerly Twitter) 4 new followers
217 total followers

INTERESTED PERSONS & OTHER EMAIL UPDATES

Total Interested Persons Contacts = 525 contacts, 9 new contacts

Date	Email Topic	# of recipients	Open Rate
4/3/2026	April 8, 2026 Board Agenda	649	60%
4/17/2026	Upcoming Prop 218 Events for Landowners	298	66%
4/23/2026	Upcoming Prop 218 Events for Landowners Reminder	298	61%
4/27/2026	Upcoming Prop 218 Events for Landowners Reminder #2	301	60%
4/28/2026	Upcoming Prop 218 Events for Landowners Reminder #3	302	55%
4/28/2026	Prop 218 Webinar		
4/29/2026	Upcoming Prop 218 Events for Landowners Reminder #4	298	59%
4/30/2026	Prop 218 In-Person Workshop		
4/30/2026	April Update 2026	652	54%
5/11/2026	May 2026 Board Meeting- Cancellation Notice	652	54%
5/22/2026	Prop 218 Reminder	295	58%
5/26/2026	Prop 218 Reminder #2	298	55%
5/26/2026	May 27, 2026 Special Board Agenda	493	54%
5/29/2026	June 3, 2026 Board Agenda	658	50%

SPECIAL CAMPAIGNS AND EVENTS

MCMULLIN ON-FARM FLOOD CAPTURE EXPANSION PROJECT & PROPOSITION 218

- Distributed educational McMullin Flood Capture Expansion Project project flyer and updated Project webpage at mcmullinarea.org/ofr
- Updated Proposition 218 webpage with information about the McMullin Flood Capture Expansion Project and Proposition 218 Election at mcmullinarea.org/prop218
- Distributed Frequently Asked Questions for MAGSA landowners & stakeholders about the Proposition 218 and McMullin Flood Capture Expansion Project. FAQs in English, Spanish, & Punjabi were made 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 shared information about the McMullin Flood Capture Expansion Project and Proposition 218 Election.

- Held 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 and ask questions of the MAGSA General Managers and Proposition 218 election consultant. Punjabi and Spanish translation was made available at the in-person event.
 - Promoted webinar and in-person educational events in tri-fold mailer, emails, and on MAGSA website
- Mailed postcard on 5/11 to MAGSA landowners eligible to vote in Proposition 218 election reminding them about ballot submission instructions and deadlines **(See attachment)**
- Sent reminder emails with instructions on submitting ballots for the Proposition 218 election to MAGSA landowners on 5/22 and 5/26

Proposition 218 Election

Building the McMullin On-Farm Flood Capture Expansion Project

REMINDER: Submit your ballot by end of Public Hearing on June 3, 2026.

Landowners with more than two acres within the McMullin Area Groundwater Sustainability Agency (MAGSA) should have received ballots in the mail to vote in a **Proposition 218 Election** for a proposed \$32.85 per-acre assessment to help fund construction of the McMullin On-Farm Flood Capture Expansion Project, a large-scale on-farm recharge project designed to capture excess floodwaters during wet years and recharge the aquifer.

HAND DELIVER OR MAIL BALLOT

275 S. Madera Avenue, Suite 301
Kerman, California 93630

BRING BALLOT TO PUBLIC HEARING

June 3, 2026 @ 2:00 PM
Kerman Community Center
15101 W. Kearney Blvd., Kerman, CA 93630

Ballots must be received no later than the end of the Public Hearing on June 3, 2026 or they will not be counted.

Need a new ballot? If you lose your ballot or want to change your vote, you may request a replacement by calling (510) 545-3182.





275 S. Madera Avenue, Suite 301
Kerman, California 93630

PRSRT STD
U.S. POSTAGE
PAID
FRESNO, CA
PERMIT NO. 1920

**REMINDER: Submit your ballot by the
end of Public Hearing on June 3, 2026.**

Learn more about the election
and proposed assesment
designed to fund construction of
the McMullin On-Farm Flood
Capture Expansion Project at
mcmullinarea.org/prop218 OR
scan the QR code.



559-515-3339 | info@mcmullinarea.org | www.mcmullinarea.org/prop218