

Stakeholder Outreach Report

April 15, 2021

Stakeholder Communication

INTERESTED PERSONS EMAIL LIST – as of April 2021

- 230 interested persons

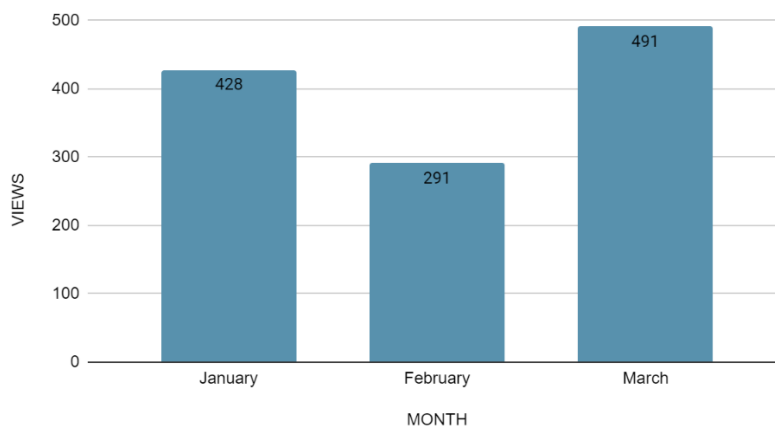
EMAIL CORRESPONDANCE- January - April 2021

EMAIL UPDATES TO INTERESTED PERSONS				
Date	Email Topic	# of recipients	Open Rate	Click-thru Rate
1/18/2021	This Thursday: South Fork Kings GSA Board Meeting	229	34%	35%
1/29/2021	South Fork Kings GSA Updates	229	32%	19%
3/26/2021	South Fork Kings GSA March Updates	229	29%	21%

Digital/Online

2021 WEBSITE VIEWS		
MONTH	VIEWS	Top Page *
January	428	GSP Portal
February	291	GSP Download
March	491	GSP Download

2021 Website Views



WEBSITE ARTICLES		
Date	Title	Views
1/25/2021	Progress made on ASR pilot test	22
1/25/2021	Frank Gornick appointed to represent City of Lemoore on Board	10
1/25/2021	Tulare Lake Subbasin Annual Report to the State in progress	17
3/24/2021	ASR Pilot Test set for early April & more grant funding on its way	12
3/24/2021	Groundwater monitoring: What is the best program for South Fork Kings GSA?	13
3/24/2021	Important considerations for Fiscal Year 2022	9
3/24/2021	Board authorized payment to gain access to Land IQ data for Annual Report	0
	TOTAL	83

Upcoming Outreach

ANNUAL REPORT OUTREACH

- Website post
- Email update
- Infographic

LANDOWNER SURVEY

- Staff continues to coordinate with GSA's technical consultant to develop a landowner survey with the goal of collecting information on groundwater use and climate impacts on groundwater supply. Planning to date includes:
 - Drafted survey questions
 - Survey/ASR grant interim report