

Stakeholder Outreach Report

July 15, 2021

Stakeholder Communication

INTERESTED PERSONS EMAIL LIST – as of June 2021

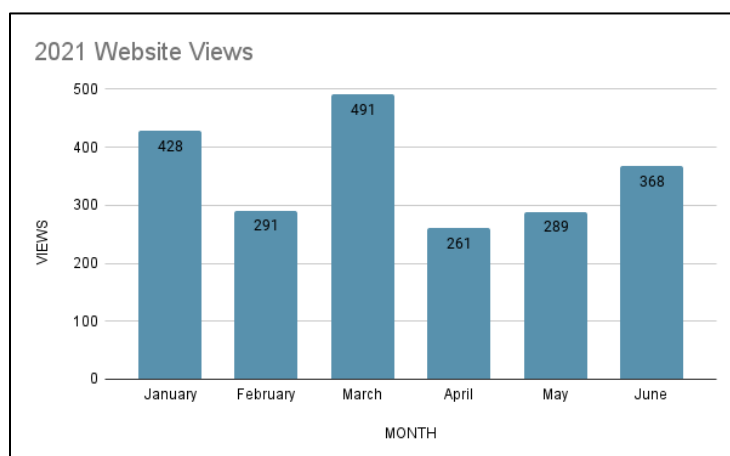
- 228 interested persons

EMAIL CORRESPONDANCE- January – June 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%
4/5/2021	South Fork Kings Finance Committee 4/9 Finance Committee Meeting	228	33%	20%
4/12/2021	South Fork Kings Board Meeting 4/15	228	31%	30%
4/23/2021	Water Year 2020: Annual Report Update	229	37%	26%
5/10/2021	South Fork Kings GSA Finance Committee Meeting	228	35%	30%
6/16/2021	NRCS Offers Funding for Growers to Implement Conservation Practices and Increase Drought Resilience	229	31%	3%
6/22/2021	Updates in the South Fork Kings GSA	230	36%	18%

Digital/Online

2021 WEBSITE VIEWS		
MONTH	VIEWS	Top Page
January	428	GSP Portal
February	291	GSP Download
March	491	GSP Download
April	261	Annual Report Update
May	289	GSP Portal
June	368	GSP Portal



Website Articles		
Date	Title	Views
1/25/2021	Progress made on ASR pilot test	29
1/25/2021	Frank Gornick appointed to represent City of Lemoore on Board	11
1/25/2021	Tulare Lake Subbasin Annual Report to the State in progress	23
3/24/2021	ASR Pilot Test set for early April & more grant funding on its way	34
3/24/2021	Groundwater monitoring: What is the best program for South Fork Kings GSA?	16
3/24/2021	Important considerations for Fiscal Year 2022	13
3/24/2021	Board authorized payment to gain access to Land IQ data for Annual Report	6
4/23/2021	Groundwater in the Tulare Lake Subbasin: Annual Report Update	34
6/22/2021	AEM will help SFKGSA make groundwater management decisions	11
6/22/2021	Survey mailed to landowners to determine drought impacts on groundwater	11
6/22/2021	Aquifer Storage and Recovery Pilot Test begins	24
6/22/2021	Monitoring well will help to fill data gap...	3
6/22/2021	2022 Fiscal Year Updates	6

Landowner Surveys

Staff continues to coordinate with the GSA's technical consultant to develop landowner surveys. Three surveys will be conducted under the California Resiliency Challenge grant with the goal of collecting information on groundwater use and climate impacts on groundwater supply. The first survey focused on understanding stakeholders' sentiments on climate impacts to groundwater supply. The two subsequent surveys will focus on groundwater use and well information.

Completed tasks to date include:

- Survey #1: Drought impacts on groundwater mailed to all SFKGSA landowners the second week of June.
 - A/B mailer test – tested exterior envelope messaging; currently analyzing results
 - Received 98 responses
 - Amazon gift card incentive
 - Responses “due” June 30, 2021 but continue to trickle in
 - Additions to the interested persons list are being updated now
- Survey #2: Preliminary discussions on developing a robust digital survey format to collect needed groundwater information



ASR Tours

Overview: As task outlined under the California Resiliency Challenge grant, ASR tours are scheduled for the morning of Friday, July 16th with key stakeholders.

Stated goal: Educate and build support for the concept of ASR as a measure to adapt and build resilience to chronic climate change impacts on water supply. The foundation of support is intended to help scale ASR, and to encourage landowners to consider implementing ASR on-farm.

Follow-up items:

- Educational tour video including drone shots
- Workshops/webinars to educate on ASR pilot test