

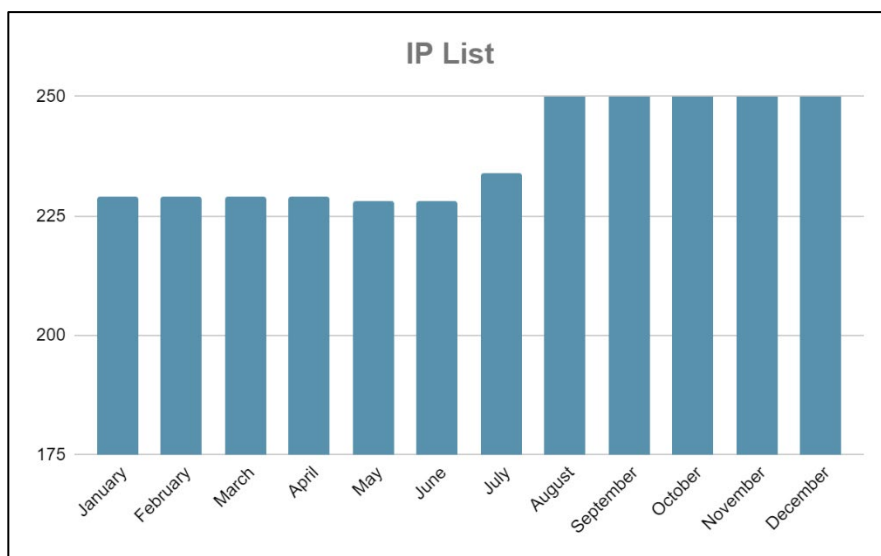
## Stakeholder Outreach Report

October – December 2021

### Stakeholder Communication

#### INTERESTED PERSONS EMAIL LIST

- 264 interested persons



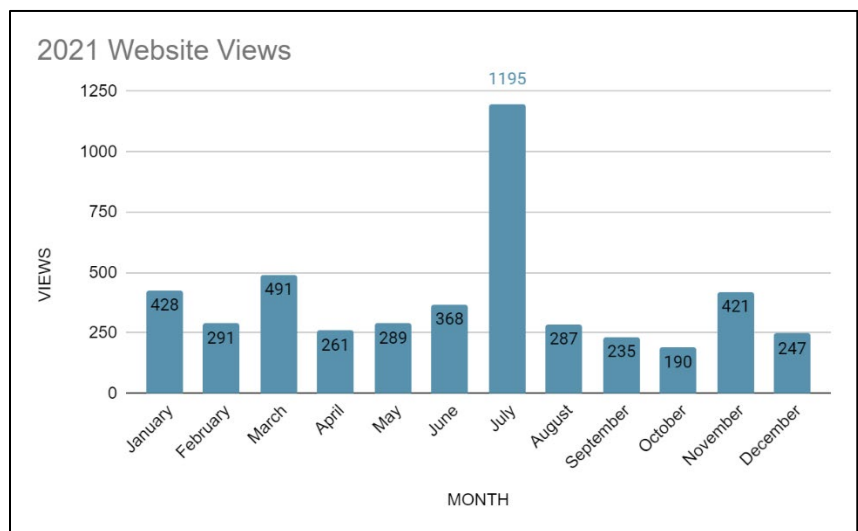
#### EMAIL CORRESPONDANCE – 2021

EMAIL UPDATES TO INTERESTED PERSONS				
Date	Email Topic	# of recipients	Open Rate	Click-thru Rate
1/18/2021	<a href="#">This Thursday: South Fork Kings GSA Board Meeting</a>	229	34%	35%
1/29/2021	<a href="#">South Fork Kings GSA Updates</a>	229	32%	19%
3/26/2021	<a href="#">South Fork Kings GSA March Updates</a>	229	29%	21%
4/5/2021	<a href="#">South Fork Kings Finance Committee 4/9 Finance Committee Meeting</a>	228	33%	20%
4/12/2021	<a href="#">South Fork Kings Board Meeting 4/15</a>	228	31%	30%
4/23/2021	<a href="#">Water Year 2020: Annual Report Update</a>	229	37%	26%
5/10/2021	<a href="#">South Fork Kings GSA Finance Committee Meeting</a>	228	35%	30%
6/16/2021	<a href="#">NRCS Offers Funding for Growers to Implement Conservation Practices and Increase Drought Resilience</a>	229	31%	3%
6/22/2021	<a href="#">Updates in the South Fork Kings GSA</a>	230	36%	18%
7/12/2021	<a href="#">South Fork Kings GSA Board Meeting</a>	234	34%	26%

8/10/2021	<a href="#">Aquifer Storage &amp; Recovery Tour Video</a>	242	39%	33%
9/27/2021	<a href="#">Drought Survey Results</a>	267	46%	19%
10/14/2021	<a href="#">SFKGSA Cancellation Notice</a>	267	35%	7%
11/3/2021	<a href="#">SFKGSA Board Meeting</a>	266	42%	12%
11/10/2021	<a href="#">Aerial Electromagnetic Survey Update</a>	263	35%	4%
12/30/2021	<a href="#">Policy Committee Meeting</a>	262	46%	9%

### Digital/Online

2021 WEBSITE VIEWS		
MONTH	IEWS	Top Page
January	428	<a href="#">GSP Portal</a>
February	291	<a href="#">GSP Download</a>
March	491	<a href="#">GSP Download</a>
April	261	<a href="#">Annual Report Update</a>
May	289	<a href="#">GSP Portal</a>
June	368	<a href="#">GSP Portal</a>
July	1,195	<a href="#">GSP Portal</a>
August	287	<a href="#">Tulare Lake Subbasin Coordination</a>
September	235	<a href="#">Tulare Lake Subbasin Coordination</a>
October	190	<a href="#">GSP Portal</a>
November	421	<a href="#">November agenda</a>
December	247	<a href="#">Policy agenda</a>



### Website Articles

Date	Title
1/25/2021	<a href="#">Progress made on ASR pilot test</a>
1/25/2021	<a href="#">Frank Gornick appointed to represent City of Lemoore on Board</a>
1/25/2021	<a href="#">Tulare Lake Subbasin Annual Report to the State in progress</a>
3/24/2021	<a href="#">ASR Pilot Test set for early April &amp; more grant funding on its way</a>
3/24/2021	<a href="#">Groundwater monitoring: What is the best program for South Fork Kings GSA?</a>

3/24/2021	<a href="#">Important considerations for Fiscal Year 2022</a>
3/24/2021	<a href="#">Board authorized payment to gain access to Land IQ data for Annual Report</a>
4/23/2021	<a href="#">Groundwater in the Tulare Lake Subbasin: Annual Report Update</a>
6/22/2021	<a href="#">AEM will help SFKGSA make groundwater management decisions</a>
6/22/2021	<a href="#">Survey mailed to landowners to determine drought impacts on groundwater</a>
6/22/2021	<a href="#">Aquifer Storage and Recovery Pilot Test begins</a>
6/22/2021	<a href="#">Monitoring well will help to fill data gap...</a>
6/22/2021	<a href="#">2022 Fiscal Year Updates</a>
9/27/21	<a href="#">Survey conducted with local landowners sheds light on climate and drought...</a>
11/10/21	<a href="#">Innovative Helicopter-Based Technology is Mapping Groundwater...</a>

### Landowner Survey

A survey was conducted during June and July 2021 to better understand stakeholders' sentiments on climate impacts to groundwater supply.

#### **RESPONSES**

The survey was completed and results are available as an attachment and at the following link: <https://www.surveymonkey.com/stories/SM-QDSS2NFJ/>.

- STRATFORD:
  - Total mailed: 310
  - Response rate: 3.5%
- COUNTY
  - Total mailed: 828
  - Response rate: 11.7%
- OVERALL
  - Total mailed: 1,138
  - Response rate: 10%
- SURVEY MEDIUM
  - Direct mail return: 92 (83%)
  - Online return: 19 (17%)
    - Every single online response was from the County mailing list, not Stratford

#### **A/B LANGUAGE TEST**

The survey was delivered via direct mail with a postage paid return envelope (to remove cost and effort barriers) and an Amazon gift card incentive. Two audience segments were sent the survey, County landowners and Stratford residents. An A/B test was conducted using language on the exterior envelope with both audience segments.

SEGMENT	MAILING LIST	TREATMENT: Envelope messaging	COUNTS
GROUP A	County	"Join landowners in your area. Submit the enclosed brief survey on drought and groundwater. Submit for an opportunity to win a \$50 Amazon gift card."	47
GROUP B	County	"Submit enclosed brief survey for an opportunity to win a \$50 Amazon gift card!"	45
GROUP C	Stratford	"Join residents in your area. Submit the enclosed brief survey on drought and groundwater. Submit for an opportunity to win a \$50 Amazon gift card!"	4
GROUP D	Stratford	"Submit enclosed brief survey for an opportunity to win a \$50 Amazon gift card!"	7

The A/B test showed that there was minimal impact on responses based on exterior envelope messaging. It was discussed that future A/B test should include more drastic changes in language, or testing alternative strategies for layout or tone of language.

### ASR Tours

**Overview:** As task outlined under the California Resiliency Challenge grant, ASR tours were conducted the morning of Friday, July 16<sup>th</sup> 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:**

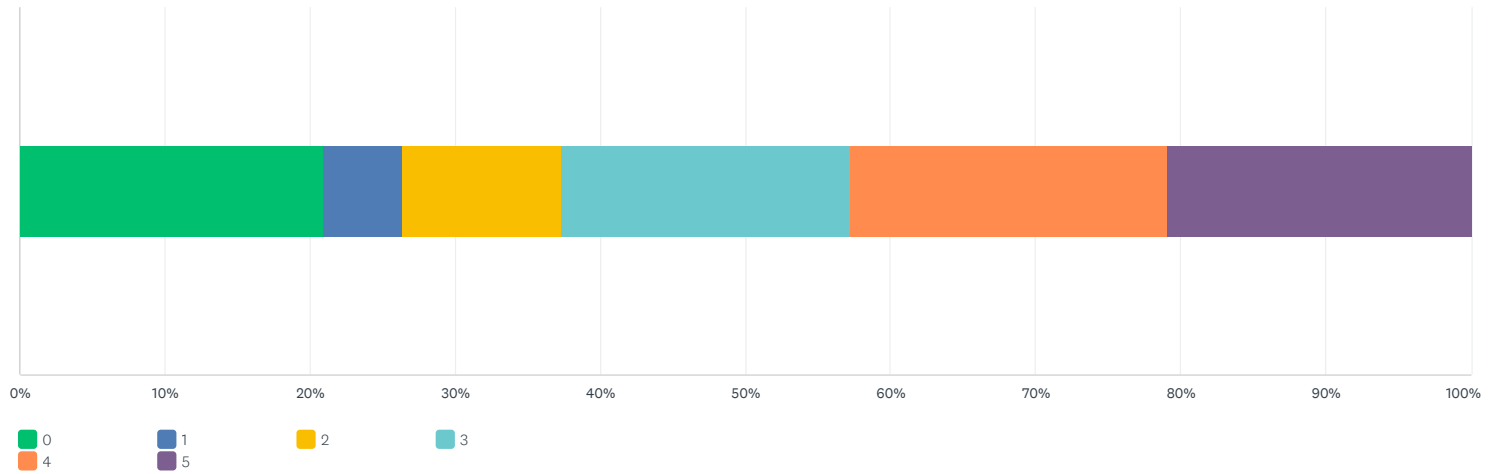
- Video created to educate on ASR (114 views): <https://youtu.be/TORgfrvx4qQ>
- Webpage developed: <https://southforkkings.org/resources/asr/>
- Workshops/webinar upcoming to educate on ASR pilot test

# Drought Impacts on Groundwater

South Fork Kings Groundwater Sustainability Agency

On a scale of 0 (no threat) to 5 (greatly threatens), how much do you think climate change threatens your groundwater supply?

Answered: 110 Skipped: 4

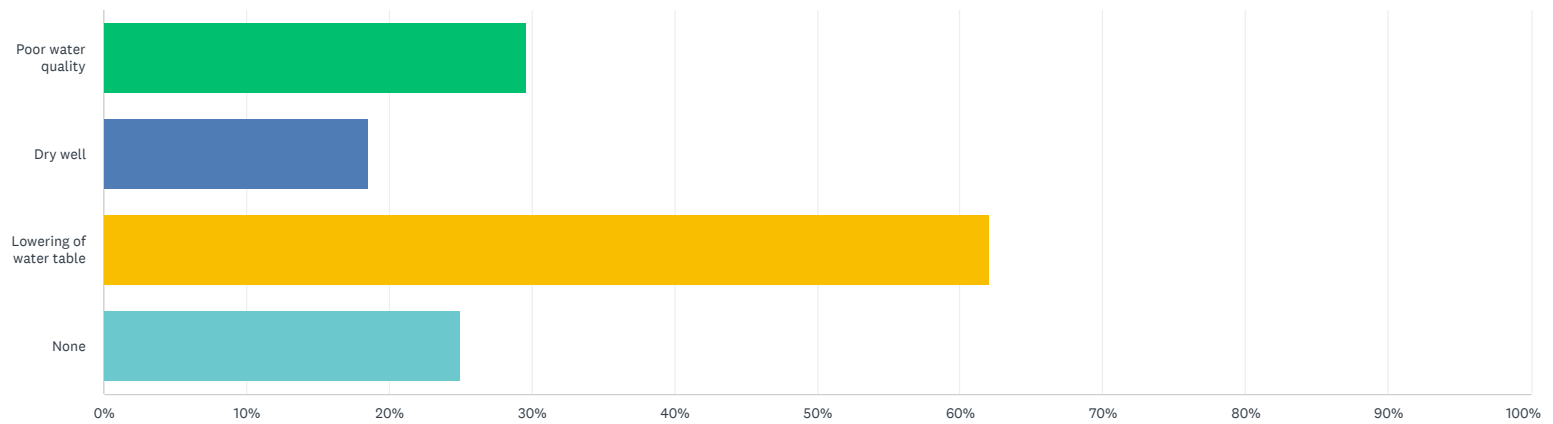


Drought Impacts on Groundwater

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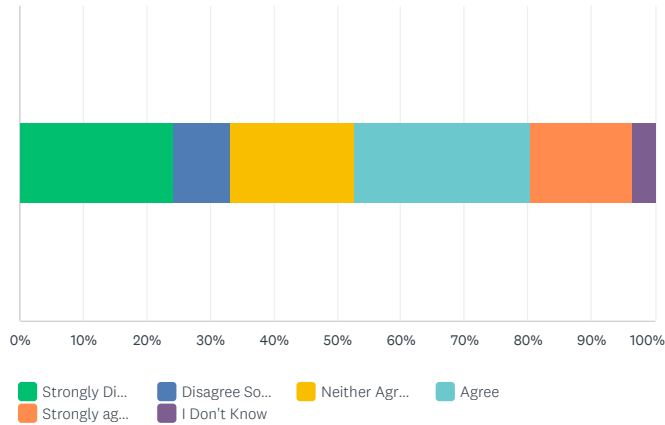
In the past five years have you experienced any of the groundwater issues below related to drought? (Check all that apply).

Answered: 108 Skipped: 6



### Climate change poses risks to my water quality.

Answered: 112 Skipped: 2

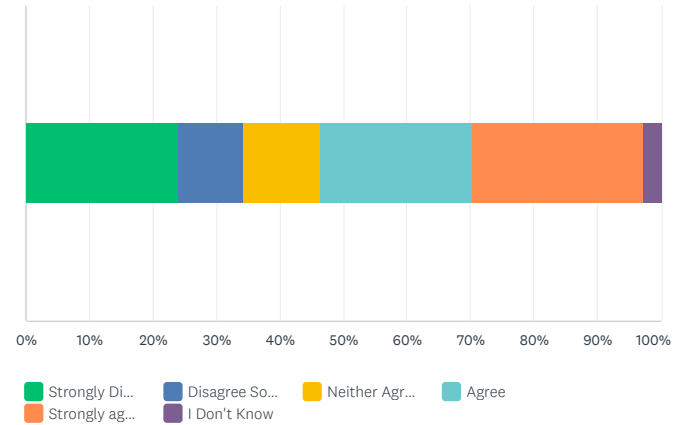


Drought Impacts on Groundwater

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### Climate change poses risks to my groundwater supply.

Answered: 108 Skipped: 6

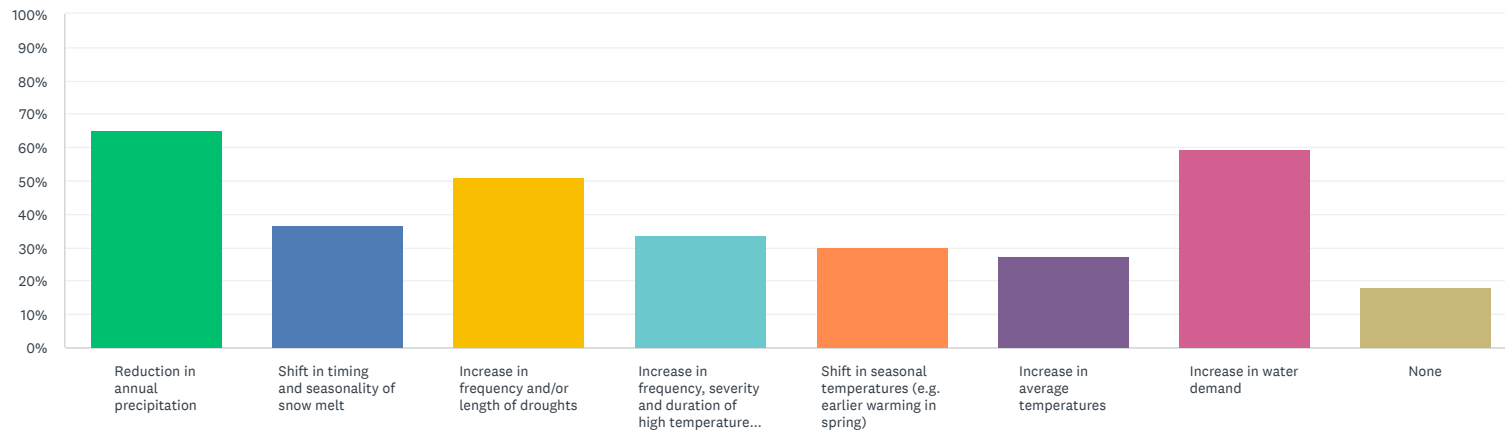


Drought Impacts on Groundwater

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### Please indicate which of the following climate change impacts you think may threaten your groundwater supply and its management in the next 20 years ...

Answered: 106 Skipped: 8

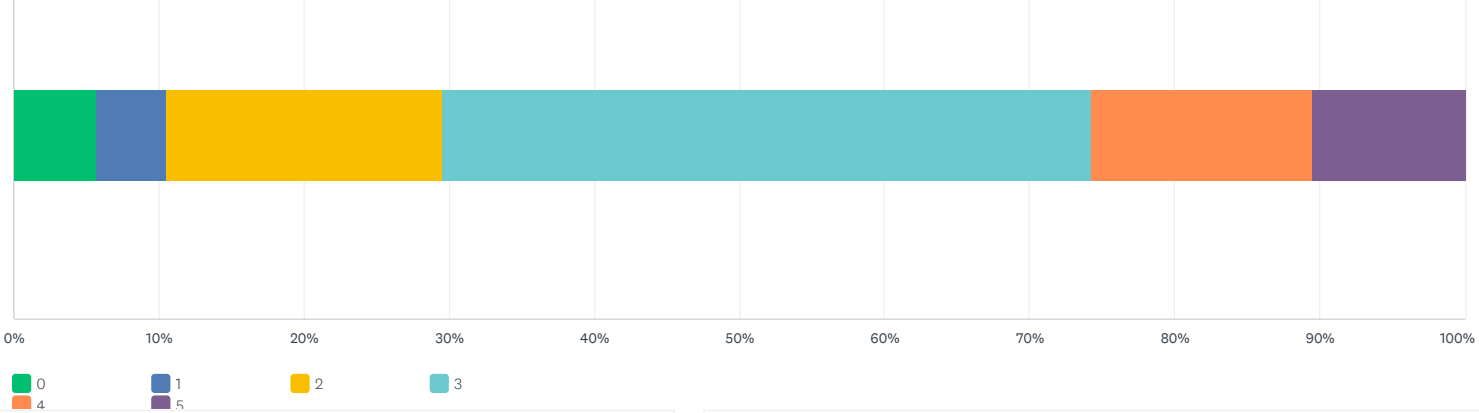


Drought Impacts on Groundwater

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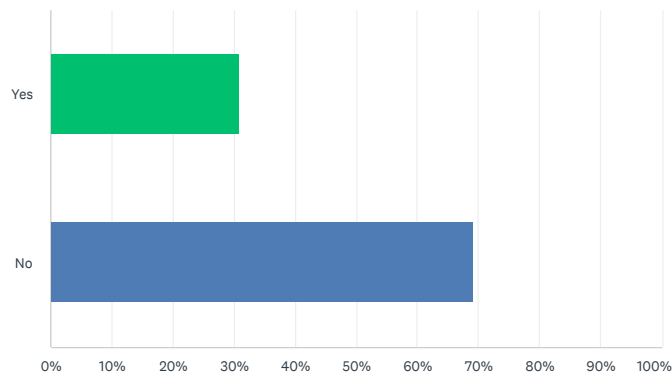
### On a scale of 0 (not resilient) to 5 (quite resilient), how would you rate the ability of your groundwater supply to recover from periods of drought? In othe...

Answered: 105 Skipped: 9



### Do you have the ability to measure your groundwater use?

Answered: 107 Skipped: 7

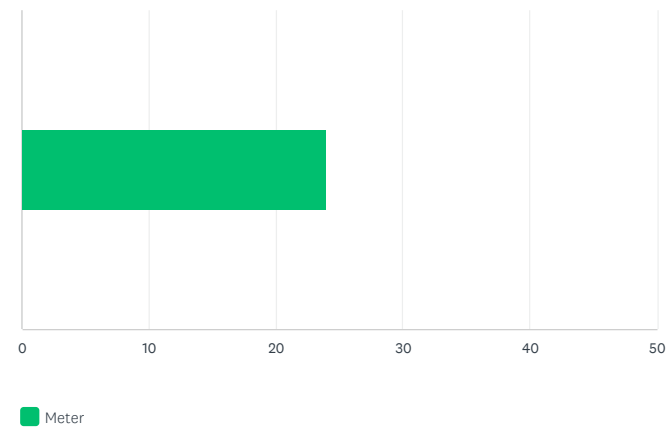


Drought Impacts on Groundwater

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### How do you measure groundwater?

Answered: 24 Skipped: 90



Drought Impacts on Groundwater

🔍 (0)