



North Fork Kings  
Groundwater Sustainability Agency

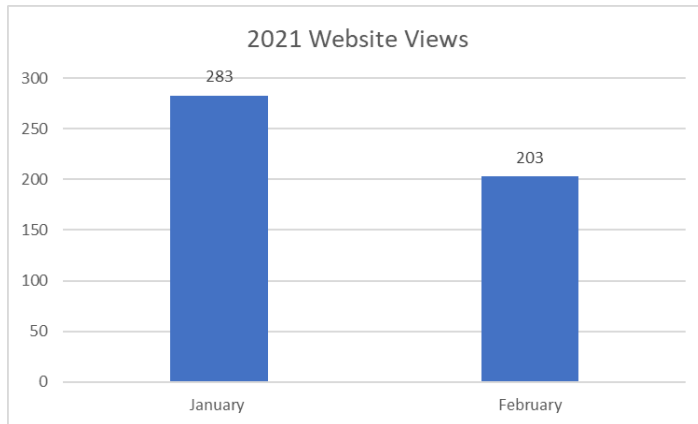
## Stakeholder Outreach Report March 24, 2021

### INTERESTED PERSONS EMAIL LIST

- 279 on interested persons list at the end of February

### EMAIL CORRESPONDANCE

EMAIL	Date	Messaging/Topic	Reach	Open Rate	Click Rate
	1/19/2021	<a href="#">Policy Committee Meeting</a>	280	42%	25%
	2/19/2021	<a href="#">February 24, 2021 Board Meeting Cancelled</a>	279	32%	26%



### WEBSITE

- Top page in January and February: About
- 65% of website visitors were new users

### YOUTUBE

Video	Views
<a href="#">North Fork Kings Introduction</a>	145
<a href="#">Landowner Workshop on New Groundwater Assessment</a>	44
<a href="#">Groundwater Solutions for a Sustainable Future</a>	77
<a href="#">GSP Workshop: Session 1</a>	14
<a href="#">GSP Workshop: Session 2</a>	11
<a href="#">GSP Workshop: Session 3</a>	5
<a href="#">GSP Workshop: Session 4</a>	6

### Landowner Survey Campaign

- Coordinating with technical staff to initiate landowner survey campaign both online and via direct mail.  
Work to date includes:
  - Campaign kick-off brainstorm
  - Campaign brief, timeline, and budget developed
  - Online survey tool research
  - Survey letter and questions reviewed by TAG
  - Mailing/APN list
- Work in progress includes:
  - Print production and mailing
- Future work:
  - Reminder postcard
  - Additional outreach
  - Data tabulation