



Stakeholder Outreach Report

September 23, 2020

Stakeholder Communication

INTERESTED PERSONS EMAIL LIST - AUGUST

- 286 on interested persons list at the end of August

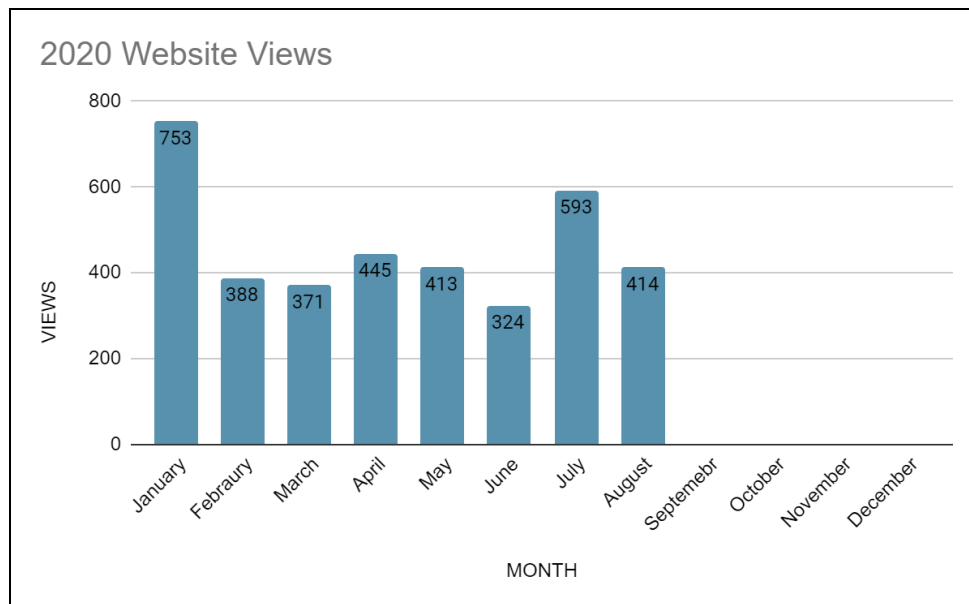
EMAIL CORRESPONDANCE

	Date	Messaging/Topic	Reach	Open Rate	Click Rate
EMAIL	8/3/2020	Policy Committee Meeting - August 6	284	41%	8%
	8/5/2020	Policy Committee Meeting - August 6 (UPDATED)	284	41%	23%
	8/13/2020	August 17 Policy Committee Meeting Cancelled	285	38%	5%
		August 26 Board Agenda Packet Available: Approval of Audit Engagement Letter			
	8/21/2020		285	40%	19%
	8/29/2020	NFKGSA Board Update: RCAC Applications Available	285	39%	4%

Digital/Online

WEBSITE

- Top page in August: August agenda packet





North Fork Kings
Groundwater Sustainability Agency

Website Articles		
Date	Title	Views
8/31/2020	RCAC Applications Available	1

YOUTUBE

Video	Views
North Fork Kings Introduction	134
Landowner Workshop on New Groundwater Assessment	43
Groundwater Solutions for a Sustainable Future	75
GSP Workshop: Session 1	8
GSP Workshop: Session 2	7
GSP Workshop: Session 3	2
GSP Workshop: Session 4	1

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
 - Draft survey questions under review by TAG