



## Stakeholder Outreach Report

April 28, 2020

### Stakeholder Communication

#### INTERESTED PERSONS EMAIL LIST

- 282 on interested persons list at the end of March

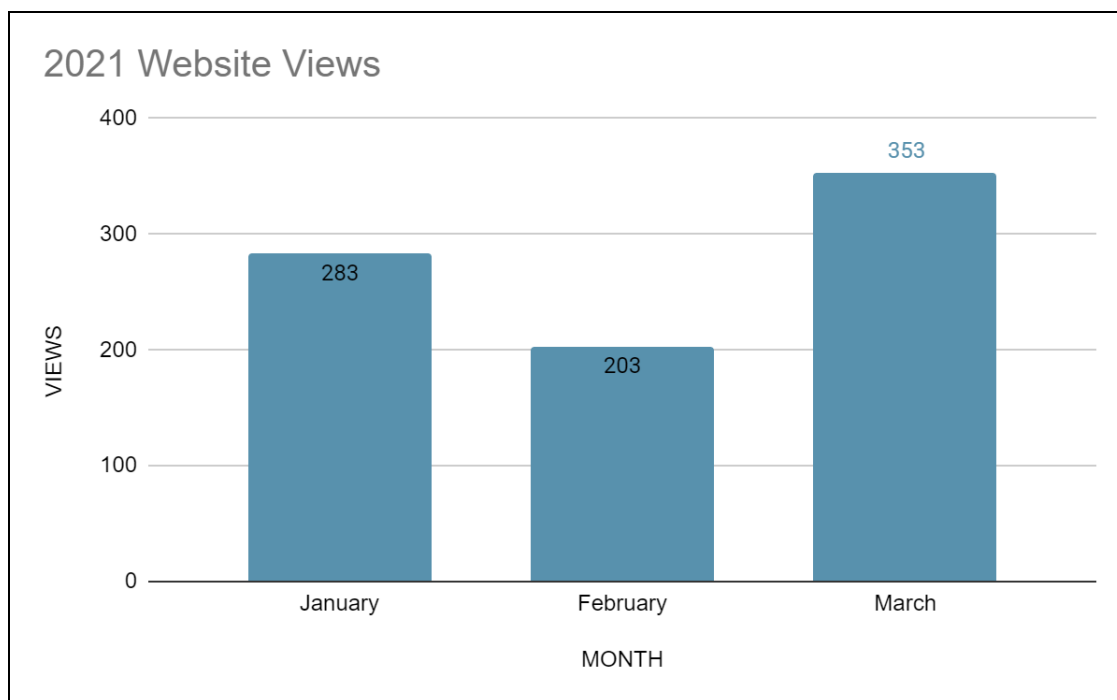
#### EMAIL CORRESPONDANCE

|       | Date      | Messaging/Topic   | Reach | Open Rate | Click Rate |
|-------|-----------|---|-------|-----------|------------|
| EMAIL | 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%        |
|       | 3/19/2021 | <a href="#">March 24 Board Agenda Packet Available</a>    | 278   | 37%       | 26%        |
|       | 4/13/2021 | <a href="#">Groundwater Use Survey</a>                    | 281   | 40%       | 17%        |
|       | 4/22/2021 | <a href="#">Reminder: Groundwater Use Survey</a>          | 281   | 34%       | 19%        |

### Digital/Online

#### WEBSITE

- Top page in March: About
- Top page in April: Survey





North Fork Kings  
Groundwater Sustainability Agency

| Website Articles |   |       |
|------------------|---|-------|
| Date             | Title   | Views |
| 4/13/2021        | <a href="#">Groundwater Use Survey mailed to landowners will help maximize available groundwater supply</a> | 28    |

### 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>   | 87    |
| <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

- **Work to date:**
  - Campaign kick-off brainstorm
  - Campaign brief, timeline, and budget developed
  - Online survey tool research
  - Survey letter and questions reviewed by TAG
  - Mailing list developed and cleaned – ensured one owner received one survey for their APNs
  - Digital survey developed with auto-populating APNs
  - Mailed early April with a deadline of April 30, 2021
    - Postage paid return envelope
    - Letter introduction, NFKGSA map, variable owner-specific data including name and APN
    - Spanish line of copy to request translated survey; no Spanish surveys requested
  - “Chaser” reminder postcard mailed mid-April as a survey reminder
- **Work in progress:**
  - Fielding phone calls and communications
  - Tabulating survey results
  - Outreach
- **Results to date:**
  - As of 4/28/2021 Received 81 surveys
  - As of 4/26/21 APNs of received surveys amounts to 4,550 acres
  - Email list sign-ups
- **Future work:**
  - Data tabulation
  - North Fork Kings GSA Newsletter mailer