



Stakeholder Outreach Report May 26, 2021

INTERESTED PERSONS EMAIL LIST

- 281 on interested persons list at the end of April

EMAIL CORRESPONDANCE

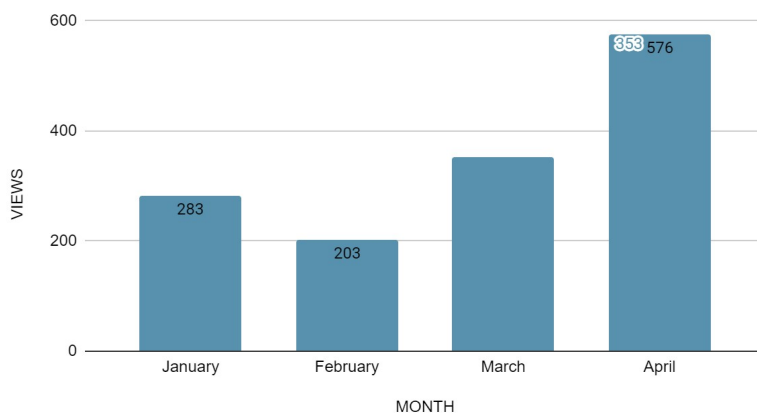
	Date	Messaging/Topic	Reach	Open Rate	Click Rate
EMAIL	4/22/2021	Reminder: Join Landowners in Your Area & Submit the Groundwater Use Survey	281	37%	19%
	4/23/2021	Board Meeting: April 28	281	45%	30%
	4/28/2021	Annual Report Update	281	43%	30%
	4/30/2021	Finance Committee meeting	281	34%	18%
	5/14/2021	May 14 Finance Committee Meeting Agenda	281	36%	19%

Digital/Online

WEBSITE

- Top page in April: Survey
- Top page in May: Survey

2021 Website Views



Website Articles

Date	Title	Views
4/13/2021	Groundwater Use Survey mailed to landowners...	37
4/23/2021	Annual Report Update	42



North Fork Kings
Groundwater Sustainability Agency

YOUTUBE

Video	Views
North Fork Kings Introduction	145
Landowner Workshop on New Groundwater Assessment	44
Groundwater Solutions for a Sustainable Future	94
Solutions for a Sustainable Future	15
GSP Workshop: Session 1	14
GSP Workshop: Session 2	11
GSP Workshop: Session 3	5

Landowner Newsletter

Two-page format inserted and mailed in envelope

Content includes Board adopted rules and regulations, annual report, general update

- **Work to date:**
 - Drafted content
 - Completed draft layout and design
 - Mailing list prepared
 - Worked with NFKGSA Administrator Charlotte Gallock on edits and design changes
- **Work in progress:**
 - Working with printer on cost estimate
 - Technical Group review