



Stakeholder Outreach Report June 23, 2021

INTERESTED PERSONS EMAIL LIST

- IP list went from 280 at the end of May to **304** as of June 10 due to promotion during landowner survey.

EMAIL CORRESPONDANCE

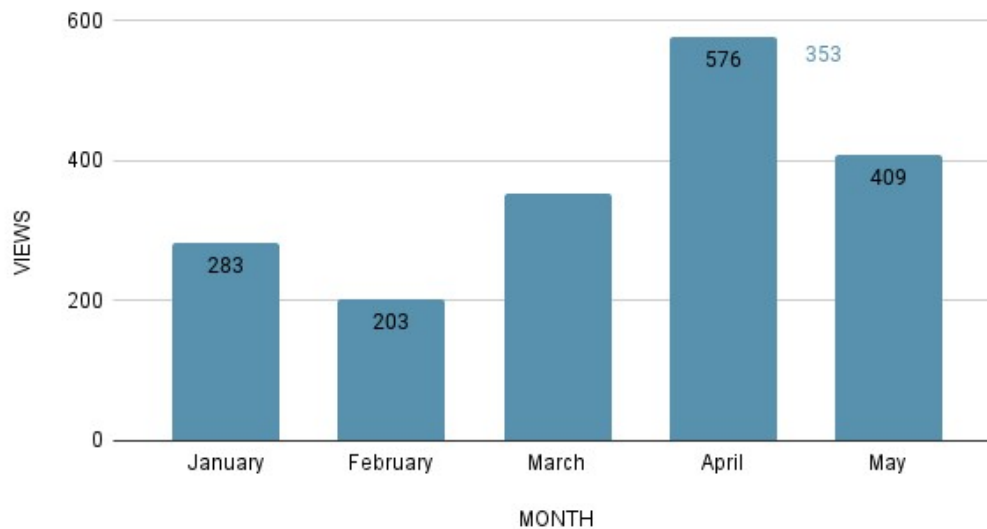
	Date	Messaging/Topic	Reach	Open Rate	Click Rate
EMAIL	5/21/2021	Board Meeting: May 26	280	29%	30%
	6/4/2021	June 7 Policy Committee Meeting CANCELLED	280	29%	5%
	6/16/2021	Funding Available for Producers Through NRCS Environmental Quality Incentives Program	303	43%	8%
	6/18/2021	June Board Meeting	303	34%	20%

Digital/Online

WEBSITE

- Top page in May: Board Agenda Packet

2021 Website Views



Website Articles

Date	Title	Views (as of 6/22)
4/13/2021	Groundwater Use Survey mailed to landowners...	40
4/23/2021	Annual Report Update	54



YOUTUBE

Video	Views
North Fork Kings Introduction	145
Landowner Workshop on New Groundwater Assessment	45
Groundwater Solutions for a Sustainable Future	79
Solutions for a Sustainable Future	15
GSP Workshop: Session 1	14
GSP Workshop: Session 2	11
GSP Workshop: Session 3	5
GSP Workshop: Session 4	6

Landowner Newsletter

- Two-page format inserted and mailed in envelope
- Content includes Board adopted rules and regulations, annual report, general update
- Anticipated in homes the first week of July

Landowner Survey

TOTAL Surveys Received = 119

IP Email List

- 41% of those who submitted their survey (or 49 respondents) marked yes to signing up for email list.
- IP List went from 290 to 304 contacts

Mail vs. Email

- 14% (or 17 respondents) submitted survey via email.
- 86% (or 102 respondents) submitted survey via mail.

Upcoming

Working with Rural Community Advisory Committee to conduct community outreach events in late summer, early fall timeframe.