



Stakeholder Outreach Report July 28, 2021

INTERESTED PERSONS EMAIL LIST

- 304 contacts on the IP list as of July 26, 2021.

EMAIL CORRESPONDANCE

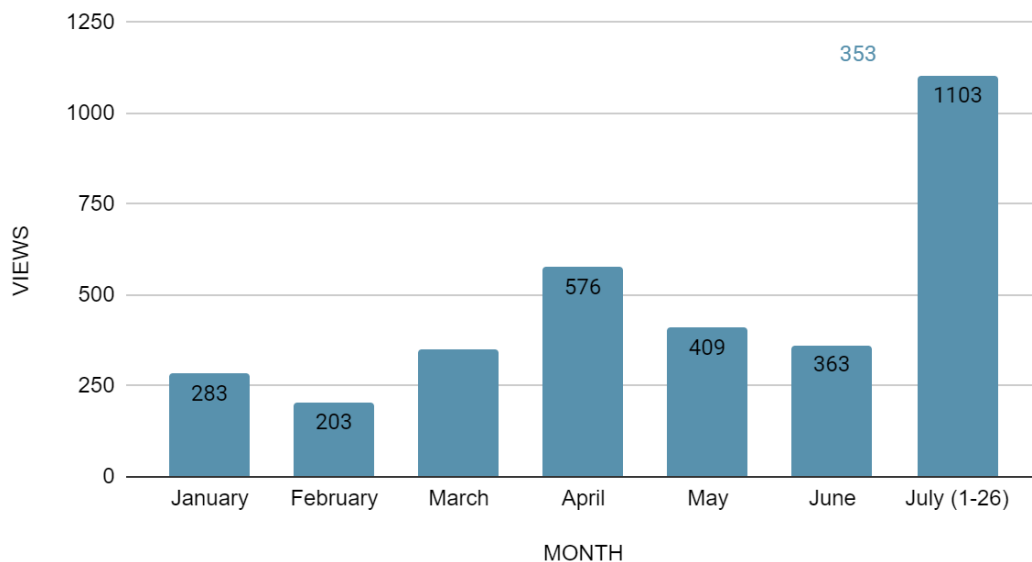
EMAIL	Date	Messaging/Topic	Reach	Open Rate	Click Rate
	7/9/2021	NFKGSA Policy Committee Meeting Cancellation Notice	304	35%	4.10%
	7/19/2021	Webinar Series for Domestic Well Owners	303	39%	6%
	7/23/2021	NFKGSA Board Meeting: July 28	303	31%	18%

Digital/Online

WEBSITE

- Top page in June: Board Agenda Packet

2021 Website Views



Website Articles

Date	Title	Views (as of 7/26)
4/13/2021	Groundwater Use Survey mailed to landowners...	41
4/23/2021	Annual Report Update	68



North Fork Kings
Groundwater Sustainability Agency

YOUTUBE

Video	Views
North Fork Kings Introduction	146
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 included Board adopted rules and regulations, annual report, general update
- In-homes second week of July
- Sent to 1,520 landowners
- **Dramatic increase in website views and visits to Board Documents page due to newsletter**

Landowner Survey

TOTAL Surveys Received = 124

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 107 respondents) submitted survey via mail.

Upcoming

Working with Rural Community Advisory Committee to conduct community outreach events in late summer, early fall timeframe. Survey being sent out to Committee members to solicit input on what outreach events and organizations to partner with.