



**EAST KAWEAH**  
GROUNDWATER SUSTAINABILITY AGENCY

2022

ANNUAL

REPORT

STAKEHOLDER OUTREACH & ENGAGEMENT

Dear Stakeholders,

Several years of drought and reduced surface water supplies have brought the practical impacts of groundwater overdraft and the regulatory actions required by SGMA to the East Kaweah Groundwater Sustainability Agency (GSA) and to all of us who live and work in the land we call home. Working towards groundwater sustainability applies complexity and uncertainty to many stakeholders, especially the economic backbone of our community, agricultural production. The East Kaweah GSA team is committed to partnering in the challenge with you by providing the most up to date information and the tools and resources needed as we move toward groundwater sustainability.

**Achieving groundwater sustainability is not the task of one agency or one individual. It requires a partnership between the East Kaweah GSA and you, our stakeholders and neighbors. On that note, I want to say a personal thank you to all the farmers who invited me into their homes and onto their ranches. And, to the City and County officials and their staff, community representatives, and everyone who has helped us throughout 2022.**

As we all move through the process of SGMA, our public efforts are growing. The East Kaweah GSA is committed to ensuring all stakeholders have the information they need and the opportunity to engage in this process. I am excited to share that we are adding Scott Maskell to the team. Scott has taken lead on the Water Dashboard and is doing a tremendous job working with landowners. I'd like to thank Becca Quist and Breanna Hardy of Provost and Pritchard Consulting Group who help shape our short-term and long-term goals, coordinate with stakeholder groups, and provide our webinar, video, and written content.

**This Stakeholder Engagement Report illustrates our efforts to engage and inform every stakeholder in the East Kaweah GSA on groundwater management – its challenges and the solutions. These efforts represent the last year of partnership and learning with you, and we hope you will continue to engage with us in the year ahead.**

If you have not engaged with us yet, there are more opportunities to come. Make sure you are signed up for our email newsletter, where we share the latest updates and upcoming outreach opportunities. You can sign up at [www.ekgsa.org/keep-informed](http://www.ekgsa.org/keep-informed).

Groundwater sustainability is not possible without you. Thank you for your partnership and continued commitment to solve this challenge! **We are hopeful that together, our area will be successful by 2040, and beyond.**

Sincerely,

*Chris Hunter*

Chris Hunter

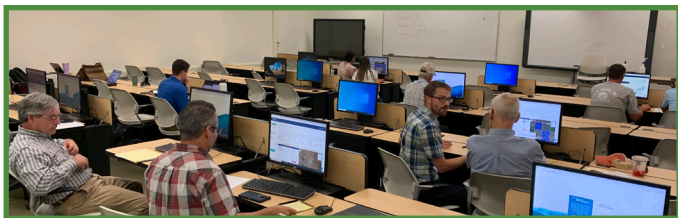
Program Manager

East Kaweah Groundwater Sustainability Agency

# STAKEHOLDER OUTREACH AND ENGAGEMENT

## PUBLIC WORKSHOPS

### WATER DASHBOARD



The East Kaweah GSA in partnership with the Greater and Mid-Kaweah GSAs launched the Kaweah Water Dashboard in Summer 2022. The three GSAs held joint outreach events for growers before and after Dashboard launch. These events helped growers understand water use in the context of farming and water supply availability. In addition to Kaweah Subbasin workshops, East Kaweah GSA hosted additional outreach events in its service area.

#### Land IQ Webinars

- March 15, 2022 - 107 attendees
- March 17, 2022 - 84 attendees

#### Land IQ Workshop

- March 25, 2022 - 60 attendees
- International Agri-Center, Tulare

#### Water Dashboard Registration Events

- July 21, 2022 - 10 attendees, College of Sequoias, Tulare
- August 8, 2022 - 48 attendees, College of Sequoias, Tulare

#### East Kaweah GSA Water Dashboard Workshops

- August 10, 2022 - 60 attendees, Exeter
- August 16, 2022 - 35 attendees, Lindsay



#### Kaweah Basin Water Quality Association Grower Outreach Meeting

- October 12, 2022 - 336 attendees, Visalia

### GROUNDWATER ALLOCATION

The East Kaweah GSA adopted an Emergency Groundwater Allocation Policy in October 2021 for Water Year 2022. Additionally, the Rules & Regulations outlining the Water Year 2023 allocation were adopted by the Board in September 2022. Considering the impact of these Board decisions and the complexity surrounding implementation of new groundwater allocations, the East Kaweah GSA hosted two webinars to educate landowners and provide an opportunity for Q&A.

#### Groundwater Allocation Webinars (*Spanish interpretation provided*)

- December 9, 2022 (12:00 PM) - 57 attendees - 15 audience questions answered
- December 9, 2022 (4:00 PM) - 27 attendees - 3 audience questions answered
- Gained 24 new email list sign-ups

## DIRECT MAIL

### MAILERS TO LANDOWNERS

#### Water Dashboard Launch & Workshop Promo

- July 2022
- All landowners in the East Kaweah GSA
- Topics: What is the Water Dashboard, how to create an account, upcoming outreach events

#### Water Dashboard Workshop & Registration Event

#### Irrigation District Inserts

- July 2022
- Exeter, Ivanhoe, Stone Corral, Lindsay Strathmore irrigation district landowners
- Topic: Upcoming outreach events

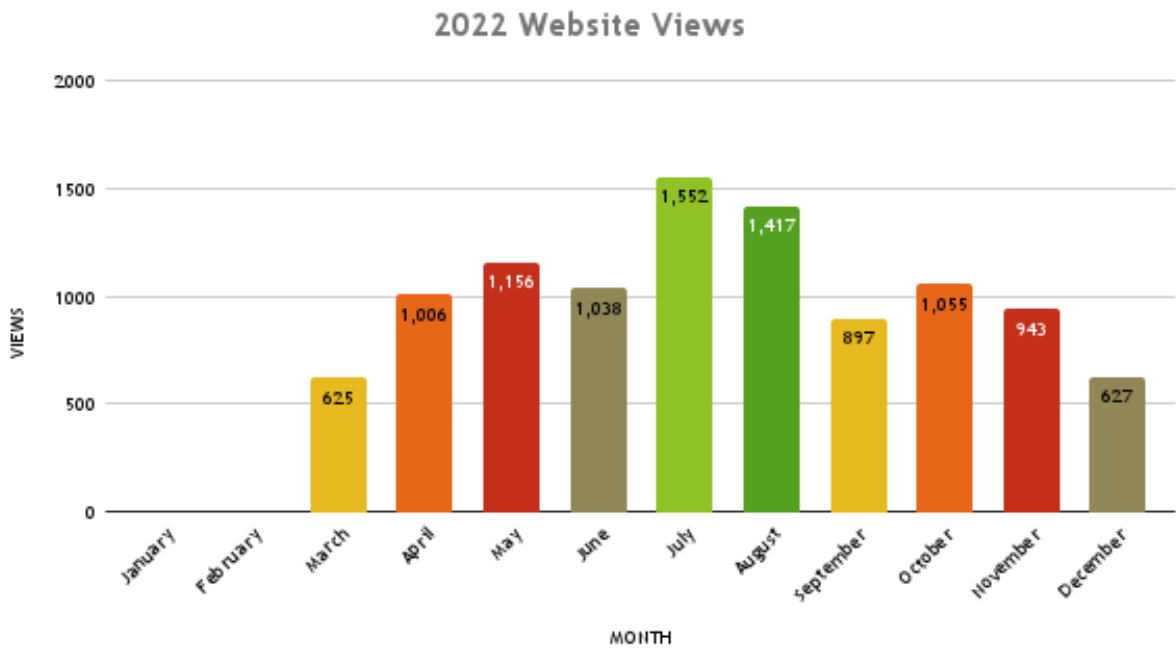
#### Groundwater Allocation Announcement & Webinar Promo

- November 2022
- All landowners in the East Kaweah GSA
- Topics: Allocation Year 2022 and 2023 Educational Info, billing timeline, upcoming webinar

## EAST KAWEAH GSA WEBSITE

### 2022 WEBSITE ANALYTICS

The East Kaweah GSA launched a new website in March 2022 and began tracking the number of website visits. Since the new website launch, the site has received **over 10,000 views!**

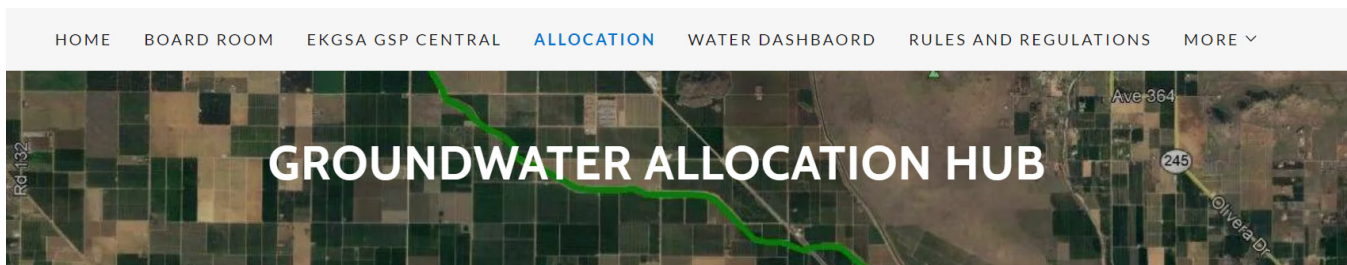


The site is full of resources and information for growers and other stakeholders, including:

- Educational information about Land IQ’s evapotranspiration (ET) tracking
- Useful maps of the East Kaweah GSA and Kaweah Subbasin
- Past outreach event presentation slides and video recordings
- ...and more!

### NEW! GROUNDWATER ALLOCATION HUB

[www.ekgsa.org/allocation](http://www.ekgsa.org/allocation)



The new Groundwater Allocation Hub keeps East Kaweah GSA growers, residents, and the community informed on groundwater allocation updates, including tracking water, billing, and FAQs. The page includes short videos, past outreach event recordings, and educational content on allocations and ET.

### LATEST NEWS POSTS LAUNCHED

As part of the East Kaweah GSA’s efforts to maintain transparent, consistent communication with their landowners and stakeholders, a series of latest news posts were launched on the ekgsa.org website home page! Check back for continual updates through these short and informative posts.

## EAST KAWEAH GSA LAUNCHES EMAIL NEWSLETTERS

### PROMOTING TRANSPARENCY AND TRUST

The fastest way to stay up-to-date with East Kaweah GSA's activities, learn about upcoming outreach events, and stay informed on Board decisions impacting landowners is through East Kaweah GSA's new email newsletter.

- 19 key email updates sent between June and December 2022
- Interested Persons email list grew from 100 to 165 subscribers

## KEY ISSUES SHORT VIDEO SERIES LAUNCHES

### CONNECTING WITH STAKEHOLDERS THROUGH MULTI-MEDIA CHANNELS

To build trust, cultivate certainty, and establish clear and timely communications, the East Kaweah GSA launched a short-form video update series on pressing issues impacting landowners and stakeholders. Topics covered in 2022 include groundwater allocations 101, Frequently Asked Questions on allocations, ET adjustments for special use cases, and more.

- Over 200 views on East Kaweah GSA's 7 YouTube channel videos
- Additional 140 views on Land IQ workshop video posted on East Kaweah GSA's website 7 videos

## EAST KAWEAH GSA GETS SOCIAL

### FOLLOW US ON OUR NEW TWITTER, FACEBOOK, LINKEDIN, AND YOUTUBE!



@EastKaweahGSA



East Kaweah Groundwater Sustainability Agency



East Kaweah Groundwater Sustainability Agency



@EastKaweahGSA

November 21, 2022



**EAST KAWEAH**  
GROUNDWATER SUSTAINABILITY AGENCY

### East Kaweah Water Year 2023 Allocations Finalized

At their October 24th meeting, the East Kaweah GSA Board voted in opposition to modifying allocations for Water Year 2023, previously adopted in [Resolution 2022-04](#) on September 30, 2022, indicating the current allocation structure will remain.

The Water Year 2023 allocations are as follows:

Native Yield	0.85 acre-feet per acre	No cost
Penalty Tier 1*	0.3 acre-feet per acre	\$500 per acre-foot
Hard cap**	2.5 acre-feet per acre	-

\*groundwater use above Penalty Tier 1 (1.15 acre-feet per acre) must be comprised of [allocated groundwater imports](#). If water above 1.15 acre-feet per acre is pumped and not imported, there will be a \$500 per acre-foot charge and a one for one reduction of owners' 2024 water year allocation.

\*\*pumping above the hard cap of 2.5 acre-feet per acre is accompanied by a \$500 per acre foot charge, and a one for one reduction of owners' 2024 water year allocation.

The allocations outlined above are in place for Water Year 2023, the period beginning October 1, 2022, through September 30, 2023.

East Kaweah GSA Allocation - Water Year 2023:



De minimis users, parcels using 2 acre-feet of groundwater per year or less, are excluded from groundwater allocations.

Only Irrigated Lands are allocated the Tier 1 Penalty. According to the East Kaweah GSA Rules & Regulations, Irrigated Land includes parcels that as of January 31, 2020:

- were enrolled in the Irrigated Lands Regulatory Program or other regulatory programs documenting historical irrigation use (like the Dairy General Order),
- were identified by other certified crop map datasets,
- or have shown sufficient evidence to the East Kaweah GSA to have been historically irrigated.

The Board did not make the decision to implement allocations lightly, and recognizes these regulatory actions are difficult and will alter how landowners will manage their assets moving forward.

[Read More](#)



**Water Dashboard**  
Kaweah Subbasin

Keep tabs on your water use.

Start viewing monthly water use for your farm, and field-by-field water use with regional comparisons. Set up your account by visiting [www.gsawd.com](http://www.gsawd.com). It only takes 10-15 minutes to get set up.

[Set up my Water Dashboard Account](#)

**Board approves adjustments to ET calculations for fallowed acreage, cattle ground, and non-commercial ag parcels to prevent overestimates of water use**



# MEET THE OUTREACH & ENGAGEMENT TEAM!

## **SCOTT MASKELL, MANAGEMENT ANALYST**

**Scott Maskell** is a Management Analyst at East Kaweah GSA with experience in human resources. He earned his Bachelor's degree in Interdisciplinary Studies and Human Resources Management & Communications from Utah State University. He also earned his Master's degree in Business Administration with an emphasis in Human Resources Management from Southern New Hampshire University. He has experience improving compliance and standards in accordance with state policy, managing employee relations and benefits, and updating training systems to meet licensing boards requirements. Scott brings his desire to help people into his current role at East Kaweah GSA where he makes operations in the agency run smoothly and efficiently, including assisting landowners with East Kaweah GSA policies and the new Water Dashboard tool.



## **BREANNA HARDY, EXTERNAL AFFAIRS SPECIALIST**

**Breanna Hardy** is an External Affairs Specialist at Provost & Pritchard Consulting Group with experience in creative writing and journalism. She graduated from California State University, Fresno with a Bachelor's degree in Mass Communications and Journalism with a concentration in digital journalism. She has experience in reporting on agriculture and SGMA, board policies, and communicating new laws and procedures to impacted people groups. In her role, she works with East Kaweah GSA to build trust with stakeholders through timely and strategic communications, writes and delivers informative digital content to stakeholders, and develops messaging with target audiences to meet the sustainability goals of the East Kaweah GSA.



## **REBECCA QUIST, EXTERNAL AFFAIRS SPECIALIST**

**Becca Quist** is an External Affairs Specialist at Provost & Pritchard Consulting Group with experience in stakeholder engagement and communications on agricultural and community water issues. She also has experience developing and executing integrated communications, advocacy, and social marketing campaigns for local water agencies. She graduated with her Bachelor's degree in Political Science with a minor in Entrepreneurship from University of California, Los Angeles. In her role, she manages outreach campaigns related to groundwater supply management, builds trust and relationships with stakeholders through strategic communications, and develops and executes outreach strategies to meet the sustainability goals of the East Kaweah GSA.



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**PROVOST & PRITCHARD**  
**CONSULTING GROUP**