



EAST KAWEAH
GROUNDWATER SUSTAINABILITY AGENCY

Q1

QUARTERLY
REPORT

STAKEHOLDER OUTREACH & ENGAGEMENT

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PUBLIC WORKSHOPS AND EVENTS

GROWER EVENT SUMMER 2023

East Kaweah GSA, in partnership with Mid-Kaweah and Greater KaweahGSAs, is preparing for a subbasin-wide grower event in early summer 2023. The event will focus on **irrigation efficiency, a basin-wide report on sustainability progress, and will include a vendor fair** to engage with practical tools for growers' sustainability practices. The grower event will train growers in the Kaweah Subbasin how to farm more optimally in a SGMA era. Growers will leave the event equipped with knowledge to sustainably manage their water supplies.

East Kaweah GSA events and workshops provide ways to connect with stakeholders by building relationships, trust, and transparent communication.



GROUNDWATER ALLOCATION COMMUNICATIONS

The East Kaweah GSA is committed to keeping landowners informed with clear and timely communication on groundwater allocations and billing.

ALLOCATION TIMELINE UPDATE LANDOWNER LETTER

In March 2023, East Kaweah GSA mailed a [letter](#) to all landowners updating them on the timeline delay on the groundwater allocation end-of-year summary report, billing, and reconciliation. The letter informed landowners of the goals moving forward to finish these key milestones for implementing groundwater allocations, and encouraged them to take action in the meantime by [signing up](#) for the Water Dashboard to view historic groundwater information for their farms.

GROUNDWATER ALLOCATION FAQs DEVELOPED

East Kaweah GSA developed a [Groundwater Allocation Frequently Asked Questions](#) resource for landowners. The FAQs were mailed to East Kaweah GSA landowners with the allocation update letter mailing and are available on the website's Groundwater Allocation Hub [here](#).

Stay updated with the latest by signing up for East Kaweah GSA email updates at ekgsa.org/keep-informed.

Groundwater Allocation FAQs

- 1. WHAT IS A GROUNDWATER ALLOCATION?**
A groundwater allocation is a limit on groundwater use. In the East Kaweah GSA, allocations limit how much groundwater can be used per acre, measured by consumptive use (evapotranspiration).
- 2. HOW IS MY GROUNDWATER USE MEASURED UNDER THE ALLOCATION?**
The East Kaweah GSA is contracted with Land IQ, a company that provides monthly evapotranspiration (ETa) data at the field level. This data provides detailed estimations of the amount of water consumed by the plant through evaporation and transpiration rather than just total water applied. You can view this data by setting up your Water Dashboard account at www.pand.com. Surface water deliveries as reported by surface water entities, and any other credits to a landowner's account (e.g. groundwater credits, transfers, recharge) will be subtracted from total water use (ETa) to arrive at the groundwater use amount.
- 3. WHY AM I GOING TO RECEIVE A BILLING STATEMENT?**
An emergency ordinance, effective October 1, 2021, limited groundwater pumping to a total allocation of 1.65 acre-feet (AF) per acre for the period October 1, 2021 through September 30, 2022. Groundwater use exceeding 1.65 AF/acre is subject to a \$500/AF fee.
- 4. WHAT WILL MY BILL ENTAIL?**
If your total groundwater use for Allocation Year 2022 exceeded the allocated 1.65 AF/acre, you will receive a bill for excess use at a rate of \$500/AF.
- 5. WHAT AUTHORITY DOES THE EAST KAWEAH GSA HAVE TO IMPOSE AND ENFORCE GROUNDWATER ALLOCATIONS?**
Local Groundwater Sustainability Agencies (GSAs) like the East Kaweah GSA are granted the authority through the Sustainable Groundwater Management Act (SGMA), signed into California law in 2014. Under SGMA, the East Kaweah GSA may adopt rules, regulations, ordinances, and resolutions to reach the law's groundwater sustainability requirements by 2040.
- 6. WHY IS A GROUNDWATER ALLOCATION NEEDED?**
Due to persistent drought and chronic groundwater overdraft from pumping demands, an allocation was deemed necessary by the Board of Directors to stay on track to achieve sustainable groundwater supply as required under the Sustainable Groundwater Management Act (SGMA). If continued progress towards sustainability is not achieved, the State can intervene and takeover groundwater management in our area. The East Kaweah GSA is your local agency implementing SGMA. We want to work alongside you to maintain local control over your groundwater supply.
- 7. I HAVE QUESTIONS. WHERE SHOULD I DIRECT THEM?**
We have resources available on our website. Visit www.ekgsa.org/alllocation. If you have questions or concerns, you can send us an email at groundwater@ekgsa.org or call us at (559) 697-6095.

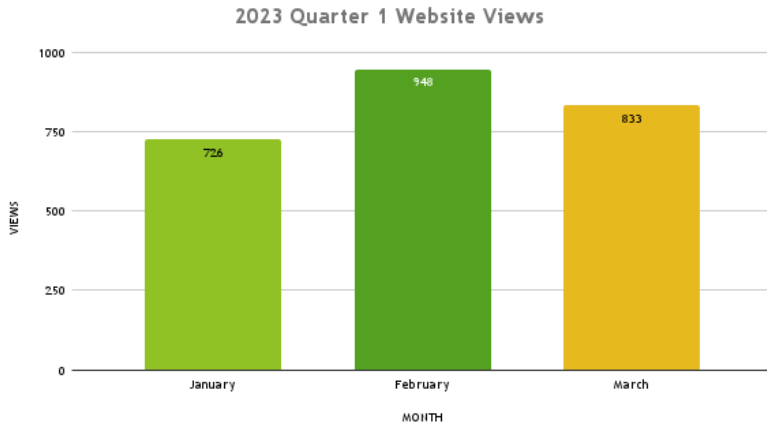
STAY INFORMED ON THE GROUNDWATER ALLOCATION AND OTHER AGENCY UPDATES.
Fill out the form at www.ekgsa.org/keep-informed to sign up for email updates.

QUESTIONS ON THE GROUNDWATER ALLOCATION? CHECK OUT OUR ONLINE RESOURCES.
Visit www.ekgsa.org/alllocation to view helpful resources. You can also contact us at the info below.

East Kaweah GSA | www.ekgsa.org | 559-697-6095 | groundwater@ekgsa.org

EAST KAWEAH GSA WEBSITE

WEBSITE STATS



WEBSITE UPDATES

The Groundwater Allocation Hub underwent a refresh to include additional resources and reorganize content. The goal of the refresh was to ensure landowners and stakeholders can quickly and easily find information on groundwater allocations. Check out the Hub, launched in 2022, at ekgsa.org/allocation !

PROJECT STORYMAP AND WEBPAGE REFRESH - COMING SOON!

The East Kaweah GSA is proud to report that all but one of its groundwater recharge projects listed in the Groundwater Sustainability Plan has been completed or is in progress. We are developing a StoryMap to share with our stakeholders the benefits and highlights of each of these projects. The StoryMap will be available soon on a refreshed project webpage!

EMAIL NEWSLETTER AND BLOG

East Kaweah GSA recently launched its newsletter and blog. Since January 2023, there have been **six new blog posts** published to ekgsa.org, contributing to over **2,770 views** on the site!

Those who sign up to receive emails from East Kaweah GSA will be the first to know the latest water news, Board decisions, and progress toward groundwater sustainability. The agency has sent out **four email newsletters** between January and April 2023, each intended to inform landowners. The email newsletter and blog provide growers with transparent, educational, and timely communications.

BOARD MEETING EMAIL UPDATES

As part of the email newsletter, East Kaweah GSA produces short write-ups summarizing key topics discussed at the latest Board Meeting. These write-ups are available on the website blog and sent via email newsletter.

184
SUBSCRIBERS
JANUARY 2023

201
SUBSCRIBERS
APRIL 2023

INTERESTED PERSONS EMAIL LIST GROWTH
+ 15 SUBSCRIBERS!



MEET THE FACE BEHIND THE EAST KAWEAH GSA BOARD MEETING UPDATES!

Breanna Hardy is an External Affairs Specialist at Provost & Pritchard Consulting Group. In her role, she aids the East Kaweah GSA in meeting sustainability goals by crafting targeted messaging and fostering trust with stakeholders through effective communication. She makes sure stakeholders receive key information from East Kaweah GSA’s Board Meetings through the website blog and email updates.

VIDEO PRODUCTION

Video production is an integral part of East Kaweah GSA's relationship with stakeholders. The East Kaweah YouTube channel is currently stocked with relevant and transparent information on allocations, billing, FAQs, and past webinar recordings. In the coming months, East Kaweah GSA will develop a project video on the newly improved Lindsay Recharge Basin in Lindsay, California. The video will feature interviews with project contributors who helped fund and execute the project. These informative videos keep stakeholders updated on the latest progress toward sustainability, delivering the message in a personable way. Visual communication provides deeper understanding of East Kaweah GSA's progress toward groundwater sustainability.



East Kaweah GSA has nearly 300 views on its seven videos. [Click here to visit the East Kaweah GSA YouTube channel!](#)

SOCIAL MEDIA

East Kaweah is live on social media! East Kaweah GSA's presence on social media gives the agency influence and visibility to policymakers, stakeholders, grant funders, and state agencies who can collaborate on future efforts toward groundwater sustainability. East Kaweah GSA presence on social media means disseminating information faster, and in the long-term, attracting more eyes, funding, and support to East Kaweah's progress toward sustainability. The agency is growing its following, and posts updates that coincide with blog posts and e-newsletters. **The public can follow, like, and share East Kaweah GSA's social media posts on Twitter, LinkedIn, and Facebook.**



[@East Kaweah Groundwater Sustainability Agency](#)



[@eastkawahgsa](#)



[@East Kaweah Groundwater Sustainability Agency](#)

COMMUNITY ENGAGEMENT

The East Kaweah GSA outreach team developed a contact database specific to Disadvantaged Community (DAC) outreach and engagement. The East Kaweah GSA is working toward building a DAC engagement strategy moving forward.



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PROVOST & PRITCHARD
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