



EAST KAWEAH
GROUNDWATER SUSTAINABILITY AGENCY

2023 Q2
QUARTERLY
REPORT

STAKEHOLDER OUTREACH & ENGAGEMENT

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PUBLIC WORKSHOPS AND EVENTS

The East Kaweah GSA spent the second quarter preparing for a **Kaweah Subbasin-wide grower event that took place in July**. The East Kaweah GSA, in partnership with Mid-Kaweah and Greater Kaweah GSAs, gathered growers for their collective event, ***My Job Depends on Water: Farming in the SGMA Era***. Held at the International Agri-Center in Tulare, the event aimed to educate growers on irrigation efficiency, Kaweah Subbasin groundwater sustainability goals, and grant funding opportunities.

East Kaweah GSA created social media posts, a flyer, a mailed postcard, email blasts, and press release to announce the event and promote speakers, event sponsors, and presentation topics. The East Kaweah GSA planned presentation topics; coordinated with speakers, sponsors, and vendors; and secured the event catering and venue. Event outreach materials produced include a sponsor banner, event agenda, and speaker bios for the day of the event.

Our very own East Kaweah GSA Program Manager Chris Hunter and Board of Directors Vice Chair Craig Hornung were instrumental in creating the vision for this event.

MY JOB DEPENDS ON WATER
Farming in the SGMA Era

GROWER EVENT

Hosted by the Kaweah Subbasin Groundwater Sustainability Agencies

EAST KAWEAH GSA | MID-KAWEAH GSA | GREATER KAWEAH GROUNDWATER SUSTAINABILITY AGENCY

Thursday, July 13th, 2023 | 7:30 AM - 1:30 PM
BBQ LUNCH PROVIDED

Reserve your lunch by July 6th at ekgsa.org/rsvp or call 559-697-6095

International Agri-Center in Tulare
in the Banquet Hall
4500 S. Laspina St.
Tulare, CA 93274

7:30 AM	Check-in begins
7:30 AM - 8:30 AM	Vendor fair, coffee & donut social
8:30 AM - 11:00 AM	Kaweah and Friant water supply updates, Kaweah Subbasin SGMA coordination, irrigation tools & funding for growers
11:00 AM - 1:30 PM	BBQ lunch, vendor presentations, vendor fair

The Kaweah Subbasin GSAs are partnering to equip growers with tools and expert advice on water management for their farms. Join us for a CVP water supply issue briefing from Friant Water Authority CEO Jason Phillips, catch up on groundwater management from your GSA leaders, and learn from other experts on grant funding for growers and the status of water in your area.

- **EQUIP & SWEEP grant funding for growers**
- **Surface water supply issue briefing**
- **SGMA and groundwater updates**

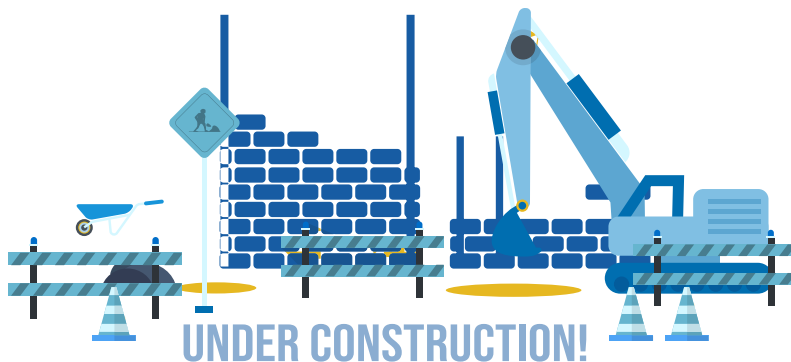
Thank you to our sponsors!

Nutrien Ag Solutions | HotSpot | Water Wrights | INTERA | Phytech | PROVOST & PRITCHARD | HORTAU | 4CREEKS | Superior Ag Construction Inc. | TechnoFlo | RANCHO SYSTEMS | BRANDT

The East Kaweah GSA events and workshops create opportunities to engage with stakeholders, build trust, and maintain timely and transparent communication. East Kaweah GSA is dedicated to coordination with its landowners, residents, stakeholders, and other GSAs in the Kaweah Subbasin to achieve groundwater sustainability.

PROJECT OUTREACH

East Kaweah GSA created a project pamphlet to educate stakeholders on groundwater sustainability projects underway within the East Kaweah GSA boundary. You can view the project info pamphlet online [here!](#)



PROJECT STORYMAP COMING SOON!

The East Kaweah GSA is excited to announce that nearly all groundwater projects listed in the Groundwater Sustainability Plan (GSP) are completed or under construction! We're developing a StoryMap to showcase the benefits and highlights of each of these projects to our stakeholders. **Stay tuned as the StoryMap will be unveiled soon on our revamped project webpage!**

STAKEHOLDER OUTREACH AND ENGAGEMENT

MITIGATION PLAN OUTREACH

The East Kaweah GSA initiated outreach for its draft Mitigation Plan, beginning with direct mail postcards sent to its landowners. In this direct mail piece, the East Kaweah GSA encouraged participation in a June 23, 2023 Special Board Meeting focused on approving the draft Plan and beginning a public comment period.

Direct mailers were sent to landowners, and Spanish-speaking communities received hand-delivered flyers.

As a result of the hand-delivered flyers and direct mail piece, over 15 East Kaweah GSA stakeholders came to the Special Board Meeting to hear about the Draft Plan.

Technical consultants presented the draft Mitigation Framework and Plan to the board and stakeholders.

The board unanimously approved the draft Kaweah Subbasin Mitigation Framework, and the East Kaweah Draft Mitigation Plan for a 45-day public comment period from June 24, 2023 to August 7, 2023.



The Kaweah Subbasin Mitigation Program is the coordinated framework that each of the GSAs have agreed to in the development of their respective Mitigation Plans.

Stakeholder engagement through public comment is essential for creating a successful Mitigation Plan. There are multiple ways East Kaweah GSA stakeholders can submit public comments before the public comment period ends on August 7, 2023. **Find more information online at ekgsa.org/mitigation.**

WATER DASHBOARD AND ALLOCATIONS OUTREACH

The East Kaweah GSA developed **six videos** to explain how growers can use new Water Dashboard features. The new features were developed to increase accessibility. New features allow landowners to update dashboard views

The screenshot shows the 'GSA Water Dashboard' for a user named 'Lindmore ID'. It displays account details like 'P.O. Box 908 Lindsay, CA 93247' and 'Lindmore ID · (559) 562-2534 · mhagman@lindmoreid.com'. Below this is a 'Water Account Summary Table' with columns for Agency, Billing Period, Billing Usage, Water Supply, 2022 Usage, Last Year's Usage, Parcel Acres, and Field Acres. A 'Water Supply Summary Table' is also visible, showing 'Total Water supply' as 512.23 AF, 'Precipitation Credit' as 216.09 AF, 'ET Credit' as 213.89 AF, and 'Groundwater Allocations (1.65 AF/AC)' as 584.16 AF. A video player is embedded at the bottom right of the dashboard view.

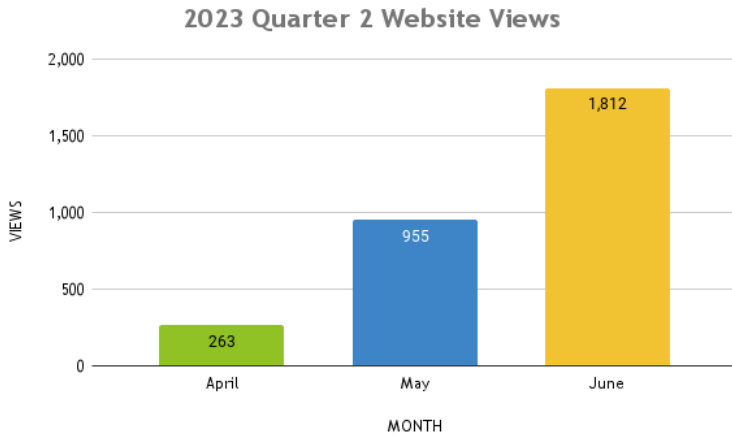
to see different allocation years, manage groundwater transfers, manage fallowed land, manage surface water, and access End of Year Summaries. A video was also developed to educate landowners on **how to understand their End of Year Summaries** - a summary of water use that was mailed to landowners in April.



Watch all six videos on our YouTube channel [here!](#)

East Kaweah GSA stakeholders can always access ekgsa.org/allocation for updated information.

EAST KAWEAH GSA WEBSITE WEBSITE STATS



Website views continually climbed during the second quarter. A result of the dynamic outreach activities that took place including both in-person and digital communications, stakeholders searched for more information on the East Kaweah GSA and its programs and activities by visiting the website.

WEBSITE UPDATES

The East Kaweah GSA established a **new Mitigation Program page** on the website to provide stakeholders with information about East Kaweah GSA’s Mitigation Plan, updates on the program development, the public comment form, and other resources. The page ensures that landowners can easily find the current draft Mitigation Plan document, and future Program updates and materials.

Check out the Mitigation Program page at ekgsa.org/mitigation



EMAIL NEWSLETTER AND BLOG

East Kaweah GSA launched its email newsletter and blog early this year to provide landowners with timely updates and news. Between April and June 2023, there were **10 new blog posts** published to ekgsa.org, contributing to over **3,000 views** on the site!

The quickest way to stay informed and up to date on East Kaweah GSA is through the email newsletter. Those that sign up for the East Kaweah GSA mailing list are the first to receive updates on Board decisions, upcoming outreach events, progress toward sustainability, and the latest water news. The agency has sent out **nine email newsletters** between April and June 2023, each intended to inform landowners. The email newsletter and blog provide growers with transparent, educational, and timely communications.



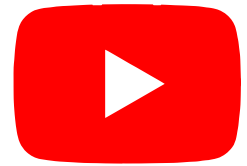
INTERESTED PERSONS EMAIL LIST GROWTH
+ 25 SUBSCRIBERS!

STAKEHOLDER OUTREACH AND ENGAGEMENT

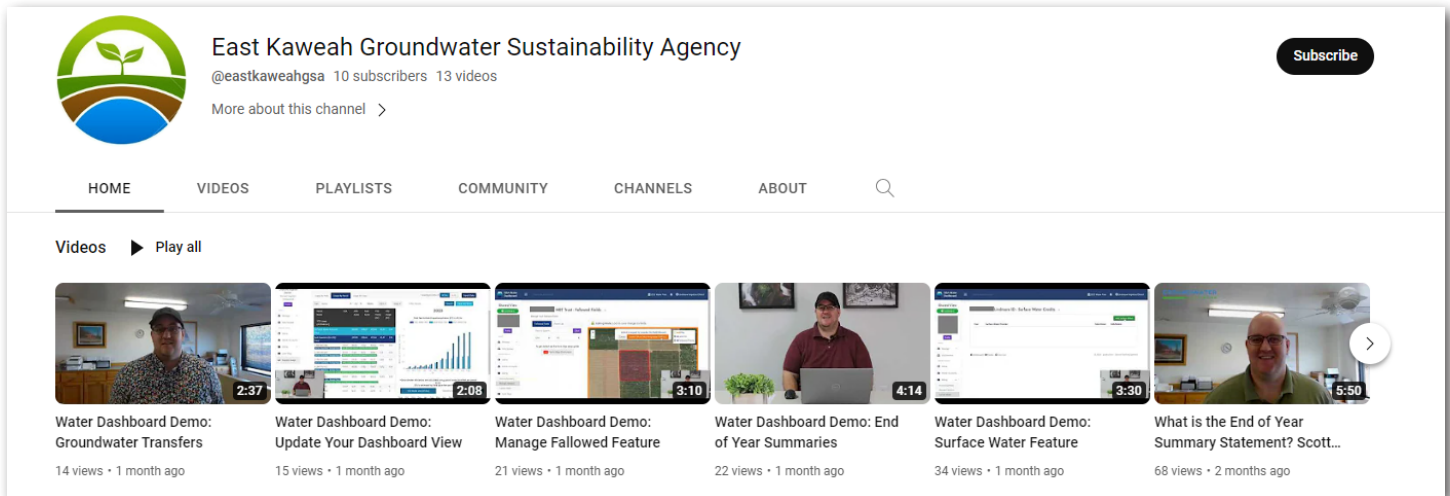
VIDEO PRODUCTION

Our YouTube video library is growing! Video remains one of the top ways to efficiently deliver a message to stakeholders.

In Quarter 2, the East Kaweah GSA released **six videos** related to the Water Dashboard and End of Year Summaries. In the coming months, the East Kaweah GSA will release speaker presentation videos of My Job Depends on Water: Farming in the SGMA Era, and a recap video of the event. The East Kaweah GSA will also release a video overview of the draft Mitigation Plan.



Stay engaged with our YouTube channel [here!](#)



SOCIAL MEDIA

East Kaweah GSA is active on social media! Having a 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. By posting on social media, East Kaweah disseminates information faster and in the long run attracts more eyes, funding, and support for our area's sustainability efforts. The agency posts updates that coincide with blog posts and e-newsletters, ensuring timely communication. East Kaweah GSA is quickly growing our following, gaining over **40 new followers** across all platforms from April to June 2023! Stay engaged with the agency by following us on social media.



[@East Kaweah Groundwater Sustainability Agency](#)



[@eastkawahgsa](#)



[@East Kaweah Groundwater Sustainability Agency](#)

The public can follow, like, and share East Kaweah GSA's social media posts on Twitter, LinkedIn, and Facebook.



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CONSULTING GROUP