



EAST KAWEAH
GROUNDWATER SUSTAINABILITY AGENCY

2024

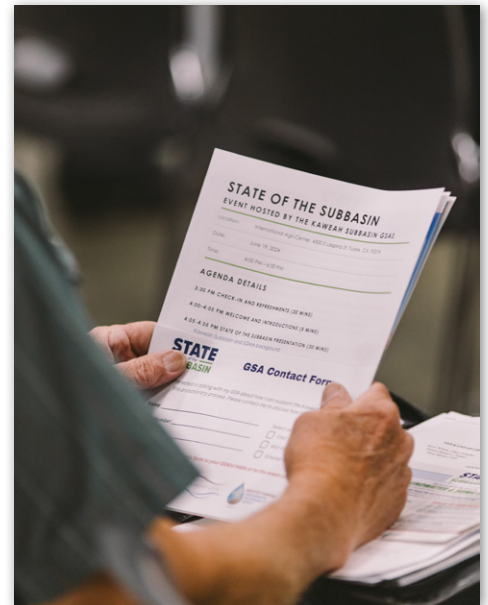
**BI-ANNUAL
REPORT**

STAKEHOLDER OUTREACH & ENGAGEMENT

GROUNDWATER SUSTAINABILITY PLAN

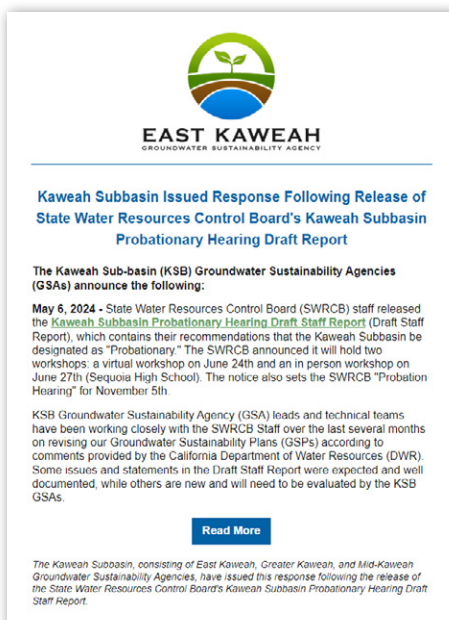
We hit a major milestone on Groundwater Sustainability Plan (GSP) amendments – all culminating in a joint Board Meeting of all three Kaweah Subbasin GSAs on June 13, 2024 to adopt amended GSPs. This was a significant step for the Kaweah Subbasin. **It signals not only our commitment to closely coordinate together to get each of our GSPs right, but also points to the countless hours each committee member, board member, staff, technical consultant, and other stakeholders dedicated over the last year and a half to show the State that local control works in the Kaweah Subbasin.**

Although releasing an amended GSP is a win, there is still work to be done. The latest document addresses deficiencies from the California Department of Water Resources (DWR). The next iteration (currently in progress) will address deficiencies provided by the State Water Resources Control Board (State Board) in May of this year.



The East Kaweah GSA is dedicated to keeping our landowners and stakeholders informed and engaged throughout the coming months, as we prepare for the January 2025 hearing with the State Board to determine whether the Kaweah Subbasin will enter probation. **We invite you to be a part of this process to keep groundwater management in the hands of local leadership by staying engaged at any of our agency meetings, visiting our website, and [signing up for our email list](#).** The outcome of the State Board probationary hearing will directly impact the groundwater users in our community. Our efforts have proven that local control works, and **we are committed to continual coordination with the State Board, DWR, and local stakeholders to ensure local control and the benefits it brings continues in the Kaweah Subbasin.**

PRESS RELEASE: KAWEAH SUBBASIN RESPONSE TO STATE BOARD DRAFT STAFF REPORT



In May, the State Board released the Draft Staff Report for the Kaweah Subbasin, including additional GSP deficiencies and their recommendation to designate the Kaweah Subbasin as a probationary. The three Kaweah Subbasin GSAs issued a joint response detailing their ongoing efforts to revise the GSPs and address State deficiencies.

Click to read the Press Release



133 EMAIL VIEWS



791 IMPRESSIONS ON SOCIAL MEDIA



GSP PUBLIC REVIEW

East Kaweah GSA released its 2nd Amended GSP for a 30-day public comment period reaching its conclusion on July 13th.

Communications efforts included:

- [GSP Webpage](#) updated with Amended Draft GSP and appendices documents
- Provision of **public comment methods** including an online form and email address
- **Four email reminders** to stakeholders during the public review period, receiving a total of **550 views**

KAWEAH SUBBASIN HOLDS STATE OF THE SUBBASIN EVENT

On June 19th and 20th, the East Kaweah GSA coordinated with Mid-Kaweah and Greater Kaweah GSAs to host the “State of the Subbasin”, held in-person at the International Agri-Center and online as a webinar. Attendees heard directly from the Kaweah Subbasin GSA general managers and received the latest updates on the Subbasin’s progress on GSP revisions. Attendees were also updated on the ongoing efforts to ensure groundwater management continues under local leadership.

250 ATTENDEES

OVER 4,000
POSTCARD MAILERS

5 EMAIL NOTICES
WITH 600 VIEWS

OFFERED IN BOTH
ENGLISH AND SPANISH

Event topics included:

- **How the State Board probationary process works, and what it means for landowners**
- **Status of amended Kaweah Subbasin GSPs**
- **What local projects and new programs are moving forward to achieve groundwater sustainability**
- **How landowners can support efforts to keep local control over groundwater management**

East Kaweah GSA published a new [State of the Subbasin webpage](#) in June where event materials and resources, including an [educational handout](#) recapping the Kaweah Subbasin’s sustainability efforts, are hosted.



**NEED TO CATCH UP OR
REFRESH?**



Watch the event recording

Mira el video (Español)

GROUNDWATER ALLOCATIONS & WATER DASHBOARD

Reaching a sustainable groundwater supply in the East Kaweah GSA requires the participation of every landowner, and we cannot express our gratitude enough to our agricultural landowners who have borne the burden of demand-reducing measures through our groundwater allocation system.

Throughout the year, our objective is to ensure landowners have a clear understanding of their water options for the irrigation season. By keeping our growers informed of the groundwater allocation amounts and processes, we hope to continually build clarity as everyone adjusts to this new way of managing water supply and operations on the farm.

MITIGATION TIER CAMPAIGN

**2,860 DIRECT MAILERS
TO LANDOWNERS**

**8 EMAIL NOTICES
GAINED 1,000 VIEWS**

**WEBSITE
BLOG POST**

East Kaweah GSA announced that surface water credits were available to purchase on the Water Dashboard for landowners with irrigated acres. Surface water credits, referred to as the Mitigation Tier in the 2024 Allocation

policy, were applied to landowners' Water Accounts for Allocation Year 2024.

Read more about the Mitigation Tier here

SCOTT MASKELL
Water Dashboard Pro



ONGOING WATER DASHBOARD GROWER SUPPORT

To support our growers with groundwater allocations, ongoing assistance is available through the phone, online, and in person with our valued team member, Scott Maskell.



**MET WITH 2-10
GROWERS PER WEEK**

**TOOK 2-3
PHONE CALLS PER DAY**

Scott is always willing to help our growers with questions on allocations, invoicing, and the Water Dashboard.

For questions or help managing your Water Dashboard account, contact us at:

✉ **GROUNDWATER@EKGSA.ORG**

☎ **(559) 697-6095**

CALLING ALL EAST KAWEAH GSA LANDOWNERS WITH IRRIGATED ACRES!

SURFACE WATER CREDITS ARE AVAILABLE FOR PURCHASE STARTING FEBRUARY 1ST!

Purchasing increases the total amount a landowner can pump without facing future allocation reduction.

East Kaweah GSA landowners with irrigated acres* can purchase credits for **\$500 per acre-foot**. Landowners who purchase this tier can **exceed the penalty cap** and pump additional water up to the purchased amount, without future deductions.

Credits NEVER expire!
These credits will show up on your Water Account within the Water Dashboard and **do not expire**. East Kaweah GSA calls this credit the **Mitigation Tier** in its Allocation Year 2024 policy.

Credits are reserved for each landowner until February 29th!
Landowners have until **February 29th**** to purchase their reserved share of surface water credits - 0.05 acre-feet per irrigated acre - **before it returns to a shared pool** for anyone in the GSA to claim.

*1.14 Irrigated Land "Irrigated Land" means Eligible Land irrigated as of January 31, 2020, which is (a) identified as enrolled in the Irrigated Lands Regulatory Program or other regulatory programs that document historical irrigation use (e.g., Dairy General Orders), (b) identified by other certified crop map datasets, or (c) shown with sufficient evidence to the reasonable satisfaction of the Agency to have been historically irrigated.

**Note: The original deadline for purchasing the Mitigation Tier, or surface water credits, has been extended by the East Kaweah GSA.

TO PURCHASE SURFACE WATER CREDITS:

1. Log into your Water Dashboard account.
2. Use the payment calculator tool to generate an invoice for the water you are purchasing.
3. Print the invoice and mail it with a check to the East Kaweah GSA P.O. Box 908, Lindsay, CA 93247.

OR

Fill out the order form below and mail a check with the form enclosed to the East Kaweah GSA.

Check Payment for **Mitigation Tier** Water Form

Name: _____

CONTACT INFORMATION	ORDER INFORMATION
Phone: _____	Water Account Number (check Water Dashboard Account to find this number) or APN: _____
Email: _____	<small>Note: If not all APN numbers fit on this line, you may continue writing the numbers on a blank sheet of paper.</small>
Address: _____	Amount to be purchased in acre-feet
City/Zip code: _____	(can purchase up to 0.05 acre-feet per irrigated acre)



SUPPLY-SIDE PROJECTS

Building a Sustainable Groundwater Future

Local Projects to Replenish the Groundwater Aquifer for Growers, Residents, Businesses, and Communities in the East Kaweah GSA

East Kaweah Groundwater Sustainability Agency
July 17, 2024

NEW PROJECT WEBPAGE LAUNCH!

In June, East Kaweah GSA launched its new Project Webpage. This interactive webpage, built in ArcGIS StoryMaps, showcases the many groundwater recharge projects completed or underway by East Kaweah GSA and its member agencies since the adoption of the first GSP version in 2020.

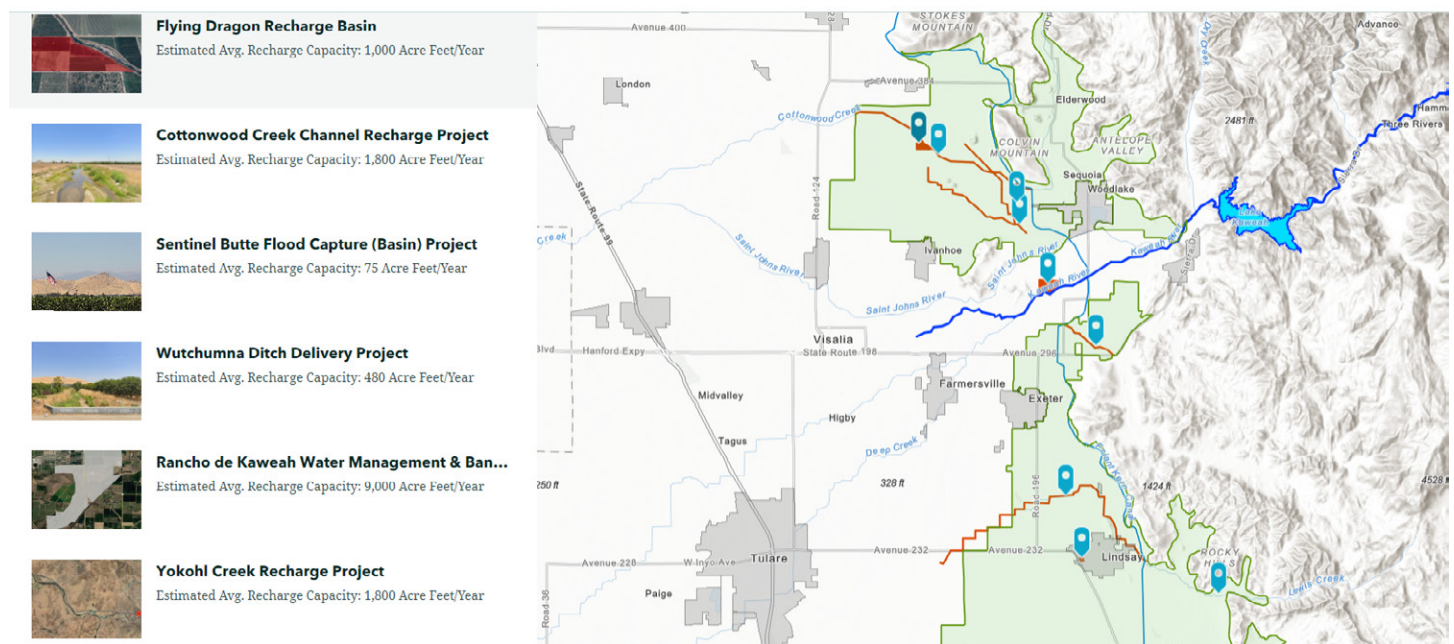
The webpage below can be viewed at ekgsa.org by navigating to the “Projects” menu item under “More”.

[View the Project Webpage here](https://ekgsa.org)

 **213**
VIEWS



428 IMPRESSIONS
ACROSS SOCIAL MEDIA AND EMAIL



At the June 13th Joint Board Meeting, the East Kaweah, Mid-Kaweah, and Greater Kaweah GSAs formalized a partnership with Self-Help Enterprises (SHE) to implement a new Well Mitigation Program. This partnership provides the mechanism through which the Kaweah Subbasin GSAs will fund assistance for domestic well-owners who lose water due to lowering groundwater levels.

Developing the Well Mitigation Program and forging the partnership was a highly coordinated effort between the Kaweah Subbasin GSAs and SHE. The partnership is the first of its kind statewide, a pioneering example of how the GSAs are committed to bring the Mitigation Program plans to fruition.

The East Kaweah GSA used email as a primary channel to keep stakeholders engaged and informed. The GSA sent two emails in anticipation of the Special Board Meeting and a follow-up email announcing the adopted Well Mitigation Plans.



791
SOCIAL MEDIA
IMPRESSIONS



133
EMAIL
VIEWS

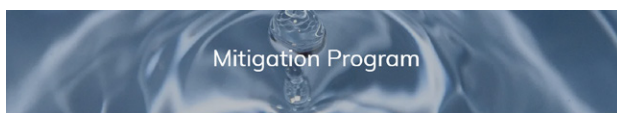


IN THE PRESS

In addition to communicating directly to stakeholders, the East Kaweah GSA distributed a news release about the new well mitigation program to media contacts, which resulted in coverage from [The Sun Gazette](#), [SJV Sun](#), [SJV Water](#), and more. Click the logos to read the articles online.

ON THE WEB

On the East Kaweah GSA website, stakeholders can find the Well Mitigation Plan news release article along with the mitigation webpage that houses the latest news on the Well Mitigation Program. To learn more about SHE and the services they provide to our community, read our most recent article: [Empowering Communities in Your Backyard](#).



Kaweah Subbasin Mitigation Program / EKGSA Mitigation Plan

In a first-of-its-kind partnership, the EKGSA has formed a partnership with Self-Help Enterprises to mitigate the drinking water impacts to everyone within the East Kaweah boundary as the GSA works towards sustainability under SGMA.

KSB Mitigation Program (pdf)

DOWNLOAD

EKGSA Mitigation Plan (pdf)

DOWNLOAD

All year round, the East Kaweah GSA is committed to maintaining a consistent and transparent line of communication with our stakeholders through various digital communication methods on the Web.

SOCIAL MEDIA

On social media, the East Kaweah GSA is active across LinkedIn, Facebook, X, and YouTube. Each platform allows the East Kaweah GSA to reach unique audiences present across each platform. Social media is one asset the East Kaweah GSA uses to directly communicate important information at a speed unmatched by any other digital channel and is a point of contact for listening and interacting with our stakeholders.



12
POSTS

6,953
IMPRESSIONS



8
POSTS

725
IMPRESSIONS



9
POSTS

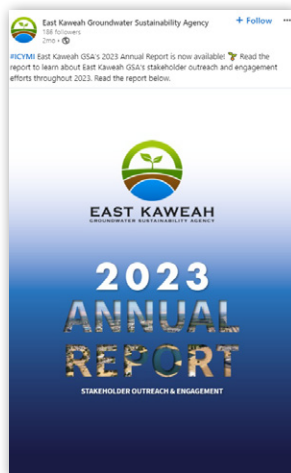
128
IMPRESSIONS



2
VIDEOS

80
VIEWS

OUR MOST SUCCESSFUL POSTS



[GSA 2023 Report post](#)
reaching an engagement
rate of 48.84%.



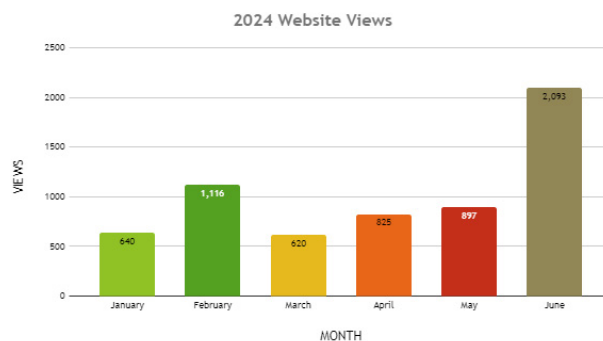
[Subbasin Recap post](#)
being the most successful
post by reach.

WEBSITE

The East Kaweah GSA's website, ekgsa.org, houses all the latest news and resources for stakeholders. Throughout the year, we see a steady flow of site visitors. This year, **traffic notably spiked in June when we published new information about our biggest event of the year, the State of the Subbasin event.**

5
NEW
BLOG POSTS

6,191
WEBSITE
VISITS



EMAIL NEWSLETTER

The East Kaweah GSA's email newsletter is a vital tool for keeping stakeholders informed and engaged. With a growing subscriber base of 828 individuals, our newsletters provide timely updates, critical information, and resources directly to their inboxes. This consistent communication ensures that our stakeholders stay informed about key developments and events. This year, we've seen a significant increase in engagement and open rates. Regular email updates continue to be an essential component of our outreach strategy.

44
EMAILS
TOTAL

57%
AVG. OPEN
RATE

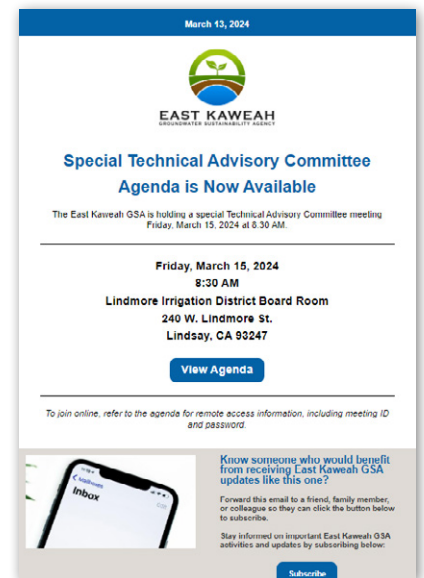
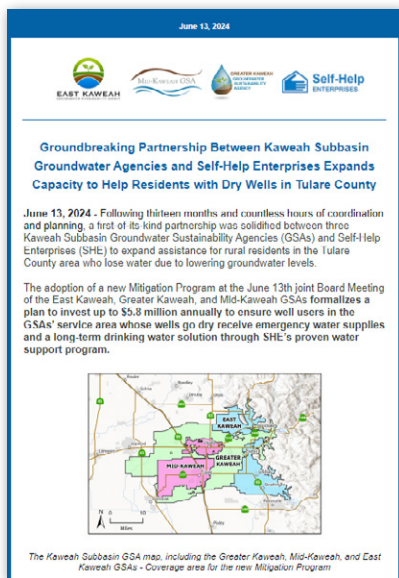
27
NEW
SUBSCRIBERS

[Subscribe to our email newsletter!](#)



ENGAGE WITH US DIGITALLY!

Through these digital platforms, the East Kaweah GSA keeps stakeholders updated and connected with our ongoing initiatives to achieve groundwater sustainability. This multi-channel strategy highlights our commitment to transparency and regular communication.



Stay engaged with the agency by following us on social media. **The public can follow, like, and share East Kaweah GSA's social media posts on [Facebook](#), [LinkedIn](#), and [X \(Twitter\)](#).**



Subscribe to our email newsletter

Visit our website

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STAKEHOLDER OUTREACH & ENGAGEMENT

PROVOST&PRITCHARD
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