

VOTER OUTREACH STATISTICS
2021 SPECIAL PUBLIC AGENCY MEMBER BOARD ELECTION

Activity	Result
Candidate Forum	<ul style="list-style-type: none"> • 38 viewed the live stream • 495 viewed the webpage • 565 viewed YouTube replays
Election Toolkit	<ul style="list-style-type: none"> • 127 views of the toolkit page • 24 downloaded the toolkit
Email Blast	<ul style="list-style-type: none"> • April 19, 2022 <ul style="list-style-type: none"> ○ Recipients: 177,732 ○ Opens: 42.0% (73,930) ○ Clicks: 2.8% (2,034) ○ Deliveries: 99.1% ○ Opt outs: 131 (0.07%) • May 10, 2022 <ul style="list-style-type: none"> ○ Recipients: 176,347 ○ Opens: 46.2% (81,178) ○ Clicks: 2.0% (1,624) ○ Deliveries: 99.6% ○ Opt outs: 110 (0.06%)
Candidate Statement Videos (YouTube)	<ul style="list-style-type: none"> • 194 views of Richard Fuentes' Candidate Statement video • 195 views of Mullissa Willette's Candidate Statement video
Social Media Posts	<ul style="list-style-type: none"> • Facebook – 13 • Twitter – 16 • Instagram - 6 • LinkedIn – 9
News Releases	<ul style="list-style-type: none"> • 6 News Releases
Board Election Webpage	<ul style="list-style-type: none"> • 4,264 viewed the Board Election Homepage • 1,606 viewed the Candidate Statement page • 64 viewed the Become a Board Member Candidate page • 858 clicked the "Vote Now" button
PIN Requests (Tool & Call Center)	<ul style="list-style-type: none"> • 2,163 (97.3%) retrieved their PIN using the online PIN recovery tool • 60 (2.7%) retrieved their PIN from the call center