

**VOTER OUTREACH STATISTICS  
2022 SPECIAL RETIRED MEMBER PRIMARY ELECTION**

Activity	Result
Candidate Forum	<ul style="list-style-type: none"> <li>• 477 viewed the live stream</li> <li>• 2,711 viewed the webpage</li> <li>• 2,783 viewed YouTube replays</li> </ul>
Election Toolkit	<ul style="list-style-type: none"> <li>• 101 views of the toolkit page</li> <li>• 10 downloaded the toolkit</li> </ul>
Email Blast	<ul style="list-style-type: none"> <li>• August 30, 2022 <ul style="list-style-type: none"> <li>○ Recipients: 515,818</li> <li>○ Opens: 46.4% (236,746)</li> <li>○ Clicks: 6.1% (14,396)</li> <li>○ Deliveries: 99.0%</li> <li>○ Opt outs: 424 (0.08%)</li> </ul> </li> <li>• September 13, 2022 <ul style="list-style-type: none"> <li>○ Recipients: 511,084</li> <li>○ Opens: 46.7% (238,154)</li> <li>○ Clicks: 4.0% (9,478)</li> <li>○ Deliveries: 99.8%</li> <li>○ Opt outs: 377 (0.07%)</li> </ul> </li> </ul>
Candidate Statement Videos (YouTube)	<ul style="list-style-type: none"> <li>• 1,499 views of Tim Behrens' Candidate Statement video</li> <li>• 1,319 views of Randall Cheek's Candidate Statement video</li> <li>• 1,431 views of Yvonne Walker's Candidate Statement video</li> </ul>
Social Media Posts	<ul style="list-style-type: none"> <li>• Facebook – 12</li> <li>• Twitter – 11</li> <li>• Instagram - 6</li> <li>• LinkedIn – 8</li> </ul>
News Releases	<ul style="list-style-type: none"> <li>• 6 News Releases</li> </ul>
Board Election Webpage	<ul style="list-style-type: none"> <li>• 5,464 viewed the Retired Member Board Election Homepage</li> <li>• 6,950 viewed the Candidate Statement page</li> <li>• 156 viewed the How to Become a Board Member Candidate page</li> <li>• 1,273 clicked the "Vote Now" button</li> </ul>
PIN Requests (Tool & Call Center)	<ul style="list-style-type: none"> <li>• 5,053 (92.26%) retrieved their PIN using the online PIN recovery tool</li> <li>• 424 (7.74%) retrieved their PIN from the call center</li> </ul>