

**VOTER OUTREACH STATISTICS
2018 PUBLIC AGENCY MEMBER ELECTION**

Activity	Results
Candidate Forum	<ul style="list-style-type: none"> • 24 attendees • 70 viewed live stream • 826 viewed webpage • 468 YouTube replays viewed
Employer Toolkit	<ul style="list-style-type: none"> • 1,431 Public Agency employers • 574 viewed the content • 40.11% of employers viewed the content • 43 downloaded the toolkit • 3.00% of employers downloaded the toolkit
Email Blast	<ul style="list-style-type: none"> • August 31, 2018 <ul style="list-style-type: none"> ○ 167,846 emails delivered ○ 34,230 emails opened ○ 20.39% of emails were opened • September 24, 2018 <ul style="list-style-type: none"> ○ 168,263 emails delivered ○ 41,358 emails opened ○ 24.58% of emails were opened
Board Election Webpage	<ul style="list-style-type: none"> • 13,447 viewed the Board Election Homepage • 1,605 viewed the Candidate Statement page • 377 viewed the Become a Board Member Candidate page