

**VOTER OUTREACH STATISTICS
2019 RETIRED MEMBER ELECTION**

Activity	Results
Candidate Forum	<ul style="list-style-type: none"> • 120 attendees (estimated) • 355 viewed the live stream • 1,923 viewed the webpage • 1,651 viewed YouTube replays
Retired Member Toolkit	<ul style="list-style-type: none"> • 381 viewed the content • 118 downloaded the toolkit
Email Blast	<ul style="list-style-type: none"> • September 6, 2019 <ul style="list-style-type: none"> ○ Delivered: 348,807 ○ Opened: 127,696 – 36.61% ○ Clicks: 11,565 • September 23, 2019 <ul style="list-style-type: none"> ○ Delivered: 346,160 ○ Opened: 122,221 – 35.31% ○ Clicks: 12,148
Candidate Statement Videos	<ul style="list-style-type: none"> • 1,982 viewed Henry Jones’ Candidate Statement video • 1,919 viewed Joseph “JJ” Jelincic’s Candidate Statement video
Social Media Posts	<ul style="list-style-type: none"> • Facebook – 18 • Twitter – 17 • LinkedIn – 6
News Releases	<ul style="list-style-type: none"> • 7 News Releases
Board Election Webpage	<ul style="list-style-type: none"> • 39,434 viewed the Board Election Homepage • 3,504 viewed the Candidate Statement page • 1,180 viewed the Become a Board Member Candidate page • 9,069 clicked the “Vote Button”