

**VOTER OUTREACH STATISTICS
2021 MEMBER-AT-LARGE BOARD ELECTION**

Activity	Result
Candidate Forum	<ul style="list-style-type: none"> • 414 viewed the live stream • 15 viewed the recording from the webpage • 1,950 viewed the webpage • 2,136 viewed YouTube replays
Member-at-Large Toolkit	<ul style="list-style-type: none"> • 444 views of the toolkit page • 132 downloaded the toolkit
Email Blast	<ul style="list-style-type: none"> • September 1, 2021 <ul style="list-style-type: none"> ○ Recipients: 1,025,080 ○ Opens: 28.0% (282,800) ○ Clicks: 6.8% (19,301) ○ Deliveries: 99.0% ○ Opt outs: 1073 (0.1%) • September 16, 2021 <ul style="list-style-type: none"> ○ Recipients: 1,015,428 ○ Opens: 25.4% (257,698) ○ Clicks: 5.2% (1,323) ○ Deliveries: 99.8% ○ Opt outs: 1323 (0.1%)
Candidate Statement Videos (YouTube)	<ul style="list-style-type: none"> • 845 views of David Miller’s Candidate Statement video • 681 views of Tiffany Emon-Moran’s Candidate Statement video • 639 views of Margaret Brown’s Candidate Statement video • 630 views of Jose Luis Pacheco’s Candidate Statement video
Social Media Posts	<ul style="list-style-type: none"> • Facebook – 13 • Twitter – 16 • Instagram - 14 • LinkedIn – 9
News Releases	<ul style="list-style-type: none"> • 6 News Releases
Board Election Webpage	<ul style="list-style-type: none"> • 52,775 viewed the Board Election Homepage • 6,005 viewed the Candidate Statement page • 1,254 viewed the Become a Board Member Candidate page • 16,250 clicked the “Vote Now” button
PIN Requests (Tool & Call Center)	<ul style="list-style-type: none"> • 5,922 (77.6%) retrieved their PIN using the new online PIN recovery tool • 1,703 (22.3%) retrieved their PIN from the call center