

# 2025 Member-at-Large Election

## Voter Outreach Statistics

Activity	Result
<b>Board Election Webpage</b>	<ul style="list-style-type: none"> <li>• 75,562 Board Election home page views</li> <li>• 3,234 How to Become a Candidate page views</li> <li>• 24,484 Candidate Statement page views</li> <li>• 28,203 “Vote Now” button clicks</li> </ul>
<b>Social Media Posts</b>	<ul style="list-style-type: none"> <li>• Facebook – 17 posts</li> <li>• LinkedIn – 11 posts</li> <li>• X – 17 posts</li> </ul>
<b>News Releases</b>	<ul style="list-style-type: none"> <li>• 6 News Releases</li> </ul>
<b>Candidate Forum</b>	<ul style="list-style-type: none"> <li>• Approximately 65 in-person attendees</li> <li>• 466 livestream views</li> <li>• 13,340 webpage views</li> <li>• 4,7575 YouTube replays</li> </ul>
<b>Employer Toolkit</b>	<ul style="list-style-type: none"> <li>• 1,442 Toolkit page views</li> <li>• 42 Toolkit downloads</li> </ul> <p><b>Employer Toolkit Email Blasts</b></p> <ul style="list-style-type: none"> <li>• August 13, 2025 - Audience 1 – All Employers <ul style="list-style-type: none"> <li>○ Recipients: 16,764</li> <li>○ Opens: 16.4%</li> <li>○ Clicks: 7.2%</li> </ul> </li> <li>• August 13, 2025 - Audience 2 – Employer Stakeholders <ul style="list-style-type: none"> <li>○ Recipients: 278</li> <li>○ Opens: 25.2%</li> <li>○ Clicks: 14.2%</li> </ul> </li> </ul>
<b>Candidate Statement Videos</b>	<p><b>Position A</b></p> <ul style="list-style-type: none"> <li>• Dominick Bei views: 6,596</li> <li>• Steve Mermell views: 13,614</li> <li>• David Miller views: 5,253</li> </ul> <p><b>Position B</b></p> <ul style="list-style-type: none"> <li>• Sam Hasan Akkad views: 6,036</li> <li>• Troy Johnson views: 4,325</li> <li>• Jose Luis Pacheco views: 3,917</li> </ul>

Activity	Result
<b>Email Blasts to Members/Retirees</b>	<ul style="list-style-type: none"> <li>• August 25, 2025 <ul style="list-style-type: none"> <li>○ Recipients: 1,207,155</li> <li>○ Opens: 15.49% (186,577)</li> <li>○ Clicks: 5.24% (5,174)</li> <li>○ Deliveries: 99.78%</li> <li>○ Opt outs: 0.083% (994)</li> </ul> </li> <li>• September 3, 2025 <ul style="list-style-type: none"> <li>○ Recipients: 1,208,024</li> <li>○ Opens: 14.35% (172,914)</li> <li>○ Clicks: 15.57% (16,211)</li> <li>○ Deliveries: 99.71%</li> <li>○ Opt outs: 0.083% (999)</li> </ul> </li> <li>• September 16, 2025 <ul style="list-style-type: none"> <li>○ Recipients: 1,205,166</li> <li>○ Opens: 17.49% (210,031)</li> <li>○ Clicks: 13.43% (15,002)</li> <li>○ Deliveries: 99.65%</li> <li>○ Opt outs: 0.086% (1,033)</li> </ul> </li> <li>• September 22, 2025 <ul style="list-style-type: none"> <li>○ Recipients: 1,203,869</li> <li>○ Opens: 14.59% (174,966)</li> <li>○ Clicks: 15.28% (14,401)</li> <li>○ Deliveries: 99.62%</li> <li>○ Opt outs: 0.084% (1,008)</li> </ul> </li> </ul>
<b>PIN Requests (Tool &amp; Call Center)</b>	<ul style="list-style-type: none"> <li>• 8,185 (85.4%) retrieved their PIN using the online recovery tool</li> <li>• 1,399 (14.6%) retrieved their PIN via call center</li> </ul>