

VOTER OUTREACH STATISTICS
2022 SPECIAL RETIRED MEMBER RUNOFF ELECTION

Activity	Result
Election Toolkit	<ul style="list-style-type: none"> • 58 views of the toolkit page • 8 downloaded the toolkit
Email Blast	<ul style="list-style-type: none"> • November 4, 2022 <ul style="list-style-type: none"> ○ Recipients: 517,177 ○ Opens: 48.5% (249, 696) ○ Clicks: 5.7% (14,343) ○ Deliveries: 99.6% ○ Opt outs: 477 (0.01%) • November 22, 2022 <ul style="list-style-type: none"> ○ Recipients: 515,608 ○ Opens: 47.9% (246,302) ○ Clicks: 2.6% (6,436) ○ Deliveries: 99.8% ○ Opt outs: 358 (0.1%)
Candidate Statement Videos (YouTube)	<ul style="list-style-type: none"> • 1,025 views of Randall Cheek’s Candidate Statement video • 966 views of Yvonne Walker’s Candidate Statement video
Social Media Posts	<ul style="list-style-type: none"> • Facebook – 6 • Twitter – 6 • Instagram – 2 • LinkedIn – 4
News Releases	<ul style="list-style-type: none"> • 3 News Releases
Board Election Webpage	<ul style="list-style-type: none"> • 2,174 viewed the Retired Member Board Election Homepage • 6,601 viewed the Candidate Statement page • 1,925 clicked the “Vote Now” button
PIN Requests (Tool & Call Center)	<ul style="list-style-type: none"> • 5,925 (92.10%) retrieved their PIN using the online PIN recovery tool • 508 (7.90%) retrieved their PIN from the call center