

## Stakeholder Outreach Report, January – March 2022

### INTERESTED PERSONS EMAIL LIST

- 265 interested persons

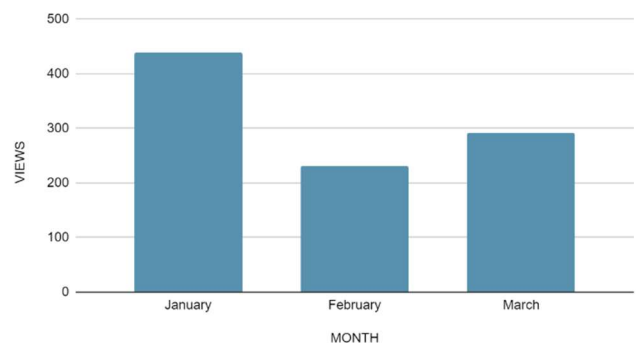
### EMAIL CORRESPONDANCE

EMAIL UPDATES TO INTERESTED PERSONS				
Date	Email Topic	# of recipients	Open Rate	Click-thru Rate
4/22/22	Board Meeting	265	45%	30%
4/11/22	Policy Committee Meeting	265	49%	28%
3/17/22	Board Meeting	264	49%	12%
2/25/22	Policy Committee meeting	265	44%	8%
1/31/22	Policy Committee meeting	263	45%	7%
1/18/22	Board Meeting	262	47%	9%
1/3/22	Policy Meeting	262	46%	9%

### Digital/Online

2022 WEBSITE VIEWS		
MONTH	VEIEWS	Top Pages viewed for quarter
January	439	
February	232	
March	291	1st Quarter: Board, GSP Portal, About

2022 website views



### California Resiliency Challenge Grant Outreach

Remaining tasks to be completed in 2022 include a printed educational piece, newsletter, workshops/webinar, and ASR animation. The goals for these outreach efforts will be to present survey results, summarize lessons learned from the pilot project, and provide additional education on the ASR concept.