

MARIN EMERGENCY RADIO AUTHORITY

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DATE: May 28, 2014
TO: MERA Project Oversight Committee
FROM: Dave Jeffries, Special Project Manager
SUBJECT: AGENDA ITEM **E-3**: REPORT ON MERA NEWSLETTERS

Recommended Action: Receive, discuss and file Report on MERA newsletters.

Background:

At this point, MERA has published seven newsletters, starting with the 04/2013 edition.

Discussion:

This is an opportunity to provide any feedback or new guidance as we move forward towards the November 2014 election.

The system we use to send out these newsletters, Constant Contact, provides us with data from each e-mail blast. The data from our past newsletters and an e-mail blast in regards to the Round I presentation schedule, is below:

Date	Newsletter #	Sent	Open #	Open %	Click #	Click %
04/05/13	1	101	57	56.4%	0	0%
05/22/13	2	168	76	46.9%	2	2.6%
08/08/13	3	215	106	51.5%	6	5.7%
09/06/13	Rd I Presentation	215	85	41.7%	5	5.9%
12/05/13	4	271	86	33.3%	2	2.3%
02/12/14	5	270	88	34.8%	3	3.4%
05/01/14	6	269	70	28.6%	3	4.3%
	OVERALL	1509	568	41.9% Avg	21	3.46% Avg

Open: E-mails that were sent, received and viewed.
Click: Contacts that clicked on a link within the e-mail.
Click %: Number of clicks as compared to Open.