

ADVISORY BOARD OUTREACH - DETAILED

Social Media:

- Nextdoor 5.5k reached in December
- Facebook 2.3K people reached in December
- Twitter 2k people reached in December

Direct Email:

- Website Newsflash – Direct Email to 639 recipients
- Newsletter – Direct to 6,743 recipients
- RENA
- NAACP
- El Centro

Direct Contact/Flyers Placed/Applications Handed/Mailed Out

- NAACP Meeting
- El Centro Hispano
- Various Citizens Connections
- Over 25 Minority Owned/Operated Businesses
- 200+ applications and fliers via direct mail to areas that are historically African-American and/or unlikely to be covered by social media platform Nextdoor/not in an HOA.