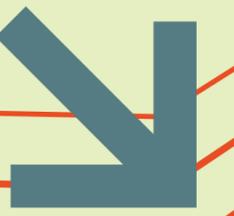


2025 POC COMMS IMPACT REPORT



THE BIG PICTURE

Social Media Impressions

365,894

Email Opens

157,808

Website Hits

39,600

Meeting Attendance

9,490

We saw a 26.6% increase in Commission meeting attendance.



SOCIAL MEDIA

78

CONTENT PIECES CREATED

33

VIDEOS CREATED

365,894

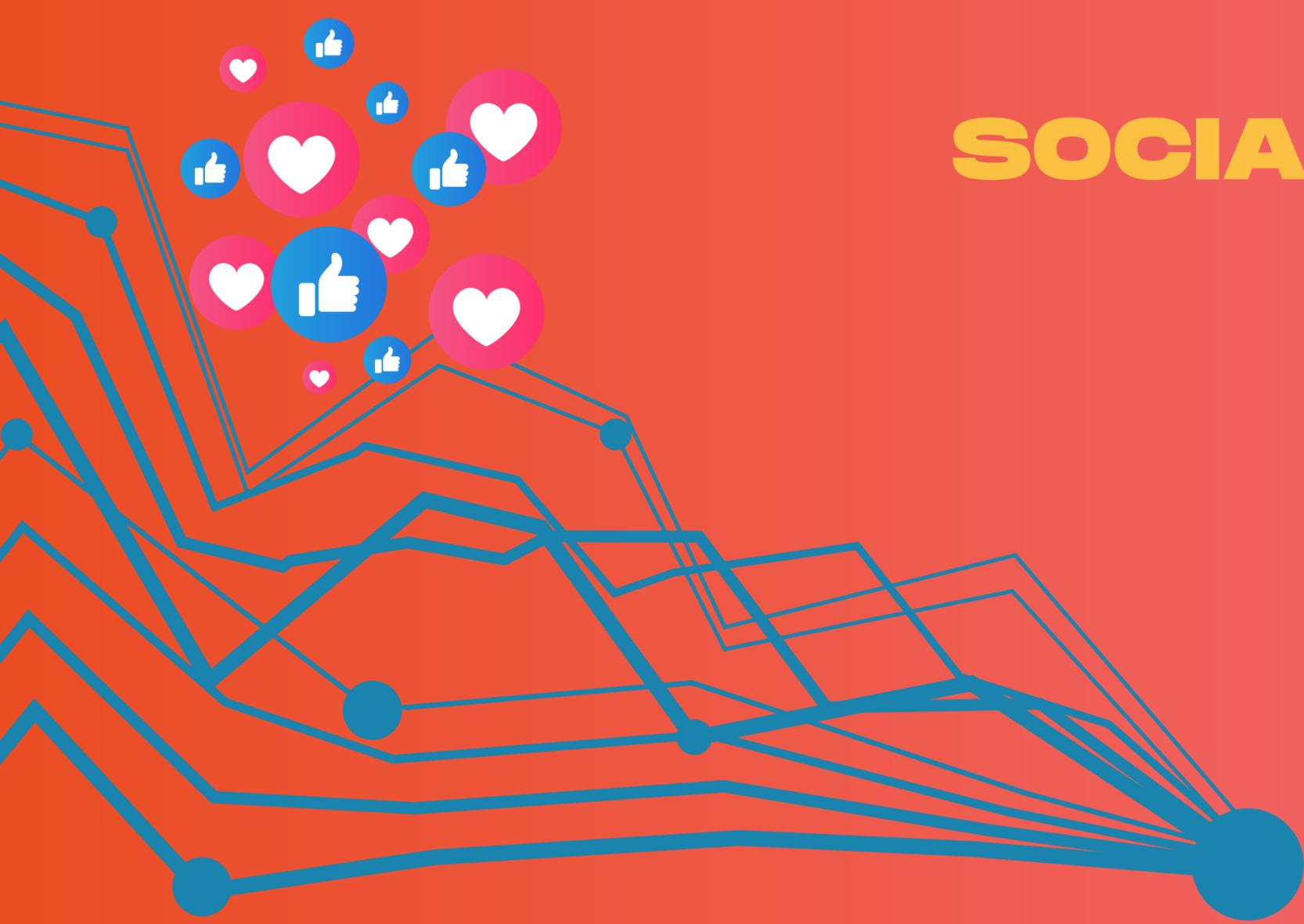
IMPRESSIONS

16,400

HOURS OF WATCHTIME
ON YOUTUBE



WE ACHIEVED 32% GROWTH IN
YOUTUBE WATCHTIME HOURS.





bulletins sent

47

emails delivered

694,936

unique email opens

157,808

unique link clicks*

58,963

EMAIL ENGAGEMENT

- Our emails achieved a **9.2% click-through rate**, well above government agency benchmarks, which generally fall in the 2% to 5% range, indicating strong audience engagement and effective content strategy.

WEBSITE



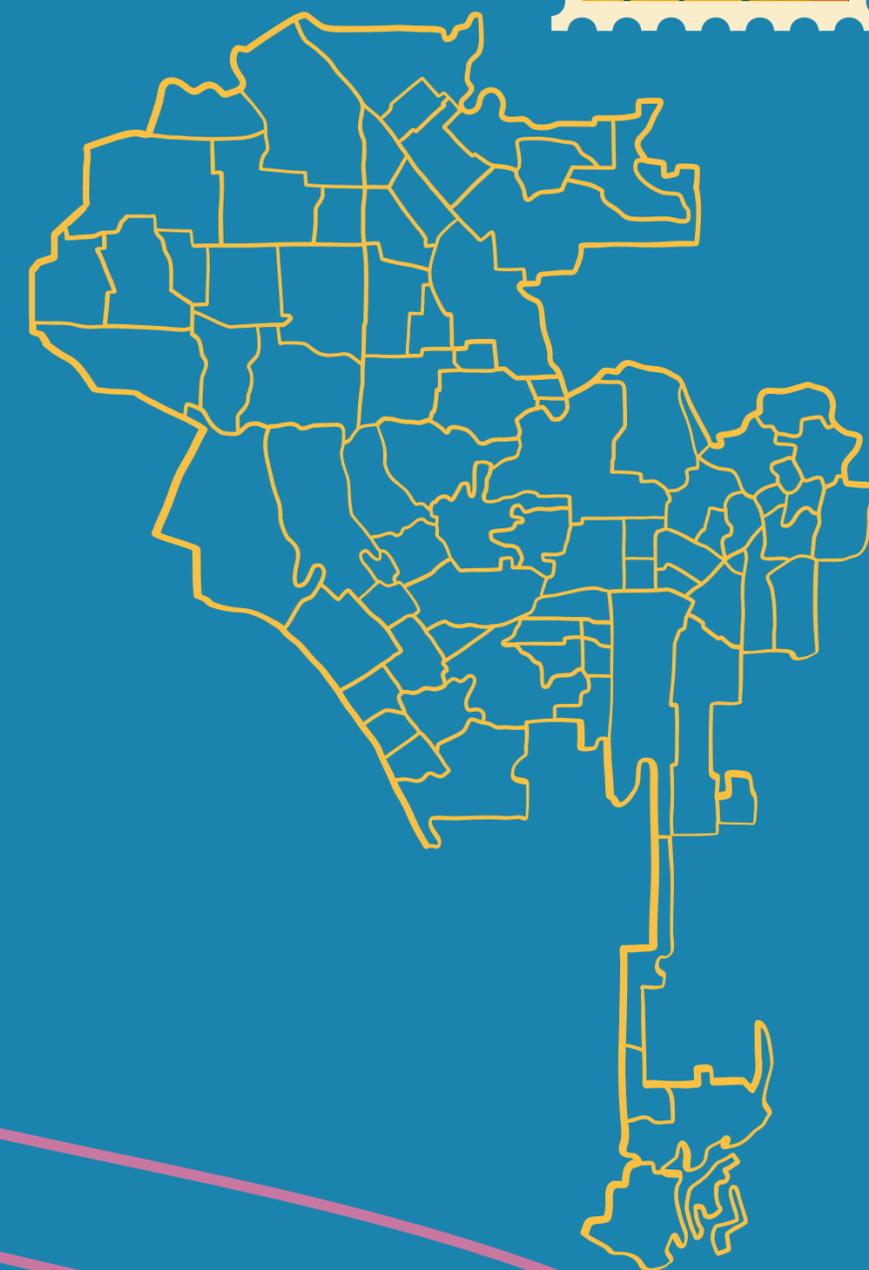
39,600

WEBSITE HITS



9,212

**DOCUMENT
DOWNLOADS**



HYBRID COMMISSION MEETINGS

ATTENDANCE

9,490

**PUBLIC
COMMENTS**

395

Public Comment
Breakdown

