

CONNECTIONS



Meeting spaces provided by:
 Acequia Madre House
 Boys & Girls Club of Santa Fe
 Santa Fe Community Gallery
 Santa Fe Place Mall

OUTREACH
 E-Blasts, Newsletters, Email, Snail Mail, Phone, etc.
 (excluding website and social media) : 8,008

CHART Email List: 483
 City of Santa Fe CHART Email List: 509

ENGAGEMENTS
 Attendance at Dialogues/Events/Activities, Meetings,
 Classroom Visits, Registrations, YouTube Viewings,
 Conversations (excluding website and social media):
 5,975

In-Person Engagements
 (minding city/state health guidelines):
 Opening Event 11/14
 Pojoaque Valley High School
 Capital High School
 El Camino Real Academy
 Santa Fe Place Mall
 El Museo Cultural de Santa Fe
 Midtown Project Event
 Café Castro
 Angel's Coffee House
 Children's Museum

Reach & Engagement

SOCIAL MEDIA STATS

70 posts

FACEBOOK

Posts Reach 16,836
 Engagements 1,175
 Followers 122

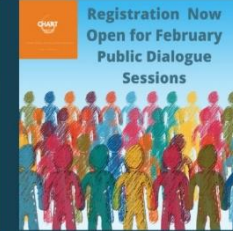
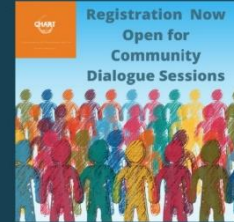
INSTAGRAM

Followers 104



Meet the CHART team

CHART Opening Event
 Sunday, November 14 @ 2pm
 Frenchy's Field



REACH & ENGAGEMENT

WEBSITE

www.CHARTsantafe.com



Website Traffic Overview
 Site Sessions: 4,324*
 Unique Visitors: 2,822
 Average Session Duration: 5 min, 49 secs

*Most come to the page directly, or via Facebook, Google, Santa Fe New Mexican

Most visited pages
 Home Page, Team, Survey, About, Events

The majority of unique visitors are from Santa Fe, followed by the rest of New Mexico, the US, Canada, the UK, and as far away as Mongolia.

REACH & ENGAGEMENT

MEDIA

2 Op Ed
 1 TV News
 2 Radio Shows
 13 Newspaper Articles

(since contract signature)



SANTA FE NEW MEXICAN



REACH & ENGAGEMENT