

ATTACHMENT 1

	Bulletins Developed	Total Recipients	Total Delivered	Unique Email Opens	Email Open Rate	Wireless Recipients
Comparisons:						
December, 2022	33	223,587	202,268	25,975	19.00%	78,584
November, 2022	24	128,822	116,286	14,221	17.90%	44,131
October, 2022	28	131,830	119,181	15,287	18.10%	41,173
September, 2022	18	71,635	64,845	8,554	18.20%	21,385
August, 2022	13	65,817	60,494	8,916	19.90%	18,579
July, 2022	17	66,926	61,741	8,809	18.5%	16,757
June, 2022	38	170,001	156,176	17,192	15.00%	48,346
May, 2022	21	93,246	86,088	9,650	14.8%	24,298
April, 2022	31	166,938	154,946	17,108	14.70%	45,327
March, 2022	21	108,426	100,766	11,437	15.00%	28,354
February, 2022	17	48,354	44,691	4,260	11.80%	10,350
January, 2022	25	101,589	94,429	10,651	14.20%	23,288
December, 2021	32	193,448	180,037	18,165	13.10%	49,149
November, 2021	27	100,179	93,226	7,593	10.20%	22,569
Date Sent	Top 10 Most Read Bulletins During December				Emails Opened	Email Open Rate
12/01/2022 06:05 PM PST	Community Bulletin - Celebration of Life Service for Bellevue Police Officer				1,918	22%
12/06/2022 08:16 AM PST	Medina Newsletter - Winter 2022				1,730	20%
12/07/2022 08:12 AM PST	Notice of New Years Eve Fireworks - Meydenbauer Bay - Saturday, December 31, 2022 Notice of New Years Eve Fireworks - Meydenbauer Bay - Saturday,				1,485	18%
12/07/2022 02:07 PM PST	LAST CHANCE! - Annual Holiday Giving Program to Benefit Childhaven				1,321	17%
12/08/2022 08:50 AM PST	Reminder - Christmas Ships Parade - Thursday, Dec. 22nd 5:00 PM @ Medina Beach Park!				1,461	18%
12/13/2022 09:55 AM PST	Save The Date! - Comprehensive Plan Visioning Workshop				1,499	19%
12/19/2022 03:00 PM PST	City Hall Closed on Tuesday, December 20, 2022 - Inclement Weather				1,568	20%
12/23/2022 08:33 AM PST	SERVICE ALERT! No Republic Services This Week				2,230	23%
12/23/2022 08:44 AM PST	Community Bulletin - Icy Conditions				2,028	23%
12/28/2022 12:08 PM PST	Mailbox Incident				1,753	17%