



# CITY OF MEDINA

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**Date:** July 14, 2025  
**To:** Honorable Mayor and City Council  
**Via:** Jeff Swanson, Interim City Manager  
**From:** Aimee Kellerman, CMC, City Clerk  
**Subject:** Central Services Department Monthly Report

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## **JULY AND AUGUST PUBLIC MEETINGS AND EVENTS**

Event	Date	Time	Location
Park Board Meeting	July 21	5:00 pm	In-Person/Online
Planning Commission Meeting	July 22	6:00 pm	In-Person/Online
Seafair Weekend – August 1 – 3, 2025	Aug 1-3		Lake Washington
Medina Days – August 7 – 10, 2025	Aug 7-10	Various	Various

*Meetings are publicly noticed on the City's three official notice boards, City website, and via GovDelivery. Occasionally notices require publication in the City's official newspaper, The Seattle Times. Public meetings scheduled after publication of this report can be found on the City's website.*

## **COMMUNICATION TO OUR COMMUNITY**

**E-Notice Program:** During the month of June, the City issued 11 bulletins amounting to a total of 84,613 bulletins delivered to subscribers; approximately 15.4% were opened. See **Attachment 1**.

As of June 30, the city had 21,830 subscribers (change in total subscribers **+517**), with a combined total of 193,295 subscriptions (change in total subscriptions **+2,937**).

## **RECORDS REQUESTS**

During the month of June, 15 public records requests were received by Central Services. See **Attachment 2**.

## **REMINDER – Launch of CivicReady Communications Platform**

Central Services has launched CivicReady, the City's new mass communications platform designed to improve how we communicate with residents. This upgrade replaces the previous GovDelivery system and provides enhanced capabilities for delivering timely, relevant updates.

### **Key Features of CivicReady:**

- Residents can receive alerts via text message, phone call, or email, based on their preferences.
- The platform includes geo-targeted messaging, allowing the City to send location-specific updates such as road closures, detours, or emergency notifications.
- CivicReady will result in an estimated annual cost savings of \$9,202 for the City.

### **Implementation Timeline**

- Go-Live Date: Wednesday, July 9, 2025
- Transition Period: July 9 – August 30, 2025  
During this time, City staff will distribute communications through both **GovDelivery** and **CivicReady** to ensure a smooth transition and help residents become familiar with the new platform.

### **Resident Sign-Up Instructions**

Residents can sign up for CivicReady in two easy ways:

- Visit [www.medina-wa.gov](http://www.medina-wa.gov) and click the “Subscribe” button.
- Or, **text MedinaWA to 38276.**

Residents are encouraged to enter their home address during signup to receive geo-targeted alerts specific to their neighborhood.

### **Next Steps**

City staff will continue public outreach efforts through August and monitor engagement metrics. After the transition period ends, CivicReady will become the City’s sole platform for community alerts and announcements.