

ATTACHMENT 1

	Bulletins Developed	Total Recipients	Total Delivered	Unique Email Opens	Unique Email Open	Wireless Recipients
Comparisons:						
November, 2023	18	139,016	122,638	11,849	15.10%	53,171
October, 2023	18	136,961	121,422	13,953	17.70%	51,134
September, 2023	15	90,510	80,034	9,313	17.70%	33,166
August, 2023	15	149,675	133,378	16,453	19.70%	59,515
July, 2023	15	96,258	85,325	10,578	19.40%	36,793
June, 2023	10	76,477	68,422	8,528	19.40%	29,336
May, 2023	28	159,825	142,208	14,563	16.00%	61,919
April, 2023	32	213,523	191,506	20,444	16.60%	81,637
March, 2023	21	129,439	115,951	11,878	15.90%	49,669
January, 2023	30	192,287	172,943	23,109	19.90%	68,940
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
Date Sent	Top 10 Most Read Bulletins During November				Emails Opened	Email Open Rate
11/01/2023 09:00 AM PDT	Save the Date! - Christmas Ships Parade - Friday, Dec. 22nd 5:00 PM @ Medina Beach Park!				1,515	15%
11/01/2023 02:00 PM PDT	Save the Date! Reception Honoring Outgoing Council Members - November 16, 2023				1,424	16%
11/03/2023 09:03 AM PDT	Request for Proposal - City Attorney Services				1,648	16%
11/06/2023 08:00 AM PDT	Notice of Public Hearing - 2024 Proposed Annual Budget November 13, 2023				1,471	16%
11/08/2023 08:00 AM PDT	City Hall Closed In Observance of Veterans Day - Friday, November 10, 2023				1,318	15%
11/13/2023 08:00 AM PDT	Reminder - Reception Honoring Outgoing Council Members - November 16, 2023				1,426	16%
11/16/2023 03:04 PM PDT	TONIGHT! Reception Honoring Outgoing Council Members - November 16, 2023				1,342	15%
11/21/2023 08:00 AM PDT	Notice of Public Hearing - Emergency Street ROW Moratorium December 11, 2023				1,486	15%
11/27/2023 11:12 AM PDT	Annual Holiday Giving Program to Benefit Childhaven				1,426	15%
11/27/2023 11:14 AM PDT	Annual Holiday Giving Program to Benefit Childhaven				1,475	16%