

**ATTACHMENT 1**

	<b>Bulletins Developed</b>	<b>Total Recipients</b>	<b>Total Delivered</b>	<b>Unique Email Opens</b>	<b>Unique Email Open</b>	<b>Wireless Recipients</b>
Comparisons:						
December, 2023	25	169,934	150,140	15,915	16.10%	61,797
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
<b>Date Sent</b>	<b>Top 10 Most Read Bulletins During December</b>				<b>Emails Opened</b>	<b>Email Open Rate</b>
12/01/2023 02:07 PM PST	Community Bulletin - SR-520 Weekend Closure				2,268	20%
12/04/2023 11:00 AM PST	Community Bulletin - Cold Weather Preparation				2,278	20%
12/04/2023 02:23 PM PST	Save the Date! - Christmas Ships Parade - Friday, Dec. 22nd 5:00 PM @ Medina Beach Park!				1,429	15%
12/05/2023 10:15 AM PST	Medina Newsletter - December 2023				1,696	16%
12/13/2023 02:17 PM PST	Save the Date! - Christmas Ships Parade - Friday, Dec. 22nd 5:00 PM @ Medina Beach Park!				1,443	15%
12/13/2023 03:55 PM PST	Community Bulletin - Cyber Security & Holiday Wishes				2,641	21%
12/18/2023 04:00 PM PST	Reminder! - Christmas Ships Parade - Friday, Dec. 22nd 5:00 PM @ Medina Beach Park!				1,527	16%
12/22/2023 10:00 AM PST	TONIGHT! - Christmas Ships Parade - Friday, Dec. 22nd 5:00 PM @ Medina Beach Par				1,309	14%
12/29/2023 12:00 PM PST	REMINDER - Notice of New Years Eve Fireworks - Meydenbauer Bay - Sunday, Dec. 31, 2023				1,486	17%
12/31/2023 10:00 AM PST	TONIGHT- Notice of New Years Eve Fireworks - Meydenbauer Bay - Sunday, Dec. 31, 2023				1,257	15%