

2017 My City of Madison Account Statistics	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.
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My City of Madison Accounts

Total accounts:	57167	57432	57726	57998	58344	58628	58912	59197	59481	59765		
Active accounts:	57073	57335	57623	57901	58248	58531	58814	59097	59380	59663		
Inactive accounts:	94	97	97	97	96	97	98	100	101	102		
Locked accounts:	1058	1068	1074	1079	1084	1090	1097	1103	1110	1116		
Users that have agreed to AlertMadison terms:	18473	18529	18593	18639	18719	18766	18814	18861	18909	18956		
Users that have opted out for Public Records:	42208	42476	42784	43054	43399	43686	43974	44261	44549	44836		
Users that have opted in for Public Records:	711	716	721	726	735	742	748	755	761	768		
Total text alert types:	14	14	14	14	14	14	14	14	14	14		
Total email lists:	155	155	155	155	155							

AlertMadison Text Messaging Statistics

Streets Alerts												
Declared Snow Emergency Alerts	10025	10046	10061	10071	10070	10066	1063	10058	10050	10045		
Metro Transit Alerts												
Rider Alert - General	2726	2727	2733	2741	2728	2720	2711	2703	2694	2686		
Detour Alert	1984	1980	1987	1993	1991	1990	1988	1987	1985	1984		
Weather Alert	5316	5324	5330	5335	5334	5325	5316	5308	5299	5290		
Supplemental School Service	407	407	407	408	408	410	411	413	414	416		
Paratransit Service	313	312	313	315	317	317	317	316	316	316		
UW Service	1421	1421	1420	1419	1409	1404	1399	1394	1389	1384		
Media Alerts	1003	1007	1009	1012	1012	1013	1014	1014	1015	1016		
MATC Services	553	551	551	550	554	554	553	553	552	552		
American Centre	170	170	170	172	173	173	174	174	175	175		
Epic Campus	553	553	553	552	552	550	547	545	542	540		
Employment Opportunities	122	123	124	126	130	133	135	138	140	143		
Aviso al pasajero	20	20	20	20	22	22	23	23	24	24		
Madison Water Utility Alerts												
Madison Water Utility Text Alerts	279	290	292	298	338	350	363	375	388	400		
Total Text Alert Subscriptions:	24892	24931	24970	25012	25038	25027	16014	25001	24983	24971		
Number of unique subscribers (phone numbers):	11240	11263	11280	11298	11315					11309		

Email Lists Subscriber Statistics

Beaches												
Beach Updates	846	848	851	855	856							
Actualizaciones de las playas	39	39	40	40	42							
Ironman Water Quality - DISCONTINUED	206	206	206	205	207							

		Diff	June	July	Aug.	Sep.					
Total accounts:	59765		1421	58628	58912	59197	59481	58628	58912	59197	59481
Active accounts:	59663		1415	58531	58814	59097	59380	58531	58814	59097	59380
Inactive accounts:	102		6	97	98	100	101	97	98	100	101
Locked accounts:	1116		32	1090	1097	1103	1110	1090	1097	1103	1110
Users that have agreed to AlertMadison terms:	18956		237	18766	18814	18861	18909	18766	18814	18861	18909
Users that have opted out for Public Records:	44836		1437	43686	43974	44261	44549	43686	43974	44261	44549
Users that have opted in for Public Records:	768		33	742	748	755	761	742	748	755	761

10045	10070	-25	10065	10060	10055	10050
2686	2728	-42	2720	2711	2703	2694
1984	1991	-7	1990	1988	1987	1985
5290	5334	-44	5325	5316	5308	5299
416	408	8	410	411	413	414
316	317	-1	317	317	316	316
1384	1409	-25	1404	1399	1394	1389
1016	1012	4	1013	1014	1014	1015
552	554	-2	554	553	553	552
175	173	2	173	174	174	175
540	552	-12	550	547	545	542
143	130	13	133	135	138	140
24	22	2	22	23	23	24
400	338	62	350	363	375	388

2017 My City of Madison Account Statistics	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.
City Hall												
Alcohol Policy Updates	208	210	212	214	217							
Budget Process	462	463	466	468	468							
City of Madison Community Bonds	0	0	0	0	0							
City of Madison News	349	358	369	374	378							
Meeting Schedule and Updates	353	357	361	363	362							
Task Force on Government Structure	0	0	0	0	0							
Common Council												
Alder McKinney, District 1	215	223	230	235	293							
Alder Zellers, District 2	517	528	536	540	557							
Alder Hall, District 3	690	698	713	724	737							
Alder Verveer, District 4	259	263	281	294	298							
Alder Bidar-Sielaff, District 5	224	226	231	236	241							
Alder Rummel, District 6	1151	1168	1199	1222	1242							
Alder King, District 7	297	301	301	303	309							
Alder Wood, District 8	161	163	166	169	172							
Alder Skidmore, District 9	186	189	193	195	201							
Alder Cheeks, District 10	172	173	179	182	186							
Alder Schmidt, District 11	452	471	491	507	518							
Alder Palm, District 12	463	471	479	485	491							
Alder Eskrich, District 13	631	639	647	651	660							
Alder Carter, District 14	279	283	284	285	288							
Alder Ahrens, District 15	592	606	624	640	650							
Alder DeMarb, District 16	426	448	451	459	469							
Alder Baldeh, District 17	347	362	382	398	430							
Alder Kemble, District 18	302	305	308	310	330							
Alder Clear, District 19	601	605	625	642	654							
Alder Phair, District 20	187	190	191	193	197							
Cultural Plan												
Cultural Arts Updates	681	683	385	688	691							
Cultural Arts Meeting News	278	279	281	282	283							
Cultural Arts Volunteer News	347	350	351	353	354							
Department of Civil Rights												
DCR General News	598	600	602	604	606							
Hate Crimes	415	418	419	421	426							
Contracting Disparity Study	70	72	73	75	79							
Department of Planning & Community & Economic Development												
Building Code Ordinance Changes	303	309	312	316	320							
Upcoming Demolition	491	492	495	498	499							
CDD Funding Opportunities	549	556	559	562	569							
Funding Process Study	64	66	67	69	72							
South Capitol Transit Oriented Development	228	231	232	233	236							
Madison Public Market	1130	1136	1136	1136	1159							
Historic Preservation Plan	82	91	113	130	138							
Engineering												
Atwood Avenue	4	6	8	10	13							
Blair Street/John Nolen Drive	5	6	9	12	14							
Brownfields	85	85	87	88	92							
City Facilities Projects	11	17	24	37	44							
Elderberry Pioneer Junction Plan Update	0	0	0	0	0							
Pleasant View Road	4	5	6	8	9							
Sauk Creek Greenway Restoration 2020 Updates	0	0	0	0	0							
Stormwater Newsletter	283	284	286	289	291							
Weed Controlling Spraying on Railroads	95	97	97	98	99							
Madison Area Transportation Planning Board												
MATPB News	341	343	351	359	361							
Madison City Channel												
Weekly Viewer Guide	274	276	277	279	281							
Access: City Hall	185	186	186	187	189							
MCC Updates	155	155	155	155	158							
Madison Fire Department												
Chief's Blog	744	747	756	763	745							
Fire Blog	231	237	248	262	275							
Fire Daily Reports	173	177	185	193	197							
Fire News Releases	159	170	180	187	192							
Fire Protection News	500	504	512	518	524							
Join the MFD Team Updates	2076	2102	2123	2138	2160							
Madison Parks												

2017 My City of Madison Account Statistics	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.
Madison Parks News	4789	4791	4788	4786	4791							
Madison Parks Goodman Pool	2968	2969	2974	2978	3019							
Parks Newsletter	1365	1370	1379	1388	1401							
Parks Volunteer News	715	714	716	718	721							
Parks Winter Activities	3841	3842	3844	3846	3848							
Parks Cross-Country Skiing Updates	1347	1347	1349	1351	1356							
Parks Ice Skating Updates	1155	1155	1159	1161	1166							
Parks Ice Skating Lessons Updates	307	309	311	311	313							
Parks Athletic Fields Updates	326	324	331	334	336							
Golf Madison Parks	3772	3778	3772	3770	3767							
Warner Park Community Recreation Center	4592	4778	4773	4767	4748							
Park & Open Space Plan	52	61	67	74	83							

2017 My City of Madison Account Statistics	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.
Madison Police Department												
Chief Koval's Blog	1080	1112	1156	1196	1212							
Central District	686	685	684	684	688							
East District	1385	1383	1386	1391	1399							
North District	757	759	762	768	771							
South District	583	584	586	588	593							
West District	1356	1348	1346	1344	1346							
MPD Join the Team	1113	1122	1122	1122	1140							
Police Blotter	412	412	409	407	413							
Traffic Enforcement Safety Team (TEST)	263	266	269	272	278							
Community Policing	92	95	100	104	108							
Policing Forward	2510	2672	2687	2701	2699							
Police Incident Reports	144	167	194	217	270							
Mayor's Office												
Mayor's Blog	1156	1165	1179	1194	1204							
Mayor's eNews - DISCONTINUED	1283	1290	1296	1301	1310							
My Brother's Keeper	175	178	181	184	187							
Metro Transit												
Rider Alert - General	3151	3151	3148	3144	3137							
Detour Alert	1287	1287	1292	1296	1296							
Weather Alert	2863	2866	2871	2874	2878							
Supplemental School Service Alert	306	305	305	307	309							
Paratransit Alert	226	227	227	227	227							
MATC Service Alert	246	246	246	246	248							
UW Service Alert	962	963	963	963	961							
Media Alert	674	675	676	678	678							
American Center Rider Alert	118	119	119	118	119							
Epic Campus Rider Alert	221	222	222	224	225							
Aviso al pasajero	11	11	11	11	12							
Employment Opportunities	115	117	119	124	126							
Neighborhoods												
Neighborhood News & Updates	1516	1520	1523	1526	1532							
Neighborhood Conferences & Roundtables & Training	460	464	465	467	473							
Neighborhood Grant Announcements	443	446	448	450	454							
University Avenue Corridor Plan	365	366	367	369	369							
Arbor Hills-Leopold Neighborhood Planning Project	144	144	145	147	148							
Hoyt Park Plan	216	217	217	217	219							
University Hill Farms Plan	211	213	215	217	218							
Emerson East-Eken Park (EEEP)	114	114	114	116	117							
South Madison	148	149	149	152	155							
Eastmorland-Glendale-Lake Edge	96	97	97	99	102							
Brittingham-Triangle Green Project	56	56	56	58	61							
Worthington Park-Schenk Neighborhood Plan	59	60	61	62	65							
High Point-Raymond Neighborhood Development Plan	195	205	207	211	219							
Triangle-Monona Bay Neighborhood Plan	-	-	-	-	-							
Open Data												
Engage with Open Data	-	-	-	-	-							
Public Health - Madison & Dane County												
WIC Alerts	266	267	269	272	274							
Avisos de las clínicas WIC	37	38	38	39	40							
WIC Current News	185	187	188	190	192							
Actualizaciones del Programa WIC	32	33	33	33	35							
WIC Quarterly Report	104	105	105	107	108							
Public Health MDC Blog	0	0	0	0	0							
Farmers' Market Vendors - DISCONTINUED	629	633	634	636	639							
Food Establishment Operators - DISCONTINUED	383	385	385	386	387							
Lodging Establishment Operators - DISCONTINUED	165	167	166	166	168							
Pool Operators - DISCONTINUED	166	167	167	167	170							
Tattoo/Body Piercing Operators - DISCONTINUED	156	157	156	156	156							
Temporary Food Vendors - DISCONTINUED	147	148	148	149	150							
Public Works												
Ad for Bids	757	760	759	756	760							
Ride the Drive												
Ride the Drive Updates	1292	1297	1298	1301	1302							
Ride the Drive Volunteers	250	252	253	254	256							
Senior Center												
The Messenger	509	513	514	515	520							
Streets & Recycling Division												

2017 My City of Madison Account Statistics	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.
Streets Seasonal Newsletter	1893	1905	1909	1916	1922							
Recycling News	2450	2457	2495	2527	2576							
Recyclopedia & Yearly Collection Calendar	2281	2286	2286	2286	2293							
Transportation Projects												
Bike Madison	1176	1178	1173	1170	1182							
Buckeye Rd Updates	87	87	88	89	95							
Cottage Grove Road Updates	141	143	143	144	147							
CTH M Updates	576	584	590	601	610							
CTH PD (McKee Rd) Updates	188	198	214	231	245							
East Johnson Street Updates	258	258	259	260	261							
Milwaukee Street Bridge Updates	89	91	93	93	94							
Mineral Point Rd / Midvale Blvd Updates	158	161	162	164	167							
Monroe Street Updates	215	217	221	225	227							
Outerloop Updates	227	229	231	233	234							
Road Construction Updates	1036	1043	1046	1049	1065							
State Street Updates	198	202	204	206	209							
Street Resurfacing Updates	611	615	617	619	622							
Sunset Village	158	160	164	168	172							
Sustainable Transportation Master Plan	193	198	200	202	204							
University Avenue Updates	767	769	771	773	775							
Water Utility												
Water Utility News & Alerts	1449	1450	1474	1498	1513							
Water Main Flushing	717	719	721	723	734							
Blackhawk Water Tower	71	71	73	75	77							
Lake View Reservoir	90	90	90	91	94							
Paterson Street Operations Center	39	39	40	43	46							
Road Salt Study at Well 14	0	0	0	0	0							
The Water House Project	13	13	16	19	24							
Well 12 Reconstruction	40	41	44	46	49							
Well 19 – Iron, Manganese and Radium Treatment	0	0	0	0	0							
Well 31	71	72	72	73	76							
What's New with My Account												
My Account Updates	2011	2018	2025	2033	2040							
Winter												
Declared Snow Emergency	10242	10263	10285	10303	10321							
Salt Certification News & Trainings	0	0	0	0	0							
Snow Plowing Updates	4806	4815	4820	4826	4844							
Sidewalk Snow Removal Alert	2503	2510	2515	2519	2534							
Total Email List Subscriptions:												
Number of unique subscribers (email addresses):	113435	114380	114768	115731	116653							
	49696	50238	50529	50815	51210							

Statistics are the current values taken on the first business day of each month.

My City of Madison Account Changes

Email List Changes

Email List Additions	Date
The Messenger	3/2/2010
Downtown Construction Updates	3/25/2010
Lien Road Updates	3/25/2010
Street Resurfacing Updates	3/25/2010
University Avenue Corridor Plan	3/29/2010
Ride the Drive Volunteers	4/5/2010
Streets Seasonal Newsletter	4/5/2010
Parks Athletic Fields Updates	4/13/2010
Join the MFD Team Updates	4/14/2010
Fire Daily Reports	4/14/2010
Ad for Bids	4/19/2010
Weekly Meeting Schedule	4/29/2010
Additions to Weekly Meeting Schedule	4/30/2010
Election News	9/1/2010
Election Official News	9/1/2010
Candidates & Treasurers	9/1/2010
Liquor Licensing Updates	9/1/2010
Business Licensing Updates	9/1/2010
Tax Incremental Districts	9/1/2010
Lobbyist Information	9/3/2010
Water Utility Updates	9/20/2010
Recycling News	11/17/2010
Recyclopedia & Yearly Collection Calendar	11/17/2010
Williamson & S. Ingersoll Streets Updates	11/19/2010
STH 113 Updates	1/31/2011
Temporary Food Vendors	2/16/2011
Lake, Langdon, Frances Streets Updates	3/21/2011
Outerloop Updates	3/21/2011
Arbor Hills-Leopold Neighborhood Planning Project	3/23/2011
Bike Madison Newsletter	3/28/2011
Bike Madison Updates	3/28/2011
Weekly Viewer Guide	5/27/2011
Alder Resnick, District 8 Blog	6/14/2011
Alder Resnick, District 8 Updates	6/14/2011
Budget Process	7/18/2011
Water Utility Citizen Advisors	8/2/2011
Hoyt Park Plan	9/12/2011
Alder Maniaci, District 2	9/12/2011
Alder Cnare, District 3	9/12/2011
Alder Verveer, District 4	9/12/2011
Alder Bidar-Sielaff, District 5	9/12/2011
Alder Rummel, District 6	9/12/2011

Alder King, District 7	9/12/2011
Alder Skidmore, District 9	9/12/2011
Alder Schmidt, District 11	9/12/2011
Alder Rhodes-Conway, District 12	9/12/2011
Alder Ellingson, District 13	9/12/2011
Alder Johnson, District 16	9/12/2011
Alder Clausius, District 17	9/12/2011
Alder Weier, District 18	9/12/2011
Alder Clear, District 19	9/12/2011
Alder Phair, District 20	9/12/2011
Stormwater Newsletter	9/14/2011
Alder Palm, District 15	10/12/2011
East Johnson Street Updates	11/9/2011
Building Code Ordinance Changes	11/15/2011
Parks Ice Skating Lessons Updates	11/22/2011
Frances, Gorham, Henry & Lakelawn Streets Updates	12/13/2011
Policing Forward	1/25/2012
Alder Subeck, District 1	2/1/2012
CDD Funding Process	4/30/2012
Emerging Opportunities Program	4/30/2012
University Hill Farms Plan	6/29/2012
Chief's Blog	9/18/2012
State Street Updates	2/20/2013
Chief Wray's Blog	3/18/2013
MPD Join the Team	3/18/2013
Police Blotter	3/18/2013
Traffic Enforcement Safety Team (TEST)	3/18/2013
Alder Strasser, District 14	4/16/2013
Alder Cheeks, District 10	4/25/2013
South Capitol Transit Oriented Development	6/26/2013
Weed Controlling Spraying on Railroads	8/12/2013
Inside MWU	8/20/2013
Emerson East-Eken Park (EEEP)	8/26/2013
South Madison	8/26/2013
Eastmorland-Glendale-Lake Edge	8/26/2013
Mayor Soglin's eNews	10/1/2013
Madison Public Market	10/29/2013
City of Madison News	12/5/2013
Brownfields	1/16/2014
Mineral Point Rd / Midvale Blvd Updates	1/23/2014
Downtown Construction Updates	1/23/2014
Cottage Grove Road Updates	1/23/2014
Fire Protection News	1/27/2014
Monroe Street Updates	2/21/2014
Sustainable Transportation Master Plan	6/2/2014
Public Works Disparity Study	6/13/2014
Funding Process Study	7/21/2014

Brittingham-Triangle Green Project	7/21/2014
Lake View Reservoir	8/21/2014
Paterson Street Operations Center	8/21/2014
Well 31	8/21/2014
Milwaukee Street Bridge Updates	10/28/2014
Sunset Village	11/21/2014
Community Policing	12/1/2014
Worthington Park-Schenk Neighborhood Plan	3/26/2015
MATPB News	3/26/2015
CTH PD (McKee Rd) Updates	3/26/2015
Buckeye Rd Updates	3/26/2015
Fire Daily Reports	4/27/2015
My Brother's Keeper	4/30/2015
Fire Blog	6/14/2015
Fire News Releases	6/29/2015
Blackhawk Water Tower	7/9/2015
Aviso al pasajero	7/29/2015
Employment Opportunities	7/29/2015
Well 12 Reconstruction	10/14/2015
High Point-Raymond Neighborhood Development Plan	3/14/2016
Historic Preservation Plan	3/18/2016
Police Incident Reports	10/27/2016
Park & Open Space Plan	10/28/2016
The Water House Project	12/21/2016
City Facilities Projects	12/27/2016
Atwood Avenue	1/26/2017
Blair Street/John Nolen Drive	1/26/2017
Pleasant View Road	1/26/2017
Elderberry Pioneer Junction Plan Update	8/4/2017
Engage with Open Data	9/5/2017
Triangle-Monona Bay Neighborhood Plan	9/7/2017
Salt Certification News & Trainings	9/13/2017
Well 19 – Iron, Manganese and Radium Treatment	10/16/2017
Road Salt Study at Well 14	1/12/2018
Public Health MDC Blog	4/24/2018
Sauk Creek Greenway Restoration 2020 Updates	6/22/2018
Task Force on Government Structure	7/10/2018
City of Madison Community Bonds	7/24/2018

Email List Deactivations	Date
Downtown Construction Updates	12/17/2010
East Washington Avenue Updates	12/17/2010
Lien Road Updates	12/17/2010
H1N1 Flu Updates	12/22/2010
H1N1 Flu School Updates	12/22/2010
H1N1 Flu Myth Busters	12/22/2010
H1N1 Flu Immunization Clinics Schedule	12/22/2010

MCC Public Affairs Programs	2/16/2011
MCC Special Presentations	2/16/2011
MCC Program Schedule	5/27/2011
What's New on MCC	5/27/2011
MCC Monthly Report	5/27/2011
Alder Resnick, District 8 Updates	9/12/2011
Employment Opportunities	11/2/2011
Lake, Langdon, & Frances Streets Updates	12/13/2011
STH 113 Updates	12/13/2011
Williamson & S. Ingersoll Streets Updates	12/13/2011
DCR Commission/Committee Members	3/30/2012
DCR Contract Compliance	3/30/2012
Disability Rights - General	3/30/2012
DCR Employer	3/30/2012
Equal Opportunities - General	3/30/2012
DCR Housing	3/30/2012
DCR Press	3/30/2012
DCR Public Accommodations	3/30/2012
DCR Recruitment	3/30/2012
DCR Training	3/30/2012
Bike Madison Newsletter	5/18/2012
Fire Daily Reports	1/2/2013
Frances, Gorham, Henry & Lakelawn Streets Updates	2/5/2013
Central District Current News	3/18/2013
East District Current News	3/18/2013
North District Current News	3/18/2013
South District Current News	3/18/2013
West District Current News	3/18/2013
Emerging Opportunities Program	5/14/2014
Drinking Water Quality	9/5/2014
Water Utility Citizen Advisors	9/5/2014
Inside MWU	9/5/2014
Downtown Construction Updates	10/28/2014
Election News	9/28/2016
Election Official News	9/28/2016
Candidates & Treasurers	9/28/2016
Liquor Licensing Updates	9/28/2016
Business Licensing Updates	9/28/2016
Tax Incremental Districts	9/28/2016
Lobbyist Information	9/28/2016
Additional Public Meetings	9/28/2016
Notice of Meeting Cancellation	9/28/2016
Ironman Water Quality	6/27/2017
Farmers' Market Vendors	6/27/2017
Food Establishment Operators	6/27/2017
Lodging Establishment Operators	6/27/2017
Pool Operators	6/27/2017

Tattoo/Body Piercing Operators	6/27/2017
Temporary Food Vendors	6/27/2017
Mayor Soglin's eNews	12/11/2017

AlertMadison Changes

AlertMadison Additions	Date
Ice Skating Lessons Updates	11/2/2011
Employment Opportunities	8/5/2015
Aviso al pasajero	8/5/2015
Madison Water Utility Text Alerts	2/17/2016

AlertMadison Deactivations	Date
Goodman Pool Alerts	7/9/2015
Ice Skating Lessons Updates	7/9/2015