CITY OF TONKA BAY

Memo

To: Honorable Mayor and City Council
Joe Kohlmann, City Administrator

From: Clare T. Link, Administrative Assistant

Date: January 3, 2013

Re: Website Update

This is our fifth full year of the e-mail subscription service. We now have 263 e-mail addresses subscribed to one of 21 available services (Note: 2 more signed up in January that are not included in this total). This compares to 227 subscribers one year ago. We have eliminated quarterly mailing of newsletters to 208 residents.

The majority of residents who rent docks receive their renewal information by e-mail. This alone saves the City a significant amount in certified fees.

Attached for your information are the following:

1. Chart showing the number of subscribers to each subscription service with a month-by-month comparison.
2. Chart showing the monthly activity (number of "hits") to the most popular sites on the city's website.

Please contact me if you have questions about the service.

Council Action Requested:
For your information.

DATE	AROUND LAKE MINNETONKA	CABLE TV NEWS	CITY COUNCIL AGENDA	CITY COUNCIL MINUTES	CITY COUNCIL PACKETS	CONSTRUCTION UPDATES	DOCKS	DOG TAG REMINDER	ELECTION NEWS	EMPLOYMENT OPPORTUNITIES	ENVIRONMENT	GARBAGE-RECYCLING-YARD WASTE	HENNEPIN COUNTY NEWS	NEWS FROM CITY HALL	NEWSLETTER	PARKS & TRAILS	PUBLIC HEARING NOTICES	PUBLIC WORKS NEWS	RECREATIONAL FIRE	SOUTHSHORE COMMUNITY CENTER*	UTILITY PAYMENT REMINDER	TOTAL SUBSCRIPTIONS
9/23/08	51	14	47	47		8	16	20	25	11	7	50	36	50	60	35	39	34	23		36	82
3/13/09	56	16	52	52		15	20	21	24	12	11	56	40	56	66	41	45	40	25		40	87
4/30/09	60	17	55	55		19	20	21	26	12	15	60	42	60	69	45	47	42	25		39	90
5/20/09	62	19	55	56		19	20	21	29	12	16	61	43	62	70	44	48	42	26		41	92
7/1/09	62	18	55	56		20	21	21	30	13	15	61	44	60	73	44	50	42	28		41	91
8/31/09	64	18	56	57		21	22	21	30	14	17	63	46	62	75	45	52	42	29		43	93
9/30/09	68	21	57	57		24	23	24	31	14	19	64	49	66	79	48	53	44	30		45	96
11/2/09	71	21	60	59		25	23	24	33	14	19	66	50	69	84	49	56	46	30		48	101
12/31/09	79	26	66	66		31	27	26	39	16	26	77	57	74	94	57	61	48	35	6	55	116
1/29/10	82	27	68	67		31	27	26	40	17	27	78	59	75	96	60	63	51	35	7	58	123
2/26/10	83	28	69	69		33	29	28	41	18	30	79	61	77	98	61	63	51	37	9	60	125
4/30/10	85	28	73	71		35	30	31	43	21	34	84	61	81	102	66	67	53	40	14	63	130
5/31/10	87	28	75	74		37	31	32	43	22	36	86	61	82	105	67	67	55	40	15	64	133
8/2/10	96	32	83	82		42	34	34	48	26	39	96	66	92	117	73	74	60	43	21	71	146
9/30/10	97	33	83	83		45	33	36	52	28	43	102	68	96	121	77	77	63	44	22	76	151
10/31/10	97	33	84	83		46	32	36	54	28	43	103	68	98	123	78	77	62	43	22	78	153
11/30/10	99	33	84	84		47	32	36	54	28	43	104	68	99	125	79	78	64	43	22	79	155
12/31/11	104	35	88	88		52	35	37	57	29	46	107	70	103	129	84	82	68	45	25	82	160
1/31/11	105	34	89	88		53	35	37	58	30	47	106	71	103	131	84	81	70	46	26	82	162
3/31/11	109	35	92	90		55	36	36	59	31	47	109	72	106	135	86	82	72	47	28	84	167
5/31/11	118	40	99	96		62	42	38	66	32	51	117	78	115	145	92	84	80	52	33	92	178
6/30/11	123	45	102	98		67	45	38	69	32	54	122	77	119	151	96	87	89	54	38	99	186
7/31/11	123	45	101	97		67	46	38	68	32	53	122	76	117	150	96	86	88	54	37	98	186
8/25/11	125	47	103	98		70	50	37	69	31	55	125	76	119	154	95	87	89	55	38	100	190
10/4/11	138	50	106	101		77	62	41	73	36	58	136	79	128	167	106	89	90	58	40	111	206
10/31/11	149	51	109	103		81	65	45	76	37	59	145	80	136	175	111	94	91	59	42	115	218
11/30/11	153	51	112	104		83	67	46	79	37	59	148	83	138	180	113	95	93	60	46	119	223
12/31/11	157	53	114	105		86	70	48	82	38	63	152	85	141	184	117	96	97	63	48	124	227
1/31/12	164	57	121	109		92	78	50	88	41	69	157	90	148	192	122	101	102	64	51	128	235
2/29/12	165	58	122	110	3*	93	79	51	89	42	69	158	91	149	193	123	102	103	64	52	129	235
3/31/12	161	56	117	104	4	91	79	51	88	42	69	156	86	146	190	122	97	101	63	52	130	230
4/30/12	159	55	116	101	5	91	80	51	89	42	70	156	86	144	188	120	98	101	63	53	129	227
5/31/12	160	56	118	101	8	92	82	52	90	43	70	156	86	147	190	122	97	101	64	55	130	231
6/30/12	167	58	118	100	8	95	81	52	92	46	73	159	91	153	197	126	97	102	65	58	132	240
7/31/12	171	60	120	103	9	98	84	54	94	47	75	162	93	158	202	129	99	104	66	60	136	244
8/31/12	170	59	119	102	10	96	81	53	92	47	75	161	92	157	201	128	97	102	67	59	135	243
9/30/12	175	60	121	103	11	99	83	54	93	47	76	164	94	159	208	133	98	104	68	59	137	250
10/31/12	176	60	122	103	11	101	84	55	94	47	77	164	94	158	207	132	99	103	68	58	136	251
11/30/12	176	61	123	103	11	102	84	56	95	47	78	164	95	159	207	133	100	104	69	59	137	251
12/31/12	177	62	123	102	11	104	86	56	97	48	79	166	96	161	208	135	101	105	70	60	138	253

CITY OF TONKA BAY
2012 WEBSITE STATISTICS

MOST POPULAR SECTIONS	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL
AGENDAS-MINUTES-PACKETS*													
2012 City Council Packets	0	58	53	70	140	69	135	175	272	115	111	130	1328
CITY COUNCIL	165	88	116	82	141	127	153	209	208	277	213	193	1972
AROUND LAKE MINNETONKA	144	140	166	161	269	210	223	203	319	244	230	325	2634
CALENDAR	144	132	220	293	399	266	253	225	244	325	216	310	3027
CITY HALL	223	186	207	150	190	195	197	250	268	197	221	224	2508
CITY JOBS	57	62	93	76	87	55	56	82	88	66	79	64	865
ELECTIONS	29	60	70	59	121	92	175	504	233	181	352	38	1914
ENVIRONMENT													
Stormwater Pollution Prevention Plan	17	9	5	11	6	11	5	18	23	24	22	29	180
FORMS AND PERMITS	155	160	230	190	298	301	232	269	371	252	387	272	3117
HELPFUL LINKS	46	47	41	31	48	59	42	116	97	58	62	62	709
HISTORY	29	25	28	33	39	41	57	35	44	181	250	344	1106
LAND USE AND PUBLIC HEARINGS	78	102	90	43	179	101	84	88	125	80	88	115	1173
NEWS	47	27	34	31	36	37	30	58	60	58	37	64	519
E-MAIL SUBSCRIPTION SERVICE	36	38	46	22	54	56	27	36	102	21	26	38	502
City Code	333	319	420	423	343	433	233	209	286	277	284	316	3876
Zoning Ordinance	107	145	148	281	148	219	138	143	215	195	160	152	2051
PARKS, DOCKS AND TRAILS	110	159	164	187	268	405	287	237	261	217	172	238	2705
PUBLIC WORKS	96	94	271	149	152	172	140	161	168	207	150	125	1885
RESIDENTS	45	38	52	36	49	45	42	67	72	46	41	60	593
Cable TV	19	17	22	23	19	21	15	26	32	29	15	28	266
Dogs and Wild Animals	3	22	18	25	30	25	23	22	43	37	23	37	308
Garbage Collection & General Information	72	55	98	56	60	46	31	98	105	63	36	55	775
+Recycling			62	41	39	51	113	67	67	74	55	117	686
Newsletters	57	40	128	40	54	125	50	32	69	59	70	77	801
Welcome!	12	8	18	20	10	13	5	40	40	20	16	17	219
+ Yard Waste			21	11	13	13	23	16	19	19	14	9	158
UTILITY BILLING	20	11	47	24	20	27	39	33	32	29	20	53	355
ZONING CLASSIFICATION	89	87	86	63	101	117	80	130	172	138	122	138	1323
TOTAL "HITS" FOR THESE SECTIONS	**2133**	**2129**	**2954**	**2631**	**3313**	**3332**	**2888**	**3549**	**4035**	**3489**	**3472**	**3630**	**37,555**
TOTAL "HITS" FOR ALL SECTIONS	**4749**	**4589**	**5770**	**4874**	**6437**	**5887**	**5509**	**6605**	**7073**	**6247**	**5969**	**6240**	**69,949**

***HEADING CHANGED 2/10/12; PACKETS ADDED ALSO**
+Sections broken into three categories in March