

MEMORANDUM

DATE: September 7, 2021

TO: Ted Corrigan, P.E., CEO and General Manager

FROM: Laura Sarcone, Director of Customer Service and Marketing

SUBJECT: New Des Moines Water Works Website

Des Moines Water Works' website has a new look, cleaner layout, simplified navigation and customer notification features. The website refresh was launched on August 2, 2021. DMWW's last website redesign was in November 2011.

The website design Request for Proposals and vendor selection process originally began in mid-2019. Revize (Troy, Michigan), a municipal website design company, was selected as the vendor in 2019. However, due to staffing needs and changing business requirements related to the CIS project that affected data integrations with the website, once the website vendor was selected and the initial discovery and design phases, the rest of project was delayed until after CIS go live in late 2020. Early 2021 was then dedicated to the website project. The final cost of the redesign was \$58,000. There will be an annual hosting cost of \$6,900. This website is hosted off site, and not on DMWW's servers. With this vendor, we receive product updates that all their clients receive. In addition, we receive a website design refresh every four years.

Much of the informative content of DMWW's website remains. Enhanced customer features of the new website that I will be highlighting at the Planning Committee meeting include:

- Language Translation – the website can be translated to more than 80 languages
- Notify Me – interested persons can sign up for email and/or text alerts for specific updates to the website that include news releases, Board of Water Works Trustees meetings, and Bids and RFPs
- Mobile Friendly – screen resolution resizes automatically for the user and internal content management users can make updates from devices other than a PC
- Lead Service Line Lookup – In anticipation of the revised Lead and Copper Rule requirements, DMWW website allows customers to lookup the tap date of their property. Lead may be present in piping and plumbing fixtures found in customers' homes. Homes constructed before 1940 may be served by a lead water service line. Copper pipe installed before 1985 may have been installed using lead-containing solder. If the query states suspected lead, customers are asked to call Customer Service for next steps. More public communication on this tool will come after the Lead and Copper Rule is finalized.

Historically, the most frequented used feature of DMWW's website has been customer account access to pay bill. Other returning customer features include water outages and water advisory areas, start new service request, daily water quality database, and consumption alert request. Users will find streamlined Board Meeting listings, RFPs and Bids, and a Water Works Park events calendar.