



MEMORANDUM

EUGENE WATER & ELECTRIC BOARD

Rely on us.

TO: Commissioners Mital, Simpson, Brown, Helgeson and Manning
FROM: Lance Robertson, Public Affairs Manager
DATE: October 23, 2014
SUBJECT: Web site migration project update
OBJECTIVE: Information Only

At your Oct. 6 meeting, Commissioner Mital asked for an update on EWEB's efforts to migrate its external web site (www.eweb.org). This memo provides a brief overview.

EWEB's current web site was redesigned in 2008 and resides on internal servers. While the 2008 redesign represented a major step forward in online communications, nearly eight years later, the current web-management software is obsolete, is no longer supported by the original vendor, and has become extremely time-consuming to manage internally.

Meanwhile, modern "cloud-based" content-management systems have matured, offering high levels of security, superior functionality and increased features to enhance the customer experience. The current web site is a key component in EWEB's communication with its customers, and as the utility expands its range of services, it will be increasingly important to communicate those changes in real time and to meet customer expectations for access to important information and services. This project will move our web site to a platform that will position EWEB to meet these demands in the future.

In 2013, Public Affairs began planning to migrate our web site to a modern content-management system (CMS). The project was put on hold in 2014 due to other organizational priorities as EWEB modernizes its business systems, but was reactivated by the Business Systems Planning team in mid-2015.

Current projections are that EWEB's web site will migrate to a new, modern content-management system and off-site hosting service by the spring of 2016. EWEB has solicited proposals from content-management vendors and hosting services. Six responses were received. Those proposals will be evaluated in the month of November, and Public Affairs expects to select a CMS vendor and hosting service by mid-December.

Once vendors are selected and contracts are signed, Public Affairs will migrate the current web site's content to the new CMS platform, with Information Services providing a lead role with technical needs. Completion of this task is expected by the spring of 2016. The current effort does not include a redesign of the web site's appearance, but some navigation or graphical features may need to be altered to meet the new content-management system's technical requirements.

Once the new web-platform project is completed, Public Affairs will create a work plan for adding more customer-facing enhancements, such as an outage map, the ability to provide news or social media "feeds," interactive forms, online surveys, blogs with customer comment capabilities, audio and videos, and other features. An outage map is on the Business Systems Planning team's list of projects for completion in 2016.

Please feel free to contact me via email with any questions.