

Date: January 22, 2019

To: City of Southwest City Council Members

From: Municipal Impact, Website Solutions

Re: Website Cost Savings Analysis

A professional website gives your residents 24/7 access to-

- forms and reports
- rates and policies
- email and text alerts
- news and conservation tips
- bill payment information
- frequently asked questions

By making all this information available online, you will-

- increase resident satisfaction
- minimize the support calls
- increase efficiency and streamline admin procedures
- Save money when posting certain documents online instead of posting in them newspaper- saving City of Southwest City time and money.

Thank you for considering Municipal Impact! We look forward to your feedback and evaluation.

Sincerely-

Your Friends at Municipal Impact

City of Southwest City Website Cost Analysis			Municipal Impact Websites	
Water Quality Report Distribution (335 Residents)			Water Quality Report Distribution	
Item Name	Average Cost		Annual Website Subscription	
Publishing the Water Quality Report in Newspaper \$200	\$ 200.00		Electronic Delivery & Direct Link	INCLUDED
<ul style="list-style-type: none"> How many other mailings throughout the year could be published to your website and save valuable dollars in postage, printing & staff time? 				
Alerting System/Communication			Alerting System/Communication	
Item Name	Average Annual Cost		Annual Website Subscription	
Average Cost of AutoDialer System (450 subscribers)	\$400		Alerts & News Sent via Text & Email	INCLUDED
<ul style="list-style-type: none"> How do you notify/alert your residents to issues? How many hours @ what hourly rate does it taking to knock on doors? Streamlining & enhancing communication via your website system of alerts saves time and money resulting in greater efficiency for office & operation's staff. 				
Customer Service			Customer Service	
Item Name	Weekly	Annual	Annual Website Subscription	
Answering Same Questions Every Week via phone	15 min./Wk @ (10\$/hr)	\$130.00	Posting FAQ's	INCLUDED
TOTAL COST TRADITIONAL Posting CCR & Answering Customer Service FAQ/and alerting system		\$730.00	TOTAL COST Muni Impact Website Subscription YEAR 1	\$738.45