



# MEMORANDUM

EUGENE WATER & ELECTRIC BOARD

*Rely on us.*

TO: Commissioners McRae, Barofsky, Schlossberg, Brown, and Carlson  
FROM: Travis Knabe, Chief Information Officer; Julie McGaughey, Chief Customer Officer  
DATE: October 1, 2024  
SUBJECT: EWEB Enterprise Solutions (EES) – Customer Communications Summary  
OBJECTIVE: Information

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## **Issue**

EWEB is on track to go-live with “Season One” (Financial & Customer Information System(s), Customer Portal) of EWEB Enterprise Solutions (EES) the week of December 2, 2024. A detailed launch and customer communications plan has been created.

## **Background**

Season One of EES kicked off in May 2023 to replace legacy Customer and Finance applications and add functionality to the customer portal. The new systems will impact customers differently, ranging from visual changes on the bill and customer portal to more complex account management tools and program changes. EWEB is committed to ensuring clear, timely communication with all customer groups.

## **Discussion**

Most EWEB customers will receive six touchpoints informing them of changes that may impact their interactions including bill messaging, direct mail, and email, in addition to social media and website updates. There will be targeted communication to specific audiences based on changes to programs or information that is relevant. These audiences include:

- Registered portal users
- Budget Bill participants
- Automatic Hookup Agreement (AHU) participants
- Key accounts

Some targeted audience outreach is planned for September and October, with broader communication to all customers concentrated in November and December. Communication will continue in 2025 through regular channels for more promotional and “did-you-know?” messaging. Many of these communications will be highlighted in the “weekly roundup” report provided to Commissioners.

## **Requested Board Action**

Information only