SUBJECT: Approval of an annual contract with KUBRA for use of their water utility customer portal, Dropcountr, in the amount of $28,305 per year, plus a one-time $5,000 setup fee, for a total of $33,305 in the first year. The contract term is three years.

SUBMITTING DEPARTMENT: Department of Public Works, Water & Sewer Division

EXPENDITURE REQUIRED	$ 33,305.00
AMOUNT BUDGETED	$ 33,305.00
APPROPRIATION REQUIRED	$ 0
LINE ITEM NUMBER	**592-592.00-850.009**

BACKGROUND INFORMATION:

Over the past few years, the Water and Sewer Division has been converting the water meter reading system to an Advanced Metering Infrastructure (AMI) involving the installation of a network of antennas, and more recently, a meter replacement program to upgrade meters to be compatible with the AMI network (refer to attached 2018 memo). The AMI system allows for the collection of water usage remotely, and instantaneously when necessary, resulting in a significantly more efficient process compared to the previously used "drive-by" method.

With the AMI infrastructure in place, it is now possible to implement a water utility customer portal which gives water customers access to information and features related to their account such as water usage patterns, usage threshold notifications, leak alerts, and much more. This type of customer portal can provide a considerable amount of information to customers and should be able to answer many common questions customers have without the need to contact customer service. City staff will have the ability to easily send notifications to specific customers regarding outage updates, etc.

Following the review of the six proposals submitted, along with demonstrations and follow-up conversations, KUBRA's Dropcountr customer portal was selected. Dropcountr was selected due to the comprehensive information provided, and more importantly, their simple and useable format that set them apart from the other customer portals

considered. KUBRA's enclosed proposal details the information and features available through their system.

During discussions with KUBRA, it was determined that the optional Irrigation Insight module would be a valuable tool for Novi's water customers. This option is intended to provide additional information to customers to help them better understand and budget their water usage for irrigation. During discussions it was also determined that the annual Neptune maintenance fee was not required.   Therefore, the annual fee will be $25,946 (based on $1.65 per account for the 15,725 existing water accounts) plus $2,359 for Irrigation Insight ($0.15 per account), for a total of $28,305 per year for the three year contract. There will also be a one-time setup fee of $5,000 to implement the system.

The customer portal is expected to be ready for use 90 days after program initiation.

RECOMMENDED ACTION: Approval of an annual contract with KUBRA for use of their water utility customer portal, Dropcountr, in the amount of $28,305 per year, plus a one-time $5,000 setup fee, for a total of $33,305 in the first year. The contract term is three years.

CITY OF NOVI
WATER UTILITY CUSTOMER PORTAL
Bid Tab
9/15/22   1pm

	360S2G		Accelerated Innovations		City Insight		KUBRA		Smart Energy Water		Vertexone	
	Cost	Cost Structure	Cost	Cost Structure	Cost	Cost Structure	Cost	Cost Structure	Cost	Cost Structure	Cost	Cost Structure
Set-Up/One-Time Costs	$27,000	Flat rate	$15,000	Fee is based on # of meters and module selection	$22,000	n/a	$5,000	Flat one-time fee	$17,500	Fixed Fee. Travel expenses, if any, shall be extra	$12,500	Flat rate
Year 1 Costs	$22,000	Refer to bid proposal section 10.1 for breakup of cost details.	$20,757	Per meter + Modules	$15,000	n/a	$25,946	Based on 15,725 accounts: $1.65/connection Annual Neptune 360API Maint Fee = $2,500	$18,000	Priced for 1575 meters/services and 5 itility employee accounts. Pricing requires 3- year contract term.	$33,337	Based on 15,725 accounts, Per meter cost: Year 1-$2.12 Year 2-$2.18 Year 3-$2.25
Year 2 Costs	$22,000		$20,757		$15,000	n/a	$25,946		$18,000		$34,280.50	
Year 3 Costs	$22,000		$20,757		$15,000	n/a	$25,946		$18,000		$35,381.25	
Addtl Vendor Module/Option (Descripe)	(1)	Cost waived			$0	(3)	$0	(4)	$0.04 per message	SMS text message fee using shared short code. Email notifications are included in the	$0	(6)
Total Cost	$93,000		$77,271	3 Years + one-time setup fee	$67,000		$82,838		$71,500		$115,498.75	

(1) 360S2G - Customer Information System - CIS Mobile Apps (Android & IOS)
(2) Accelerated Innovations - SMS text message fee using shared short code. Email notifiations are included in the annual fee.
(3) City Insight - Bill Pay Module (Option): Entitled to assess a 3% transaction fee for each credit card payment and a 1% transaction fee (capped at $8) for each ACH payment.
(4) KUBRA - Additional Vendor Module/Options: In-person trainng; welcome letters; SSO with e-billing; Irrigation INSIGHT -$0.15/account = $2,359 per year.
(5) Smart Energy Water - 3 years + one-time setup fee.
(6) VertexOne would like to discuss: No exclusive contract, contract termination, hold harmless/indemnity.

KUBRA

Proposal for
the City of Novi

Water Utility Customer Portal

Due: September 15, 2022 by 1:00 p.m.

KUBRA
14105 S. Normandie Ave.
Gardena, CA 90249
www.kubra.com

Robb Barnitt, VP of Market Development
Phone: (650) 678-3632
Email: robb.barnitt@kubra.com
robb@dropcountr.com

Table of Contents

CITY OF NOVI
WATER UTILITY CUSTOMER PORTAL

Please return this page with your bid form

If your company is awarded the item(s) referenced in the bid proposal, other governmental entities may wish to use this contract and will issue a purchase order or contract for the item(s) awarded in the bid proposal following minimum order/contract requirements set forth in the bid documents. Each entity will provide their own purchase order and delivery location(s) and must be invoiced separately to the address indicated on their purchase order.

1. **EXTENSION OF AWARD TO THE MITN (MICHIGAN INTER-GOVERNMENTAL TRADE NETWORK) PURCHASING COOPERATIVE:** *OPTIONAL*

Numerous Counties, Cities, Townships, and Authorities of the State of Michigan are members of the MITN (Michigan Inter-governmental Trade Network) Purchasing Cooperative. Other associate entities are also members of the Cooperative in the Tri-County area. Please visit www.mitn.info website to view the entire list of participating agencies.

(X) If an award is made to __KUBRA_____, it is agreed that the contract will be extended to other MITN Purchasing Cooperative members and associate entities under the same prices, terms, and conditions.

(   ) Our company is **NOT** interested in extending the contract to those MITN members listed on the website.

Contractor Signature: _____

Company Name: ___KUBRA_____

Date: __9/14/22_____

CITY OF NOVI

WATER UTILITY CUSTOMER PORTAL

FEE PROPOSAL FORM

We the undersigned as proposer, propose to furnish to the City of Novi, according to the specifications, terms, conditions and instructions attached hereto and made a part thereof:

Cost Component	Cost	Cost Structure (indicate if flat rate or per meter rate and list rate)
Set-up/One-time Costs	$5,000	Flat one-time fee
Year 1 Costs	$28,446	Base platform annual subscription: $1.65/connection * 15,725 connections Annual Neptune 360 API maintenance: $2,500 flat fee
Year 2 Costs	$28,446	Base platform annual subscription: $1.65/connection * 15,725 connections Annual Neptune 360 API maintenance: $2,500 flat fee
Year 3 Costs	$28,446	Base platform annual subscription: $1.65/connection * 15,725 connections Annual Neptune 360 API maintenance: $2,500 flat fee
Additional Vendor Module/Options: • In-person training • Welcome letters • Irrigation INSIGHT • SSO with e-billing		
Total Cost	$90,338	

We acknowledge receipt of the following Addenda: n/a _____

(please indicate numbers)

EXCEPTIONS TO SPECIFICATIONS (all exceptions <u>must</u> be noted here):

Below are Dropcountr, Inc's ("Dropcountr") high-level comments relating to the Terms and Conditions provided to Dropcountr by the City of Novi. These comments are not intended to be an exhaustive list.

Section	Comments
Contract Termination	Dropcountr generally requires ninety (90) days advance notice prior to any termination for convenience.
Transfer of Contract / Subcontracting	Dropcountr should be able to assign the Contract in the event of a merger, sale of its assets or business, re-organization, etc.
Hold Harmless / Indemnity	Limitation of Liability – Dropcountr generally requires a cap on its liability equal to 12 months service fees.

COMMENTS: _____

_____

_____

_____

_____

_____

_____

REFERENCES: Please provide at least three client (3) references for projects of similar scope done in the last 3 years.

Company <u>Pace Water System</u>

Address <u>4401 Woodbine Road, Pace FL 32571</u>

Phone <u>(850) 994-5129</u>   Contact name <u>Damon Boutwell</u>

Company <u>City of Simi Valley, CA</u>

Address <u>2929 Tapo Canyon Rd., Simi Valley CA 93065</u>

Phone <u>(805) 583-6330</u>   Contact name <u>Garry Boswell</u>

Company <u>City of Bozeman, MT</u>

Address <u>20 E. Olive Street, Bozeman MT 59771</u>

Phone <u>(406) 582-2265</u>   Contact name <u>Jessica Ahlstrom</u>

THIS PROPOSAL SUBMITTED BY:

Company (Legal Registration) <u>KUBRA America West, Inc.</u>

Address <u>14105 S. Normandie Ave.</u>

City <u>G a r d e n a</u>   State <u>CA</u>   Zip <u>90249</u>

Telephone <u>800-766-6616</u>   Fax <u>905-624-2886</u>

Representative's Name <u>R. Braden Short</u>

Representative's Title SVP, Sales & Client Success Group

Authorized Signature R.BSEA

E-mail braden.short@kubra.com

Date 9/14/22

Statement of Qualifications

KUBRA Overview

Since our inception in 1992, we've been providing customer experience management solutions to some of the largest government, utility, healthcare, and financial entities in North America. We maintain a relentless focus on our clients' needs by providing the proficiency, products, and services needed to help our clients provide better service to their customers.

KUBRA has extensive experience working in the government industry. Our experience includes document production; electronic billing and payments; outage maps; mobile apps; and preference management solutions. We have intimate knowledge of the output files, APIs, integration points, and business logic for all commonly used CIS systems, plus we support several clients with legacy (home-grown) solutions. We are proud to serve a client base of over **550 entities** which includes the City of Sacramento, City of Seattle, City of Scottsdale, City of Colorado Springs, City of Richmond, City of Charlotte, City of Philadelphia, City of Long Beach, and many more.
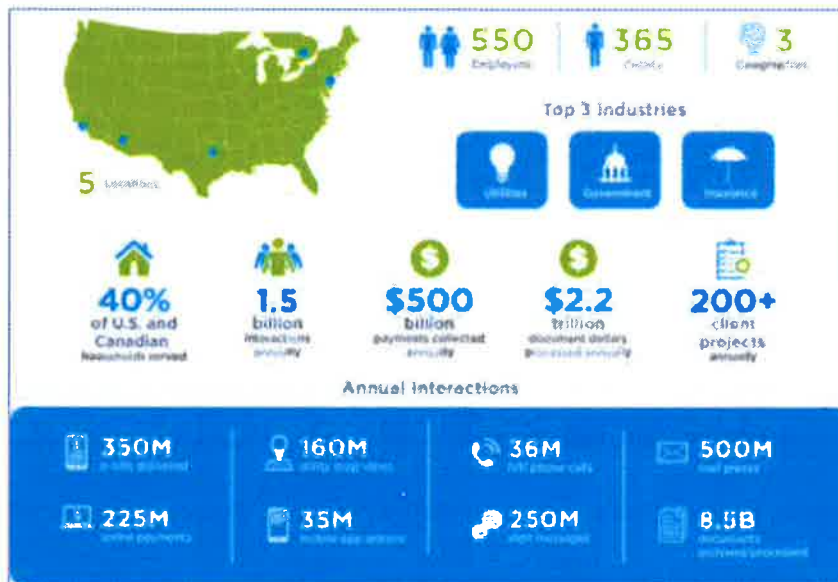
KUBRA operates as an independent unit of the Hearst Corporation, a leading global, diversified media, information, and services company. Hearst brings 135 years of knowledge and financial strength generating more than $14 billion in annual recurring revenue, allowing KUBRA to make significant investments in our core solution platform and support infrastructure to better support our clients and their customers.

Dropcountr Overview

Since our inception in 2013 as a customer engagement specialist for water utilities and their customers, Dropcountr has grown from California to serve clients in Arizona, Texas, Colorado, Montana, Massachusetts, Florida, and beyond.

Dropcountr was acquired by KUBRA in December 2021. As part of KUBRA, Dropcountr has access to significant financial and professional resources to apply to our industry-leading water customer engagement platform. In addition, Dropcountr can offer the many complementary utility billing, mapping, and customer experience solutions for which KUBRA is known.

We are proud to stand alone with the following unique qualifications:

- **Native Mobile Applications –** consumer preferences have shifted from computer to mobile device, and 90% of mobile time is spent on native mobile apps downloaded from the Apple App Store or Google Play. Dropcountr offers these mobile applications for both iOS and Android and has an excellent 4-star rating on Apple.

- **Web and Print Alternatives** – 86% of Dropcountr users prefer our mobile apps, but we offer identical information via web browser for those more comfortable on their computer. We can also print and mail welcome letters to your customers.

- **#1 in User Adoption** – We match consumer preferences with visually compelling experiences on the devices your customers use most. Our products and sustained commitment to outreach has made us the industry leader in user adoption – no small feat for an opt-in customer portal.

- **#1 in Conservation Performance** – University of California researchers have independently verified that Dropcountr users reduce their water use by 9% on average.

- **No Customer Left Behind** – Dropcountr is available out of the box with Spanish and English language versions and is the only ADA compliant customer portal.

- **Leading-edge Technology** – Our user interface gets the accolades, but our backend capabilities support a robust and capable platform. We support an existing API integration with Neptune 360 and our data science chops include a machine learning algorithm for irrigation detection and outdoor water use (i.e., Irrigation INSIGHT).

Organizational Information

KUBRA has nearly 30 years of experience implementing platform customer experience solutions with more than 1,500 implementations. What makes KUBRA's implementation and support model unique is that our clients are assigned a dedicated Client Services team (CSt) not only for the initial implementation, but for the life of their relationship with KUBRA. This unique approach to Service Delivery ensures that the City will have continuity of personnel and knowledge transfer with KUBRA today, tomorrow, and well into the future. KUBRA utilizes a team of pooled resources that varies in size depending upon the client's finalized requirements, but typically consists of a Client Support Manager, Project Manager, Technical Team Leader, Senior Programmer, QA Analyst, Quality of Service Analyst, Billing Administrator, User Acceptance Testing (UAT) Analyst and Database Analyst. The vast majority of your CSt members will have on average 7-10 years of experience within their respective fields.

Key personnel assigned to this project with the City are presented below. Ours is an experienced team of professionals with balanced and complementary skills and a track record of client and customer success:

- **Alison Nill, Client Success Lead** – Alison will be the primary point of contact for the City. Alison will help facilitate the project launch, conduct training sessions, and support City staff for the duration of the project.

- **Zeno Douglas, Project Management Lead** – Zeno and his Service Delivery team will project manage the launch and deployment of the Dropcountr platform.

- **Peter Williams, Technology Lead** – Peter and his development team will manage all technical aspects of the Dropcountr platform, including data transfer, API integrations and maintenance, and future version releases.

- **Robb Barnitt, Management Point of Contact** – Robb is the former CEO at Dropcountr, and now the Subject Matter Expert for water analytics and customer experience at KUBRA.

KUBRA and Dropcountr will not be utilizing subcontractors – all technology, service delivery, client success, and even printing capabilities exist in-house.

Program Work Plan and Implementation

The key components of our proposed program implementation with ongoing support and maintenance are presented below.

Data Integration and Transfer

Dropcountr will engage City staff to review data specifications and select sources and transfer methods.

While we often utilize flat-file transfer methods via secure FTP, we prefer robust API integrations which allow for secure, seamless, and reliable data transfer.

Historical customer and water use data will be transferred via secure FTP or API. Dropcountr will ingest up to five years of monthly water use data to build a historical reference for City customers.

Hourly water use data generated to date by the currently deployed Neptune AMI network will be transferred using our existing API with the Neptune 360 platform. Going forward, customer and water use data will be transferred to Dropcountr using the Neptune 360 API.

While the City has no plans at this time for Dropcountr to integrate with an existing bill payment platform, Dropcountr is experienced in the development and deployment of Single Sign-on (SSO) customer experiences from payment platforms to Dropcountr. We are ready when you are and would expect stronger user adoption through the deployment of this option.

Training and Pre-launch Testing

Dropcountr will create Authorized User accounts for City staff access and use of the utility dashboard. The City is entitled to an unlimited number of Authorized User accounts, and each account can have different administrative privileges due to differences in Authorized User roles and authority.

Using City customer data, Dropcountr staff will conduct remote training for City staff using Zoom or a similar online webinar application. Training conducted using relevant Customer Data increases the efficacy of training and allows for QA/QC of data prior to public launch.

On-site training is available as an optional service.

Detailed training materials will be provided to the City and made accessible online at any time. These materials include product guides, GIF tutorials, answers to frequently asked questions, and project manager contact information.

Email Marketing Outreach

Using customer emails and other contact information provided by the City, Dropcountr will conduct three customer email campaigns.

These campaigns consist of unique, account-specific emails which introduce the program and legitimize the relationship between the City and Dropcountr. Each email will include:

- Presentment of monthly water use over the past year
- Social norms-based comparison to the target account
- Call to action to sign up for the Dropcountr program
- Account number to streamline sign-up
- A direct link to the Dropcountr sign-up page.

Status Meetings

To support communication and sharing of results and City staff feedback, Dropcountr anticipates conducting bi-monthly status meetings. These meetings may be held by phone or webinar. Dropcountr also expects to coordinate annual project review meetings in person with City staff.

Supplemental Remote or In-person Testing

The Dropcountr Client Success Manager can provide supplemental training to City staff as reasonably requested, or when material updates to Dropcountr products and services are developed and deployed.

Portal Capabilities and Benefits

Dropcountr Products & Services

Key products and services are introduced below, with additional detail and product images presented in **Exhibit A**.

CUSTOMER PORTAL

Dropcountr offers a tailored customer portal experience for both residential and commercial users. Known as Dropcountr HOME and BUSINESS, these customer portal experiences are available as native mobile iOS and Android applications (available in the Apple App Store and on Google Play) and are also accessible by computer using any modern web browser.

City customers will be able to view their historical and current water use in yearly, monthly, daily, and hourly time intervals. Contextual comparisons are provided in the form of an account-specific water budget and an anonymous comparison to similar accounts (i.e., social norming).

Customers can receive leak and threshold alerts, emergency notifications, rate and rebate announcements, and more via email, text message, and push notification via mobile app.

Customers may also contact City customer service staff by phone or via email directly from their mobile app, and via email using the web portal.

Please find additional detail and product images in **Exhibit A**.

UTILITY DASHBOARD

Dropcountr includes a robust analytics and customer communication dashboard for utility staff. Known as Dropcountr CLEAR, this intuitive dashboard presents customer and water use data in paneled index and map views.

City staff will be able send communications to one or many customers via email, text message, and push notification. Staff can also target their communications to a customer subgroup which meets staff-defined criteria, including high water use, water budget compliance, account type, leak flags, and even language preference.

Staff can also mirror a customer's portal to more effectively respond to service calls, review and record notes in a structured form, and export full or tailored data reports in .CSV format for use in Microsoft Excel.

Please find additional detail and product images in **Exhibit A**.

MARKETING OUTREACH

Dropcountr will conduct email campaigns to City customers to introduce and legitimize the program and then drive user adoption.

Dropcountr will also share image assets and established program marketing copy with City staff to support website and workshop promotions.

As an optional service, Dropcountr can produce print and mail welcome letters to City customers. These informative color welcome letters can be sent to all accounts, or just to those accounts for which no email address is available.

IRRIGATION INSIGHT

Outdoor water use is a blind spot for most customers. Excessive outdoor water use can result in high bill complaints and challenge regulatory compliance.

Dropcountr offers an optional module called Irrigation INSIGHT, which utilizes a machine learning algorithm that identifies and presents outdoor water use to both customers and City staff. This optional module is available for demo and presented in our cost proposal.

Please find additional detail and product images in **Exhibit A**.

Program Schedule

Dropcountr is prepared to commence work on the program following a notice to proceed from the City.

We anticipate a public launch within 90 days of program initiation.

A representative program schedule is presented in **Exhibit B**.

Program Potential

KUBRA is an end-to-end solution provider for the municipal and private utility industries.

A relationship with KUBRA represents a future opportunity to leverage one partner for all customer engagement, billing and payments needs. Utility trends are witnessing vendor partner consolidation. We are seeing that utilities are looking for a partner with deep understanding of the utility market. A partner that can support holistic customer engagement offerings inclusive of usage analytics, MyAccount self-serve, customer communications, physical and electronic billing, and payment channels under an end-to-end fully integrated platform. A partner that can help utilities increase customer satisfaction, expand document delivery and payment channels,

reduce billing and operational expense while consolidating from multiple vendors and systems onto one.

KUBRA's acquisition of iFactor in 2016 strengthened our solution set by enhancing our outbound communication and customer preference management solutions. Our Customer Communication products connect with utility back-end systems to enable you to communicate with customers via automated messaging, utility maps, and mobile applications for notifications, storm updates, gas leaks, and streetlight outages. With the addition of Dropcountr, KUBRA will provide clients with access to billing and payments, customer communications, and water analytics under a unified platform, furthering KUBRA's mission to provide the most comprehensive customer experience platform on the market.

KUBRA is a partner for the future where you leverage one common data receipt, extraction, and delivery engine, one payment platform, enabling universal visibility and management across all delivery channels, payment types, and all customer engagement. The utility industry is shifting from leveraging multiple vendors and partners to support document delivery, payments, analytics, outage to encompass every customer experience under a singularly owned platform. KUBRA is prepared for and is leading this change by delivering the only complete and integrated suite of customer engagement, usage analytics, meter-to-cash, outage communication management, preference management, and mobile development offerings – all on a single platform.

Response to Scope of Work Questions

Pages 8-9 of the RFP identify the City's primary goals and indicate desired features and functionality. Dropcountr provides each of these desired attributes, which are addressed and described in the narrative below.

A comprehensive overview of features, functionality, and analytics are provided in **Exhibit A**.

We look forward to the opportunity to showcase our full feature set during a project interview and live demo.

✓ **Project team involved in implementation, and description of support available throughout use of portal.**

The experienced project team assigned to this implementation is presented on **page 6**. Customer support will be provided to the City by Alison Nill, your dedicated Customer Success Manager.

Customer support will be provided during implementation as well as throughout the life of your project. Training, updates to rate information, and marketing outreach support are a few examples of the support the City will receive.

User (City customer) support will also be provided throughout the life of your project. General trouble shooting, functionality questions, and password resets are a few examples of the support that users will receive

✓ **Detailed description of all analytics available, and the functionality available to utility and customer.**

A detailed description of features, functionality, and analytics available to both City staff and customers are provided in the supplemental **Exhibit A**.

✓ **Options for customer to view personalized information to help resolve perceived high bill or usage issues.**

Annual, monthly, daily, and hourly water usage data will be available to City customers. These data are highly accessible via our native mobile application and web portal, and aid in resolving perceived high bill or usage issues via education.

For example, our monthly view presents water usage in an intuitive calendar format, which will allow City customers to view their water use habits, especially related to high consumption activities like irrigation. In addition, our hourly water usage presentation will aid City customers in identifying high usage events (e.g., pre-dawn irrigation) or leaks.

- ✓ **Options for customer to personalize their customer profile, including input of specific home and water use details, how notifications/alerts are received, and consumption displays (e.g. daily, seasonal, annual comparison).**

  Upon signup, City customers will be able to personalize their profile with key attributes including household size, irrigated area, and the use of pools and appliances. In addition, City customers can control their communication preferences, and opt to receive leak alerts and other notifications via email, SMS (text message), push notification (via mobile app) and any combination of the three.

- ✓ **Ability to compare customer consumption data to similar customers.**

  Social norming is a powerful technique that leverages behavior psychology to promote new behaviors and habits. Our approach is to present anonymous water use data in aggregate – no individual City customer has access to whom they are being compared. Dropcountr compares only "apples to apples", in that only similar accounts are compared, and we also present aggregate water use data for the most efficient account cohort as an aspirational goal.

- ✓ **Provide estimated cost of water consumed based on utility prices and consumption, which the City will have access to update on an annual basis.**

  Dropcountr calculates the estimated cost of water on the fly using hourly water usage data obtained via our Neptune 360 API integration. We will apply City volumetric rates to estimate cost on a rolling basis and can update these rates and tiers as they change over time.

- ✓ **Description of leak detection parameters and functionality. Additionally, the following functions would be preferred:**

  - ○ **Ability to automatically notify customer of suspected leaks, with ability to engage customer to investigate and resolve the leak, and ability to provide resolution details to City.**

  Dropcountr will apply our proprietary leak detection algorithm to hourly water usage data sourced via our API integration with Neptune 360. Parameters pertaining to continuous flow and burst conditions can be fine-tuned with input from City staff. When the definition of a leak is met, automated notifications will be sent to City customers via email, SMS, and push notification – consistent with customer preferences.

  Leak flags are also available to City staff in CLEAR and can be viewed in each customer account during customer service engagements, as well as leak investigation and resolution.

- ✓ **User-defined threshold limits and alerts available (e.g. leak detection, consumption).**

  City customers (users) can select their preferred communication channels (email, SMS, push notification) by which they receive leak and threshold alerts.

  Threshold alerts can be further customized according to financial threshold and billing period.

- ✓ **Available notification options, including:**

  - ○ **Mapping feature with the capability to select targeted geographic areas for notifications (preferred compatibility with ESRI GIS).**

  Dropcountr CLEAR includes a rich mapping interface which includes a "polygon" function for delineating geographic boundaries which select and capture customer accounts for outreach and notifications.

  - ○ **Ability to set up automatic messaging (e.g. monthly summary) by customer or utility.**

  All City customers for whom an email is on file will receive an automated monthly Water Report.

  - ○ **Ability for City to send notifications to customers via multiple communication channels, including email, text/SMS and automated voice calling.**

  The City will be able to send all-inclusive or targeted notifications to customers via email, SMS, and push notification via mobile app. Automated voice calling is available on other KUBRA products and will be integrated and available on Dropcountr in early 2023.

- ✓ **Ability to track users actions (e.g. email opened, link clicked, log-ins. etc.).**

  To measure and continuously improve engagement, Dropcountr tracks, and records engagement metrics including message delivery, opens, and clicks. We utilize Sendgrid and Twilio to manage these communication events and campaigns. Dropcountr also records platform logins and presents an account "last logged in" via CLEAR for City staff.

✓ **Reports and reporting capabilities available (e.g. customer statistics, leak detection, grouping by meter type, etc.). Include length of time data can be stored, and format of exported data.**

Dropcountr CLEAR uses staff-defined filters to export raw data in .csv format. High level metrics can also be exported graphically in .jpg, .png, and .pdf to support presentations and memos.

Data is not deleted or reduced over time but will be retained for the City over the life of our project.

✓ **Ability to integrate with bill pay system (not planned at this time).**

Dropcountr has integrated with several bill payment platforms and can support the City in time as desired.

✓ **Schedule for implementation.**

Dropcountr is prepared to commence work on the program following a notice to proceed from the City.

We anticipate a public launch within 90 days of program initiation.

A representative program schedule is presented in **Exhibit B**.

✓ **Municipalities, etc. comparable to the City of Novi where portal has been implemented.**

References have been provided as part of the Fee Proposal.

✓ **Security of customers' personal information.**

Dropcountr will employ commercially reasonable data security procedures and other safeguards to protect against the unauthorized accessing, use, destruction, corruption, loss or alteration of the Platform Services and any Utility Data or Customer Data stored on Dropcountr's servers.

Dropcountr will use commercially reasonable efforts to promptly notify Utility of any material breach of security with respect to any Utility Data or Customer Data.

We would welcome the opportunity to discuss our data security practices in greater detail during a project interview.

✓ **Strategies to help promote customer engagement.**

Dropcountr leads the customer portal product category in user adoption and engagement. Our native mobile apps match customer preferences – over 90% of time spent on mobile devices is in mobile apps – not a responsive mobile browser.

Our recurring email campaigns continuously build upon early user adoption, and we offer optional welcome letters to reach City customers for whom an email is not on file.
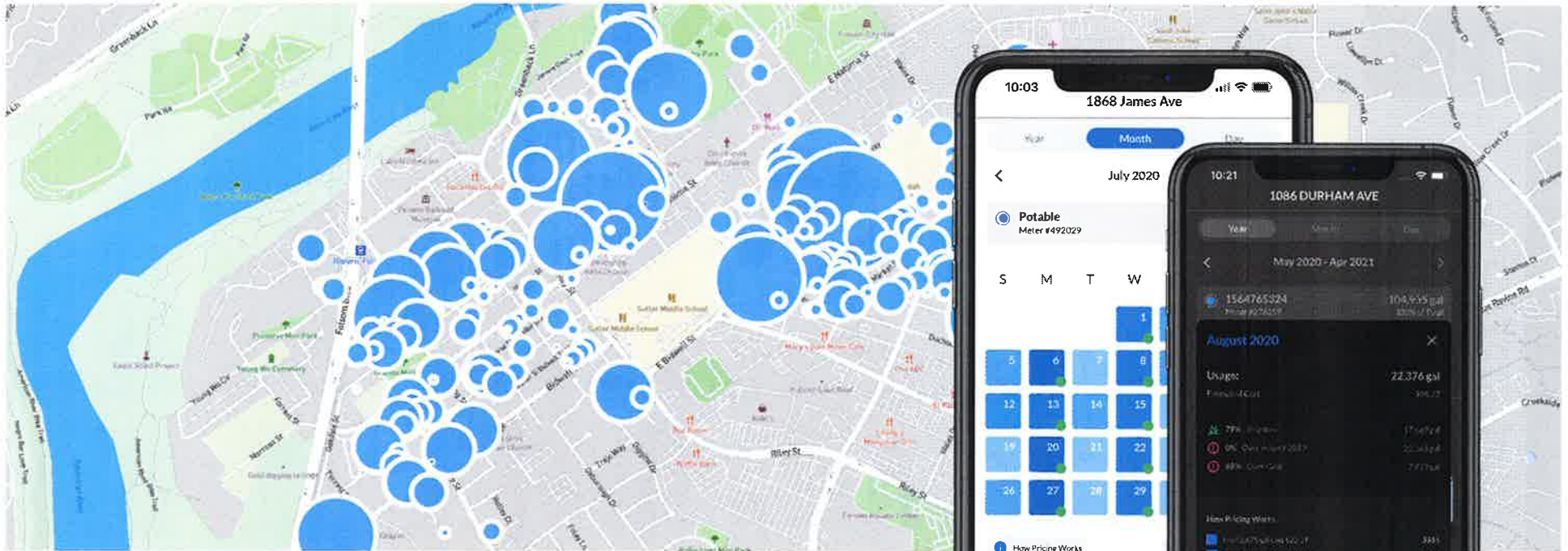
Exhibit A – Dropcountr Products & Services

dropcountr

A KUBRA® Company

Customer Portal & Utility Dashboard

www.kubra.com

www.dropcountr.com

Why Dropcountr?

Unlock the Full Value of Your AMI Investment

Hourly water data is the key to unlocking a stronger relationship with your customers.

With hourly water data, customers receive leak alerts and more closely monitor and understand how they use water.

This means more satisfied customers, and fewer high bill complaints for your customer service team.

A Customer Portal That Your Customers Will Actually Use

Mobile device use has surpassed computers, and your customers use native mobile apps from the Apple App Store and Google Play more than 90% of the time.

Dropcountr offers a true native mobile application (iOS and Android), but is also available via web browser.

Industry-Leading User Adoption and Conservation

With our consumer-centric mobile and web applications, and monthly marketing outreach campaigns, Dropcountr is the industry leader in both user adoption (over 30%) and conservation (9% on average).

No Customer Left Behind

Dropcountr is the only customer engagement platform that is ADA compliant, and is available in both English and Spanish.

dropcountr
A KUBRA Company

Dropcountr Base Platform

Dropcountr is a cloud-based customer engagement and analytics software platform for water utilities and their customers.

HOME and BUSINESS are free mobile and web apps for your customers. CLEAR is an analytics and communication dashboard for utility staff.

HOME

- ☑ iOS and Android mobile apps
- ☑ Responsive web browser experience
- ☑ Water use displayed in annual, monthly, daily, hourly intervals
- ☑ Anonymous comparison to similar homes (social norming)
- ☑ Comparison to a budget or mandate
- ☑ Multiple users per service address
- ☑ Multiple service addresses per user
- ☑ Multiple meters per service address
- ☑ Leak, budget, and emergency alerts
- ☑ Mobile push notifications
- ☑ Emails
- ☑ Curated water tips and utility rebates
- ☑ Facilitated electronic bill payment
- ☑ Dedicated Dropcountr support

BUSINESS

- ☑ Standard HOME features but with a user interface designed for non-residential accounts

- ☑ Water use is compared to similar business categories

CLEAR Utility

- ☑ Customer and meter data for all service accounts
- ☑ Customizable index and map views
- ☑ Filters to target customer groups for specific communications
- ☑ Draw shape on map to isolate accounts for review and targeted communication
- ☑ Email all service accounts or a targeted group
- ☑ Send mobile push notifications to all enabled or targeted accounts
- ☑ Export data to Microsoft Excel
- ☑ View account water use, messaging, customer service call and resolution history
- ☑ Mirrored view of customer's HOME account for customer support
- ☑ Edit or create conservation tips and current utility rebates

*Optional Irrigation Detection & Demand and other modules are available.
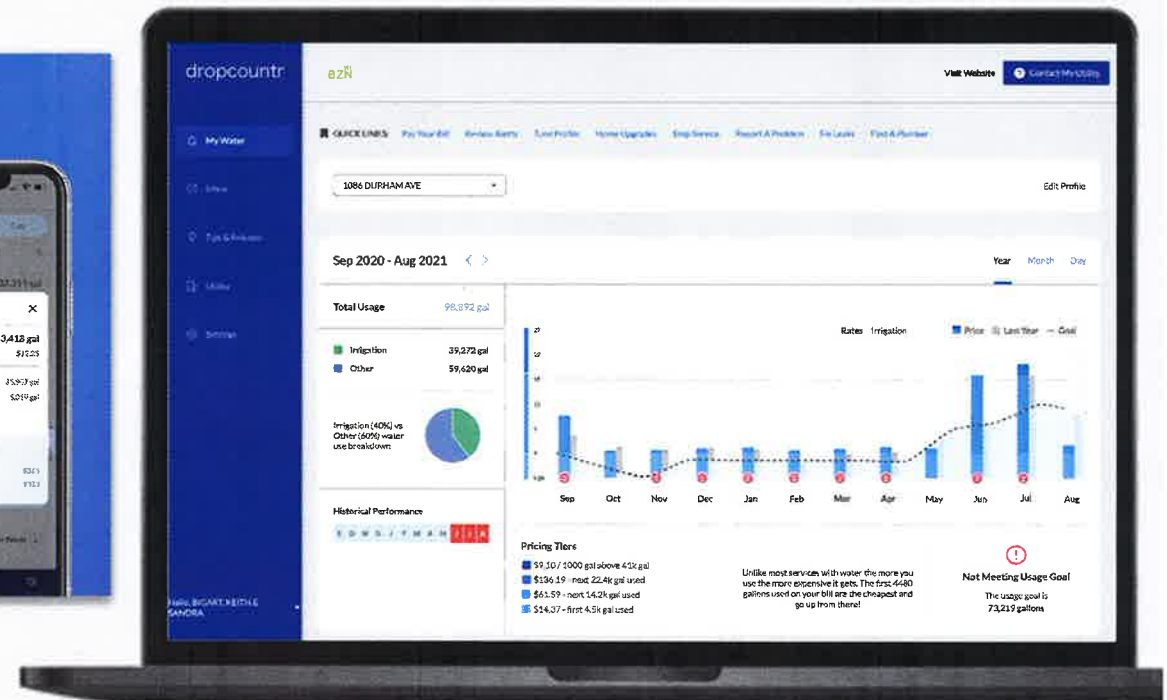
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HOME & BUSINESS

FOR RESIDENTIAL AND COMMERCIAL CUSTOMERS

Dropcountr HOME is designed to increase residential customer Water IQ. Customer account information, water use, important alerts, and electronic bill payment are all conveniently accessed on a smartphone or computer. Dropcountr HOME is intuitive, powerful, and provides timely information to empower the utility customer.

Dropcountr BUSINESS offers the same features as HOME, but with an interface and experience better suited for commercial customers.

Both HOME and BUSINESS are available as mobile iOS & Android apps, and on any internet-connected computer or smartphone,

Keeping track of your water just got a lot easier.

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Increase Customer Water IQ

HOME & BUSINESS

Dropcountr HOME & BUSINESS are designed to first inform and educate your customers, and then empower them to manage their water use and increase self-service.

Reduce customer service call volume

Customers who have access to their information, and understand their water use are less likely to call utility staff with questions or to dispute a bill.

Stronger customer relationships for uncertain times

Rates will increase and pipes will break. Strengthen the utility-customer relationship ahead of these events, by providing customers with a free and convenient monitoring tool.

Leak alerts

Dropcountr leak detection algorithms trigger alerts to customer mobile devices and email, and are flagged for utility staff in CLEAR.

Monthly Water Use Reports

Automated monthly water use emails supplement HOME & BUSINESS on mobile and web. This monthly summary reminds users to check their account, and presents an opportunity to deliver timely and relevant utility announcements or messages.

Information Inclusivity

All customers are entitled to information that increases their Water IQ. Dropcountr is available in Spanish, and is the only water customer portal that is ADA compliant - on both mobile and web.

- Why is my bill so high?
- How much water do I use?
- How does that compare to last month?
- Do I use more than I should?
- How can I prevent leaks and water damage?
- ¿Tiene información en Español?

Rates and Tiers

Rate tiers can be confusing and lead to customer service calls. Dropcountr presents rate tiers and pricing in a simple and intuitive format.

★★★★★

RickEsq, 05/04/2021

Great app
This app was a lifesaver. We have a vacation property and not always there. A couple of busted sprinklers made this app indispensable. Probably saved us hundre more

---
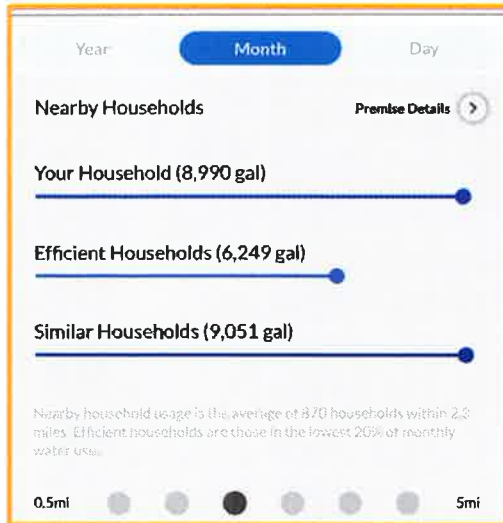
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Targets & Social Norming

Water Use Targets

We all benefit from setting a budget on certain items. Whether it's to conserve something in short supply or to avoid overspending, a target to track against our progress can help.

For each customer account, Dropcountr develops and presents a water budget, which is then compared to actual use. Our water budgeting algorithm accounts for account type, family or business size, irrigation profile, and local climate factors.

Does your state or region have water supply or demand challenges? During a drought in California, Dropcountr adjusted our budgeting algorithm to target the conservation mandate for each customer account.

Social Norming (comparing water use to similar customer accounts)

In recent years, the field of behavioral science has shown that social norms-based comparisons can change perspectives and alter behaviors.

Dropcountr leverages this social norming concept via an anonymous comparison to similar households located close by.

Our social norming algorithm prioritizes certain criteria for comparison (e.g. household occupancy, lot size, irrigation) to ensure a fair and equitable comparison.

This comparison provides important context to the water use information presented in HOME & BUSINESS, and guides customers to improve their water use efficiency.
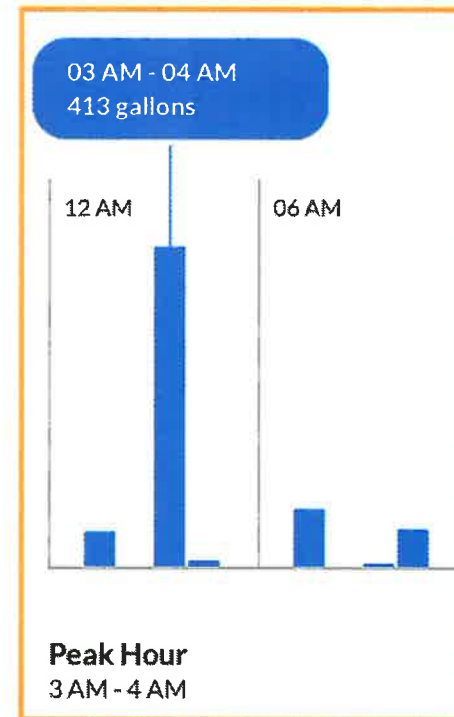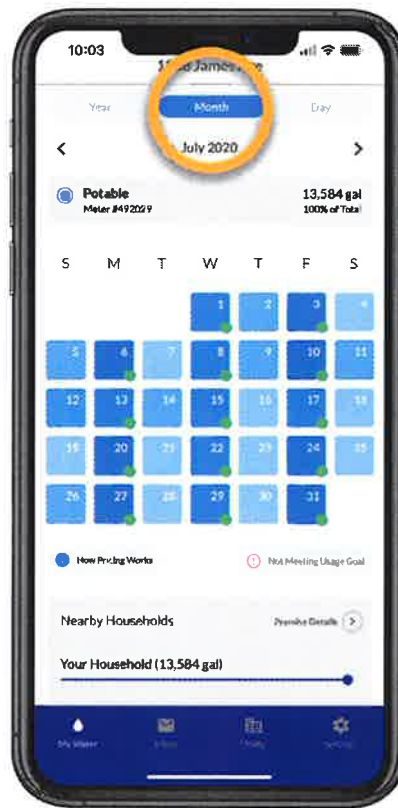
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My Water Use

Dropcountr HOME and BUSINESS users can view and better understand their water use by the YEAR, MONTH, DAY, and HOUR.

Select between multiple meters or review a second service address. Understand how water use relates to a bill with rate tier and pricing details.
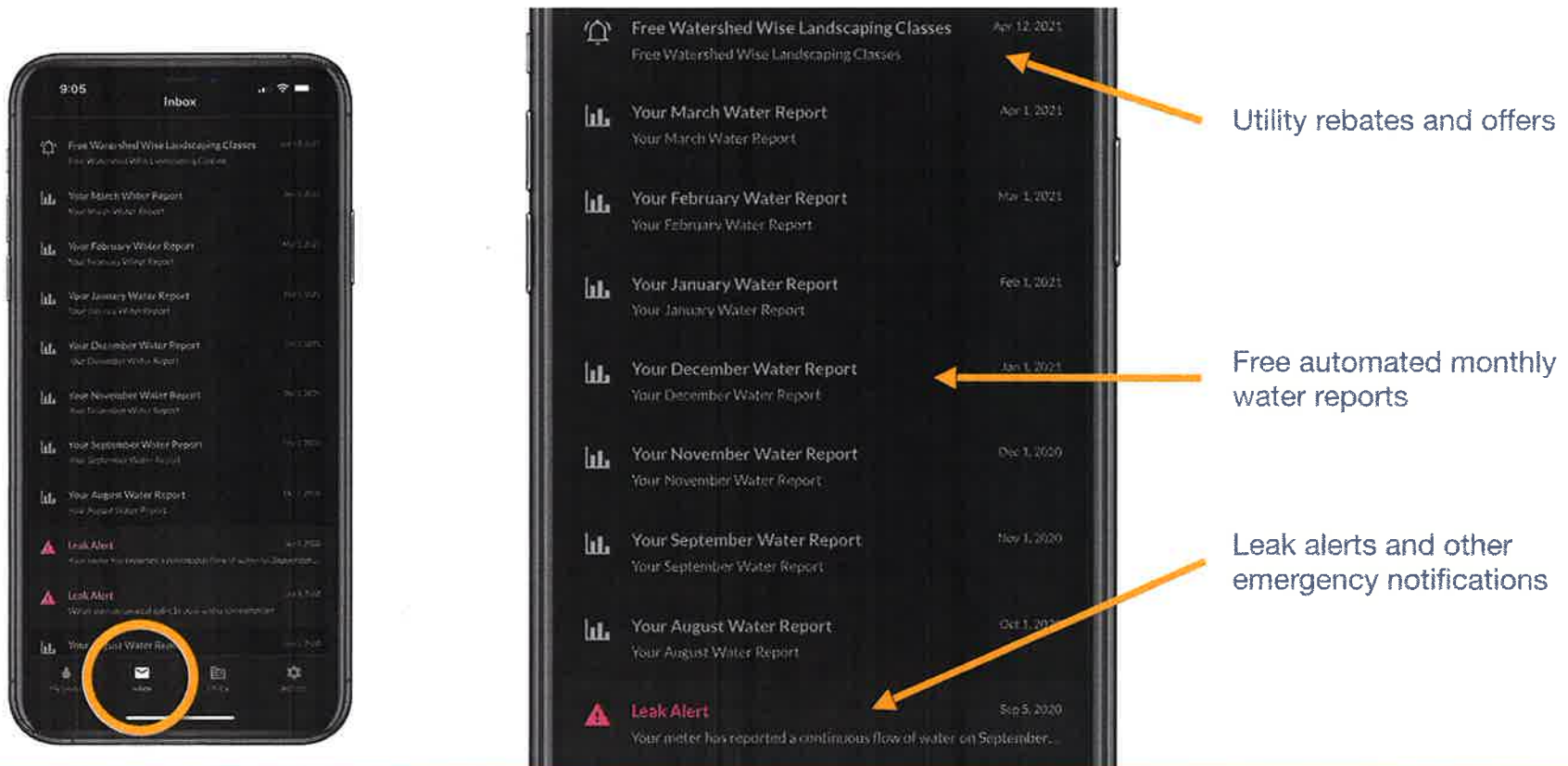

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User Inbox

Dropcountr HOME and BUSINESS users can store and manage all received messages and alerts in their Inbox.

Monthly water reports, rate change announcements, service outage alerts, boil water advisories, leak alerts, budget overages, and more.

Utility rebates and offers

Free automated monthly water reports

Leak alerts and other emergency notifications

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Flexible Notifications

Automated Notifications

Leak alerts and budget overages are sent automatically.

A free monthly water use report is also sent via email.

Timely Announcements

Utility staff can also send messages and notifications regarding rate changes, rebate opportunities, boil water advisories, service alerts, and more.
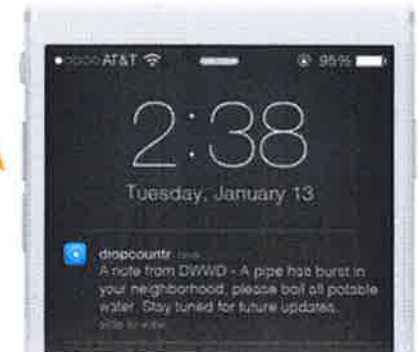
User-defined Message Preferences

Customers select how to receive messages in each category.

Choose one, or a combination of mobile push message app, email, text message.
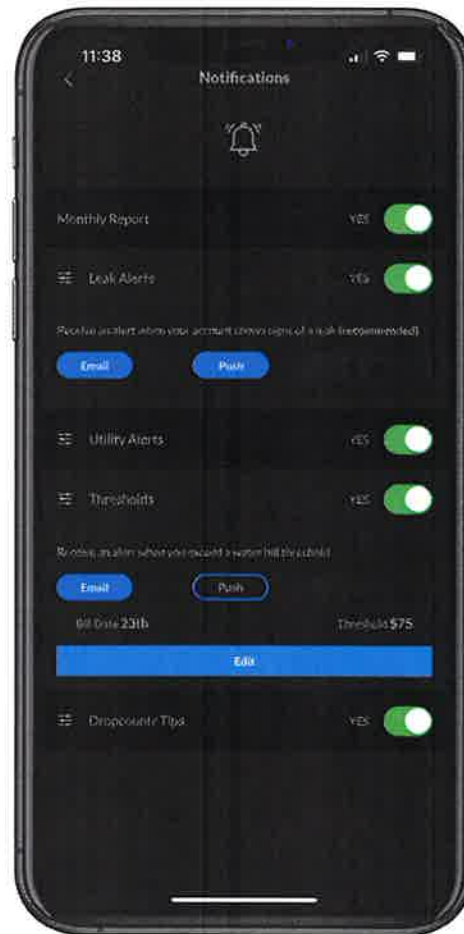

LEAK ALERT VIA PUSH MESSAGE

SERVICE OUTAGE NOTIFICATION

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Utility Branding

Dropcountr HOME and BUSINESS provide a utility-branded customer experience.

This dedicated screen provides customer access to utility contact information, one-tap connections to customer service via phone or email, while a direct link to bill payment increases electronic billing use and lowers bill delinquency rates.
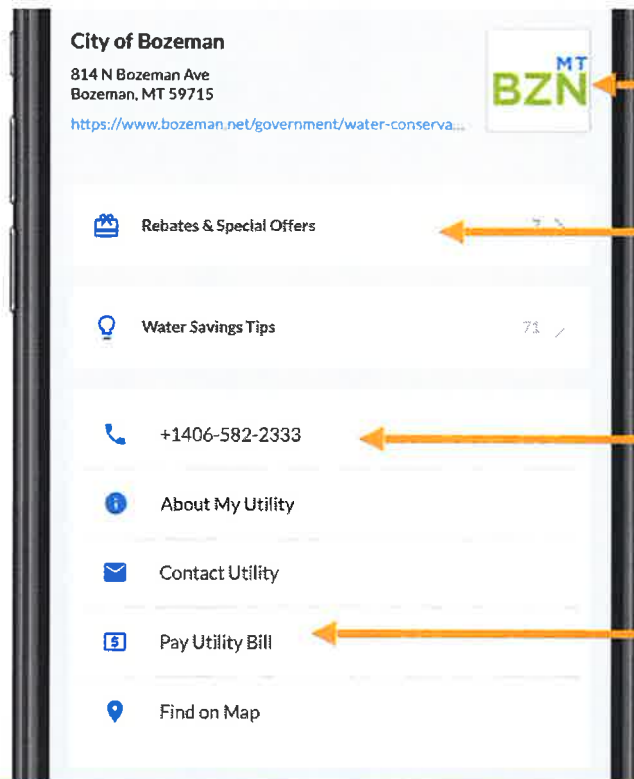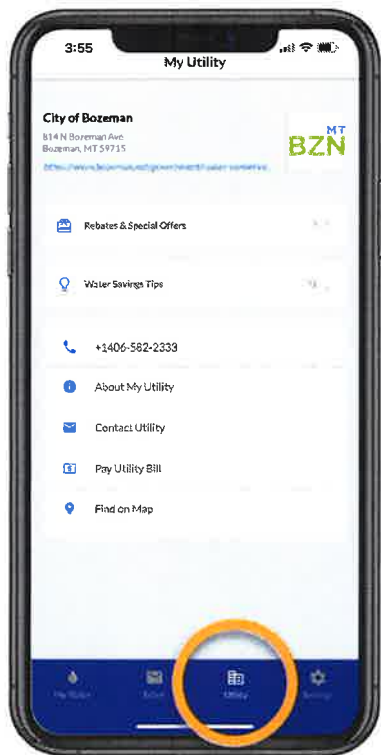
Utility branding and contact info

Convenient access to curated rebates and tips

One-tap call or email for customer convenience

Increase electronic bill payment with easy access via Dropcountr

City of Bozeman
814 N Bozeman Ave
Bozeman, MT 59715
https://www.bozeman.net/government/water-conserva...

Rebates & Special Offers

Water Savings Tips

+1406-582-2333

About My Utility

Contact Utility

Pay Utility Bill

Find on Map

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Why Native Mobile Apps Matter

Companies across all industries - banks, insurance, airlines, social media - use native mobile apps to connect with and provide information to their customers.

Today's consumer prefers the convenience and portability of a smartphone over desktop and laptop computer, and picks up their device more than 150 times each day.

Dropcountr is the only customer portal to offer a native mobile app for iOS and Android in the Apple App Store and Google Play. And our industry-leading user adoption, engagement, and conservation metrics are the result.

Why native mobile apps?

- Familiar download: If you've downloaded apps from Facebook, Google Maps, or your bank - you can download the Dropcountr app
- Customer preference: over 90% of mobile device time is spent using native apps
- Account security: protected by device passcode and FaceID
- Accessibility: information and key notifications in your pocket

What about customers without a smartphone?

Dropcountr also offers the same information and experience on the web - accessible via any web browser on a customer desktop or laptop computer.

Confused by terminology?

Other customer portals claim to have a mobile app. How can you be sure?

Check your favorite App Store - you'll find Dropcountr there, and so will your customers.

86% of Dropcountr users use our iOS & Android mobile apps over our responsive web experience

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CLEAR - Utility Staff Dashboard

CLEAR ANALYTICS & COMMUNICATION

Dropcountr CLEAR is an analytics and communication dashboard for utility staff to access and visualize customer and water use data.

Utility staff use Dropcountr CLEAR to:

- Understand customer behavior and trends
- Send targeted group and personal messaging
- Automate real time alerts for leaks and system outages
- Equip staff with powerful analytics

Christina Perez
Water Management
Specialist, Folsom, CA

"I've used Dropcountr on a daily basis for the past 3 years and found it to be a critical tool in assisting our residential and commercial customers with early leak detection and conservation goals."

Customer + Service Area Segmentation
Segment your customers and service area based on events such as boil water advisories, system outages, hydrant flushing etc.

Group Messaging
Send messages to groups of customers via emails, SMS, or in-app push notifications. Monthly electronic usage reports and analytics are sent to all customers. **Email, SMS, and push notifications are part of our base services.**

Personalized Messaging
Customize your message to meet the needs of your customer. Leak alerts can be automated and customized to your needs.

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CLEAR - Common Use Cases

Use CLEAR to communicate quickly and digitally with your customers - capturing their attention with a message on their smartphone and email.

Eliminate expensive mailers and door hangers, reduce truck rolls and staff time. Use CLEAR to message the right customers at the right time.

Austin Water turns to fire hydrants to flush out odor
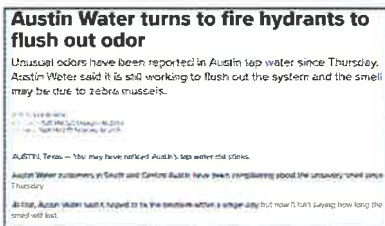
Hydrant Flushing

Giving customers a heads up, neighborhood-by-neighborhood, week-by-week (as opposed to hoping customers see it on the news) is a good practice in keeping residents informed and reducing customer service call volume.

**Water main break in NW Yonkers floods homes, streets**

Pipe Breaks

A broken main can lead to a drop in pressure in a specific neighborhood - leading to customer service calls and complaints. Using the DRAW tool, staff can target affected customers on a map and send a message with details and contact information.

Boil water order issued for Orangeburg residents

Boil Alerts

It's important to *over-communicate* in the event of a boil alert – it's not enough to hope they see the news on social media or on TV. With CLEAR, staff can send a message directly to the customer's device - letting customers know what to do, what to expect, and a timeline to be mindful of.

The digital utility-customer relationship - what to do and when
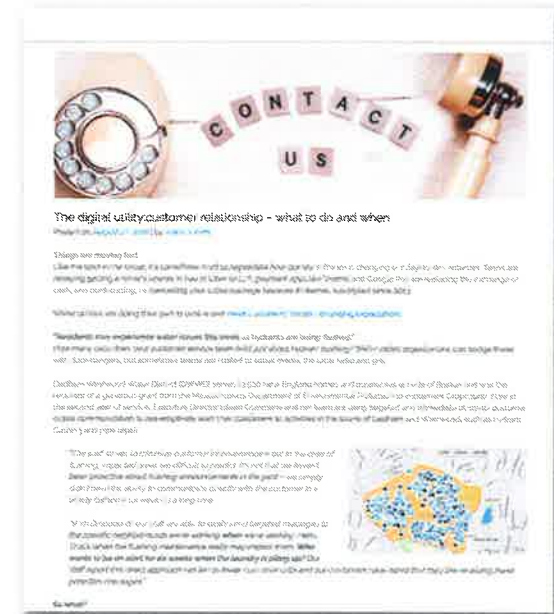
Hydrant Flushing
Dedham Westwood Water District, New England
Read the case study at www.bit.ly/dropdwwd

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Irrigation INSIGHT

Our proprietary machine learning algorithm disaggregates irrigation water use for comparison to calculated irrigation demand for each customer account.

Features

- Machine learning identifies irrigation events and volume

- Demand function leverages local precipitation and climate data

- Rich irrigation dataset and analytics for utility staff

Benefits

- Eliminate customer blindspots on irrigation schedule and volume

- Improve customer relations and increased satisfaction

- Elevated customer Water IQ reduces service calls

- Focused and effective irrigation messaging to target customers
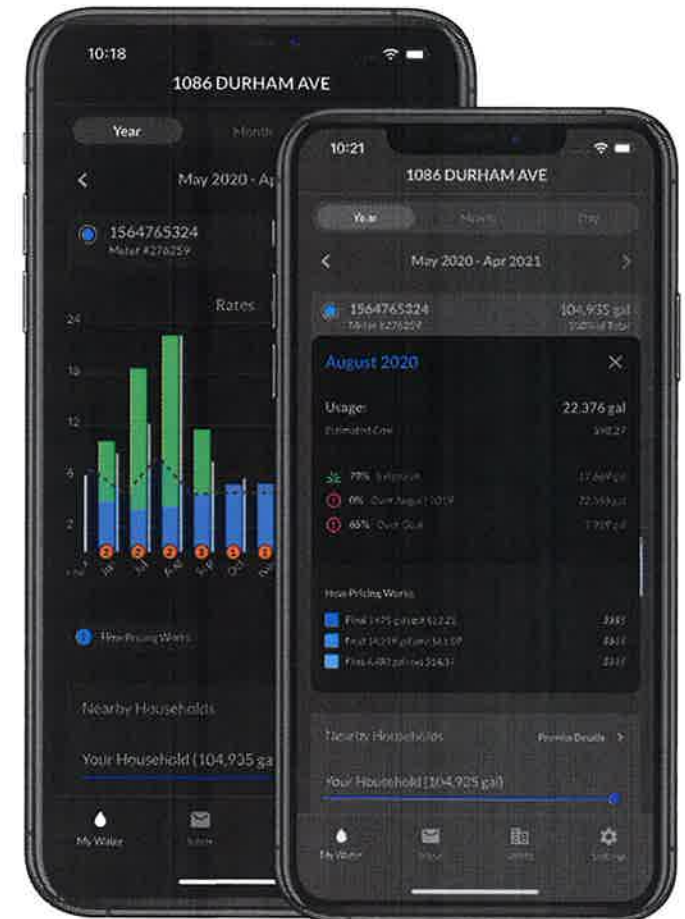
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Track Record

Since our founding in early 2013, Dropcountr has moved to bring modern tenets of technology (native mobile apps, user-centric design, cloud storage and analytics) to water utilities and their customers. Our platform and services have gained traction among large and small utilities across the U.S. and we have been fortunate to **work with progressive utilities before, during, and after their transition to AMI.** We are proud to participate in this industry and proud of our results:

- **Satisfied Utility Customers** – 88% of our end-users say that they would recommend us to others
- **Satisfied Utilities** – Increased customer satisfaction and third-party verified water savings of 9%
- **Industry Trust** – Our focused and flexible approach has resulted in some of the largest utilities in the U.S. trusting us with their customer engagement needs.

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Dropcountr User Reviews

★★★★★

j1852, 12/29/2020

Thank You Customer Service
Needed to switch owners of account (within same family). Contacted Customer Service and Alison addressed the issue. What was really surprising was she wanted to know if everything worked after. Wow, a company that cares about their customer. Very refreshing!

Now for the app. This is a fantastic app that alerts me to any potential water problem sooner than the few days it usually takes the local water department to notify me of a problem (specifically over a weekend). This is nice insurance for a second property that is not 100% occupied. I hope my primary living city offers this to their customers soon.

★★★★★

Raiderswill, 08/20/2020

Phenomenal App!
I love this app and the developer. It has so many data points and it helped me figure out a major leak at my house. It literally saved me $15 a month in water fees and from a free app. Every city utility should provide this to their customers, especially with our focus on water consumption and waste. Also, when I have a question about how the program works or calculates usage, their customer service responds every time. Thank you for your product.

★★★★★

RickEsq, 05/04/2021

Great app
This app was a lifesaver. We have a vacation property and not always there. A couple of busted sprinklers made this app indispensable. Probably saved us hundreds of dollars.

★★★★★

aeb949, 01/13/2021

Great app for water conservation!
Love being able to track my usage and get leak alerts. I was surprised how much water I was using, especially with my sprinklers this past summer. We've been able to get our usage down thanks to using Dropcountr!
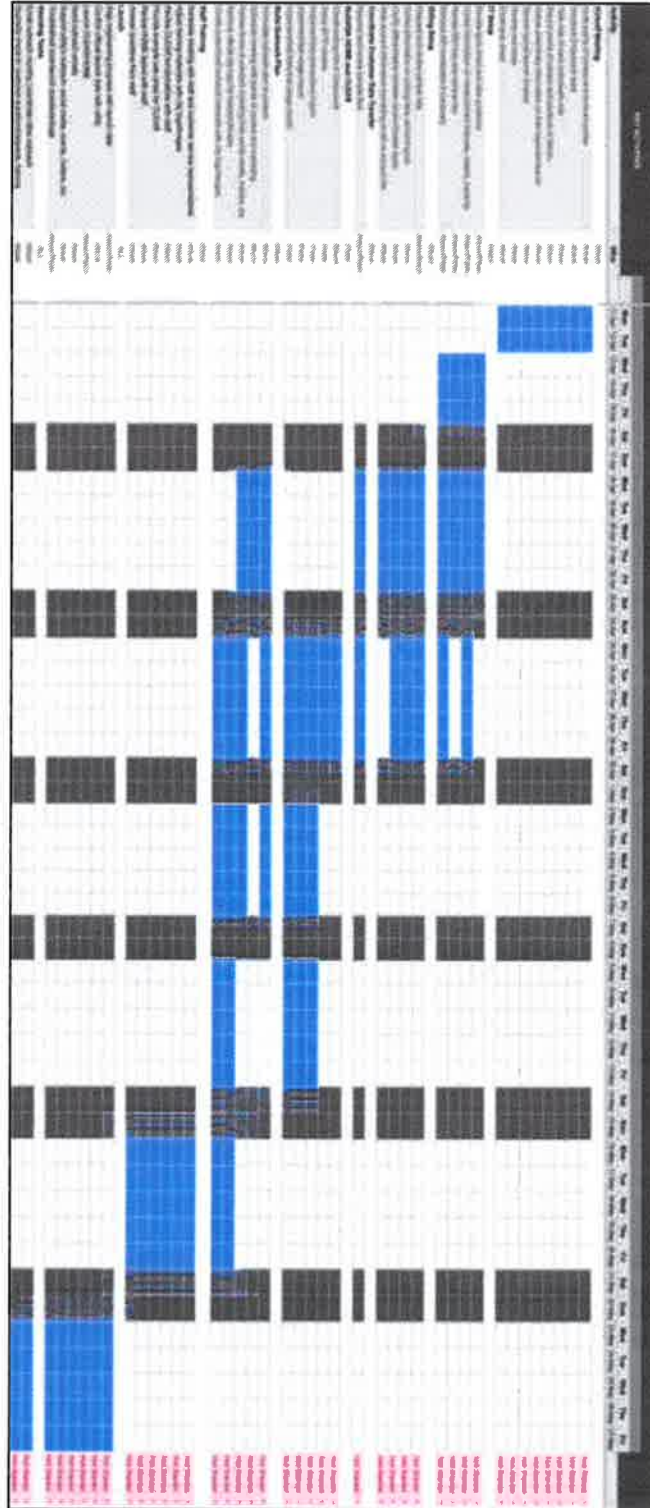

★★★★★

Papaversomni, 12/28/2020

Water Monitoring App
This app info was sent to me by my water company. I've set it up on my phone & it works perfectly. I can now easily monitor our water usage & compare it to the average use of my neighbors.

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TO: JEFF HERCZEG, DPS DIRECTOR

FROM: BEN CROY, WATER AND SEWER SENIOR MANAGER

SUBJECT: ADVANCED METERING INFRASTRUCTURE COLLECTOR TOWER INSTALLATION

DATE: MARCH 14, 2018

At the July 31, 2017 meeting, City Council approved the installation of the Advanced Metering Infrastructure (AMI). AMI is a fixed network system allowing City staff remote access for each metered connection in the water distribution system, and supplies information such as consumption, potential leakage, tampering, and backflow events. Implementation of the AMI system will be a two-phase process – first, the installation of collector towers throughout the City, and second, meter replacement as necessary to ensure adequate connectivity throughout the system. Twelve collector towers will be installed at select locations throughout the City (refer to attached location map). One collector tower installed at the Island Lake Booster Station site in 2017 was part of a pilot study for the AMI system.

The AMI system will allow the City to collect real-time data from the water billing meters through direct radio communications and transmit this data directly to a data center, which would make the data available to City staff, and potentially to the customers at some point in the future. Figure 1 provides a graphical depiction of a typical AMI system.

Figure 1 – Graphical Depiction of AMI System
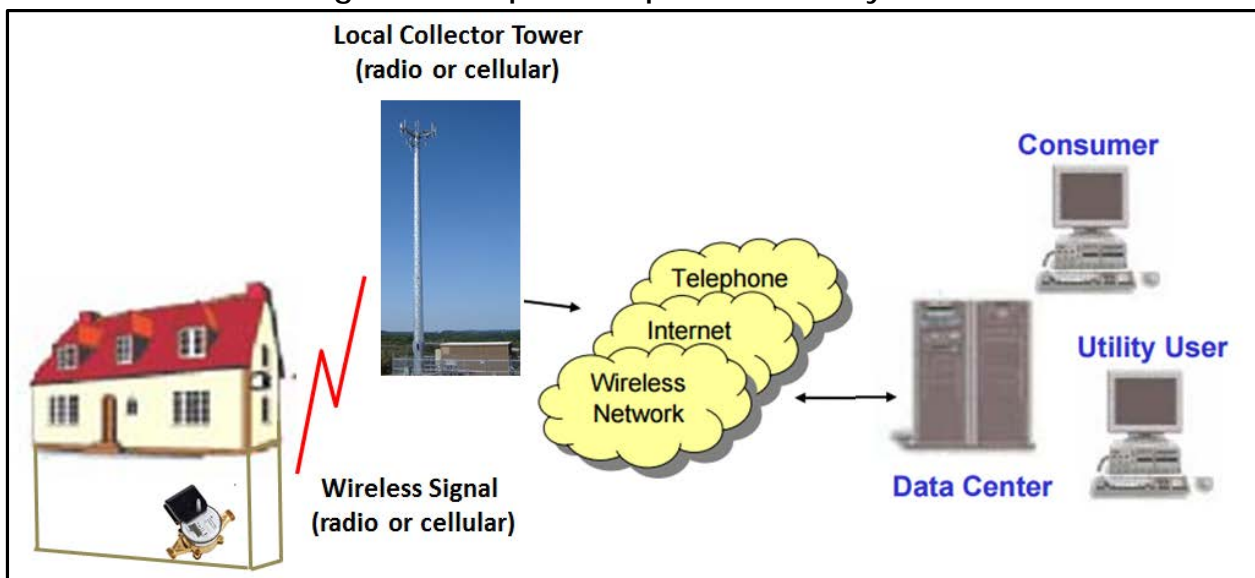
The collector towers are standard wood utility poles, which are 60-foot tall with a 15-foot extension at the top for the antenna. Staff selected the thirteen collector tower locations based on the attached propagation study that helps determine optimal coverage for the City. Additional towers can be added in the future if improved or extended coverage is required.

In conjunction with the implementation of the AMI, staff is replacing and upgrading existing water meters. The primary factor for the meter replacements is the age. Approximately 75% of meters in the system today are 10 years old or older. The estimated service life of the meters used for the City of Novi system is 10 years, at which time they typically under-record, resulting in incorrect data and ultimately lost revenue.

Staff will also evaluate meters with less than 10 years of service once the AMI system is operational. Staff assumes some of these meters will not require any action, while others will need to have the meter head and radio transmitter relocated for compatible communication with the new AMI collector towers. This retrofit involves the installation of a new radio transmitter on the outside of the house, with a wired connection between the meter and the new transmitter.
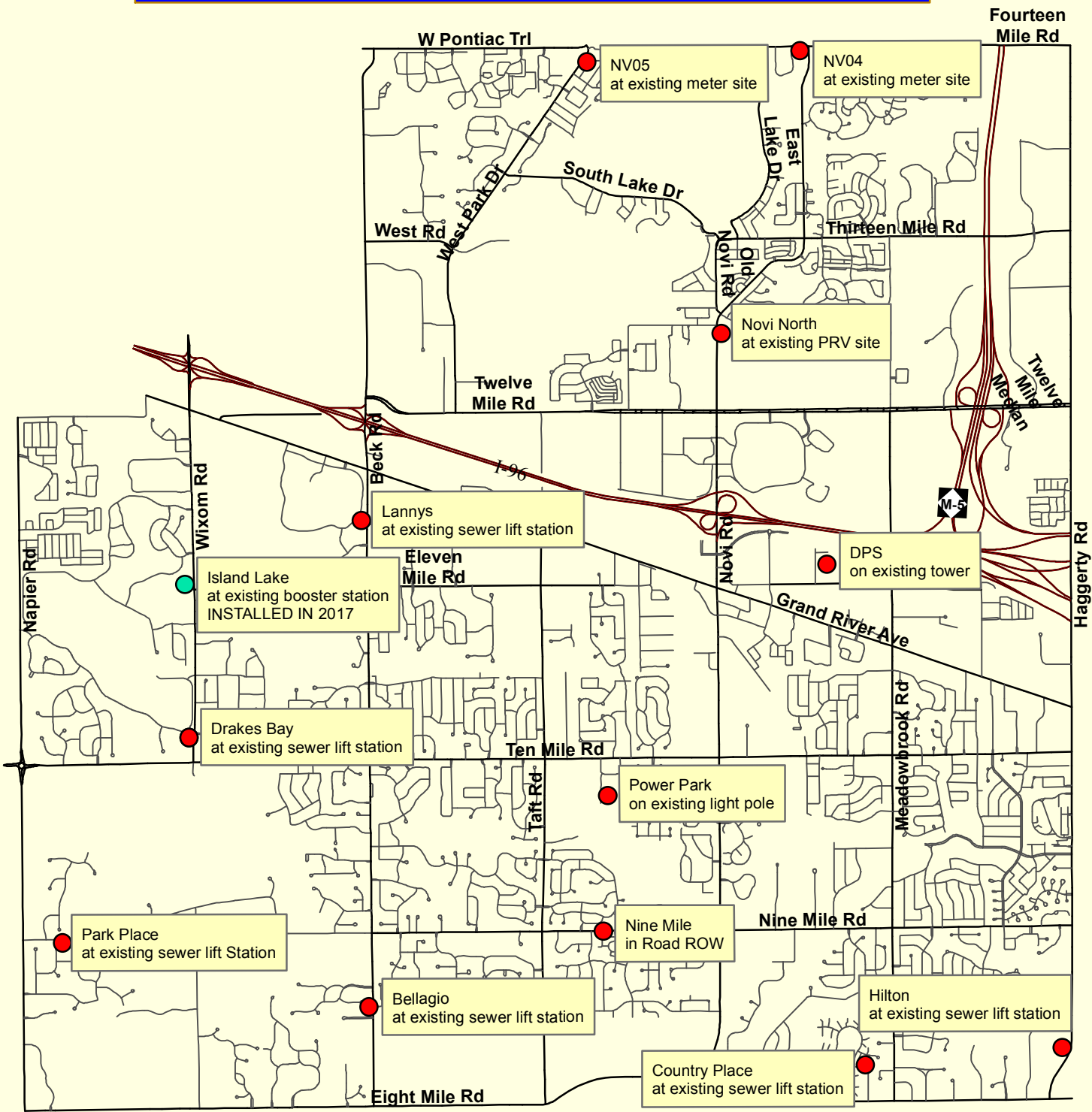

Staff scheduled the meter replacements for a three-year program beginning this year. The first replacements will include approximately 300 of the roughly 15,000 existing meters believed to be responsible for the largest loss in revenue, which are primarily older commercial meters with high usage. The balance of the replacements are forecasted in the City's Capital Improvement Program (CIP) for FY 2018-19 and FY 2019-20. A contractor selected by the City, and overseen by Water and Sewer Division staff, will perform the work. Community Relations staff will be engaged in order to communicate with the affected residents notifying them of the program.

Please let me know if any further information regarding the above information is required.

cc: Scott Roselle, Water and Sewer Asset Manager

Advanced Metering Infrastructure Collector Towers
Location Map

Fourteen Mile Rd

W Pontiac Trl

NV05
at existing meter site

NV04
at existing meter site

West Park Dr

South Lake Dr

East Lake Dr

West Rd

Thirteen Mile Rd

Novi Rd / Old Novi Rd

Novi North
at existing PRV site

Twelve Mile Rd

Twelve Mile Median

Beck Rd

I-96

M-5

Wixom Rd

Napier Rd

Lannys
at existing sewer lift station

Eleven Mile Rd

Island Lake
at existing booster station
INSTALLED IN 2017

Novi Rd

DPS
on existing tower

Haggerty Rd

Grand River Ave

Drakes Bay
at existing sewer lift station

Power Park
on existing light pole

Taft Rd

Ten Mile Rd

Meadowbrook Rd

Park Place
at existing sewer lift Station

Nine Mile
in Road ROW

Nine Mile Rd

Bellagio
at existing sewer lift station

Hilton
at existing sewer lift station

Country Place
at existing sewer lift station

Eight Mile Rd

Map Author: Croy
Date: 3/9/18
Project: AMI
Version #: v1.0

Map Legend

● Proposed AMI Collector Tower Locations
● Existing AMI Collector Tower Location

City of Novi

CITY OF NOVI
cityofnovi.org

Engineering Division
Department of Public Services
26300 Lee BeGole Drive
Novi, MI 48375
cityofnovi.org

Feet
0   900 1,800   3,600   5,400

1 inch = 4,400 feet