



Legislation and Communications Committee

Bewaterwise.com Redesign

Item 6a

February 9, 2026

Presented by: Andrew Au

Website Re-Design Objectives

Subject

Bewaterwise.com Redesign

Purpose

To provide a refreshed, contemporary aesthetic while making improvements to site navigation, user experience, brand communication and accessibility.

Website Re-Design Objectives

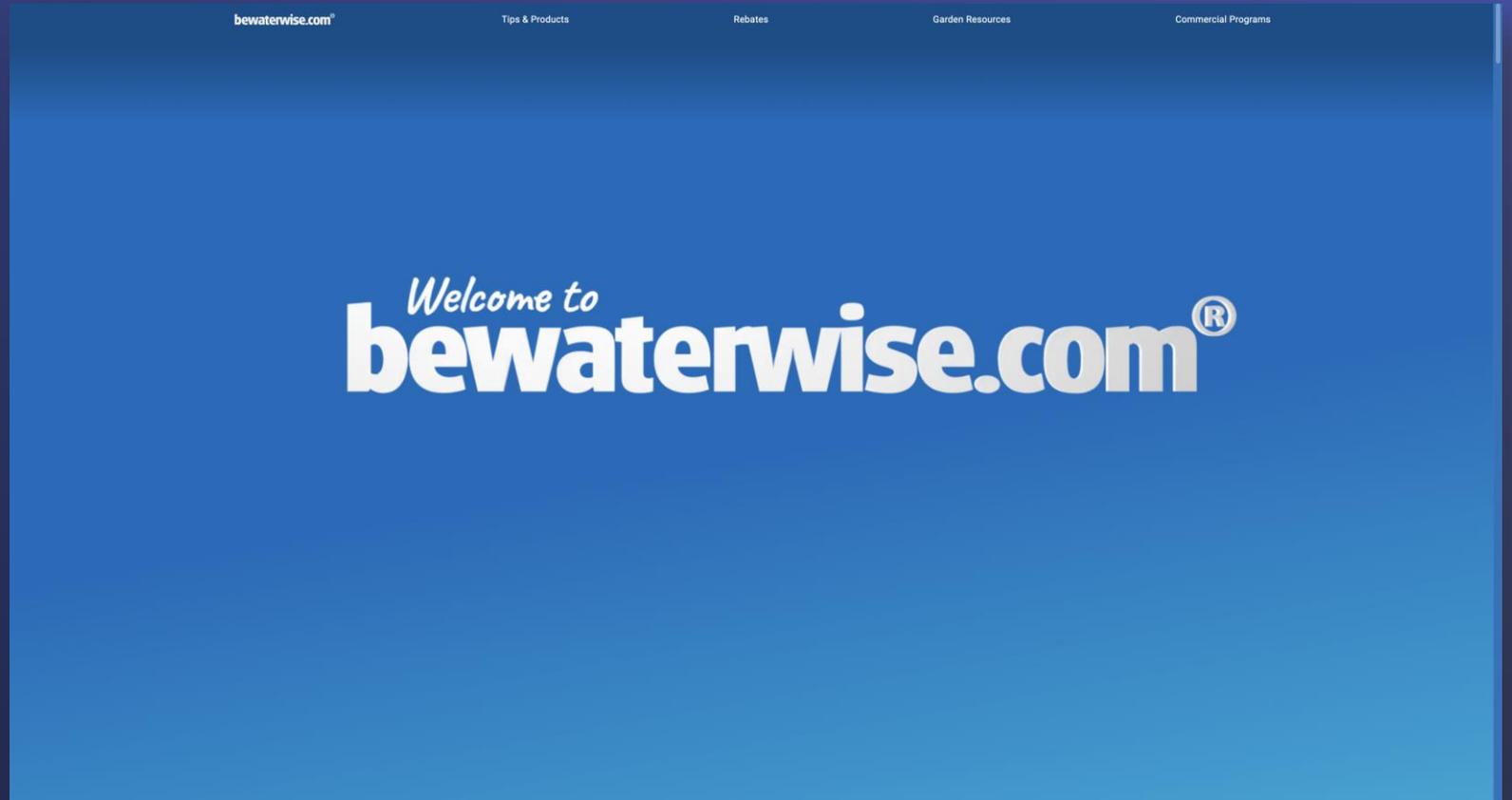
Why?

- Address current usability shortfalls
- Update expired/implement new design standards
- Technology – evolving viewing devices
- Increased traffic due to outreach efforts
- Brand alignment – Website will act as a “catalyst” for a planned brand refresh

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Welcome! Home Page

Website re-design:
New look & feel



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Content: Narrative

Website re-design:
Communication strategy

hello!

We're so happy you've found your way to **bewaterwise.com**, Southern California's portal to water-saving tips and rebates.

connect.

We are all connected by our water supply.

Learn more about where our water comes from, challenges it faces and innovative solutions dedicated to keeping it reliable, affordable and safe. We all play a role in conservation.

engage.

Help us elevate the water conservation message.

Join our growing community of local voices raising water conservation awareness and advocating for a waterwise lifestyle.

Style

- User-centered approach
- Conversational/casual tone
- Establish relationship with user through use of “we” and “us” throughout

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Content: User Flow

Website re-design:
Guiding with intention

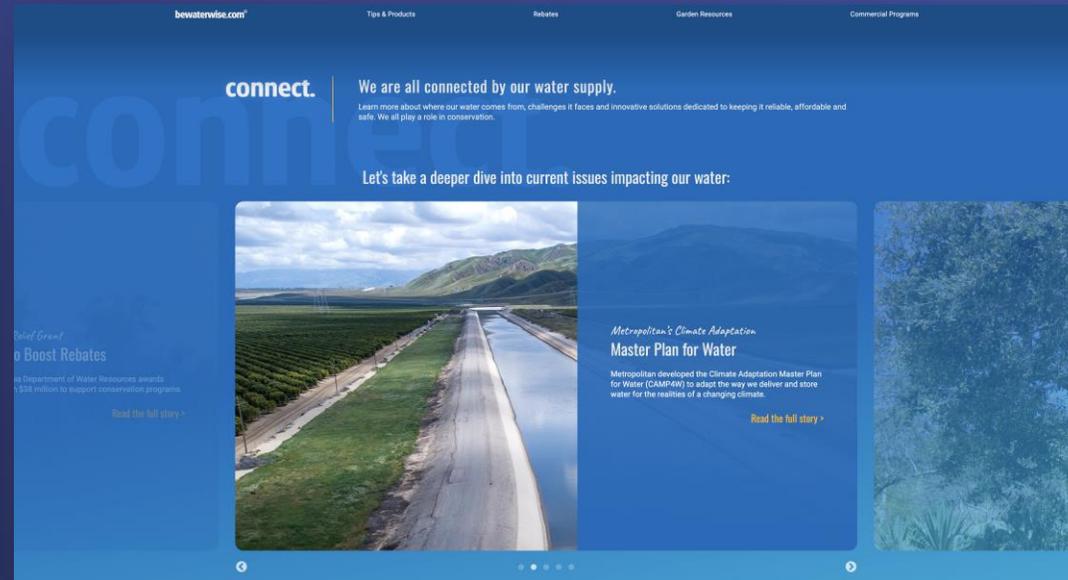
“Guiding with intention” philosophy

- Get users to relevant information quickly
- Create shortcuts to broad content categories
- Off-ramps to related specific content
- Return loops to guide users back to key content areas (ie. SoCalWater\$mart, Turf removal program, etc.)

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Features: Connect Slider

Website re-design:
Features and highlights



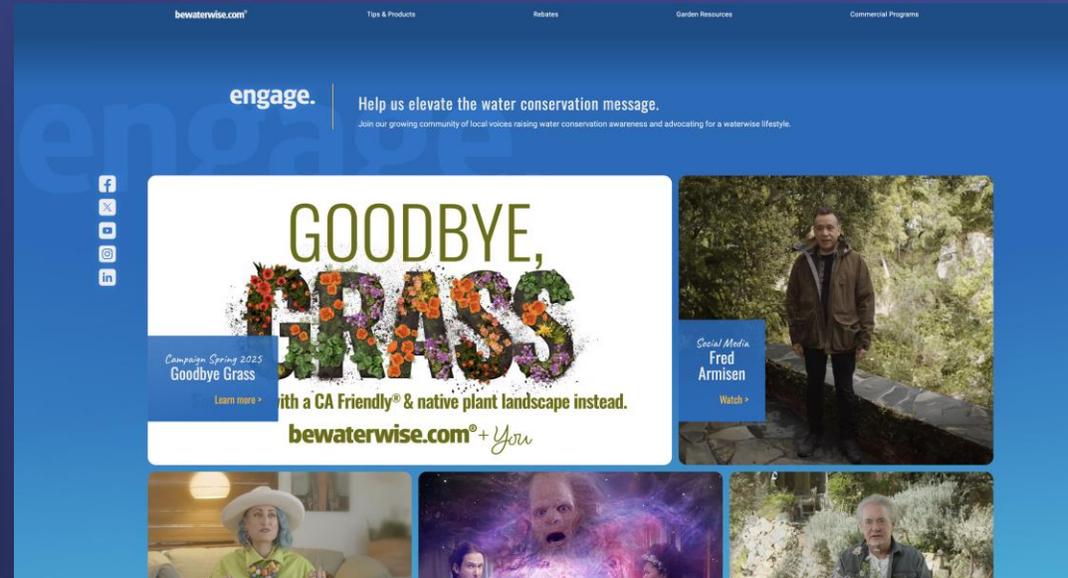
Function

- Provide a macro-level view of water issues
- Features mwdh2o home page stories
- Customizable content
- Can be used to elevate issues of importance

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Features: Engage Gallery

Website re-design:
Features and highlights



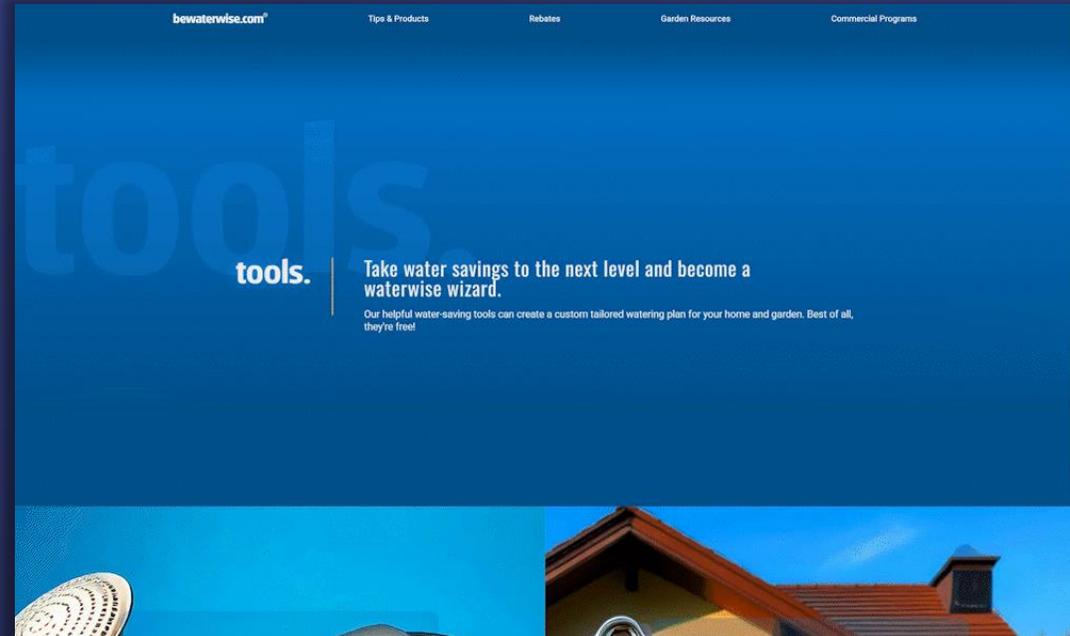
Function

- Features conservation/social media campaign content
- Promotes most impactful communications
- Keeps users in platform

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Features: Quad Anchor

Website re-design:
Features and highlights



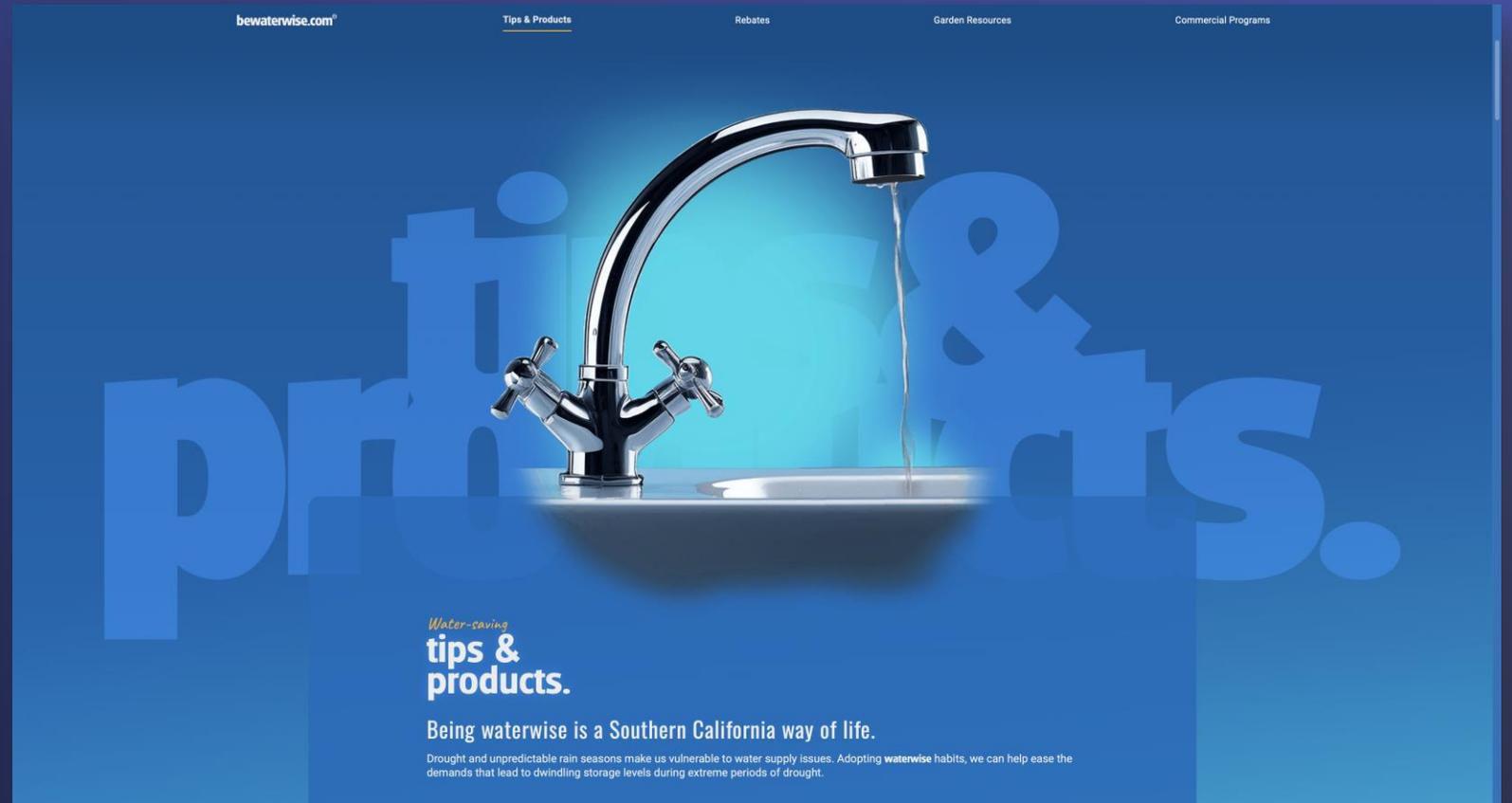
Function

- Provides prominence to sub-level content
- Anchors pages with consistency

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Pages: Tips & Products

Core navigation
& landing pages



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Pages: Rebates

Core navigation
& landing pages



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Pages: Garden Resources

Core navigation
& landing pages



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Pages: Commercial Programs

Core navigation
& landing pages

