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Telephone: 262-473-0104

Office of the City Manager
312 W. Whitewater St.
Whitewater, WI 53190

Memorandum

To: Common Council

From: Becky Magestro-Chief of Staff

Date: February 18, 2025

Re: Decision not to Renew Chatbot Subscription

After a thorough review of the temporary chatbot, Colby, on the city website, we have decided not to renew the subscription. While I appreciate the potential of a chatbot to improve user engagement and streamline responses, the current cost and usage metrics do not justify continuing the service at this time.

Since its implementation, Colby has handled a total of 33 queries, with a 57% success rate in providing accurate answers. Additionally, 39% of queries required manual training, which, while expected, indicates that significant time and effort would be needed before the chatbot is fully optimized for our needs.

Given these factors, I believe it is best to discontinue the subscription for now. However, I remain open to revisiting chatbot technology in the future if cost-effective solutions and improved AI capabilities become available.

Please let me know if you have any questions or would like to discuss potential alternatives.

Becky Magestro
Chief of Staff City of Whitewater