



**Title:** Website Rebuild Status Briefing

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**Purpose:**

To provide background and framing for the upcoming March 23, 2023, Policy and Planning Committee staff briefing on the status of the Minnehaha Creek Watershed District (MCWD) website rebuild project.

**Background:**

Following a request for proposals, on February 10, 2022, the Board of Managers, approved [Resolution 22-009](#) authorizing a contract with Love Communications (Love), to design and build a new website for MCWD. Love's work builds on an [organizational outreach strategy](#), and a [website content strategy](#), previously approved and adopted by the Board of Managers, both of which drew on guidance from the Citizens Advisory Committee, public and private stakeholders, residents, staff and advisors.

In May 2022, the Board of Managers received an update from Love and staff that included MCWD's goals for the website, audience segments, website visitor goals, content pillars that served these goals, and design options. This information was packaged for review by the Board into the following elements:

- User Experience Design Plan
- Site Map
- Design Options

Within MCWD's Outreach Strategy, the overarching goals for the website included:

- Connect people to the information they want quickly and intuitively with a visually engaging design
- Highlight MCWD's Balanced Urban Ecology vision, partnership approach, and project portfolio throughout
- Focus on curating the most important content, and move the website away from being an archive

Users of the website were segmented, and generally fit into the following categories:

- Land Use Community, Policy Makers, and Community Leaders
- Property Owners and Permit Applicants
- Water Advocates, Paddlers, and Interested Public

More discrete goals of the site map included:

- Serve as a hub for key data sets that people frequently want
  - Water quality information about their local waterbody
  - Water levels in relation to Gray's Bay Dam and paddling conditions
- Connect residents to resources that support local clean water action (previously delivered by Outreach staff)
  - Volunteer opportunities and partner resources
  - Resources to support best management practices
- Improve online permitting process navigation
  - Clearer process and connection to resources
  - Integrating the MCWD permitting portal
- Provide high-quality communication of MCWD's balanced urban ecology, partnership and project emphasis

**Work Since May 2022:**

The workplan for the website build called for content creation and development to be completed by October 2022, to support subsequent testing and launch by the end of the year. Driving this timeline was a deadline for sunseting security support for a critical component of the District's existing website, which would leave the site vulnerable to malware and other exploits. It was estimated that updating all dependent components to maintain a secure website would cost as much as a full rebuild.

However, the District was not alone – an estimated 10% of websites were facing the same expiring security support issue. Due to this potential impact, backward compatibility was developed and rolled out, making updates to new versions financially and technically feasible. As a result, the security threat that prompted the October 2022 timeline for launching the District's new website was removed. Last fall, the current website was updated with needed component updates that provide security support through November 2023.

Following presentation to the Board of Managers in May 2022, the team encountered a series of project challenges. To address those challenges and ensure standards of quality were met while remaining on budget, the project was slowed down which impacted schedule. Those issues, summarized below, and the adjustments staff and Love made to address them will be reviewed during the March 23 PPC meeting.

- Storytelling
  - Process challenges, distilling a large volume of content into new, focused stories
- Design and Development
  - Coding for data visualization and general design challenges
- Project Management
  - Project management process and staff turnover on both teams

While the project is behind schedule, progress has been made on building out pillar content for the website, and the development of data visualizations for water quality data. One major area of development remains, the communication of water level data pulling from MCWD's real time sensor network and Gray's Bay Dam (RESNET).

At the March 23, 2023, PPC, staff will provide a walkthrough of the draft website, to provide a status report, collect feedback, and map next steps and timeline for moving the website to launch in 2023.

Attachments:

- Attachment A – MCWD Website Sitemap
- Attachment B – MCWD Website Design Plan



LOVE COMMUNICATIONS

# MinnehahaCreek.org

Website Sitemap

Last Update: May 5, 2022

# USER FOCUS

	<b>Land Use Community</b> (Developers, Real Estate Agents & Brokers, Trade Associations, etc.)	<b>Policymakers</b> (Local Government and Community Leadership)	<b>Property Owners</b> (Homeowners, Permit Applicants)	<b>Enthusiasts/ Interested Public</b> (Community Groups, Volunteers, etc.)	<b>MCWD Key Staff *</b> (Outreach, Data & Maps, etc.)	<b>Recreators</b> (Paddlers, etc.)
Get the <u>right</u> permit, from the <u>right</u> agency	●		●		●	
Factors that allow recreation in the watershed				●		●
Take action to protect clean water	●		●	●		●
Learn about a water body that is relevant to them	●		●	●		●
Understand the role of MCWD	●	●	●	●		●
Obtain updates on a project that is relevant to them	●	●	●	●	●	●

*\* By keeping up to date with published, accurate info, the website role benefits the MCWD Staff by reducing phone inquiries*

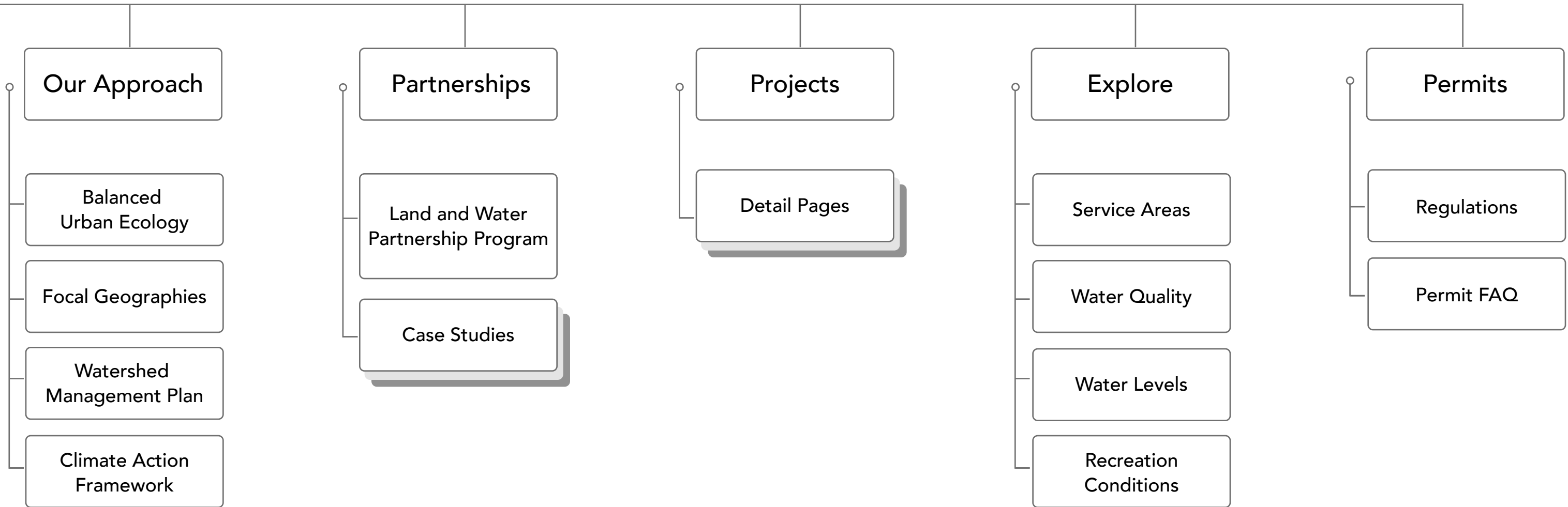


# SITEMAP

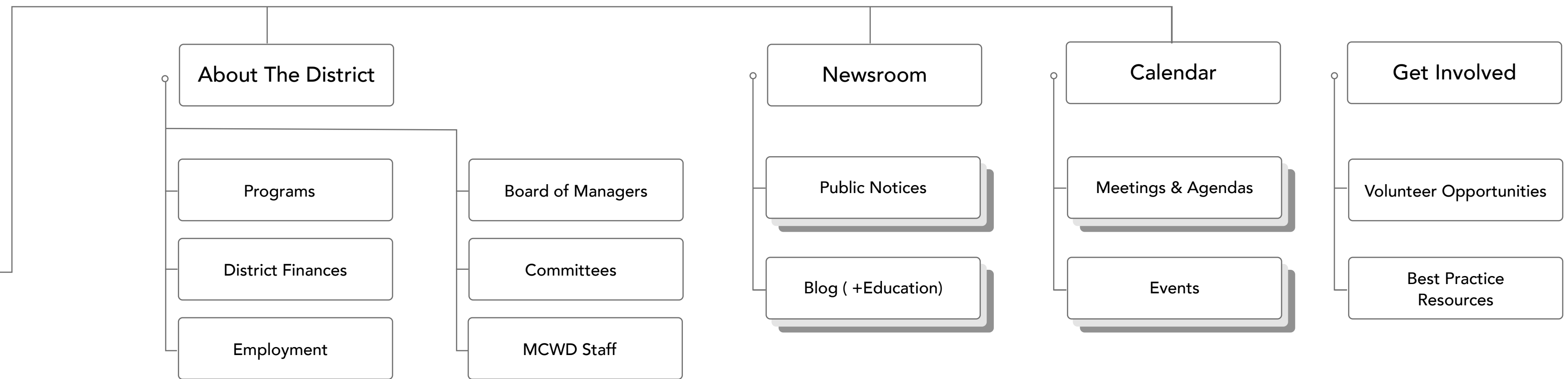
Home



Primary Navigation Map



Footer Navigation Map



Disclosures Nav





LOVE COMMUNICATIONS

# MinnehahaCreek.org

Website UX Design Plan

Last Update: April 21, 2022

# WEBSITE DISCOVERY ANALYSIS

Love Communications and the Minnehaha Creek Watershed District have jointly performed a secondary research review of Phase I survey, reports, and existing data.

It is our finding that such efforts were effective, careful, and necessary to increase the overall effectiveness of our Phase II Design and Development plan.

The following pages are the resulting recommendations that have been synthesized from these Phase 1 research materials:

- 2019 Outreach Survey
- Core Model Workshop
- Audience Focus Groups
- Insights Report



# DISTRICT GOALS

## DISTRICT TACTICS

Promote green infrastructure by influencing those who make decisions about and manipulate the landscape

Streamline and simplify the permitting process

Gather and present land use information partner planners find useful (such as GIS Visualization)

## THE ROLE OF THE WEBSITE

Support outreach tactics by serving as a hub for data, information, and resources MCWD formerly offered through other channels

**Automate common requests** from tier-two audiences to enable staff to focus on highest-impact tactics/ tier-one outreach





# VISITOR GOALS

## 2019 PHASE I – USER FOCUS

- Get a permit
- Recreate in the watershed
- Take action to protect clean water
- Learn about a water body that is relevant to them
- Access organizational information about MCWD
- Learn about a project that is relevant to them

## 2022 PHASE II – USER FOCUS

- Get the **right** permit, from the **right** agency
- **Factors that allow recreation** in the watershed
- Take action to protect clean water
- Learn about a water body that is relevant to them
- **Understand the role** of MCWD
- **Obtain updates on a project** that is relevant to them



# CONTENT PILLARS

## 2019 PHASE I – CONTENT PILLARS

Primary Nav

- Permits
- Water Data
- Recreation
- What You Can Do
- Projects
- About Us
- Contact

Secondary Nav

- News
- Events
- Search
- Login

Footer Nav

- Newsletter Sign Up
- Social Media Links
- Policies

## 2022 PHASE II – CONTENT PILLARS

Currently Proposed Content Pillars

- About
- Residents
- Permits
- Projects
- Data



# AUDIENCE SEGMENTS

## Primary Audience

### **Land Use Community**

(Developers, Real Estate Agents & Brokers, Trade Associations, etc.)

### **Policymakers**

(Local Government and Community Leadership)

## Secondary Audience

### **Property Owners**

(Homeowners, Permit Applicants)

### **Enthusiasts/ Interested Public**

(Community Groups, Volunteers, etc.)

## Tertiary Audience

### **MCWD Key Staff**

(Outreach, Data & Maps, etc.)

### **Recreators**

(Paddlers, etc.)



Audience (User) Objectives

# LAND USE COMMUNITY

**(Developers, Real Estate Agents & Brokers,  
Trade Associations, etc.)**

The Land Use Community needs streamlined permitting processes and reassurance that MCWD is the preferred resource in integrated land use and water planning so they can advance projects and developments.

## 2022 PHASE II – CONTENT PILLARS

### Common Intersections

- About
- Residents
- Permits
- Projects
- Data



Audience (User) Objectives

# POLICYMAKERS

**(Local Government and Community Leadership)**

Policymakers and staff need a definitive process of coordination with a clearly defined leader, streamlined permitting, and proof of the Strategic Alignment Plan so they can experience the benefits of working with the Minnehaha Creek Water District Office earlier in their projects.

**2022 PHASE II – CONTENT PILLARS**

Common Intersections

- About
- Residents
- Permits
- Projects
- Data



Audience (User) Objectives

# PROPERTY OWNERS

**(Homeowners, Permit Applicants)**

Property Owners need updated and accurate information about water levels, water quality, MCWD projects and a streamlined permitting process so they are informed of flooding risks, nearby property impacts, and can learn more about community initiatives.

## 2022 PHASE II – CONTENT PILLARS

Common Intersections

– About

– Residents

– Permits

– Projects

– Data



## Audience (User) Objectives

# ENTHUSIASTS/INTERESTED PUBLIC

**(Lake/Neighborhood Associations,  
Volunteers, Etc.)**

Enthusiasts need water data, project info, volunteer opportunities, education, and resources so they can support the protection and preservation of water resources.

*\*There are many educational topics and resources related to water conservation which the public is vague about who is responsible. Many topics would fall to the jurisdiction of DNR, and the District would benefit by making their role (and partnerships) more clear.*

## 2022 PHASE II – CONTENT PILLARS

### Common Intersections

- About
- Residents
- Permits
- Projects
- Data



## Audience (User) Objectives

# MCWD KEY STAFF

### (Outreach, Data & Maps, etc.)

MCWD staff members need MinnehahaCreek.org to be an intuitive and effective resource for all audiences. It should inspire collaboration through meaningful storytelling and data representation.

Also, the site needs to be a reliable source of community materials such as meeting agendas and minutes. All of this so that MCWD staff can better collaborate with and inform all audience groups, leading to more meaningful community initiatives.

### 2022 PHASE II – CONTENT PILLARS

#### Common Intersections

– About

– Residents

– Permits

– Projects

– Data





Audience (User) Objectives

# RECREATORS

(Paddlers, etc.)

Recreators need updated and accurate information about water levels and the conditions of recreational assets so they can plan their experience confidently.

*\*Recreators have shown an interest and trust in MCWD for key data, but we recognize that MCWD is not primarily a provider of recreational resources.*

## 2022 PHASE II – CONTENT PILLARS

Common Intersections

– About

– Residents

– Permits

– Projects

– Data





LOVE COMMUNICATIONS

# MinnehahaCreek.org

Website Sitemap

Last Update: May 5, 2022

# USER FOCUS

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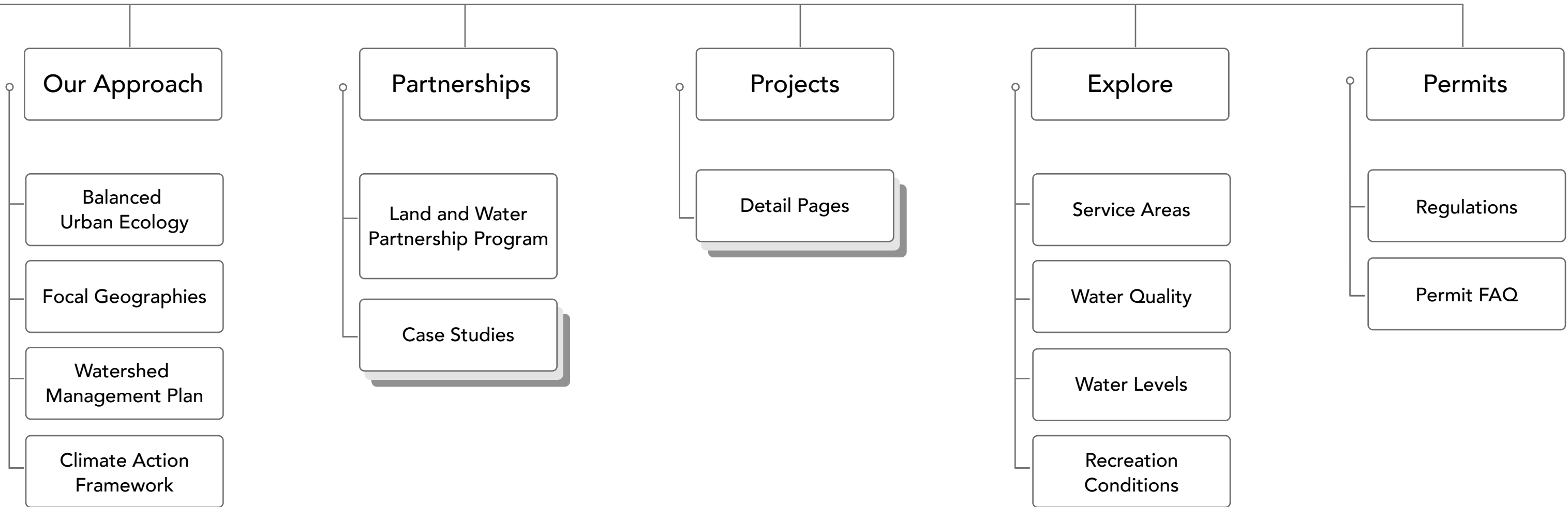


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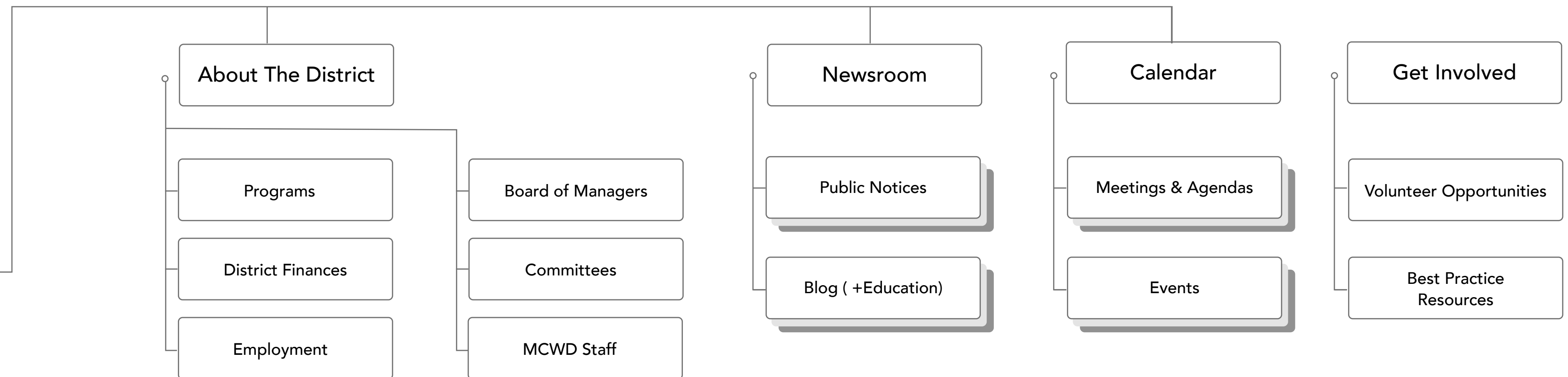
Home



Primary Navigation Map



Footer Navigation Map



Disclosures Nav



# Creating A Landscape Of Vibrant Communities

BENEFITS OF PARTNERING EARLY



**PADDLE THE CREEK**



**AM I IN THE DISTRICT?**



**GET INVOLVED**



**DO I NEED A PERMIT?**



**WATER QUALITY**



**WATER CONDITIONS**

## Improving the quality of water and quality of life for our residents.

The level of energy and commitment we bring to focused planning is present in every opportunity that comes our way. By working to understand the goals of others and applying sound science to creative solutions, we are able to respond in a way that contributes to the creation of successful and sustainable communities.

[OUR APPROACH](#)



## Featured & Active Projects

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[ALL PROJECTS](#)

### Arden Park

Edina | Minnehaha Creek Subwatershed



### Methodist Hospital

St. Louis Park | Minnehaha Creek Subwatershed



### Six Mile

Halsted Bay Subwatershed



## Water Levels at a Glance

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[DATA DASHBOARD](#)

LAKE MINNETONKA WATER LEVEL:

**928.96**

STATUS:

**LOW**

GRAY'S BAY DAM DISCHARGE:

**0 ft<sup>3</sup>/s**

STATUS:

**CLOSED**

HIAWATHA AVE. STREAMFLOW:

**98 ft<sup>3</sup>/s**

STATUS:

**GOOD**

Are you in the district?  
Enter an address below to find out:



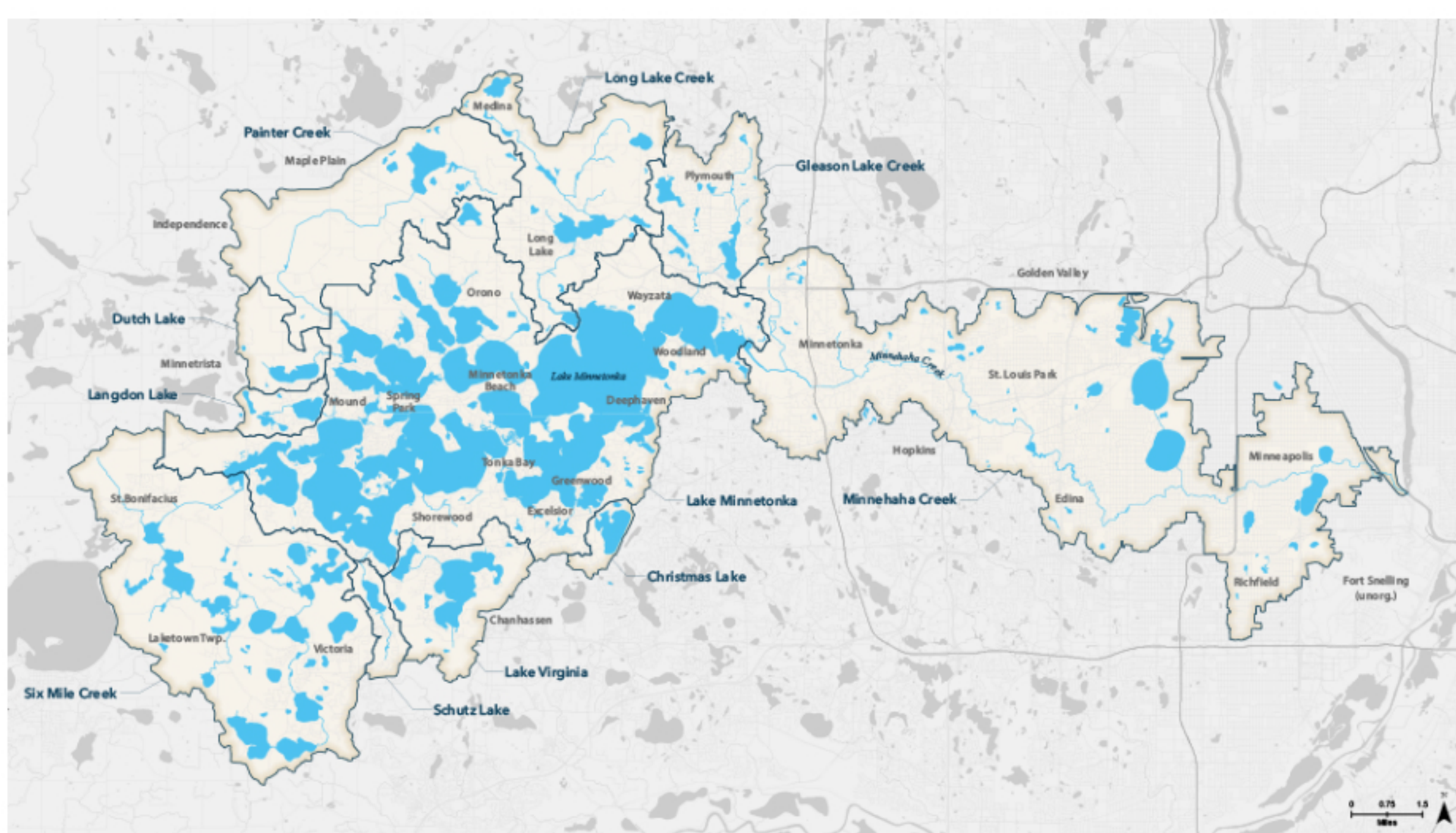
[SEARCH](#)

[CLEAR](#)

## Explore Your Area

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[INTERACTIVE MAP](#)



## Public Notices

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APRIL 24 [Public Notice Permit 21-074](#)

APRIL 24 [Public Notice Permit 21-074](#)

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## Upcoming Meetings & Events

MAY 28 [Board Meeting](#)

MAY 28 [CAC Meeting](#)

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# Creating A Landscape Of Vibrant Communities

## BENEFITS OF PARTNERING EARLY



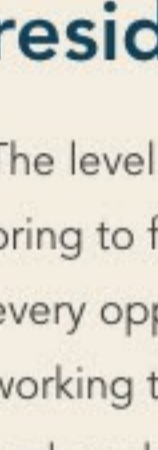
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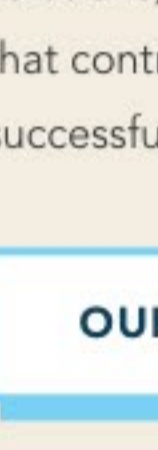
PUBLIC NOTICES



VOLUNTEER OPPORTUNITIES



MCWD PROGRAMS



RECREATION CONDITIONS



BALANCED URBAN ECOLOGY



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### OUR APPROACH

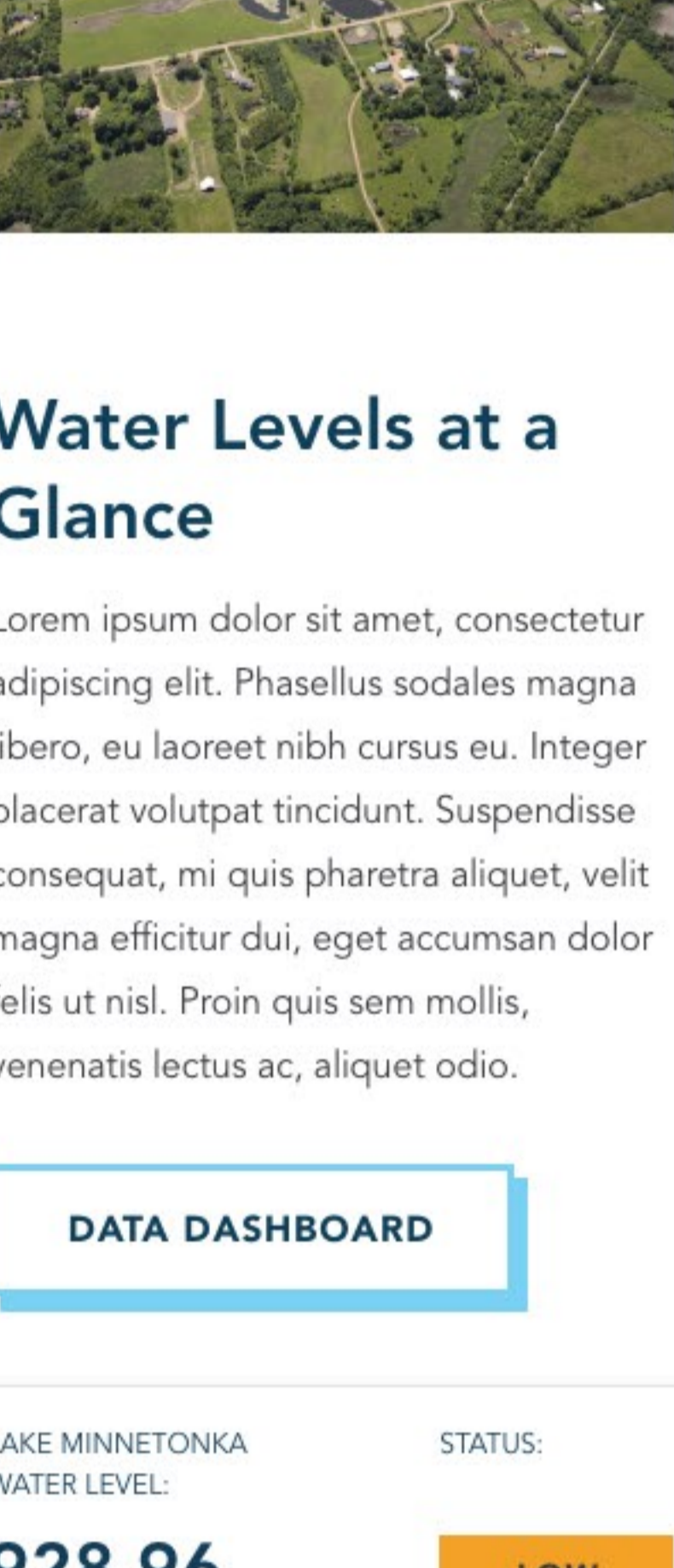
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### ALL PROJECTS

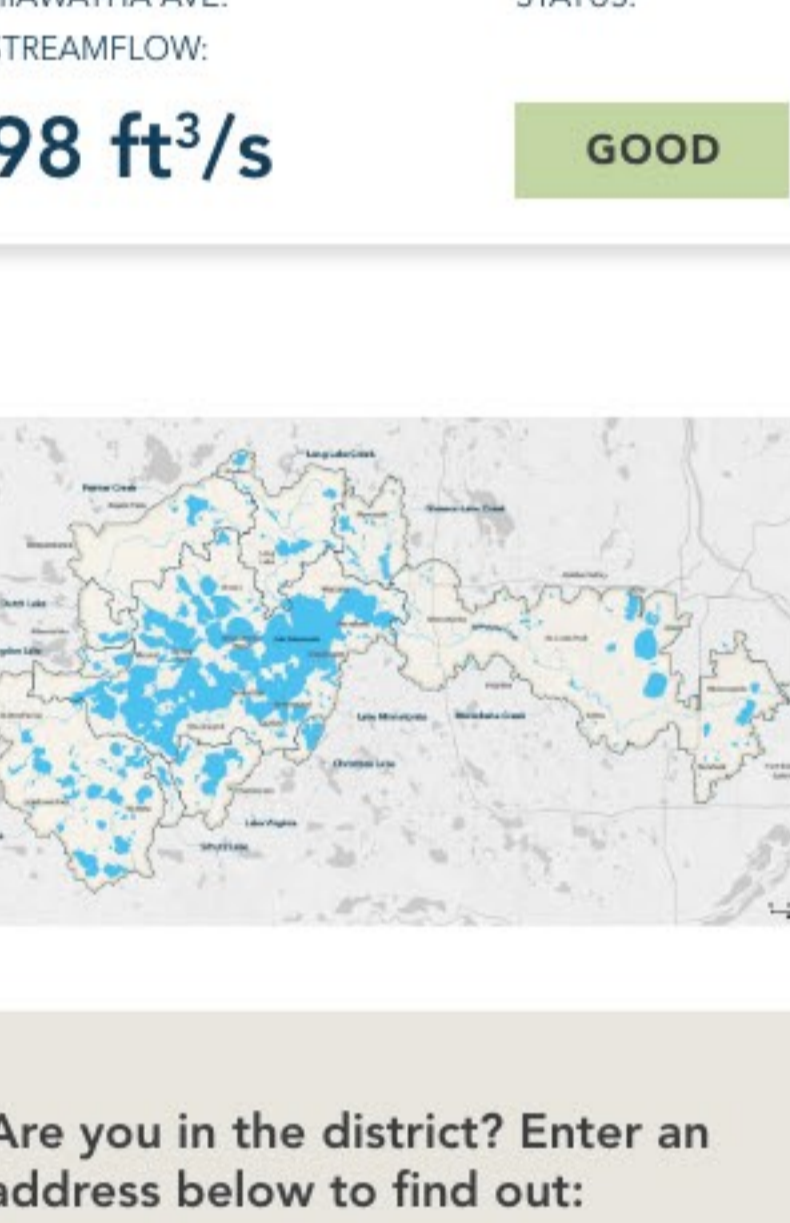
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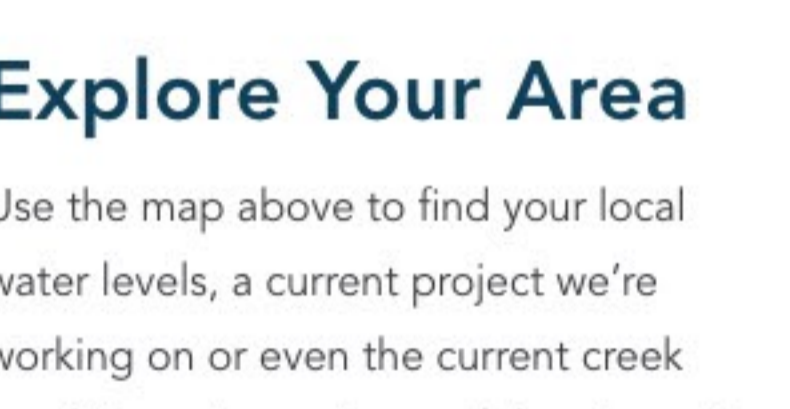
#### Methodist Hospital

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#### Six Mile

[Halsted Bay Subwatershed](#)



## Water Levels at a Glance

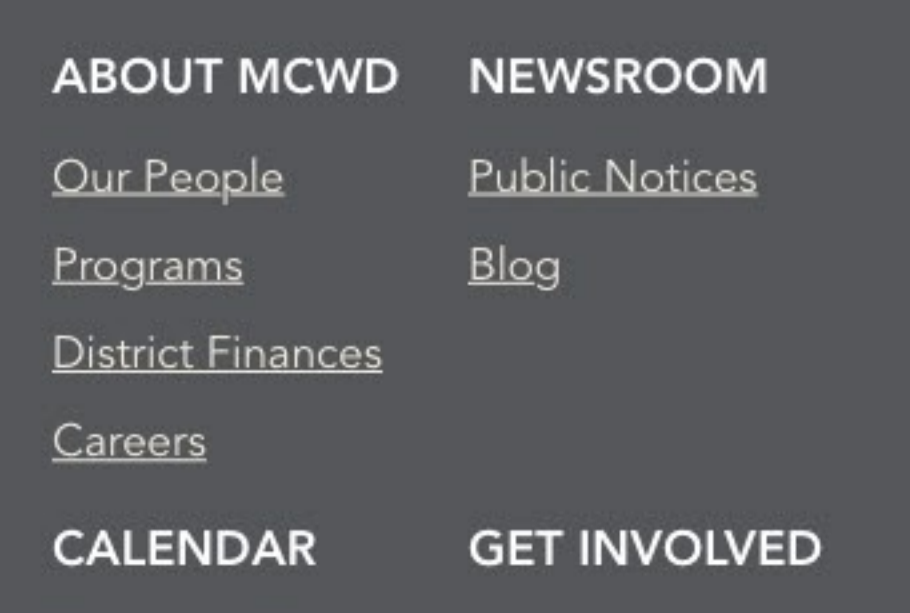
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Are you in the district? Enter an address below to find out:

SEARCH

CLEAR

## Explore Your Area

Use the map above to find your local water levels, a current project we're working on or even the current creek conditions. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus sodales magna libero, eu laoreet nibh cursus eu. Integer placerat volutpat tincidunt.

### INTERACTIVE MAP

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MAY 28 [Board Meeting](#)

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# MCWD

MINNEHAHA CREEK WATERSHED DISTRICT

Minnehaha Creek Watershed District  
15320 Minnetonka Blvd, Minnetonka, MN 55345

Office 952-471-0590 - Fax 952-471-0682

Office hours: Monday - Friday, 8:00am - 4:30pm

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# Creating A Landscape Vibrant Communities

**BENEFITS OF PARTNERING EARLY**

We seek to understand the goals of others so that we can meaningfully integrate our work to add broader value to the community.

**OUR APPROACH** [>](#)

**A BALANCED URBAN ECOLOGY** [>](#)

**FOCAL GEOGRAPHIES** [>](#)

**WATERSHED MANAGEMENT PLAN** [>](#)

**CLIMATE ACTION FRAMEWORK** [>](#)



**PADDLE  
THE CREEK**



**AM I IN  
THE DISTRICT?**



**GET  
INVOLVED**



**DO I NEED A  
PERMIT?**



**WATER  
QUALITY**



**WATER  
CONDITIONS**



**OUR APPROACH** >

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A BALANCED URBAN ECOLOGY

FOCAL GEOGRAPHIES

WATERSHED MANAGEMENT PLAN

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**PARTNERSHIPS** >

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