MINNEHAHA CREEK
WATERSHED DISTRICT
QUALITY OF WATER, QUALITY OF LIFE

Title:	Authorization to Launch New Website
Resolution:	#23-048
Prepared by:	Name: Samantha Maul, Acting Outreach Manager Phone: 952.641.4518 smaul@minnehahacreek.org
Reviewed by:	James Wisker, District Administrator
Recommended action:	Board authorization to launch MCWD's new website
Schedule:	06/22 - Board of Managers approves site for beta testing; beta testing period opens 07/07 - Beta testing period closes, feedback analyzed and incorporated 08/18 - Site content finalized, and site prepared for launch 08/24 - Board of Managers approves site for launch 08/28 - New website launches for the public
Past Board action:	Res #: 21-093 Release Request for Proposals for Phase II Website design and build Res #: 22-009 Authorize Contract of Phase II Website Design/Build Project Res #: 23-032 Authorization Contract for Website Hosting and Managed Services Res #: 23-035 Approval of the Draft Website for Beta Testing

Website Project Goals:

Following a request for proposals, and building on an organizational outreach strategy, a website content strategy, and stakeholder feedback from the Citizen Advisory Committee, public and private partners, residents, staff and strategic advisors, 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.

Overarching goals for MCWD's new 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

More discrete goals of the site map included:
- Serve as a hub for key data sets that people frequently want
  - Water quality information and water levels in relation to Gray's Bay Dam and paddling conditions
- Connect residents to resources that support local clean water action
  - Volunteer opportunities and partner resources to support best management practices
- Improve online permitting process navigation
  - Integrating the MCWD permitting portal and clearer process and connection to resources
- Provide high-quality communication of MCWD's balanced urban ecology, partnership, and project emphasis

Review of Draft Website:

At the March 23, 2023, PPC meeting, staff provided 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.

At the June 22, 2023, Board meeting, staff provided another overview of the draft website focusing on areas of new development since the March 23, 2023, PPC meeting, outlined the beta testing process, and received Board approval of the draft website for beta testing.

Website Beta Testing:
Beta testing is conducted to evaluate user-acceptance and performance of a nearly-finished product. The beta testing process was used to identify and rectify issues related to content and functionality on the new website. To ensure a robust review of the draft site, staff designed a two-step review process:

1. Technical Review:
   a. MCWD staff members provided technical review of the site for functionality, development errors, and bugs.
2. General Review:
   a. A larger stakeholder group, including staff, Citizens Advisory Committee members, Managers, and external stakeholders, reviewed the site's usability, visual appeal, functionality, and content accuracy by replicating the experience of a typical user.

Beta Testing Findings
Throughout the beta testing period, MCWD collected input from 28 beta testing participants through an online feedback form. Beta testing participants provided the following input during the testing process:

1. The new website delivers on its goal of offering visitors the information they're looking for with an engaging and user-friendly design.
2. The new interactive features on the site, including new ways to explore data, recreation opportunities, and project information, are valuable assets for the public to understand the watershed's resources, but refinements to the design and functionality of these features could improve the user experience.
3. While the new website is less cluttered than the old and offers up information strategically, content in the Footer section is not included in the primary navigation menu, and as a result, Footer content may be difficult for some users to find.
4. The placement of project photos and stories showcase MCWD's vision, strategy and work in an engaging way, but some photos are too small to effectively highlight MCWD's work.
5. Design tweaks, broken links, and text adjustments across the site require attention before launch to improve consistency, ensure accuracy, and provide more engaging content to visitors.

Upon closure of the beta testing period, staff assessed the feedback received and conducted necessary refinements to the site before launch. These revisions included updating the design and functionality of some of the site's interactive features, providing additional links to Footer content, implementing a new layout for photos on pillar pages, and other minor refinements. A summary of the feedback received is included within the attached Beta Testing Feedback Report. Staff documented other suggestions that aligned with the goals of the new website but were out-of-scope for the current launch timeline as potential post-launch enhancements.

Launch Communications
Once the new website is live, MCWD will share the news with stakeholders throughout the watershed. MCWD's Launch Communications Plan (attached) includes a targeted email, social media engagement, and a feature on the current website to reach municipal, county, and agency staff, as well as members of the public that currently use MCWD's website.

Ongoing Site Maintenance and Enhancement

To prepare actions needed following the launch of the new website, staff have prepared the attached Site Maintenance and Enhancement Framework. The framework outlines the process by which staff will maintain the website and schedule enhancements with the site's managed service provider and developers to maintain its relevance and value to the organization and to the public MCWD serves.

Fjorge, MCWD's managed service provider, will perform maintenance and management services to ensure the site's continued security and performance, pursuant to the contract authorized in [Resolution 23-032](#). Outreach staff will regularly assess website content and work with program staff to update the site's content as MCWD's strategy and initiatives advance. In addition to maintenance and updates, Outreach staff will lead coordination between an internal staff team and website developers to scope and schedule future enhancements to the website.

August 24, 2023, Board Meeting:
At the August 24, 2023, Board meeting, staff will provide an overview of feedback received through the beta testing process, walk through recent revisions to the new website, outline the draft maintenance and enhancement framework, and share MCWD's proposed launch communications plan before requesting authorization from the Board of Managers to launch the new website.

Attachments:
   A.   Draft Beta Testing Feedback Report
   B.   Draft Site Maintenance and Enhancement Framework
   C.   Draft Launch Communications Plan

RESOLUTION

Resolution number: 23-048

Title: Authorization to Launch New MCWD Website

WHEREAS   On December 16, 2021, the Board adopted Resolution 21-093 authorizing the release of a request for proposals for consulting services for the Phase II website design and build; and

WHEREAS   On February 10, 2022, the Board adopted Resolution 22-009, selecting Love Communications as the vendor to build and develop the District's new website; and

WHEREAS   the District's strategy and overarching goals for the website include: connect people efficiently to the information they want, highlight MCWD's Balanced Urban Ecology vision and partnership approach, and focus on curating the most important content; and

WHEREAS   District staff provided a status update and collected feedback on the draft website at the March 23, 2023, Policy and Planning Committee Meeting; and

WHEREAS   On June 8, 2023, the Board adopted Resolution 23-032, to contract with fjorge for ongoing website hosting and managed services; and

WHEREAS   On June 22, 2023, the Board adopted Resolution 23-035, approving the draft website for beta testing; and

WHEREAS   Beta testing was conducted to secure feedback from the Board of Managers, Citizen Advisory Committee, strategic advisors and agency partners, on the draft website's functionality, development, user experience, content and its delivery of the initial website rebuild goals; and

WHEREAS   MCWD staff and Love Communications aggregated and synthesized this feedback, and implemented revisions to the draft website; and

WHEREAS   the MCWD Board of Managers have reviewed the updates to the draft website based on beta testing feedback and find the website to meet the goals outlined above, to be accompanied with an appropriate launch communications plan, and maintenance and enhancement framework to ensure the site's continued relevance and value to the organization and to the public; and

NOW, THEREFORE, BE IT RESOLVED that the Minnehaha Creek Watershed District Board of Managers hereby authorizes the launch of the new MCWD website, effective August 28, 2023.

Resolution Number 23-048 was moved by Manager _____, seconded by Manager _____. Motion to adopt the resolution ___ ayes, ___ nays, ___abstentions. Date: 8/24/2023

_____ Date: _____

Secretary

2023 Website Rebuild: Pre-Launch Beta Testing
[DRAFT] Summary of Findings

August 24, 2023

Prepared By: Samantha Maul, Acting Outreach Manager

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Introduction

Website Rebuild Background

In Spring 2022, the Minnehaha Creek Watershed District (MCWD) Board of Managers authorized a contract to design and build a new website for MCWD based on the organization's outreach strategy and a website content strategy, both of which drew on guidance from the Citizens Advisory Committee, public and private stakeholders, residents, staff, and advisors.

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

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
    - 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

Beta Testing Goals

Beta testing is intended to gauge user acceptance of a nearly finished product, by evaluating the product's performance and uncovering bugs or issues before its general release. Beta testing is a critical step to provide one final round of refinement to MCWD's website before launch. Participants are asked to review the site for its usability, visual appeal, functionality, content accuracy, and more.

Initial goals for the testing process included:

- Uncover and resolve functionality bugs, usability, and site performance issues in a controlled setting.
- Uncover and resolve content issues including typos, unclear messaging, media problems, in a controlled setting.
- Engage relevant stakeholders in a robust testing process.
- Collect ideas for future site enhancements.

Beta Testing Process

Beta testing was split into two parts, which were conducted simultaneously to ensure a robust review of the site ahead of launch:
1. Technical review of the site for functionality and bugs
    a. An internal staff team tested the site for technical functionality, development errors, and bugs.
2. General review of the site as a typical user
    a. Participants explored and reviewed the site to mimic the experience of a typical user to test the site's design, navigation, and content.

Feedback Collection

Technical Review

The website team utilized a Smartsheet form and a focus group to collect feedback from the technical review participants.

General Review

MCWD used a Survey123 feedback form to collect input from the general review participants of the beta testing process. The feedback form included open-ended questions, comment submission boxes, and Likert scale questions to assess how the new website is delivering on its goals. Participants were asked to share the URL of the page relevant to their feedback and could opt to send a screenshot of the issue they're reporting.

The feedback form included questions and prompts related to the following areas of website content and functionality:
• Personal and device information
• General feedback on site usability
• Goal-oriented questions
• Input for specific decision points

Participation

The website team enlisted 5 MCWD staff members to participate in the technical testing of the draft website.

The general testing process was open to all MCWD staff members, Board Managers, Citizens Advisory Committee (CAC) members, and a selection of external stakeholders. MCWD received responses from 28 testing participants throughout the general review process. These included:

• 6 MCWD Board Members
• 4 CAC members
• 7 MCWD staff members
• 11 trusted advisors

Results

The Survey123 Form used in general review included Likert scale questions to assess whether the new website was delivering on its initial goals. The responses to those questions are listed in the tables below.

Goal-Oriented Questions

Table 1. The website is user friendly.

Participant Type	Likert Scale Responses				
	Strongly Agree	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**
Board	2	4			
CAC	3	1			
External Advisor	5	5	1		
Staff	3	4			
Total	**13**	**14**	**1**	**0**	**0**

Table 2. The website is easy to navigate.

Participant Type	Likert Scale Responses				
	Strongly Agree	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**
Board	1	5			
CAC	3	1			
External advisor	6	5			
Staff	2	5			
Total	**12**	**16**	**0**	**0**	**0**

Table 3. The website captures MCWD's brand.

Participant Type	Likert Scale Responses				
	Strongly Agree	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**
Board	2	3	1		
CAC	3	1			
External advisor	7	2	2		
Staff	4	3			
Total	**16**	**9**	**3**	**0**	**0**

In the Survey123 Form, testing participants were also asked to provide input on specific areas of the site to aid in decision-making. Tables 4-6 include the results of those questions.

Table 4. How well does the Gray's Bay Dam Operations graphic match the styling and usability of other figures and dashboards on the website?

Participant Type	Likert Scale Responses		
	Very Well	Fairly Well	Not Very Well
Board	2	4	
CAC	3	1	
External advisor	5	5	1
Staff	3	3	1
Total	**13**	**13**	**2**

Table 5. Is it intuitive that the section headers in the Footer of the Website are clickable?

Participant Type	Responses	
	No	Yes
Board		4
CAC		3
External advisor	4	7
Staff	1	6
Total	**5**	**20**

Table 6. The Explore pillar currently contains both recreation content as well as data. How should the Explore section be modified to more clearly delineate recreational content from data visualization and access?

Participant Type	Responses		
	Leave as is	Modify	Create New Pillar
Board	3		1
CAC	2		
External advisor	4	3	3
Staff	4		3
Total	**13**	**3**	**7**

Findings and Implementation

After the beta testing period closed, the website team assembled and reviewed all feedback received through the testing process.

The team evaluated feedback for implementation based on the following criteria:

- Website goal alignment
- Page or feature purpose and functionality
- Frequency
- Consistency with existing design/development direction

Based on feedback from testing participants on specific areas of the site (Tables 4-6), MCWD staff redesigned the Gray's Bay Dam Operations graphic. No changes were made to the Explore pillar or the display of section headers within the Footer navigation area.

Key Findings

Input from testing participants can be summarized into the following key areas:

1. **The new website delivers on its goal of offering visitors the information they're looking for with an engaging and user-friendly design.**
   a. Testing participants affirmed the site's delivery on its initial goals of connecting users to the information they're looking for, focusing on the most important content, and highlighting MCWD's vision and approach throughout.
   b. Testing participants affirmed the site's organization and strategic positioning, with the majority suggesting no changes to the site's structure and navigation.

2. **The new interactive features on the site, including new ways to explore data, recreation opportunities, and project information, are valuable assets for the public to understand the watershed's resources, but refinements to the design and functionality of these features could improve the user experience.**
   a. Testing participants offered feedback to improve user friendliness on the interactive features such as Watershed Strategies, Gray's Bay Dam Operations, Search Projects, Am I in the District, Water Quality, and more.
   b. Testing participants encouraged more external links to give visitors access to watershed data not collected and maintained by MCWD.

3. **While the new website is less cluttered than the old and offers up information strategically, content in the Footer section is not included in the primary navigation menu, and as a result, Footer content may be difficult for some users to find.**
   a. Testing participants suggested the inclusion of a comprehensive menu or site map, and more direct links to Footer content (i.e., Committees, Board of Managers, Our Team) across the site's pages to make Footer content easier to find.

4. **The placement of project photos and stories showcase MCWD's vision, strategy and work in an engaging way.**
   a. Testing participants complimented the use of photos and project links to illustrate MCWD's impact and suggested a larger photo style for pictures on pillar pages to better showcase MCWD's approach.

5. **Design tweaks, broken links, and text adjustments across the site require attention before launch to improve consistency, ensure accuracy, and provide more engaging content to visitors.**
   a. Testing participants helped maintain quality assurance of the site's content by identifying typos, inaccuracies, and other minor revisions to refine the site and prepare for launch.

Revisions and Enhancement

Based on the assessment of testing results, MCWD staff and the website developer implemented many minor changes across the site, including the following:

1. MCWD staff and the website developer revised the design of interactive features like Search Projects, Gray's Bay Dam Operations, Water Quality, and Watershed Strategies to enhance user experience and added more external links to provide visitors with more external data sources.
2. MCWD staff added more links to pages within the Footer across the site's pillar content and will consider alternative navigation features for the Footer as a future enhancement to the site post-launch.
3. MCWD staff implemented a new, larger layout for photos on pillar pages to better showcase MCWD's work and approach.
4. MCWD staff conducted minor revisions to text, buttons, and links across the site, addressing beta testing participants' specific feedback.

All feedback and suggestions deemed appropriate but outside the scope of revisions were documented and will be considered as potential enhancements to the site post-launch. These enhancements will be scoped, evaluated, and scheduled according to MCWD's Site Maintenance and Enhancement Framework, which lays out how the new site will be managed, updated, and enhanced post-launch.

Enhancement ideas provided in the beta testing process included:

Website Content Area	Enhancement Summary
Footer - Meetings & Agendas	Addition of an archive for Board Resolutions
Projects	Improvements to the design of the "Search Projects" and "Focal Geographies" maps
Entire Website	Addition of captions to all photos across the site
Explore - Watershed Places	Additional site (parks and trails) locations on "Watershed Places"
Footer	Menu adjustments to improve navigation to the site's Footer
Explore - Watershed Strategies	Revisions to text, navigation, and maps within the "Watershed Strategies" story map
Explore – Water Quality	Addition of breakpoint criteria to the Ecological Health key
Permits – Public Notices	Addition of searchable map of all issued permits

[DRAFT] Site Maintenance and Enhancement Framework

Purpose: The new website is a dynamic communications tool that will be subject to frequent updates and enhancements to maintain its relevance and value to the organization and to the public MCWD serves. This document provides an adaptable framework for determining how staff will maintain the website and schedule enhancements with the site's managed service provider, fjorge or external consultants.

Goals of Site Maintenance:

- Maintain the website's security and performance.
- Ensure continued usability and accessibility of site features.
- Remain responsive to staff, Board, and public needs of the website while retaining the initial goals and strategy of the site.
- Ensure the site's content is up to date with MCWD's latest strategy and initiatives.
- Avoid the necessity of an extensive rebuild in the future.

Types of Updates/Changes

Maintenance and Management: To ensure that the new website remains functional, MCWD and its managed service provider, fjorge, must regularly assess and update the site's technical components, as well as its public-facing content. These updates are not related to specific content or MCWD's initiatives but are necessary to maintain the site's security and performance.

Content Updates: MCWD must perform frequent updates to existing pages and content on the website, including changes to text, photos, or new sections on an existing page of the website. Examples may include changes to project detail pages, the committees pages, the Land & Water Partnership page, Newsroom, FAQ, and others. Changes to administrative (personnel, RFPs, Board packets) or public notice content will be managed by Operations and Permitting respectively with assistance from Outreach.

Site Enhancements: MCWD may also scope enhancements which require significant time and creative work to produce, and typically necessitate some support from a web developer and design consultant. These include new features or functionality which are additive to the content already available on the website. These enhancements may be driven by a recurring need, a specific project or initiative, or other factors.

Management and Maintenance Process

Regular management and maintenance duties are split between the Outreach program and the site's managed service provider, fjorge.

According to fjorge's contract, their team will provide the following monthly services:

- Maintain the hosting server
- Update the content management system (CMS) and plugins
- Monitor programming language, database, and component major releases, and known versioning vulnerabilities
- Provide quality assurance review of site files and database

- Produce reports of monthly maintenance and performance
- Monitor and restores outages,
- Perform regular site backups
- Provide hourly support as needed to maintain the site's performance.

However, the site must also be maintained internally to ensure its continued value to the organization. Outreach staff (Communications Coordinator under the supervision of the Outreach Manager) will assume the remaining responsibilities included in the table below.

Description	Recommended Frequency
Review and improve the website's design (photos, navigation, layout, colors)	Monthly
Assess and improve accessibility (update alt. texts and improve keyboard accessibility)	Annually
Test links, buttons, and forms to ensure continued performance	Monthly
Audit written content to determine when updates may be needed	Bi-monthly
Improve Search Engine Optimization (update and improve key words, tags, titles, and images)	Annually
Produce and review traffic data reports from Google Analytics	Quarterly
Compile and review public inquiry data to inform site content updates	Quarterly
Assess and improve the usability of the site's administrative dashboard (organize media library, update users, recommend plugins)	Quarterly

Content Updates Process

Roles

Subject Matter Expert: Monitor content relevant to their program and suggest content updates as needed.

Communications Coordinator: Regularly reviews the site, oversees the update intake process by coordinating with SME, and implements updates.

Outreach Manager: Reviews suggested updates to maintain site goals and consistency.

Proposed Process
1. In addition to Outreach staff's regular site monitoring, subject matter experts (SME) or program staff are expected to regularly review web pages that relate closely to their work to help identify when an update might be necessary. This may include a revision to a project timeline, rewriting a section to reflect the most recent status, or another timely changes to existing content.
2. When a potential content update is identified, the SME is encouraged to schedule a meeting with Outreach to discuss the proposed update and the project or initiative's overarching communications plan (if one has been established). This meeting should be scheduled at least 2 weeks before the update must be conducted, but earlier is always preferred. During the meeting, Outreach will work with the SME to determine whether a routine update or a more robust site enhancement might be necessary.

3. If Outreach and the SME determine only a routine update is needed, then the SME will be asked to provide Outreach with the suggested new content or revisions for the update.
4. Outreach will make refinements to the suggested content as needed to ensure consistency with the website's goals, before implementing the update.

Proposed Site Enhancement Process

In order to maintain the site's curated content strategy, implementing enhancements beyond routine updates requires a robust process that includes three critical steps:

1. **Acquisition:** the process by which enhancement ideas or needs are identified, received and documented.
2. **Prioritization:** the process by which enhancement ideas are scoped, considered, and prioritized for implementation.
3. **Implementation:** the process by which site enhancements are scheduled and contracted for implementation.

Acquisition

Enhancements will be considered based on need, which can be identified through many different channels, including:

1. **Internal Outreach Planning –** For most projects and initiatives, Outreach works with the project leads to develop a communications plan for the project's duration. During these planning efforts, the team can identify where new website pages, features, or functionalities could augment the communications products of a particular project or initiative.
2. **Website Issue Contact Form** – the new website allows visitors to submit a comment on an issue with the website, these comments go directly to the admin@minnehahacreek.org email address.
3. **Google Analytics** – Outreach staff will generate quarterly traffic data reports to determine which pages are of highest interest to site users and whether those pages are delivering on their original goals and purpose.

All enhancement ideas from these channels will be documented in an archive on MCWD's server, where they will be reviewed and considered.

Prioritization

When an enhancement idea is received, Outreach staff will review the idea and determine its potential for implementation. If the idea is deemed worthy of implementation by Outreach staff, then it will be presented to the Program Manager team to red-team and identify risks and competing priorities. Outreach may also explain ideas that were not selected to move forward.

After being vetted with the Program Manager team, an internal committee, led by Outreach, will scope and prioritize potential enhancements to develop an implementation schedule based on urgency and a first come, first served assumption.

Criteria for Prioritizing Enhancements

The following criteria will be used to determine how enhancements are prioritized and scheduled:

1. Brand, mission, and strategy alignment
2. Outreach strategy and website goal alignment
3. Time sensitivity
4. Estimated scope, complexity, and effort
5. Workflow impact
6. Stakeholder impact:
    a. Internal (staff, Board of Managers, etc.)
    b. External, Tier 1 (policymakers, developers, municipal and county government)
    c. External, Tier 2 (general public, lake associations, clean water volunteers)

Implementation

The implementation of site enhancements will be managed by MCWD's Outreach team. Enhancements may be scheduled through the site's managed service provider, fjorge, conducted internally (where capacity allows), or contracted with an external consultant.

Where relevant, project or initiative-specific enhancements may be scoped and contracted according to the project or initiative's communications plan.

To ensure efficiency, MCWD will follow the following process once an enhancement has been prioritized and scheduled, which is estimated to take 4-6 months:

1. Outreach meets with SME to understand the purpose of the enhancement, as well as identify the extent of web development needed to execute.
2. Outreach will then create an outline of the feature defining the essential functionality, user experience goals, and the general layout of the enhancement feature.
3. Outreach will produce a visual design (internally or on contract with a designer) of the enhancement to provide the web developer.
4. Outreach and the SME will meet with a web developer (fjorge or external) to explain the project, answer questions, and identify the scope, time, and budget to execute the proposed design.
5. Outreach manages the development project with fjorge or external developer.
6. Draft enhancement is reviewed at 60% and 90% by a team comprised of SMEs, IT, Outreach, and the District Administrator.
7. Upon the team's approval, the enhancement is incorporated into the site for public use.

2023 Website Rebuild: [DRAFT] Launch Communications Plan

Goals:

- Share news of the website rebuild with partners and members of the public.
- Encourage residents to explore the new website and its features.
- Build and maintain relationships between MCWD Outreach and peer/partner agency communications staff.

Target Audiences:

- Municipal and County Partners
- Agency Partners
- General Public (current site users)

Key Messages

General:

- We're excited to share the news that we've launched a brand-new website.
- The new site includes features that allow visitors to explore our many projects, regional recreation opportunities, and the data that drives our work.

Partner/Peer Organizations:

- Our domain name remains the same, but we do have many new pages. Make sure to update any links to the MCWD website.
- If you have questions about the new site or its resources, please contact Samantha Maul and smaul@minnehahacreek.org.
- Please help us share the news with your residents.

Channels:

	Social Media	Email	Current Site Banner
Audience			
General Public	x		x
Municipal and County Partners	x	x	x
Agency Partners/Peers	x	x	x

Current Website Banner

Site Banner: NEW WEBSITE COMING SOON! We're building a new website complete with interactive features for exploring our projects, recreation opportunities, and watershed data. Anticipated launch date August 28, 2023.

Dates: August 14th – Launch

Social Media:

LinkedIn:

- Post 1: General announcement, August 29, 2023
- Post 2: Share new interactive features in the Explore section, September 13, 2023
- Post 3: Share project information, September 27, 2023

Facebook:

- Post 1: General announcement, August 31, 2023
- Post 2: Invitation to explore new interactive features in Explore section, September 19, 2023

Email Message:

Distribution Date: August 29, 2023

Distribution List:

- Municipal Contacts
    - City Managers/Administrators
    - Communications Staff
- Hennepin and Carver County Contacts
    - Administrator
    - Water Resource Staff
    - Communications Staff
- Agency Peers
    - Water Resource Staff
    - Communications Staff

Draft Message:

Greetings,

We're excited to share the news that we have launched a new website! The new site includes features for visitors to explore watershed data, recreation opportunities, and information on MCWD's projects. Please help us spread the word!

If you include links to the MCWD website in the resources you share with the public, please make sure to check and update them. Although our domain name remains the same, our new site looks very different from the old one, and some webpages were not carried over. If you have any questions about the new website or need assistance navigating content, please reach out to Samantha Maul at smaul@minnehahacreek.org.

Thank you!

Other Channels

MCWD will also reference the new website in ongoing and future communications products with Tier 1 and Tier 2 stakeholders over the next six months.