Purpose:
At the May 26, 2022, Minnehaha Creek Watershed District (MCWD or the District) Board of Managers meeting, staff will provide a presentation about the progress made on redesigning the MCWD website. MCWD’s Phase II vendor leading this work, Love Communications, will present their process and deliverables to date. Staff and Love Communications will facilitate a discussion about the recommended design direction for the new MCWD website.

Background:
On February 10, 2022, the Board of Managers approved contracting with Love Communications, a Salt Lake City, Utah-based marketing agency, for the Phase II design and build of a new website for MCWD (Res #22-009). Love Communications was selected following a competitive Request for Proposals (RFP) process approved by the Board on December 16, 2021 (Res #21-093). The Phase II contract builds upon a Phase I Content Strategy approved and adopted by the Board on November 19, 2020 (Res #20-088). This plan defined the site's architecture, the key content items needed to achieve the District’s goals for the website, and laid the foundation for a Phase II design and build. It was the product of nearly two years of work and engagement with staff, Board Managers, Citizens Advisory Committee (CAC) members, and external stakeholders.

Phase I Content Strategy
MCWD selected the firm Vendi (Res #19-060) through a competitive process to develop a content strategy to guide the design and building of the new website. Based on the collection of diverse input, three goals were identified:
1. Connect people to the information they value
2. Highlight the value MCWD provides across the watershed
3. Provide transparency and organizational information

Through that process, a few key principles emerged for developing the plan:
1. Begin with a judicious focus on the most important content.
2. Weave in MCWD’s brand position throughout.
3. Leverage high-quality third-party content whenever possible.

The Board-approved Phase I Content Strategy outlines the major sections of the website and the key content needed to achieve the goals of each section, and outlines guidelines for design, copywriting, and coding. At the time of approval, it was understood that design and copywriting decisions would occur during Phase II.

Outreach Strategic Direction
The Phase I work was aligned with an overall assessment and realignment of the Outreach Program. A Strategic Direction for the Outreach program was adopted on February 27, 2020 (Res #20-018), based on extensive input from Board and CAC members, stakeholders, staff, residents, and advisors.

The strategic direction called for an increased emphasis on supporting high-impact interpersonal outreach to advance key District initiatives, and a decreased emphasis on broad-based communications and education. The Outreach
program’s purpose is to help the organization deliver value to its residents and stakeholders by providing more tailored and effective outreach around its key initiatives.

The strategic direction also recognized that MCWD has multiple stakeholder audiences to serve, including the general public. To achieve this shift in emphasis while continuing to meet the needs of residents and community partners, MCWD’s updated website was recognized as playing an important role to effectively serve many of the common requests for information that were often addressed by MCWD’s previous broad-based communications and education emphasis. The redesigned website will effectively connect MCWD’s constituents to the information they are looking for and help them better understand MCWD’s role and approach.

**Phase II Website Redesign Summary:**

**Phase II Scope**
The Phase II Scope of Work builds directly on the approved Phase I Content Strategy, while leveraging the value of a fresh perspective from the new vendor to vet and stress-test the product to ensure its direction is backed by data and best serving the needs of MCWD in 2022 and going forward.

The major project tasks are included below with summary notes for project status and on-going input.

<table>
<thead>
<tr>
<th>Task</th>
<th>Status / Timing</th>
<th>Input</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Review Phase I research, Content Strategy, and current organizational needs</td>
<td>Completed</td>
<td>Documentation of engagement in Phase I shared with Love Communications for review</td>
</tr>
<tr>
<td>2. Determine workplan to launch new site no later than October 2022</td>
<td>Completed</td>
<td>N/A</td>
</tr>
<tr>
<td>3. Establish design elements for website and MCWD communications based on content strategy</td>
<td>Happening</td>
<td>Engagement of CAC, MCWD staff in design process; Recommended design presented to Board of Managers on May 26 for discussion</td>
</tr>
<tr>
<td>4. Create content for new website and edit current content selected for migration</td>
<td>Happening</td>
<td>Input shared in Phase I will inform content development; close involvement of staff</td>
</tr>
<tr>
<td>5. Build and develop new website</td>
<td>Summer 2022</td>
<td>N/A</td>
</tr>
<tr>
<td>6. Test site pre-launch and train staff for content management</td>
<td>September &amp; Early October 2022</td>
<td>The beta site will be presented to the Board of Managers for discussion once fully developed and Managers will be invited to participate in testing</td>
</tr>
<tr>
<td>7. Launch new website</td>
<td>October 2022</td>
<td>The final site will be presented to the Board of Managers for approval of launch</td>
</tr>
<tr>
<td>8. Create plan for on-going support, maintenance, and enhancement projects</td>
<td>Happening</td>
<td>Phase I and May 2022 input may help inform future enhancement projects</td>
</tr>
</tbody>
</table>

**Design Process**
Overall, the direction set in Phase I remains with some areas of evolution that better align with MCWD’s current needs. The deliverables from Love Communications reflect this continuity and refinement.

- **Website UX (user experience) Design Plan**: This document provides an overview of the Love Communications discovery process to review Phase I outputs and research. Small areas of refinement from the Phase I Content Strategy are identified.

- **Website Site Map**: This deliverable reflects feedback from MCWD staff in response to the Audience & UX Research presented previously. The site map presents the overall “architecture” of the website, and the primary pillars of content that will give structure to the user’s journey. This refined site map is streamlined and simplified compared to the Phase I site map.
• **Initial Design Direction (Homepage):** Following development of the UX Design Plan and Site Map, Love Communications focused on the site’s initial design direction, reflected in design of the new site’s homepage. Establishing the design direction at this stage in the project allows for concerted effort on the site’s development and coding to commence, while the design elements are further refined, and the content is created. The design direction at this point should be assessed and understood as structural and focused on overall “look and feel” (does it “fit” MCWD?) rather than focused on specific wording, photographs, etc., which will be addressed at future stages of the project. MCWD’s Brand Manual and recommendations from Phase I informed the initial design direction.

The initial design direction recommended by staff for discussion by the Board at the May 26, 2022, meeting was refined through the following process:

• **Round 1 – Preliminary Designs:** Three preliminary design directions were presented to and discussed with a core team of MCWD lead website redesign staff, Administrator, and Manager Olson, the project’s Board liaison. The group provided feedback and selected two designs to move forward with refining.

• **Round 2 – Revised Designs:** Two revised design directions were shared with all MCWD staff and the CAC to gather feedback. Overall, both groups commended the strength of the two designs in significantly improving the MCWD website. Love Communications participated in the CAC’s May meeting and directly answered CAC questions and provided best practice insights behind the designs. Specific feedback coming out of the CAC and staff input sessions was discussed with Love to inform a final design direction.

• **Round 3 – Recommended Design:** One recommended design direction resulted from the previous rounds and will be presented to the Board for consideration and discussion. The recommended design builds upon the engagement and foundation set in Phase I, reflects refinements generated as Love Communications audited this past work, and benefits from the close review and input generated in Rounds 1 and 2 by the CAC, staff, and the website redesign core team.

At the May 26, 2022, meeting, staff and Love Communications will present the Phase II work completed to date and facilitate a discussion of the recommended design direction for the new MCWD website.

Attachments:
- Website UX (user experience) Design Plan
- Website Site Map
- Initial Design Direction (Homepage)
  - Designs presented in both desktop and responsive mobile display, as well as with demonstration of what the primary navigation drop-down menu will look like in both formats.
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

<table>
<thead>
<tr>
<th>Primary Nav</th>
<th>Secondary Nav</th>
</tr>
</thead>
<tbody>
<tr>
<td>– Permits</td>
<td>– News</td>
</tr>
<tr>
<td>– Water Data</td>
<td>– Events</td>
</tr>
<tr>
<td>– Recreation</td>
<td>– Search</td>
</tr>
<tr>
<td>– What You Can Do</td>
<td>– Login</td>
</tr>
<tr>
<td>– Projects</td>
<td>Footer Nav</td>
</tr>
<tr>
<td>– About Us</td>
<td>– Newsletter Sign Up</td>
</tr>
<tr>
<td>– Contact</td>
<td>– Social Media Links</td>
</tr>
<tr>
<td></td>
<td>– Policies</td>
</tr>
</tbody>
</table>

### 2022 PHASE II – CONTENT PILLARS

<table>
<thead>
<tr>
<th>Currently Proposed Content Pillars</th>
</tr>
</thead>
<tbody>
<tr>
<td>– About</td>
</tr>
<tr>
<td>– Residents</td>
</tr>
<tr>
<td>– Permits</td>
</tr>
<tr>
<td>– Projects</td>
</tr>
<tr>
<td>– Data</td>
</tr>
<tr>
<td><strong>AUDIENCE SEGMENTS</strong></td>
</tr>
<tr>
<td>-----------------------</td>
</tr>
<tr>
<td><strong>Primary Audience</strong></td>
</tr>
<tr>
<td><strong>Land Use Community</strong></td>
</tr>
<tr>
<td>(Developers, Real Estate Agents &amp; Brokers, Trade Associations, etc.)</td>
</tr>
<tr>
<td><strong>Policymakers</strong></td>
</tr>
<tr>
<td>(Local Government and Community Leadership)</td>
</tr>
<tr>
<td><strong>Secondary Audience</strong></td>
</tr>
<tr>
<td><strong>Property Owners</strong></td>
</tr>
<tr>
<td>(Homeowners, Permit Applicants)</td>
</tr>
<tr>
<td><strong>Enthusiasts/Interested Public</strong></td>
</tr>
<tr>
<td>(Community Groups, Volunteers, etc.)</td>
</tr>
<tr>
<td><strong>Tertiary Audience</strong></td>
</tr>
<tr>
<td><strong>Recreators</strong></td>
</tr>
<tr>
<td>(Paddlers, etc.)</td>
</tr>
<tr>
<td><strong>MCWD Key Staff</strong></td>
</tr>
<tr>
<td>(Outreach, Data &amp; Maps, etc.)</td>
</tr>
</tbody>
</table>
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
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.
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
MCWD KEY STAFF

Audience (User) Objectives

(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
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.*
## USER FOCUS

<table>
<thead>
<tr>
<th></th>
<th>Land Use Community</th>
<th>Policymakers</th>
<th>Property Owners</th>
<th>Enthusiasts/Interested Public</th>
<th>MCWD Key Staff*</th>
<th>Recreators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Get the right permit, from the right agency</td>
<td>●</td>
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<td>●</td>
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<tr>
<td>Factors that allow recreation in the watershed</td>
<td>●</td>
<td>●</td>
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<tr>
<td>Take action to protect clean water</td>
<td>●</td>
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<tr>
<td>Learn about a water body that is relevant to them</td>
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<tr>
<td>Understand the role of MCWD</td>
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<td>●</td>
</tr>
<tr>
<td>Obtain updates on a project that is relevant to them</td>
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<td>●</td>
<td>●</td>
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<td>●</td>
</tr>
</tbody>
</table>

* By keeping up to date with published, accurate info, the website role benefits the MCWD Staff by reducing phone inquiries
Creating A Landscape Of Vibrant Communities

Benefits of Protecting Early

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

The health of our ecosystems is crucial to our communities. Protecting and preserving our waterways helps to maintain a healthy environment for all.

Featured & Active Projects

- Arden Park
- Methodist Hospital
- Six Mile

Water Levels at a Glance

Explore Your Area

Public Notices

Upcoming Meetings & Events

MCWD

About MCWD

Nutrition

Calendar

Get Involved

Connect Us

Terms of Use

Accessibility
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
OUR APPROACH

A BALANCED URBAN ECOLOGY
FOCAL GEOGRAPHIES
WATERSHED MANAGEMENT PLAN
CLIMATE ACTION FRAMEWORK

PARTNERSHIPS

PROJECTS

EXPLORE

PERMITS

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Select a Language