



Designing a process to keep watershed webpages up to date

Why it's important

Our audience uses these watershed webpages to find out what is happening in their area lakes, streams, and wetlands.

It is our main entry point for customers looking for relevant, current information about the work the MPCA and our partners do in Minnesota's watersheds — from individual stream reaches to watershed-wide projects. It also shows how Clean Water Fund funds are being spent.

What we did

- ▶ Clarified who is responsible for defining content and updating/maintaining the web pages.
- ▶ Clarified who is responsible for maintaining the databases that automatically feed information to various areas of the pages.
- ▶ Created a timeline and detailed process for updates.

What's the issue?

In 2011, the MPCA created webpages for each of Minnesota's 81 major watersheds. The entry to the webpages is an interactive map.

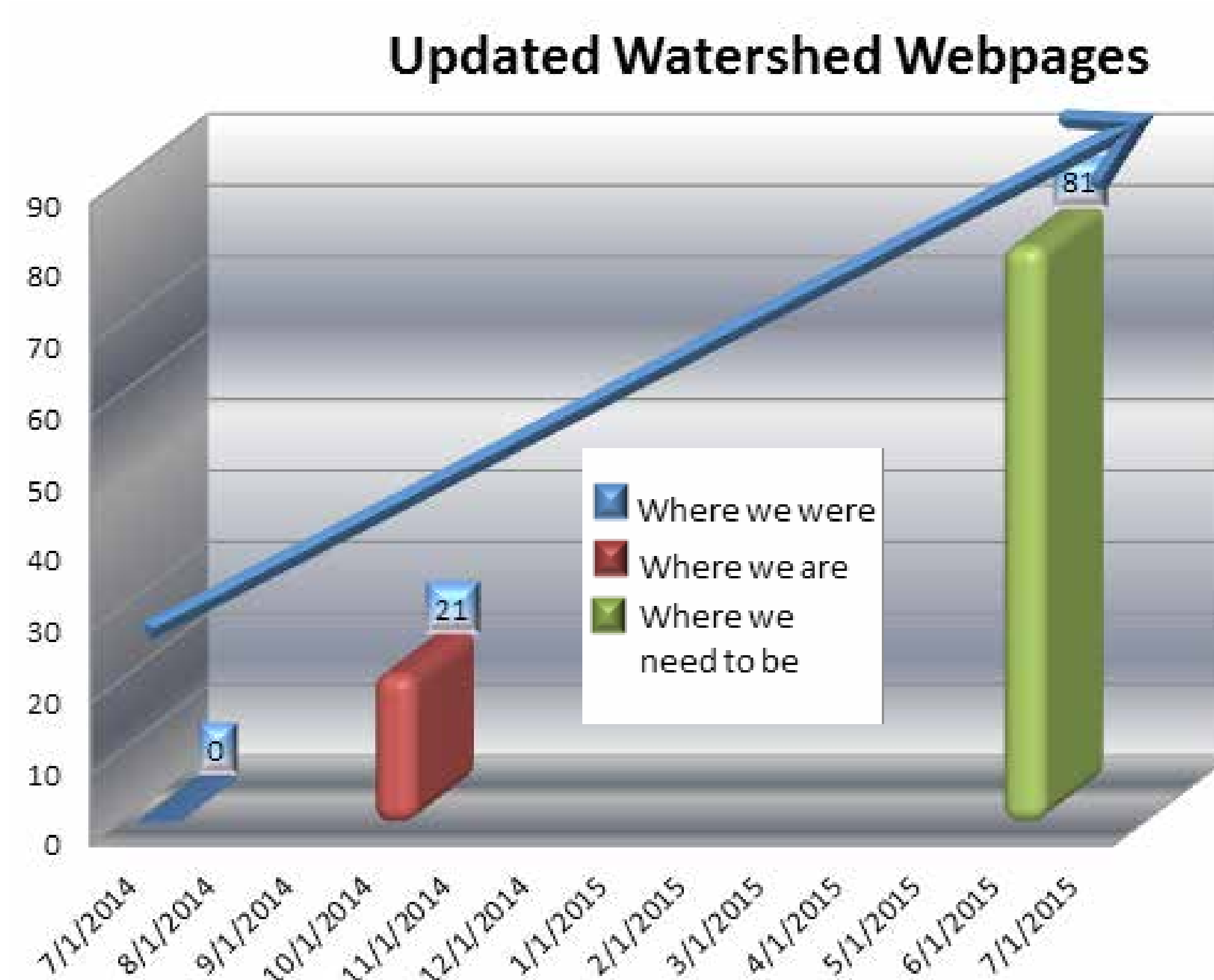


However, once the webpages were created, no process was put in place for who was responsible for keeping databases connected to the webpages up-to-date and for ensuring that webpages are current and useful for customers.

As a result, none of the watershed webpages were completely current when this project began. This created transparency problems regarding MPCA's clean water activities.

Results

- ▶ In partnership between watershed WRAPS project managers and statewide Communication staff, watershed webpages are being updated across the state.
- ▶ As of October 1st, 21 of the 81 webpages have been updated.
- ▶ In addition, we developed a plan to continually review and update the webpages in the future to ensure internal/external customers would have ready access to relevant, current watershed information.



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