



Communication Plan for BCWMC's Website Redesign Launch

1. To communicate the redesign of the BCWMC's website, the BCWMC plans to email an announcement in early February to the following groups:

Adjacent watershed organizations; AMLAC; BCWMC Commissioners/TAC/Staff; BCWMC Meeting Packet and Meeting Agenda distribution lists; BWSR; Blue Thumb; Bryn Mawr Neighborhood Assoc.; CIP project email notification registrants; Consulting Engineering Firms (Wenck, Stantec, WSB, Fortin Consulting, etc.); Friends of Bassett Creek; Friends of Northwood Lake; Former BCWMC Committee Members/Commissioners; Freshwater Society/Master Water Stewards; Harrison Neighborhood Association; Hennepin County Board of Commissioners; Hennepin County Department of Environmental Services, Member City Clerks; Metro Blooms; Metro Transit LRT; Metropolitan Council; Minneapolis Park and Rec Board; Minnesota Board of Water and Soil Resources; Minnesota DNR; Minnesota PCA; School contacts (RiverWatch participants, etc.); Sweeney Lake Association; Three Rivers Park District; Westwood Hills Nature Center

Email Content for Groups Above:

The Bassett Creek Watershed Management Commission is excited to announce the launch of its new website on February X, 2016. The website address remains www.bassettcreekwmo.org. The new site provides easy access to data and information on the major lakes and streams in the watershed, and complete information about its major projects. The site also incorporates new technologies and functionalities including compatibility with handheld devices.

Insert image (insert an image of the new site's home page)

We hope you enjoy the new site!

*Laura Jester, BCWMC Administrator
[Contact info]*

Email Content for Member City Communication Coordinators:

Hi, (insert contact's name),

The Bassett Creek Watershed Management Commission is excited to announce the launch of its new website on February X, 2016! Would you have room in an upcoming City communication to your residents to announce our redesigned website?

- *The website address remains www.bassettcreekwmo.org.*
- *The new site provides easy access to data and information on the major lakes and streams in the watershed, and complete information about its major projects.*
- *The site also incorporates new technologies and functionalities including compatibility with handheld devices.*

Your residents could “Check it Out: The Bassett Creek Watershed Management Commission recently launched its newly redesigned website www.bassettcreekwmo.org to make it easier to find information about the watershed's projects and resources. Find out if you're located in the Bassett Creek Watershed; or learn more about the lake or stream in your neighborhood! If you are curious about BCWMC projects happening in the city, you can learn more about them as well! ”

Insert image (insert an image of the new site's home page

We hope you enjoy the new site!

*Laura Jester, BCWMC Administrator
[Contact info]*

2. An article will be included in an upcoming WMWA WaterLinks Newsletter
3. Other ideas?