

Developing a Website to Communicate Tribal Wetland Importance

Esri Story Maps for Outreach



Presentation Outline

- I. Saint Mary's University of Minnesota (SMUMN)
& Stockbridge-Munsee Community (SMC)
- II. Project Background
- III. Project Goals
- IV. Project Update
- V. What We're learning
- VI. Next Steps

GeoSpatial Services @ SMUMN

- An Integration of Academic Apprenticeship and Professional Services (supports an M.S. of GIS program)
- Offices in Winona & Minneapolis, MN
- Focus in GIS & Wetlands:
 - Landscape-scale Wetland Mapping (NWI)
 - Functional Assessment
 - Wetlands in Watershed Planning/ Decision-Support



Stockbridge-Munsee Community

- “People of the Waters that are Never Still”
- a Band of Mohican Indians pushed from eastern seaboard halfway across the continent, moving several times and ultimately landing in NE Wisconsin.
- Community:
 - 1,200 members
 - led by a tribal council
- Water Resources Program
 - Wetlands
 - Water Quality



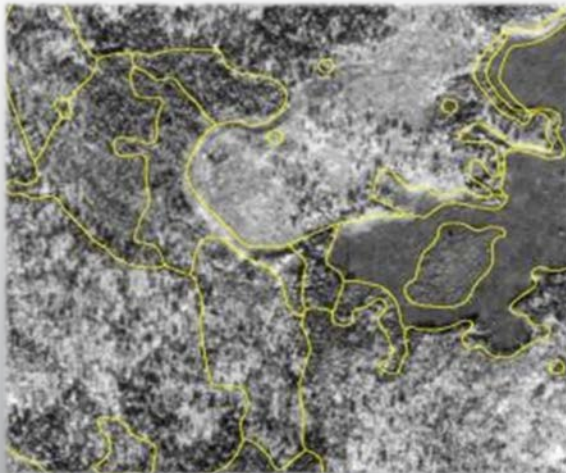
Project Background

2012 - Wetland Inventory & Functional Assessment Project Completed w/EPA WPD Grant

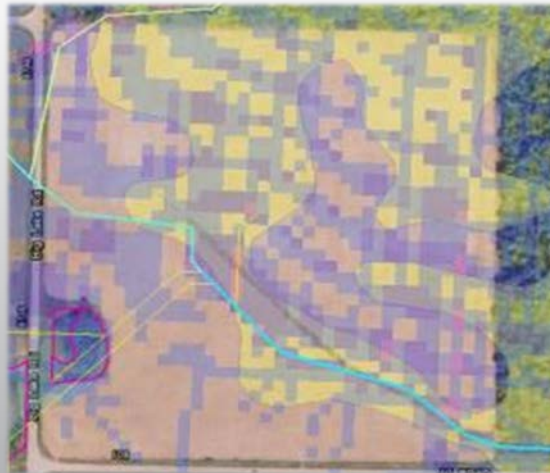
1) Current Wetlands



2) Historic Wetlands



3) Potential Restoration Site Identification



4) Wetland Restoration



Water Resources Program Recent Work

- Reviewed Potential Restoration Sites
- Restoration Sites Monitored, Restorations Planned & Completed, & More Being Planned
- Continued Water Quality Monitoring at Several Locations
- Developing Land Owner Outreach Strategy for Rest. Sites



Communication/Outreach

- Initial Efforts Not Terribly Effective (*Council Meetings, Newsletters, etc.*)
- Found Social Media Platforms were Heavily Used to Discuss (Unofficially) Tribal Business
- Story Map/Website – a Rich Communication Platform, Adaptable, Geographic-based Used to Target Those Not Attending Council Meeting
- EPA Wetland Program Development Grant Funding
- Collaborate w/ SMUMN
- Project Scoping Completed
- In Design Phase

Project Goals

Create Website with embedded Esri Story Maps to:

- Share SMC Water Resources Program accomplishments with tribal council and the public
- Provide public access to and interactive use of local wetlands GIS data
- Provide public access to summary water quality data
- Educate and Engage tribal members and the greater community on the importance of wetlands

Brief Website Demo

<https://roger-meyer-kgdh.squarespace.com/>



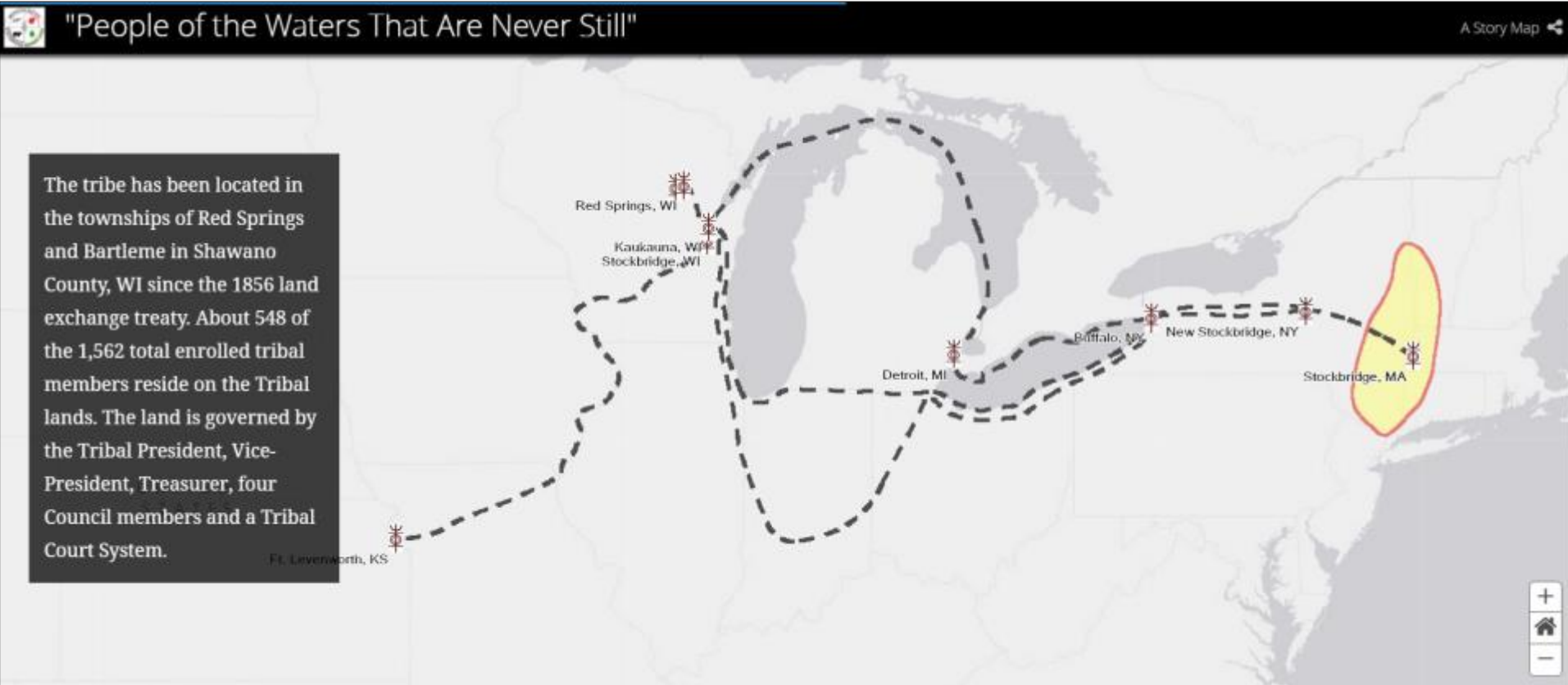
Website ...Still Loading

Five Major Sections

1. Home (built in SQUARESPACE™)



2. Who We Are? (Tribal History – Timeline Story Map)



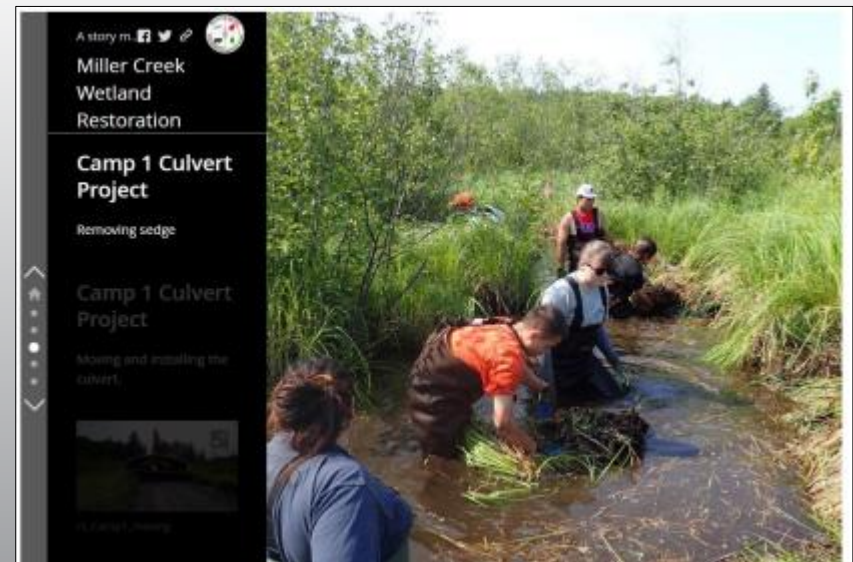
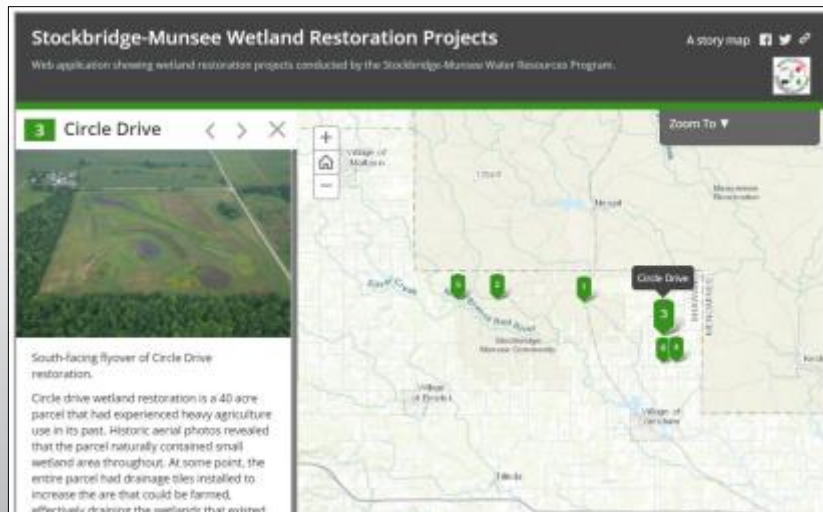
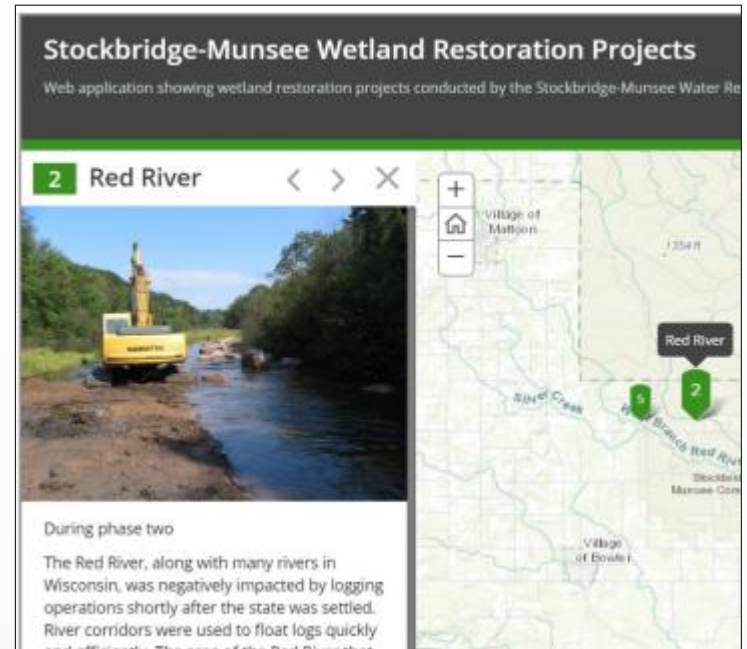
3. Water Resources

- Description of Program
- Water Resource Statistics
- Nonpoint Source
Pollution
Management
Plan



4. Success Stories (Story Maps)

- Wetland Restoration
- Miller Creek
- Restored Wetland Functions



5. How You Can Help

- Complete Our Survey
- Links To Partners
- Contact Us
(direct form to email)

Email *

Name *

First Name Last Name

Are you attending? *

Who else is coming with you? *

Song suggestions?

SUBMIT

Learning Along the Way

- Organization & Wire Framing to Start
- Content is Critical!!!
- Design for Multiple Platforms
 - Consistently Check Phone After Desktop Changes

Next Steps

- Continue making edits
- Continue to get feedback
 - How to solicit it?
- Explore Testing
- Launch it
- Maintain/Transfer

Questions?

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