

Developing a Website for the Texas General Land Office's Living Shorelines Program Final Report

GLO Contract No. 20-282-000-C553
September 2021



TEXAS GENERAL LAND OFFICE
LIVING SHORELINES

LEARN ▾

BUILD ▾

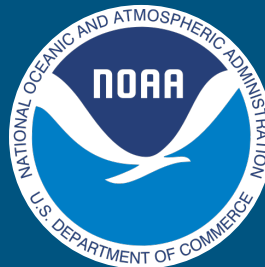
RESOURCES ▾

CONNECT



TEXAS LIVING SHORELINES PROGRAM

Helping coastal communities protect their shoreline property and the environment using natural solutions



A report funded by a Texas Coastal Management Program Grant approved by the Texas Land Commissioner pursuant to National Oceanic and Atmospheric Administration Award No. NA18NOS4190153.

Developing a Website for the Texas General Land Office's Living Shorelines Program Final Report

Prepared By:

Anna Huff, Project Manager

The Meadows Center for Water and the Environment - Texas State University

AnnaHuff@txstate.edu

512.245.8775

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**THE MEADOWS CENTER
FOR WATER AND THE ENVIRONMENT**

TEXAS STATE UNIVERSITY

601 University Drive, San Marcos Texas 78666

512.245.9200 | MeadowsCenter@txstate.edu | www.MeadowsWater.org

MEMBER THE TEXAS STATE UNIVERSITY SYSTEM

CONTENTS

- Project Background.....5**
- Summary of Completed Work5**
 - Task 1 Summary: Website Design Kick-Off5
 - Task 2 Summary: Develop Website Structure6
 - Task 3 Summary: Content Creation7
 - Task 4 Summary: Hosting Service Set-up and Website Mock-up Creation8
 - Task 5 Summary: Testing, Review, and Launch9
- Appendix A: Living Shorelines Kick-off Meeting Notes.....10**
- Appendix B: Living Shorelines Project Brief.....13**
- Appendix C: Living Shorelines Website Site Map16**
- Appendix D: Living Shorelines Website Usability Survey Results17**



PROJECT BACKGROUND

The Texas General Land Office's (TGLO) Living Shorelines Program supports ecologically and economically sound coastal management practices by promoting the use of living shorelines as an alternative to traditional shoreline stabilization techniques for landowners and citizens as well as contractors and local officials who live and work along the Texas Coast.

Funding from the Coastal Management Program was used to work with The Meadows Center for Water and the Environment at Texas State University (the Meadows Center) to develop a website for the Living Shorelines Program for use in the program's outreach, engagement, and implementation.

The Living Shoreline Program website serves as a platform for all Texas-related living shoreline information. By having all the living shoreline information on one website that is user-friendly, TGLO hopes to further its' goal of promoting living shorelines along the Texas coast.

SUMMARY OF COMPLETED WORK

Task 1 Summary: Website Design Kick-Off

The Meadows Center hosted a kick-off meeting via Zoom on October 14, 2020 with TGLO to review program documents, evaluate needs, and understand the goals and objectives for the website.

The information gathered from this meeting provided the Meadows Center with a solid basis for the development of a project brief that was used to guide the navigational structure and design of the new website.

The project brief outlined three key goals for the website:

- 1. Inform:** Promote living shorelines as an environmentally-friendly alternative to harder structures for the Texas coastline. Include accessible information on what living shorelines are, why they are beneficial, and how the public can implement living shorelines on their property.
- 2. Connect:** Help streamline the living shorelines implementation process for Texans living along the coast by providing information about all implementation steps in one spot – (a) outline the steps needed to design, permit, and construct a viable project, (b) compile a library of available resources, and (c) illustrate success stories through example case studies.
- 3. Unify:** Create a hub for living shoreline resources relevant to Texas audiences by bringing together all components of TGLO's Living Shorelines Program (Guidance Document, Living Shorelines Sites Database, Case Studies, Site Suitability Model).

See Appendix A to view the kick-off meeting notes and see Appendix B to view the website project brief.

Task 2 Summary: Develop Website Structure

Knowing the overall website user flow, and what pages/sub-pages will exist, is an essential early step in the web design process. After uncovering the overall objectives in Task 1, the Meadows Center's next step involved creating a site map of the website's structure.

The site map provides the foundation for any well-designed website. It helps give web designers a clear idea of the website's information architecture and explains the relationships between the various pages and content elements.

Our focus in this task was to build a structure and page navigation that was intuitive, user-friendly, and easy to navigate. We decided to break out the information into four main top-level navigation pages, outlined below, to meet the website's goals to inform, connect, and unify:

- The **Learn** tab includes information about the basics of living shorelines, including the benefits as well as information about TGLO and the Living Shorelines Program. This section was focused on achieving the goal of informing Texans living shorelines as an environmentally-friendly alternative to harder structures.
- The **Build** tab contains all steps involved in implementing a living shoreline in Texas. This section focused on fulfilling the goal of connecting Texans to the living shorelines process by providing information about all implementation steps in one spot and outlining the steps needed to design, permit, and construct a viable project.
- The **Resources** tab includes catalog of TGLO resources related to living shorelines as well as partner and external resources relevant to Texas audience. This section focused on accomplishing the goal of unifying Texas-related living shorelines resources by bringing together all components of TGLO's Living Shorelines Program (Guidance Document, Living Shorelines Sites Database, Case Studies, Site Suitability Model) into one, central location.
- The **Connect** tab includes contact information for TGLO's permitting offices.

The Meadows Center submitted the first draft of the site map to TGLO on November 20, 2021 and a final version was approved by TGLO on December 8, 2021.

See Appendix C to view the final site map for the website.

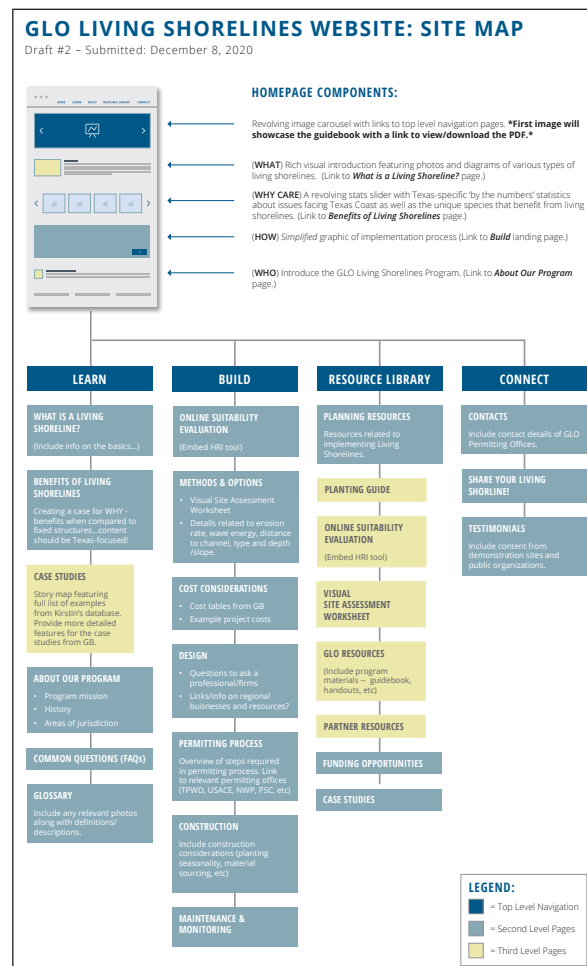


Figure 1. The final draft of TGLO's Living Shorelines website site map.

Task 3 Summary: Content Creation

Once the site map was approved by TGLO’s team, the Meadows Center began drafting the website’s content. Utilizing the program’s guidance documents and case studies provided by the TGLO, the Meadows Center incorporated information relevant for both the public and technical audiences.

The content writing involved the creation of catching headlines, writing new text, compiling the existing text, etc. It also outlined the placements for all internal and external resources identified during the website kick-off meeting. Specific tasks and information gathering conducted by the Meadows Center during the content development phase included:

- Creating and/or collecting all the visual content, such as graphics, photos, and diagrams to illustrate the different types of living shorelines options
- Compiling and creating a library of resources (including white papers, reports, trainings, websites, print materials and videos) about living shorelines
- Adapting the Living Shorelines Program’s guidance documents for easy web accessibility. This task included creating two interactive story map using ArcGIS to highlight the case studies outlined in the program’s guidance documents. The story maps combined text, interactive maps, and other multimedia content to create an immersive narrative for the website’s visitors.
- Creating a suite of information about the permitting process for living shorelines, which included an index of information and resources about the permitting process from state and federal regulatory agencies for the different types of permits

The Meadows Center team delivered the first draft of the website’s content on March 1, 2021. The Meadows Center and TGLO completed two rounds of content reviews and revisions and the final website content was approved by TGLO on April 30, 2021.

View the final draft of the website content here: <https://adobe.ly/3uk4XHM>.

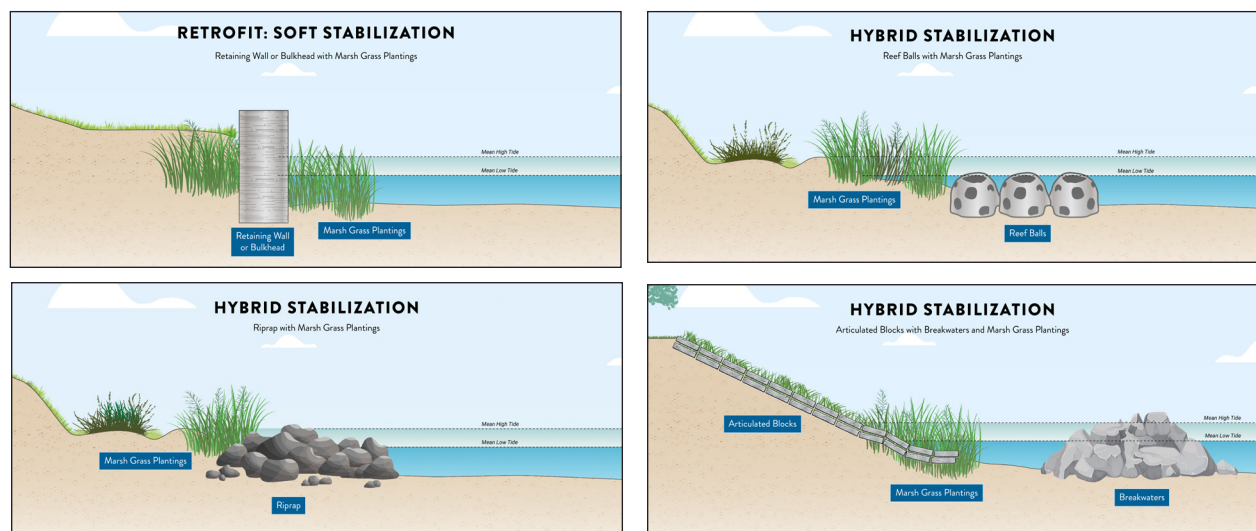


Figure 2. A sample of the diagrams developed by the Meadows Center to illustrate the different types of living shorelines for use in the website.

Task 4 Summary: Hosting Service Set-up and Website Mock-up Creation

With the site’s content finalized, the next task included constructing the design preview of the website. To ensure the new website followed the agency’s web and security standards, TGLO’s webmaster provided the Meadows Center with a design template to use for building out the preview website on April 29, 2021. The template included basic web page elements such as the headers, navigation, content components, and page templates.

The Meadows Center purchased a website hosting account with InMotion Hosting on May 25, 2021 to house the website files and begin constructing the preview website, providing TGLO with a real-time preview of the website and bringing the design and content to life.

The Meadows Center delivered the first website preview to TGLO on May 28, 2021. Following three rounds of reviews and revisions, the final preview website was approved by TGLO on August 6, 2021. See Appendix D to view the final preview website.

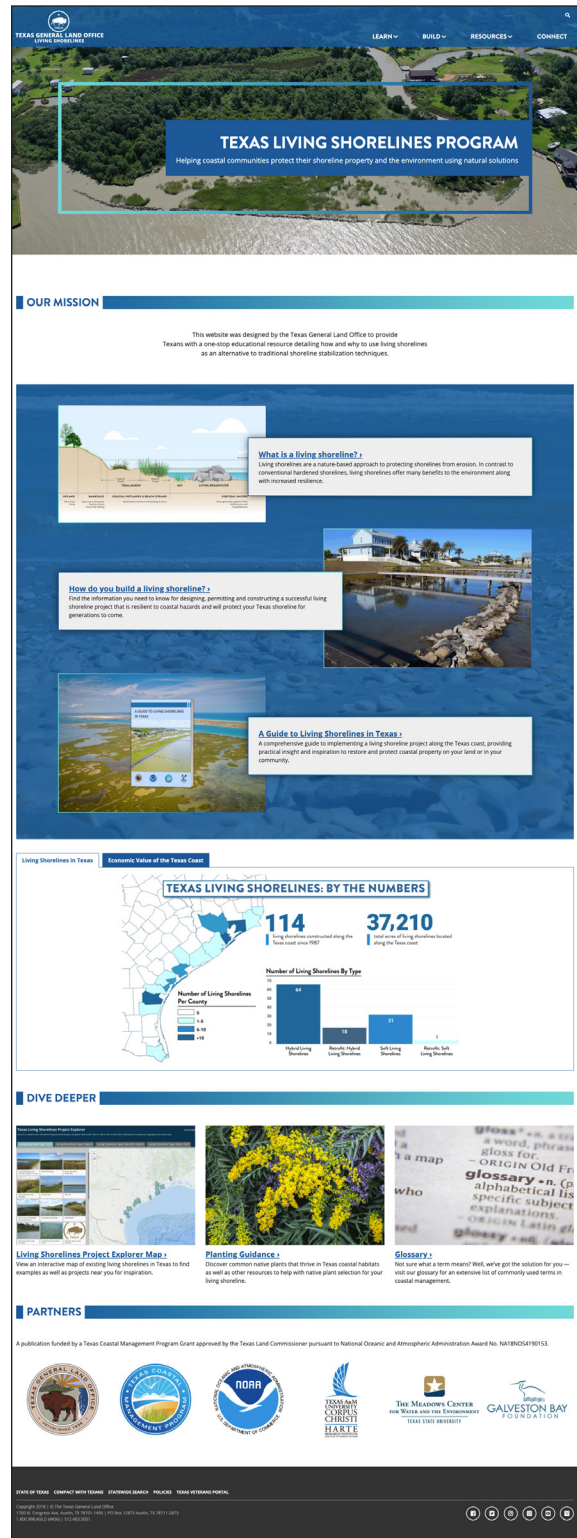


Figure 3. A preview of TGLO’s Living Shorelines Program website home page design.

Task 5 Summary: Testing, Review, and Launch

After the preview website was completed, the Meadows Center developed a [website usability survey](#) using the online software Qualtrics to gather feedback and streamline the internal review process with TGLO and its program partners. Website usability surveys can help find what site visitors are looking for and if they are satisfied with what is presented to them.

The survey was sent to a contact listed provided by TGLO on August 2, 2021 and guided respondents through the five major sections of the website: home page, learn, build, resources, and connect. Respondents answered questions about their thoughts on the layout, content, design, and experience in each section.

The Meadows Center shared the survey results with TGLO on August 20, 2021 along with recommended changes based on the survey comments. These changes were approved by TGLO and incorporated into the preview website on August 31, 2021.

With a month left in the contract, TGLO and the Meadows Center conducted one more round of reviews and revisions and the final preview website was completed on September 17, 2021.

The Meadows Center and TGLO Living Shorelines Program staff met with the TGLO webmaster on September 22, 2021 to prepare for and discuss the website transfer process. On September 23, 2021, the Meadows Center submitted the website's code and files to the TGLO webmaster. The Meadows Center also provided TGLO Living Shorelines Program staff with a 24-page how-to guide for updating the ArcGIS story maps, so that the program can showcase additional living shorelines as they are developed.

TGLO webmaster anticipates the new Living Shorelines website to be uploaded and live online before the end of 2021.

See Appendix D to view the survey response report.

APPENDIX A

Living Shorelines Kick-off Meeting Notes

10.14.2020

MEETING NOTES

Living Shorelines Website Design Kick-Off Meeting

AGENDA

Link to view: <https://adobe.ly/3oEkyi5>

ATTENDEES

Jessica Chappell (GLO), Kristin Hames (GLO), Sam Massey (Meadows Center), Anna Huff (Meadows Center)

LIVING SHORELINES PROGRAM OVERVIEW & WEBSITE NEEDS

Please share some background information about your program goals for the website.

- Program goal is to promote living shorelines as an alternative to harder structures along the Texas coastline – website will help get people connected and informed
- Website should help people streamline living shorelines implementation process, which can be tricky
- The website will be another way that people can easily access the information on what living shorelines are, why are living shorelines beneficial and how the public can put one on their property along the Texas coast
 - streamline living shorelines implementation process, which can be tricky
 - Trying to make that application process as smooth as possible by providing the information all in one spot
- The website should bring together the other components of the Living Shorelines Program:
 - The guidance document includes descriptions of site design and permitting
 - Inventory of living shorelines sites that are currently on the Texas Coast
 - Kristin is a Biologist in Corpus Christi office and has been working on this program on and off for the past 5 years – so she has lots of resources that will be helpful when putting this site together

Target audience?

- Main focus is the public...trying to get the public interested and involved because they are going to be the landowners implementing the living shorelines on their property
- But there is still that technical side because unfortunately, a lot of contractors and engineering firms are not overly familiar with living shorelines.

- Don't want to tell them exactly what they need to build (liability issue), but would like to provide guidance they can follow

Do you have any existing communications/marketing strategies for the Living Shorelines Program?

- There have been two rounds of workshops hosted by GLO, targeted contractors and HOA organizations on the Coast:
 - In 2019 – focusing on what are living shorelines and the benefits
 - In September 2020 – rolling out the guidance document and getting technical, walking through the steps of implementing Living Shorelines
- Not planning any future workshops at this time, but might have one in the future

MESSAGING & CREATIVE

How would you like to see the program documents integrated into the website?

- **Guidebook:**
 - Should serve as the foundation of the website's content
 - The case studies highlighted in the Guidebook are just a fraction of the LS projects that are cataloged in this database
- **Living Shorelines Sites Database:**
 - Includes ID numbers, name, project description, habitat type and photos
 - Kristin maintains a spreadsheet with more detailed information about the project sites
 - One thing not in the guidebook that GLO would like to highlight on the website is the database/inventory of all Living Shorelines currently on the Texas Coast
 - Would like to include a map of most of the living shorelines project housed in the database...giving site users ability to click and see pictures and information about different projects
 - Some projects were not successful and shouldn't be included (we will need to get GLO's guidance for selecting these...)
 - Might be interesting/helpful to include a few unsuccessful projects and share the problems they encountered as a 'lessons learned'
- **Site Sustainability Model:**
 - This is the first step landowners, or people interested in Living Shorelines, should read
 - The model and the data are currently being transitioned to the GLO server
 - Don't want to tell people this is what you should do on your land, but just give people an idea of what might work at this site

STRUCTURE & CONTENT

- Envisioning three separate sections: (1) why care/why implement Living Shorelines; (2) step by step overview of the implementation process; (3) resource library with guidance and helpful information
- Use bright colors (match guidance document color scheme) and sunny/colorful photos
- GLO has a photo library in Box that Meadows can use to get images for the website – get link from Kirstin
- Does not want to include any programmatic information, except for GLO and its mission (not individuals per say) as well as contact information for the Permit Service Center
- Need to delineate/include information about GLO jurisdiction – direct site visitors to the Permit Service Center to figure out if their property is on GLO jurisdiction

How will this site be incorporated into the GLO website?

- Site will somehow be nested into GLO website, not as a standalone website
- Will always be permanently linked to the Permit Service Center office’s website/section in the GLO website – there are two GLO leasing offices that handle the entire Texas Coast, one in Corpus Christi and another La Porte

NEXT STEPS

- Scheduled our next check-in meeting on November 18 at 10:00 a.m. to review the Meadows Center’s project brief for the website
- Meadows Center will be sending a Content Checklist/inventory of resources from GLO that can be included in the website
- Need to give GLO Webmaster, Bob Michaels, a heads up about upcoming need for template in February –
 - Follow up: Jessica reached out to Bob Michaels on Oct. 23 – based on his current workload, he said he will likely not be able to start on that until the new year

APPENDIX B

Living Shorelines Project Brief

CREATIVE BRIEF

for the GLO Living Shorelines Program Website

Project Summary

The Texas General Land Office's (GLO) Living Shorelines Program supports ecologically and economically sound coastal management practices by promoting the use of living shorelines as an alternative to traditional shoreline stabilization techniques for landowners and citizens as well as contractors and local officials who live and work along the Texas coast. Currently, the Living Shorelines Program does not have a website.

The program's website will serve as a platform for all Texas-related living shoreline information. By having all information in one website that is user-friendly, the GLO hopes to achieve its goal of promoting living shorelines along the Texas coast.

Website Goals

INFORM

- Promote living shorelines as an environmentally-friendly alternative to harder structures for the Texas coastline
- Include accessible information on what living shorelines are, why they are beneficial, and how the public can implement living shorelines on their property

CONNECT

- Help streamline living shorelines implementation process for Texans living along the Coast (and within the GLO jurisdiction)
- Provide information on implementation process all in one spot – (a) outline the steps needed to design, permit, and construct a viable project, (b) compile a library of available resources, and (c) illustrate success stories through example case studies

UNIFY

- Bring together all components of the Living Shorelines Program (Guidance Document, Living Shorelines Sites Database, Case Studies, Site Suitability Model)
- Create a hub for living shoreline resources relevant to Texas audiences

Target Audiences

1. Public – individuals with interest in, or responsibility for, property in the Texas Gulf Coast region
2. Contractors/Engineering Firms – the folks implementing the living shoreline designs who might not be familiar with the process and steps required
3. Local Officials – town, city, and county staff, including planners and city administrators as well as policy makers, that are looking to gain more in-depth knowledge about the design, permitting, and benefits of living shorelines

Key Features & Functionality

- Responsive for mobile
- Simple and intuitive navigation
- Content: Awesome and useful. Accessible and appropriate for non-technical site visitors.
- Interactive Maps
- Resource library
- Cohesive branding
- Colorful, bright images and videos incorporated throughout website

Key Messages

The Texas coast provides invaluable environmental and economic benefits; however, many coastal environments and ecosystems are increasingly at risk due to rising sea levels and increased storm intensities.

- Texas coastal waters sustain freshwater, marine, and estuarine habitats that support an array of fish and wildlife, tourism, and recreation.
- Texas coast is eroding at an average rate of 4.1 feet per year. Negative effects of coastal erosion include:
 - Loss in coastal land and natural buffers can make homes and businesses more vulnerable to flooding and damages
 - Ports, roads and industrial infrastructure are at risk
 - Tourism suffers and local economies feel the impact
 - Farming and fishing industries are impacted
 - Property values decrease and homes and businesses are lost
- FEMA estimates that every dollar spent on erosion control and mitigation to preserve wetlands and other natural ecosystems, will provide a return on average of four dollars in cost-savings for the future.

Living shorelines are a form of shoreline protection that integrates natural features to provide stabilization while simultaneously preserving ecosystem functions.

- Natural alternative to hard, fixed stabilization techniques
- Allow natural process to take place in the ecosystem
- Long lifespan and greater resiliency to coastal habitat threats
- Can be designed in a variety of sizes, configurations and dimensions
- Four broad categories of living shorelines commonly used along the Texas coast include Soft Stabilization (Marsh Grass Plantings), Hybrid Stabilization (Breakwaters, Submerged Oyster Shell Beds, Reef Balls, Articulated Blocks or Mats, and Riprap), Retrofit: Soft Stabilization, and Retrofit: Hybrid Stabilization

“Hard” shoreline stabilization techniques that have traditionally been used throughout the Texas coast can have unintended negative consequences to nearby shoreline properties as well as the environment.

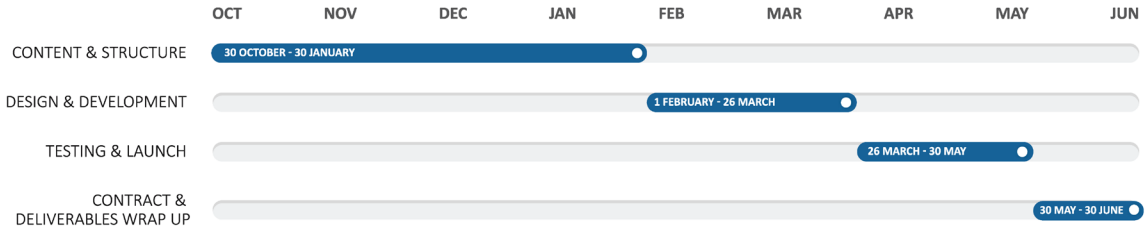
- Require more long-term maintenance
- Disrupt natural processes
- Can degrade adjacent shoreline property, harming important habitats and ecosystems
- Potential to increase erosion and flooding for downstream properties
- Susceptible to failing; average lifespan of only 15-20 years
- Expensive!

In contrast to hard structures, living shorelines provide a number of benefits to not only limit erosion but also preserve and protect the environment.

- Highly sustainable, requires minimal long-term maintenance
- Provides effective property protection from hurricanes and storm surges
- Enhances biodiversity
- Naturally restores land by trapping sediments
- Improves water quality; filters pollutants from stormwater runoff
- Absorbs the energy of waves before it reaches higher lands
- More attractive and can help sustain property values (by making shorefronts more aesthetically pleasing and stable)

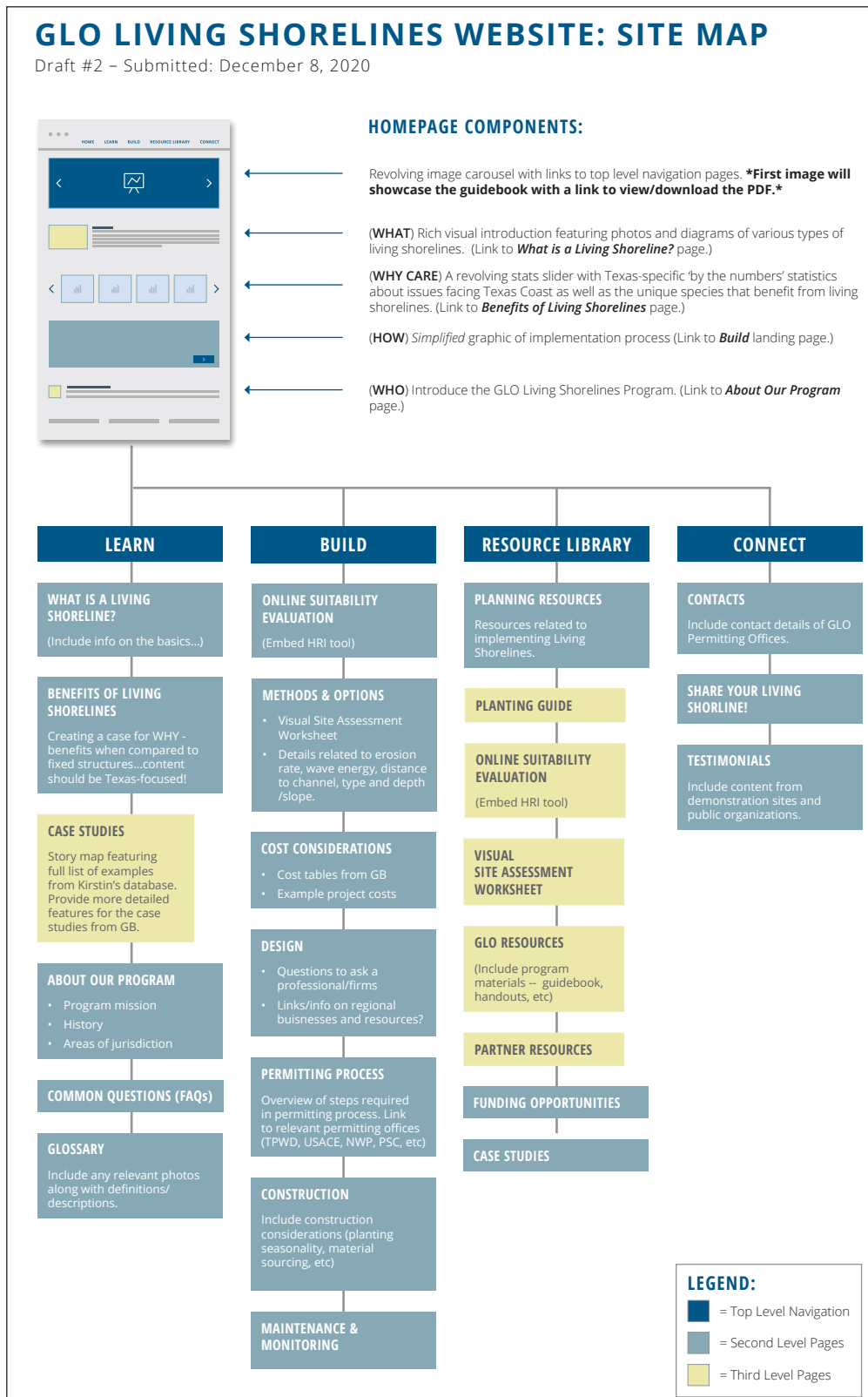
****In all content developed for the website, we will emphasize that GLO does not want to tell exactly what should be built (liability issue), but instead provide guidance that the program’s audiences can follow.***

Project Phases



APPENDIX C

Living Shorelines Website Site Map



APPENDIX D

Living Shorelines Website Usability Survey Results

Living Shorelines Survey Results

Texas Living Shorelines Internal Website Review

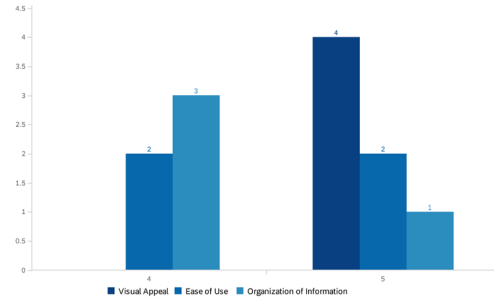
September 27, 2021 3:08 PM CDT

Q3.1 - Contact Information

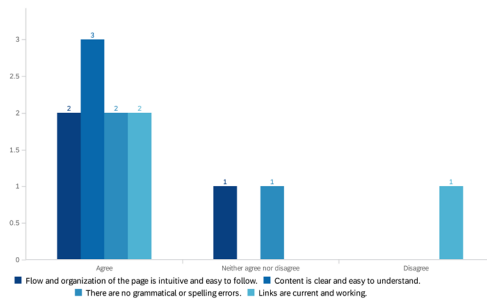
Name	Email Address	Phone Number
Joshua Oyer	joshua.oyer@glo.texas.gov	512-475-5130
Ben Wilson	ben.wilson@glo.texas.gov	5555555555
Philip Smith	psmith@galvbay.org	2813323381
Bridget Clayton	bridget.clayton@glo.texas.gov	832-665-3037

Q4.2 - How would you rate the following aspects of the home page? (1 star = Very Dissatisfi...

Q4.2 - How would you rate the following aspects of the home page? (1 star = Very D...



Q4.3 - How much do you agree or disagree with the following statements?



#	Field	Agree	Neither agree nor disagree	Disagree	Total
1	Flow and organization of the page is intuitive and easy to follow.	66.67% 2	33.33% 1	0.00% 0	3
2	Content is clear and easy to understand.	100.00% 3	0.00% 0	0.00% 0	3
3	There are no grammatical or spelling errors.	66.67% 2	33.33% 1	0.00% 0	3
4	Links are current and working.	66.67% 2	0.00% 0	33.33% 1	3

Showing rows 1 - 4 of 4

Q4.4 - Do you have any suggestions for improving home page content?

Do you have any suggestions for improving home page content?

suitability model should also be under resources drop down (not just build). When looking, I intuitively went to resources to find model link and was frustrated it wasn't there

Q4.5 - Do you have any suggestions for improving the design, flow, or visuals?

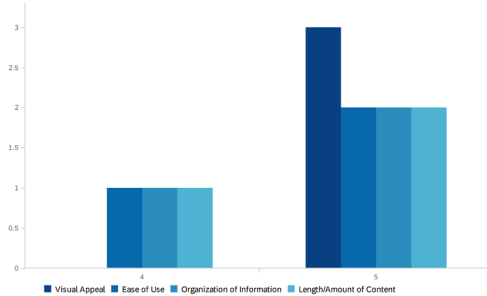
Do you have any suggestions for improving the design, flow, or visuals?

The site suitability "how to" should be linked in the body of the paragraph introducing that very tool, instead of below it.

visual. projects displayed show mainly the hard structures of a project as the marsh has not yet established. I feel the main page should show more complete projects with healthy marsh. Your audience is going to want to see complete flourishing projects, especially as first impression of LS

Home -> Economic Value of TX Coast - Link broken (link: <https://glo.texas.gov/coast/coastal-management/forms/files/cmp-biennial-report-2017-2018.pdf>)

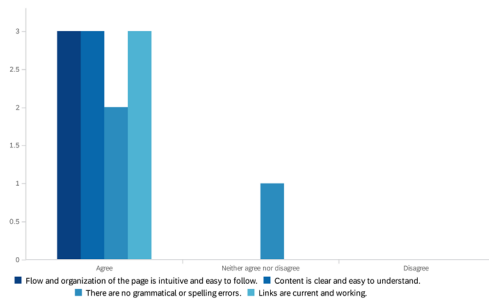
Q5.3 - Overall, how would you rate the following aspects of the "Learn" section? (1 star = Ve...



Field	4	5	Total
Visual Appeal	0%	100%	3
Ease of Use	33%	67%	3
Organization of Information	33%	67%	3
Length/Amount of Content	33%	67%	3

Showing rows 1 - 4 of 4

Q5.4 - Please open the "Learn" webpage. How much do you agree or disagree with the follo...



#	Field	Agree	Neither agree nor disagree	Disagree	Total
1	Flow and organization of the page is intuitive and easy to follow.	100.00%	0.00%	0.00%	3
2	Content is clear and easy to understand.	100.00%	0.00%	0.00%	3
3	There are no grammatical or spelling errors.	66.67%	33.33%	0.00%	3
4	Links are current and working.	100.00%	0.00%	0.00%	3

Showing rows 1 - 4 of 4

Q5.5 - Do you have any suggestions for improving the content?

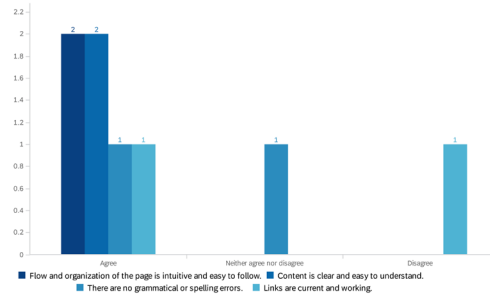
Do you have any suggestions for improving the content?

On the comparison chart, shouldn't hard structures also be highlighted as reducing storm surge and floodwaters? I know we want to encourage living shorelines, but I would say that info is misleading in this respect as hard structures definitely reduce storm surge and floodwaters.

Q5.6 - Do you have any suggestions for improving the design, flow, or visuals?

Do you have any suggestions for improving the design, flow, or visuals?

Q5.7 - Next, please open the "What is a Living Shoreline" webpage. How much do you agree...



#	Field	Agree	Neither agree nor disagree	Disagree	Total
1	Flow and organization of the page is intuitive and easy to follow.	100.00% 2	0.00% 0	0.00% 0	2
2	Content is clear and easy to understand.	100.00% 2	0.00% 0	0.00% 0	2
3	There are no grammatical or spelling errors.	50.00% 1	50.00% 1	0.00% 0	2
4	Links are current and working.	50.00% 1	0.00% 0	50.00% 1	2

Showing rows 1 - 4 of 4

Q5.8 - Do you have any suggestions for improving the content?

Do you have any suggestions for improving the content?

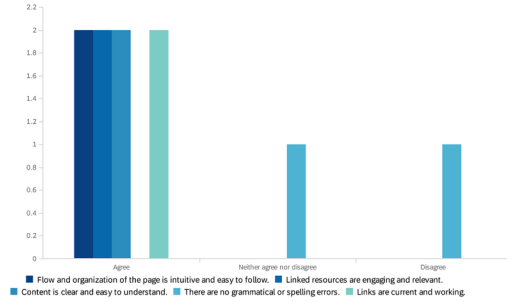
comparisons of LS vs hard structure table. Very debatable that a LS would require minimal maintenance long term. Also disagree with LS check by enhance property aesthetics. Purely subjective to the individual.

Q5.9 - Do you have any suggestions for improving the design, flow, or visuals?

Do you have any suggestions for improving the design, flow, or visuals?

Species in Focus link - Goes to ArcGIS login

Q90 - Now, please open the "Common Questions" webpage. How much do you agree or dis...



#	Field	Agree	Neither agree nor disagree	Disagree	Total
1	Flow and organization of the page is intuitive and easy to follow.	100.00% 2	0.00% 0	0.00% 0	2
2	Linked resources are engaging and relevant.	100.00% 2	0.00% 0	0.00% 0	2
3	Content is clear and easy to understand.	100.00% 2	0.00% 0	0.00% 0	2
4	There are no grammatical or spelling errors.	0.00% 0	50.00% 1	50.00% 1	2
5	Links are current and working.	100.00% 2	0.00% 0	0.00% 0	2

Showing rows 1 - 5 of 5

Q91 - Do you have any suggestions for improving the content on the common que...

Do you have any suggestions for improving the content on the common que...

Q92 - Do you have any suggestions for improving the design, flow, or visuals?

Do you have any suggestions for improving the design, flow, or visuals?

Learn -> Common Questions - Apostrophes not showing correctly

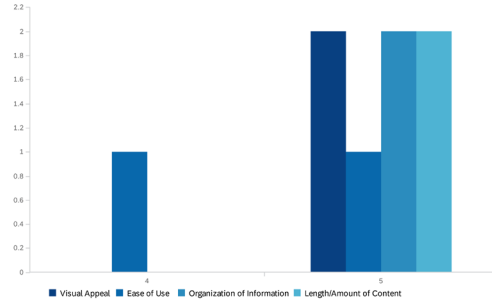
Q5.11 - Please open the "Glossary" page. Do you have any suggestions for impro...

Please open the "Glossary" page. Do you have any suggestions for impr...

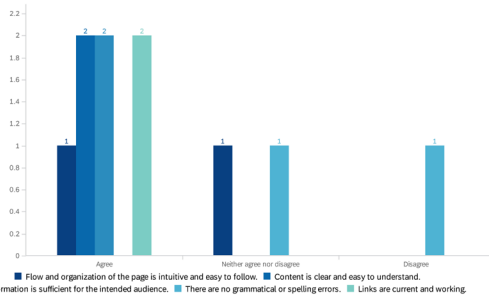
Q5.12 - Do you have any suggestions for improving the design, flow, or visuals?

Do you have any suggestions for improving the design, flow, or visuals?

Q6.3 - How would you rate the following aspects of the "Build" section? (1 star = Very Dissati...



Q6.4 - Now, please review the content and design of each webpage listed under the "Build" t...



#	Field	Agree	Neither agree nor disagree	Disagree	Total
1	Flow and organization of the page is intuitive and easy to follow.	50.00% 1	50.00% 1	0.00% 0	2
2	Content is clear and easy to understand.	100.00% 2	0.00% 0	0.00% 0	2
3	Information is sufficient for the intended audience.	100.00% 2	0.00% 0	0.00% 0	2
4	There are no grammatical or spelling errors.	0.00% 0	50.00% 1	50.00% 1	2
5	Links are current and working.	100.00% 2	0.00% 0	0.00% 0	2

Showing rows 1 - 5 of 5

Q6.5 - Do you have any suggestions for improving the content on any of the page...

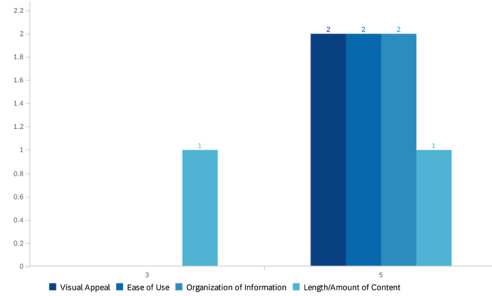
Do you have any suggestions for improving the content on any of the pages L...

Q6.6 - Do you have any suggestions for improving the design, flow, or visuals on ...

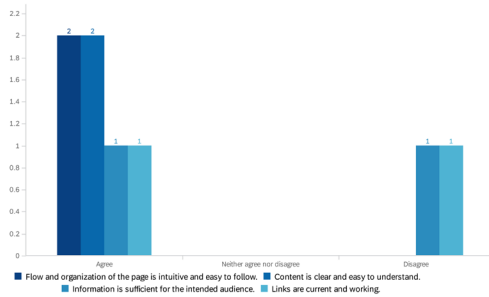
Do you have any suggestions for improving the design, flow, or visuals on a...

Build -> Step 7 - "Maintenance" (bottom of Build pg., not individual Step 7 pg.) spelled incorrectly

Q7.3 - How would you rate the following aspects of the "Resources" section? (1 star = Very ...



Q7.4 - Please read through the "Resources" landing webpage. How much do you agree or d...



#	Field	Agree	Neither agree nor disagree	Disagree	Total
1	Flow and organization of the page is intuitive and easy to follow.	100.00% 2	0.00% 0	0.00% 0	2
2	Content is clear and easy to understand.	100.00% 2	0.00% 0	0.00% 0	2
3	Information is sufficient for the intended audience.	50.00% 1	0.00% 0	50.00% 1	2
4	Links are current and working.	50.00% 1	0.00% 0	50.00% 1	2

Showing rows 1 - 4 of 4

Q7.5 - Do you have any suggestions for improving the content on the resources p...

Do you have any suggestions for improving the content on the resources page...

even though redundant, need to add link to suitability model in this tab.

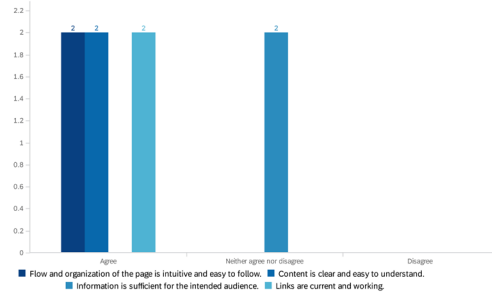
Q7.6 - Do you have any suggestions for improving the design, flow, or visuals on t...

Do you have any suggestions for improving the design, flow, or visuals on t...

see above

Resources -> Lone Star Living Shoreline Project Explorer Map link - Does not work

Q7.7 - Next, please read through the "Funding Opportunities" page and "Cost Consideration...



#	Field	Agree	Neither agree nor disagree	Disagree	Total
1	Flow and organization of the page is intuitive and easy to follow.	100.00% 2	0.00% 0	0.00% 0	2
2	Content is clear and easy to understand.	100.00% 2	0.00% 0	0.00% 0	2
3	Information is sufficient for the intended audience.	0.00% 0	100.00% 2	0.00% 0	2
4	Links are current and working.	100.00% 2	0.00% 0	0.00% 0	2

Showing rows 1 - 4 of 4

Q7.8 - Do you have any suggestions for improving the content on the Funding Op...

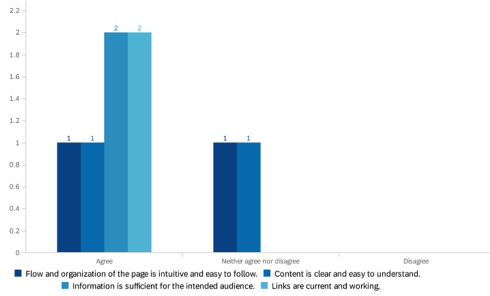
Do you have any suggestions for improving the content on the Funding Opport...

cost: some have installed price and some are just material, some are per foot. Confusing is an understatement, especially for intended audience.. Been awhile since I purchased reef balls. But I do not recall them being anywhere near \$45 per unit. Seems they were much more expensive. Would have to pull old invoices to verify..

Q7.9 - Do you have any suggestions for improving the design, flow, or visuals on t...

Do you have any suggestions for improving the design, flow, or visuals on t...

Q7.10 - Finally, please look at the "Planting Guidance" and "Case Studies" pages. How muc...



#	Field	Agree	Neither agree nor disagree	Disagree	Total
1	Flow and organization of the page is intuitive and easy to follow.	50.00% 1	50.00% 1	0.00% 0	2
2	Content is clear and easy to understand.	50.00% 1	50.00% 1	0.00% 0	2
3	Information is sufficient for the intended audience.	100.00% 2	0.00% 0	0.00% 0	2
4	Links are current and working.	100.00% 2	0.00% 0	0.00% 0	2

Showing rows 1 - 4 of 4

Q7.11 - Do you have any suggestions or additional resources that could be used t...

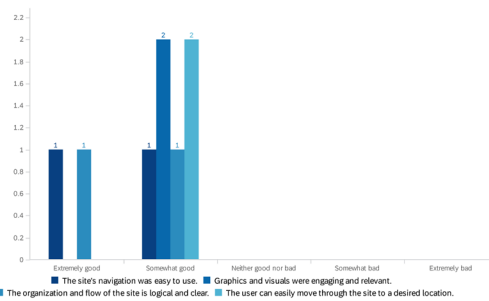
Do you have any suggestions or additional resources that could be used to l...

case study: Arturo Park example deo snot look like LS in the photos. It looks like a revetment with lawn all way to structure....

Q7.12 - Do you have any suggestions for improving the design, flow, or visuals on...

Do you have any suggestions for improving the design, flow, or visuals on t...

Q8.3 - Almost done! Now that you have reviewed all of the tabs, please answer the following...

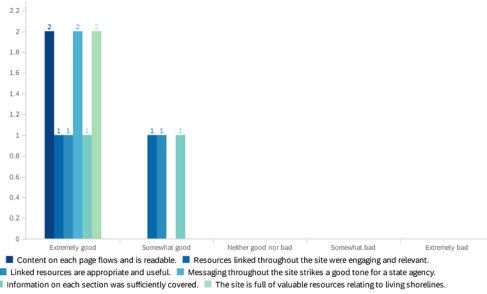


#	Field	Extremely good	Somewhat good	Neither good nor bad	Somewhat bad	Extremely bad	Total
1	The site's navigation was easy to use.	50.00% 1	50.00% 1	0.00% 0	0.00% 0	0.00% 0	2
2	Graphics and visuals were engaging and relevant.	0.00% 0	100.00% 2	0.00% 0	0.00% 0	0.00% 0	2
3	The organization and flow of the site is logical and clear.	50.00% 1	50.00% 1	0.00% 0	0.00% 0	0.00% 0	2
4	The user can easily move through the site to a desired location.	0.00% 0	100.00% 2	0.00% 0	0.00% 0	0.00% 0	2

Showing rows 1 - 4 of 4

Q8.4 - Content Please rank the following aspects of the website:

Showing rows 1 - 6 of 6



#	Field	Extremely good	Somewhat good	Neither good nor bad	Somewhat bad	Extremely bad	Total
1	Content on each page flows and is readable.	100.00% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	2
2	Resources linked throughout the site were engaging and relevant.	50.00% 1	50.00% 1	0.00% 0	0.00% 0	0.00% 0	2
3	Linked resources are appropriate and useful.	50.00% 1	50.00% 1	0.00% 0	0.00% 0	0.00% 0	2
4	Messaging throughout the site strikes a good tone for a state agency.	100.00% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	2
5	Information on each section was sufficiently covered.	50.00% 1	50.00% 1	0.00% 0	0.00% 0	0.00% 0	2
6	The site is full of valuable resources relating to living shorelines.	100.00% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	2

Q8.1 - What do you like most about the website?

Q8.2 - What do you dislike most about the website?

What do you like most about the website?

What do you dislike most about the website?

overall visually appealing, just need to update some project pictures, easy to navigate, somewhat intuitive.

Some prominently displayed visuals are project with no habitat. Need to make a better impression than that. Especially if sticking to the LS are more aesthetically appealing.

Q8.6 - Any additional feedback?

Any additional feedback?

focus visuals, especially the prominently displayed ones, on projects that have re-established habitat! Build section is a good place for pre-habitat establishment visuals, the before/after project photos are great, they show audience what project looks like initially post construction, but also shows them what the end goal visual is!

End of Report



THE MEADOWS CENTER
FOR WATER AND THE ENVIRONMENT

TEXAS STATE UNIVERSITY

601 University Drive, San Marcos Texas 78666
512.245.9200 | MeadowsCenter@txstate.edu | www.MeadowsWater.org