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EPA Classification No.: 2191.0

CIO Approval Date: 9/7/06

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*Issued by the EPA Chief Information Officer,  
Pursuant to Delegation 1-19, dated 07/07/2005*

## WEB GOVERNANCE AND MANAGEMENT

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### 1. PURPOSE

This Policy establishes that the U.S. Environmental Protection Agency will operate and maintain a public access Web site to assist in fulfilling the Agency's mission - to protect the environment and public health. The Office of Environmental Information (OEI) and the Office of Public Affairs (OPA) share responsibility for governance of EPA's public access Web site.

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### 2. SCOPE AND APPLICABILITY

This Policy applies to EPA and its public access Web site ([www.epa.gov](http://www.epa.gov)).

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### 3. AUDIENCE

The audience for this Policy includes the EPA Chief Information Officer (CIO), the Office of Public Affairs, the Office of Environmental Information, the Web Council, national content and infrastructure managers, office content and infrastructure coordinators, the Web Workgroup, and any person involved in web governance and management of the public access EPA Web sites, including contractors and grantees operating on behalf of EPA.

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### 4. BACKGROUND

EPA's Web site, [epa.gov](http://epa.gov), is the Agency's primary public interface for providing public access to environmental information. Increasingly, [epa.gov](http://epa.gov) is the interactive tool-of-choice for the delivery of Agency services to its many publics. Agency self-interest demands the design and implementation of a Web site that best facilitates the free flow of communications and information.

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### 5. AUTHORITY

[E-Government Act of 2002](#)

[OMB Circular A-130: Management of Federal Information Resources](#)

Administrator Michael Leavitt memorandum, "[Improving EPA's Web Site](#)", December 6, 2004

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### 6. POLICY

The EPA Web site is a fundamental part of every Agency program; taken together, these pages are the foundation of the Agency's environmental outreach and communication

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program. The site conveys and amplifies the Agency's mission, goals and work. It provides both opportunity and obligation to present timely information, data and interpretation to a globe-spanning audience.

The epa.gov site shall communicate the fullest array of Agency information, including: general information, program actions and activities, regulations, data, science and educational materials.

- OPA and OEI oversee the governance of epa.gov. OPA is responsible for content management and OEI is responsible for infrastructure.
  - The management of agency web resources for both content and infrastructure are designated as essential functions for the Continuity of Operations (COOP) of the Agency's mission.
  - EPA encourages aggressive use of the epa.gov Web site to allow and encourage the electronic conduct of Agency business.
  - The epa.gov site shall adhere to this policy and its subsequent procedures, standards, and guidance that encompass web governance and management.
  - EPA will adhere to Office of Management and Budget (OMB) policies for federal public Web sites.
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## 7. RELATED DOCUMENTS

EPA Web Governance [www.epa.gov/webgovernance/](http://www.epa.gov/webgovernance/)

EPA Web Guide [www.epa.gov/webguide/](http://www.epa.gov/webguide/)

EPA Web Workgroup [intranet.epa.gov/webgroup](http://intranet.epa.gov/webgroup)

Guide for Managing Federal Web Sites: Webcontent.gov <http://www.webcontent.gov>

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## 8. ROLES AND RESPONSIBILITIES

### Web site Policy Development and Approval

Web policy is developed and issued as follows:

1. The Web Council makes high-level web policy (content and infrastructure) recommendations to the Associate Administrator of OPA and the Assistant Administrator of OEI.
2. The Associate Administrator of OPA and the Assistant Administrator of OEI jointly recommend Web policy through the Quality and Information Council policy process.
3. The Quality and Information Council recommends Web policy to the Chief Information Officer.
4. The Chief Information Officer approves and issues Web policy.

OPA and OEI lead the Web Council through a National Web Content Manager and National Web Infrastructure Manager, respectively. Collaborating with the Web Council, the Web Workgroup, and other appropriate entities, OEI and OPA develop procedures, standards, and guidance (see Definitions section) for epa.gov. The Associate Administrator of OPA and the Assistant Administrator of OEI may delegate responsibilities to the Web Council and others.

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The Web Council provides representative advice for content and infrastructure to the National Web Content and Infrastructure Managers and, through them, to the Associate Administrator for OPA and the Assistant Administrator for OEI. The Web Council disseminates information from Agency leadership to the Web community.

#### Content and Infrastructure Development and Maintenance

Region and program offices provide quality content and appropriate infrastructure to communicate the Agency's work and mission, adhering to the Web governance and management policy. Region and program offices may provide additional procedures and guidance as needed to meet their respective priorities, provided they do not conflict with those that apply to the Agency as a whole.

Ultimate accountability for these Region and program areas is at the most senior level, typically at the Assistant Administrator or Regional Administrator level, who must provide sufficient resources and ensure that Web resource allocation is aligned with Agency and program priorities.

Cross-Agency collaboration, to include all program and regional offices, is the responsibility of every office.

Upon request from the Web Council, the EPA Web Workgroup provides expertise, feedback, and recommendations on Web related issues. Additionally, the Web Workgroup provides a forum where members can share knowledge about the Web.

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## **9. DEFINITIONS**

**Policy:** A high-level statement about an Agency requirement designed to influence and determine decisions, actions, and other matters. It is usually driven by statute, Executive Order, the mandate of an oversight agency or Congress, or the head of the organization.

**Procedure:** The required steps, courses of action, or processes needed to accomplish or satisfy a policy.

**Standard:** An accepted specification which defines systems, processes, methodologies, or practices. It provides a basis for assuring consistent and acceptable minimum levels of quality, performance, safety and reliability. Standards usually are included in or accompany procedures.

**Guidance:** A non-mandatory compilation of advice, examples, best practices or past experience. Guidance supplements procedures.

**Quality and Information Council (QIC):** The QIC consists of high-level managers from each Region and program office, typically at the Deputy Assistant Administrator level. The QIC's primary focus is on addressing and resolving intra-Agency cross-media, cross-program, and interdisciplinary information technology/information management and related policy issues.

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Web Council: The Web Council consists of a National Web Content Manager in OPA and a National Web Infrastructure Manager in OEI, with corresponding Content and Infrastructure Coordinators in each Region and program office. The Web Council also includes the Chair of the EPA Web Workgroup.

Web Workgroup: The Web Workgroup (WWG) is the voluntary organization for EPA's Web community. Members join without a formal nomination. The Workgroup is led by an elected Chair and Steering Committee. The Web Council also includes the Chair of the EPA Web Workgroup.

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#### 10. WAIVERS

There are no waivers from this policy. There may be waivers or exemptions for certain specifications in the procedures and standards.

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#### 11. RELATED PROCEDURES AND GUIDELINES

Related EPA policies, procedures, standards, guidance, and resources are included in the EPA Web Guide ([www.epa.gov/webguide](http://www.epa.gov/webguide)).

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#### 12. MATERIAL SUPERSEDED

EPA Order 2190.3 CHG1 External Links From the EPA Public Access Website (12/06/2004)

EPA Order 2190.4 Use of Public Access Web Servers External to [www.epa.gov](http://www.epa.gov) Web Site (04/02/2002)

EPA Order 2190.6 Web Site Management: Developmental Web Sites (05/15/2003)

EPA Order 2190.7 Web Site Management: Standard EPA "Look and Feel" (12/19/2003)

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#### 13. ADDITIONAL INFORMATION

For further information about this Policy, please contact the Office of Environmental Information, Policy and Program Management Branch in the Information Access Division.

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*Linda A. Travers, Acting Assistant Administrator  
and Chief Information Officer  
Office of Environmental Information*