



# Information Access Strategy

*Dialogue with our Stakeholders  
and  
Implementing What We Learn*



# Key Points

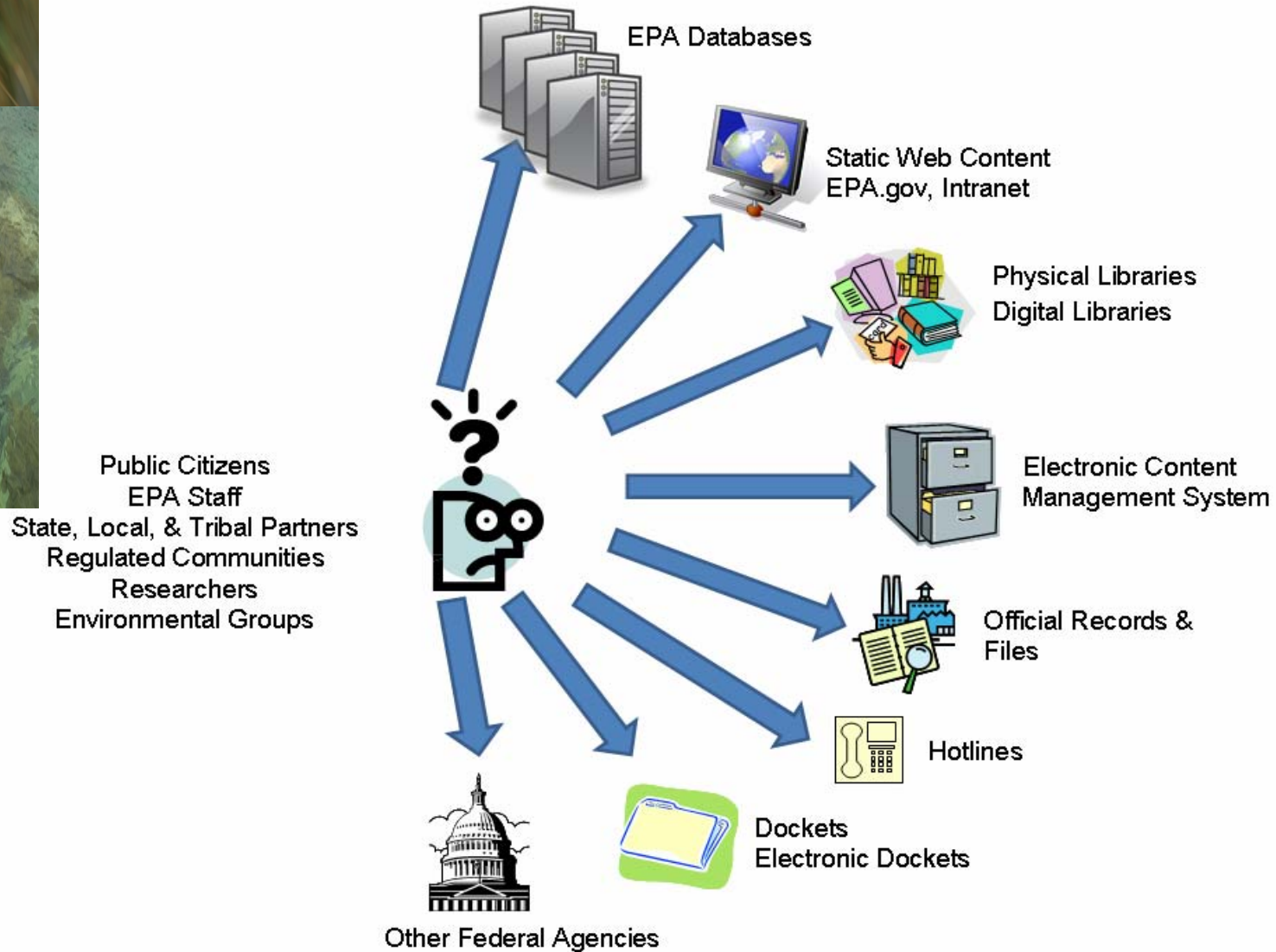
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- » What is EPA's information access effort about?
  
- » Two track action plan:
  - Track 1: Develop an Information Access Strategy
    - Based on customer assessment and outreach
  
  - Track 2: Implement as We Go
    - Make obvious improvements as we go

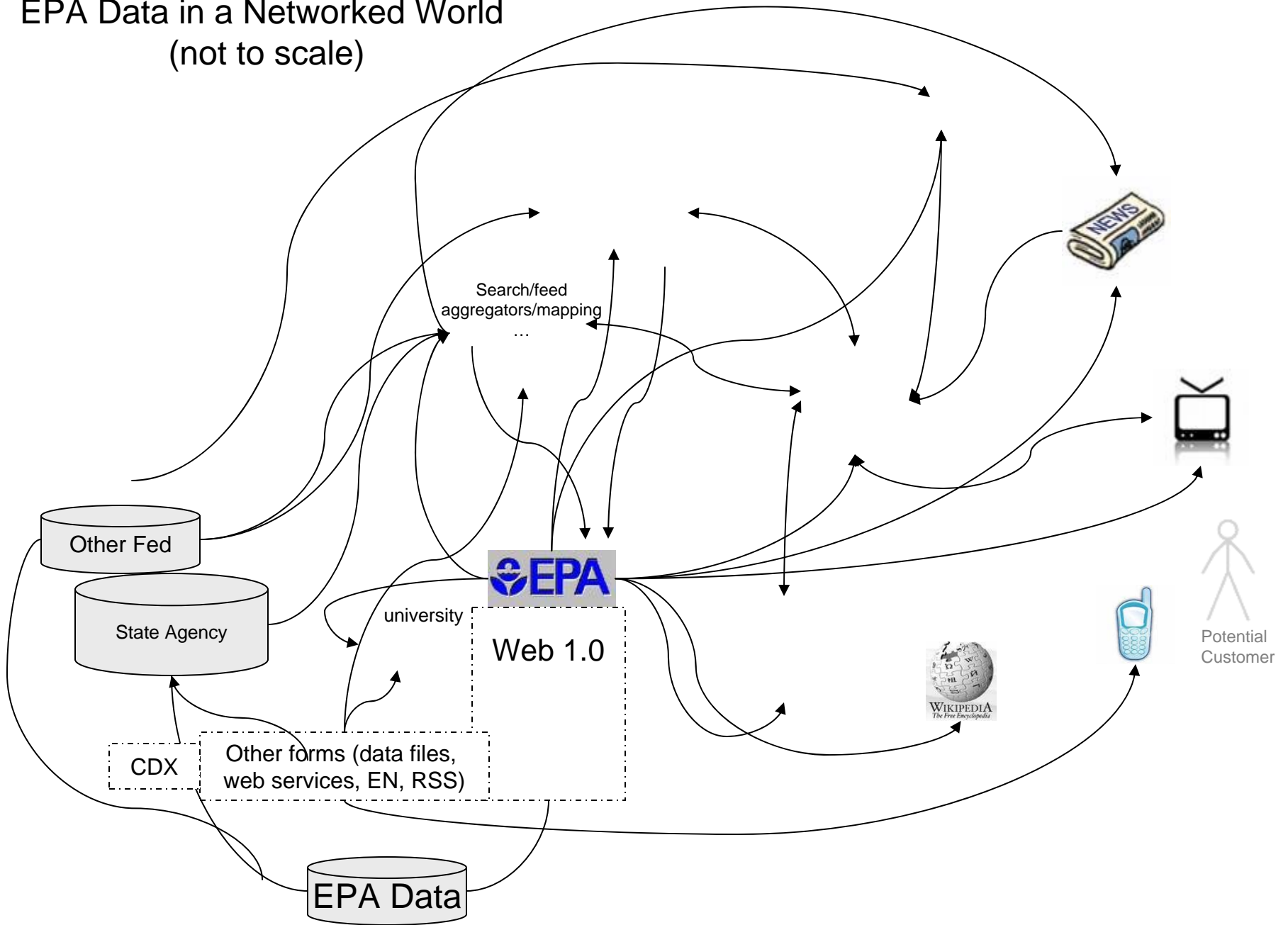


What is this effort about?

# At EPA's Front Door: Where do I go?



# EPA Data in a Networked World (not to scale)





Building a Solution:  
Information Access Strategy



# EPA Information Access Strategy

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- » Launching a strategy development to inform future direction.
- » Organize the effort into three parallel areas:
  - Outreach to our customers, experts and partners (i.e., National Dialog)
    - Online forums
    - Existing Conferences and Workshops
  - Mining and improving our customer identification/needs intelligence
  - Assessment and “implement as we go” (some at this conference) of new technologies and approaches for access/interaction
- » Goal is to have a initial findings and framework (i.e., a Strategy)





# Initial Focus on 6 key questions

(Look at “as is” and “could be” states)

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1. Who are EPA’s current and future customers for environmental information?
2. What do the customers use the information for?
  - When/how do they use the information?
3. What topics (content) are they looking for?
4. In what form do they want/need to use the information?
5. From what channels/venue do they seek the information?
6. From what sources do they now seek the information? (What is EPA’s role?)





# Who Needs To Be Involved?

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- » EPA Customers
  - Direct information consumers “customers”
  - Program office customers
- » External Intermediate Customers
  - Content aggregators/syndicates
  - Other environmental information providers
- » Current and existing partners
  - (may be included as intermediate customers)
- » Experts
  - Technology
  - Environmental Information
- » OEI staff



# Path Forward

*Next Steps for Information Access Strategy Development*

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