



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460

FEB 25 2010

THE ADMINISTRATOR

MEMORANDUM

SUBJECT: Restructuring EPA's Online Presence

TO: Deputy Administrator
Assistant Administrators
General Counsel
Inspector General
Chief Financial Officer
Chief of Staff
Associate Administrators
Regional Administrators
Deputy Assistant Administrators
Deputy Associate Administrators
Deputy Regional Administrators

EPA's Web outreach is one of our most important communications and public education tools. Every day we use EPA.gov to broadcast groundbreaking initiatives, provide citizens with vital information and engage the American people in dialogue about environmental issues in their communities. Our Web site is also our best opportunity to meet open government goals of transparency, collaboration and participation.

With a growing amount of communications taking place online, it is essential that EPA has a state-of-the-art Web site. In recent months, we have held meetings with EPA staff and leadership to identify strengths, challenges and opportunities for improvement. Those conversations have covered the difficulties of locating information among the nearly 500,000 agency pages; outlined the challenges faced in highlighting top priorities and learning the concerns of our visitors; and highlighted duplicative efforts for our Web staff and confusion for EPA.gov users, not to mention the difficulties for EPA employees who rely on the site to do their jobs.

To tackle these and other issues, I have directed the Office of Public Affairs and the Office of Environmental Information to strengthen our Web presence and streamline our site for better service. EPA.gov should be an interactive platform to engage and inform the American people. It should help us improve transparency with easy-to-access data and accessible information about events, rulemaking, and other issues. It should deliver consistent messages without duplicating efforts. Finally, through this new platform our communication online will reflect how we work: as one EPA.

OPA and OEI have taken the first planning steps in an agency-wide strategy to improve EPA.gov. Instead of operating as more than 20 separate organizations spread through programs and regional offices, we will bring all Web efforts under one umbrella. This requires us to address several broad issues, including:

- organizing information by topic, or geographical area or both;
- welcoming individuals and stakeholders from outside EPA into the conversation;
- prioritizing online investments;
- facilitating rapid Web development for emerging issues; and
- communicating to our stakeholders about these changes.

In the coming weeks, OPA and OEI will be reaching out to program and regional management to discuss and begin implementation of strategies for strengthening and streamlining EPA.gov. Please work closely with them as this process unfolds. Working together, I'm confident we can produce a world-class Web site that reflects the excellence of our EPA workforce and that truly provides one way to EPA.

A handwritten signature in black ink, appearing to read 'Lisa P. Jackson', with a stylized, flowing script.

Lisa P. Jackson