EPA IT/IM DIRECTIVE
POLICY

| **Web Governance and Management Policy** |
| Directive No: CIO 2180.2 |

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

Web Governance and Management Policy

1. PURPOSE

This Policy establishes an enterprise web governance and management framework to optimize the effectiveness of EPA's websites in supporting the Agency's mission to protect human health and the environment. The web governance and management framework consists of authorities granted to governance bodies to create procedures, standards, and guidelines necessary to establish and maintain a consistent, coordinated, compliant web presence for EPA.

2. SCOPE

This Policy applies to all EPA web content on public and internal domains and subdomains owned and operated by EPA, including web-based applications and digital services, and sites hosted by authorized third-party cloud providers. There may be additional governance requirements for applications and/or digital services. EPA web content on social media third-party websites, such as Facebook and YouTube, shall also follow the EPA Social Media Policy and applicable guidance.

3. AUDIENCE

The audience for this Policy includes the EPA Chief Information Officer (CIO), the Office of Public Affairs (OPA), the Office of Mission Support (OMS), the EPA Web Council and Intranet Council program and regional offices, and any person involved in web content management on the EPA websites, including contractors and grantees operating on behalf of EPA.

4. BACKGROUND

EPA's websites have grown to become essential to achieving the EPA's mission to protect human health and the environment. The EPA's primary website, www.epa.gov, is the Agency's preferred channel for providing public access to environmental information. www.epa.gov meets all applicable federal and EPA web standards and laws. The EPA also operates many other websites that deliver essential Agency services to various audiences. Together these websites comprise the EPA's web presence. The EPA's web governance and management framework is designed to ensure that the websites that comprise EPA's web presence are managed as an enterprise asset to present data and information in a unified voice that promotes and protects the EPA's brand as a trusted source of environmental information. This Policy supplements federal web management requirements detailed in the 21st Century Integrated Digital Experience Act and OMB M-17-06 - Policies for Federal Agency Public Websites and Digital Services.

The 21st Century Integrated Digital Experience Act, otherwise known as 21st Century IDEA, aims to improve the digital experience for government customers and reinforces existing requirements for federal public websites. The Act provides an opportunity for all EPA programs offices and regions to work together toward a common goal: making digital services better and more accessible to all users. The Act requires EPA to assess all digital services and prioritize those with the highest impact for usability improvements. The Act builds on past legislation and policy, including OMB M-17-06 - Policies for Federal Agency Public Websites and Digital Services, and provides a timeline for agencies to assess current digital footprints and determine how best to modernize the digital experience for customers.

The Clinger Cohen Act of 1996 and the Federal Information Technology Acquisition Reform Act (FITARA) of 2014 establish the Chief Information Officer (CIO) as the primary official responsible for the Agency's information resources. The EPA CIO established EPA's IT/IM Governance Framework to foster effective, fast decision-making on Agency IT/IM investments, directives and strategic direction. The Web Council and Intranet Councils operate as planning and execution units within that framework. The purpose of the Web Council and Intranet Council is to ensure the effective delivery of EPA's web content to the public and internal audiences by providing leadership to EPA's web community and stakeholders in the form of communication, governance, and guidance.

5. AUTHORITY

21st Century Integrated Digital Experience Act
(https://www.congress.gov/bill/115th-congress/house-bill/5759/text)

Office of Management and Budget (OMB) Memorandum M-17-06, "Policies for Federal Agency Public Websites and Digital Services," November 8, 2016
(https://www.whitehouse.gov/sites/whitehouse.gov/files/omb/memoranda/2017/m-17-06.pdf)

E-Government Act of 2002
(https://www.archives.gov/about/laws/egov-act-section-207.html)

Office of Management and Budget (OMB) Circular A-130: Management of Federal Information Resources
(https://obamawhitehouse.archives.gov/omb/circulars_a130_a130trans4/)

EPA Memorandum, "Improving EPA's Web Site", December 6, 2004
(https://www.epa.gov/web-policies-and-procedures/improving-epas-website-2004-memo)

EPA Memorandum, "Restructuring EPA's Online Presence" February 25, 2010
(https://www.epa.gov/web-policies-and-procedures/restructuring-epas-website-memo)

CIO Policy 2102.0, "Senior Information Officials," July 7, 2005
(https://www.epa.gov/sites/production/files/2018-05/documents/cio_2102._sio.pdf)

6. POLICY

The collection of websites owned and operated by EPA are essential to EPA's mission and is a fundamental part of every Agency program. These sites are the foundation of the Agency's environmental outreach and communication program and serve as a primary mechanism for public and internal engagement. The sites convey and amplify the Agency's mission, goals and work, and create the opportunity to securely present timely, accurate, accessible data and information to a globe- spanning audience.

It is the EPA's policy that all websites owned and operated by the Agency will be governed and managed as an enterprise asset to establish and maintain a consistent, coordinated, compliant web presence for EPA. EPA will apply consistent governance and management practices to all Agency websites to enable the communication of timely, accurate, relevant information to various audiences in a unified voice. EPA's enterprise web governance and management framework establishes specific requirements to optimize the effectiveness of websites in supporting the Agency's mission.

- All EPA websites must comply with federal and Agency web management requirements, including but not limited to, those related to security, privacy, accessibility, web standards and procedures, Agency-defined style, customer service, records management, quality, and transparency.
- OPA and OMS share responsibility for governance and management of EPA's public access websites. OPA is responsible for content management and OMS is responsible for infrastructure.
- The Web Council and Intranet Council are authorized to establish standards, procedures, and guidelines for EPA's public and internal websites, respectively. Every program office and region should be represented on each council.
- All EPA web content will adhere to this Policy and its supporting procedures, standards, and guidance.
- The management of content is the responsibility of the Assistant Administrator or Regional Administrator of each program office or region in accordance with OPA and OMS's governance directives.
- 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.

This Policy promotes the management of EPA's digital web presence as an enterprise asset to ensure that EPA provides consistent information to the American public and environmental stakeholders.

7. ROLES AND RESPONSIBILITIES

Office of Public Affairs (OPA) and the Office of Mission Support (OMS):

- Lead the Web Council and Intranet Council through a National Web Content Manager and the National Web Infrastructure Manager, respectively.

- Advise the Associate Administrator/PIO of OPA and consult with the Deputy Assistant Administrator/CIO of OMS, if needed.
- Advise the Deputy Assistant Administrator/Chief Information Officer (CIO) of OMS and consult with the Associate Administrator/PIO of OPA, if needed.
- Lead the development of procedures, standards, and guidance for the EPA web presence as co-chairs of the Web Council and Intranet Council, as well as in collaboration with other appropriate entities.

All program and regional offices: Responsible for cross-Agency collaboration through their Web Council and Intranet Council representatives, and the Web Communities of Practice, in the development and maintenance of content.

Deputy Assistant Administrator/Chief Information Officer (CIO): EPA's CIO is responsible for advancing the creation, management and use of information as a strategic resource. The CIO is also responsible for approving, signing, maintaining records, and taking other actions necessary to manage EPA Agency-wide IT/IM directives as stated in Delegation 1-19. The CIO is responsible for compliance with OMB directives and other federal web policies.

Associate Administrator/Public Information Officer (PIO): EPA's PIO manages web content on Agency-wide websites and social media. Responsible for short-and long-term strategic communications and oversight of content standards associated news media on official agency announcements, press releases and statements, speeches, Congressional and public hearing testimony, biographies of principal officers, and other documents of public interest. Coordinates the agency's external messaging during emergency response activities.

Senior Information Officers: Appoints the Web Council and Intranet Council members. SIOs may consult with communications directors and public affairs directors in making their appointments. SIOs may provide management oversight and coordination for the implementation of web directives within their offices.

Communications Directors (CDs)/Public Affairs Directors (PADs): Responsible for the implementation of web directives, resources and decisions of the Web Council and Intranet Council. The CDs/PADs work closely with their SIOs, content developers, editors-in-chief, and Web Council and Intranet members on content development and maintenance. CDs and PADs are also responsible for overall coordination of communications for an AAship or Region (respectively) and for responding to all press or media inquiries in cooperation with OPA.

Web Council and Intranet Council: Responsible for the implementation and dissemination of web directives including web procedures, web standards, and guidance. The Web Council and the Intranet Council are chaired by the National Content and Infrastructure Managers. The Councils serve as advisory bodies for technical, design and procedural issues, as well as the main contact point for day-to-day operations, communications and coordination. The Web Council and Intranet Council provide leadership to bring about improvements and foster effectiveness in web management of the following areas:

- availability, discoverability and accessibility of EPA's web content;

- uniformity of branding across all of EPA's web servers;

- information security;

- efficiencies and cost savings;

- information quality and consistency;

- compliance with federal and EPA web management requirements; and

- adoption of innovative web technologies, practices, and solutions to keep content fresh, improve communication or adapt to changing technology choices of our users.

To fulfill its purpose, the Web Council and Intranet Council perform the following functions:

- *Communication:* Promote information sharing and collaboration among all stakeholders in the EPA's web community.

- *Governance:* Establish and implement web procedures and web standards; monitor and enforce compliance with EPA and federal web management requirements.

- *Guidance:* Establish and implement web management best practices and promote training to the EPA's web community.

- *Research and Recommendations:* Help pilot, test, evaluate, and validate potential solutions related to web technology, strategic direction, best practices, cost savings, etc.

National Web Content Manager:

- Provides a vision for the communication of Agency information on www.epa.gov.

- Serves as managing editor for the Agency website.

- Coordinates closely with the National Infrastructure Manager (NIM).

- Serves with the NIM as co-chair of the Web Council and Intranet Council.

- Coordinates content reorganization across the Agency.

- Oversees the definition and implementation of Agency-wide web standards to improve the visitor experience on EPA's websites.

- Oversees development of content supporting Agency actions and announcements.

- Enhances the efficient and effective presentation of Agency information.

- Coordinates Agency web crisis communications.

- Identifies current and future content needs and priorities; develops annual plan and strategy in association with the NIM.

- Envisions and encourages new means of enhancing web communications.

- Manages the development and implementation of web content directives, including web procedures, web standards and guidance.

- Advocates for the web to senior and middle management.

- Represents EPA on interagency content management issues.

- Coordinates training for program and regional office content coordinators.

National Web Infrastructure Manager:

- Champions enterprise-wide systems and solutions to promote a unified EPA web presence.

- Oversees the definition and implementation of Agency-wide web standards to improve the visitor experience on EPA's websites.

- Coordinates web management and oversight to support website development. Assists EPA offices in understanding audiences and website usage. Provides consultation on web management best practices.

- Has the authority to identify and track compliance with web directives using Agency Web Analytics tools.

- Coordinates and consults with other federal agencies and articulates federal policies to EPA.

- Coordinates closely with the National Web Content Manager.

- Serves with the National Web Content Manager as co-chair of the Web Council and Intranet Council.

- Develops an annual web development work plan with Web Council input for OMS and OPA AAs. The plan sets forth priorities in the areas of technical infrastructure and public access needs.

- Encourages partnerships and promotes 'One Agency, One Voice.'

Editors-in-chief (EIC): Serve as the project manager and primary point of contact for all pages in an EPA topical web area (such as www.epa.gov/lead or www.epa.gov/enforcement) on EPA's website. The EIC of a web area is the overall owner of all content in that area and is responsible for maintenance.

8. RELATED INFORMATION

Related EPA policies, procedures, standards, guidance, and resources are included in the EPA Web Guide at https://www.epa.gov/web-policies-and-procedures/resources-web-policies-and-procedures.

9. DEFINITIONS

Digital Services: Digital services include the delivery of digital information (i.e., data or content) and transactional services (e.g., online forms, benefits applications) across a variety of platforms, devices, and delivery mechanisms (e.g., websites, mobile applications, and social media).

Web Application (or Web App): Software that runs on a web server which is accessed through a web browser with an active internet connection. All web applications are websites.

Web Area: A group of related content that is housed and managed under a single topic, like Lead or Enforcement. Generally, EPA web content is organized by topic, rather than by Program/Office. Each web area has an EIC who is ultimately responsible for the maintenance of the web area's content.

Web Communities of Practice: Communities composed of staff across EPA that support content creation and publication. Communities will be encouraged to engage in discussions, develop and deliver webinars, best practices, and otherwise share knowledge.

Website: A collection of web pages and related content that is identified by a common domain (or subdomain) name, published on at least one web server, and accessed through a web browser with an active internet connection.

Web Presence: The collection of all websites owned and operated by the Agency.

10. WAIVERS

There are no waivers from this Policy. There may be waivers or exemptions for certain specific procedures and standards that support this Policy.

11. MATERIAL SUPERSEDED

CIO Policy 2180.1 "Web Governance and Management," May 7, 2016.

12. CONTACTS

For further information about this Policy, please contact the Web Content Services Division, Office of Information Management, in the Office of Mission Support.

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