

## **Web Governance and Management Policy**

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### **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.

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### **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.

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### **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.

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### **4. AUTHORITY**

Office of Management and Budget (OMB) Memorandum M-23-22, "Delivering a Digital-First Public Experience", September 22, 2023, <https://www.whitehouse.gov/wp-content/uploads/2023/09/M-23-22-Delivering-a-Digital-First-Public-Experience.pdf>

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

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/](https://obamawhitehouse.archives.gov/omb/circulars_a130_a130trans4/)

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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 Website" April 15, 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](https://www.epa.gov/sites/production/files/2018-05/documents/cio_2102_sio.pdf)

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## **5. POLICY**

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.

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 also create the opportunity to securely present timely, accurate, accessible data and information to a globe- spanning audience.

- All EPA websites must comply with federal and Agency web management requirements, including but not limited to, those related to digital experience, 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 Web Directives (e.g., standards and 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.

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## 6. 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:

- digital experience, availability, discoverability and accessibility of EPA's web content;
- uniformity of branding across all of EPA's websites
- 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 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 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](http://www.epa.gov/lead) or [www.epa.gov/enforcement](http://www.epa.gov/enforcement)). The EIC of a web area is the overall lead of all content in that area.

**System or Application Owner:** Responsible for maintaining federal compliance of the infrastructure that supports a web application and its functions.

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**7. RELATED INFORMATION**

[Web Content Review Procedure](#), CIO 2180-P-06.1

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Directive No: CIO 2180.3

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*Issued by the EPA Chief Information Officer,  
Pursuant to Delegation 1-19*

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## 8. DEFINITIONS

**Digital Services:** Transactional service (e.g., online form, account management tool) or an informational service that is delivered over the internet across a variety of platforms, devices, and delivery mechanisms (e.g., mobile applications, text/SMS).

**Web Application (or Web App):** Software program that is accessible using a web browser.

**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:** Group of globally accessible interlinked web pages under a unique host name that is accessible using a web browser.

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

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## 9. WAIVERS

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

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## 10. DIRECTIVE(S) SUPERSEDED

CIO Policy 2180.2 "Web Governance and Management," December 16, 2020.

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## 11. CONTACTS

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

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***Vaughn Noga, Chief Information Officer and Deputy Assistant Administrator  
for Information Technology and Information Management***

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