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

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DEPUTY ADMINISTRATOR

MEMORANDUM

SUBJECT: Fully Implementing One EPA Web

FROM: Bob Perciasepe

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

The U.S. Environmental Protection Agency's website is a key vehicle for communicating with the public and with other stakeholders, and it is an important tool for advancing our mission to protect human health and the environment. We want to ensure that the EPA's communications efforts reflect our commitment to working as One EPA.

The current website is full of good information, but we must transform it to take advantage of best practices and new approaches. We want to make sure website visitors can more easily accomplish their tasks, including conducting business with the EPA, and use mobile devices to do so.

During the past two years, the Office of External Affairs and Environmental Education and the Office of Environmental Information have been working with many of you to test new content strategies, launch Google as our search engine and develop a new web-content publishing system. You have rebuilt Web content around more than 20 high-profile topics and are currently working on 30 more. This is an excellent start, but we still have hundreds of topics to address.

It is now time to use what we have learned and fully implement our One EPA Web. I ask you to work within your organizations and collaborate with colleagues throughout the EPA to transform the entire website by September 30, 2014.

I certainly recognize the magnitude of this task. To help you succeed, I have asked OEAEE and OEI to provide the tools and guidance you need to focus your work on the most highly valued and frequently accessed information. Content that is rarely seen will not need to be transformed, but instead will be archived by September 30, 2014.

Completing this high-priority work might require revising your Web-publishing priorities, and you might need to find new ways to accomplish some goals. For example, you might use agency-level social

media instead of your own channels. You also might need to postpone new online initiatives until this critical work is complete. Please keep in mind that your commitment to this work will significantly improve our ability to offer high-quality environmental information to our website visitors.

The newly established Web Executive Board, co-chaired by our OEAEE colleague Roxanne Smith and our OEI colleague Arnold E. Layne, and the Web Council can assist as you accomplish this important task. I ask that you work under their leadership and take the following initial steps to get us to our goal:

1) Appoint your new Web Council members, as per the Web governance structure, by December 14, 2012.
2) Create a plan for the topics you will transform in FY2013 and FY2014. Please prioritize your efforts in FY2013 on those topics with the greatest interest and visibility to the public. FY2013 Web-content plans are due by January 7, 2013.

If you have questions or require additional information, please contact the One EPA Web National Program Managers Jeffrey Levy in OEAEE at (202) 564-9727 or Jonda Byrd in OEI at (513) 569-7183.

cc: Administrator
Deputy Assistant Administrators
Deputy Associate Administrators
Deputy Regional Administrators
Senior Advisors
Web Executive Board
Senior Information Officials
Public Affairs Directors
Communications Directors
Web Council