



Open Government and EPA



Lisa Schlosser

Director, Office of Information Collection, OEI

John Moses

Dir., Collection Strategies Division, OIC, OEI

Steve Young

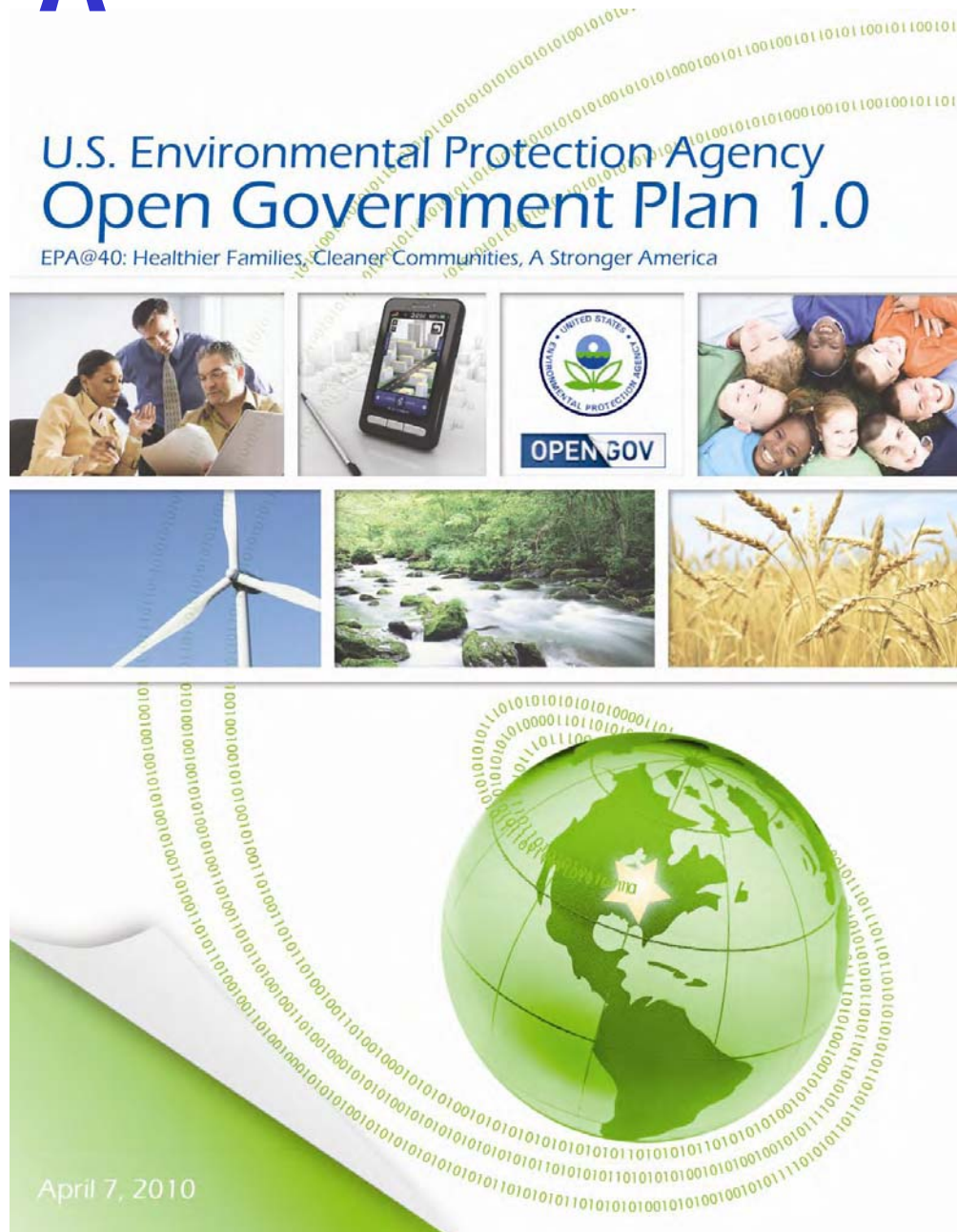
Associate Director, Office of Information Access
and Analysis, OEI

Vince Allen

Data Architect,
Office of Water

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OEI Symposium

For Conference Purposes Only





Agenda



- **Overview of Open Govt at EPA**
- **Strategic Data Action Plan**
- **Flagship Initiative: Urban Waters**
- **Questions for the Panel**



Open Govt – Laying the Groundwork



the WHITE HOUSE PRESIDENT BARACK OBAMA

the BRIEFING ROOM the AGENDA the ADMINISTRATION

MEMORANDUM FOR THE HEADS OF EXECUTIVE DEPARTMENTS AND AGENCIES

SUBJECT: Transparency and Open Government

Government should be transparent. Transparency promotes accountability and provides information for citizens about what their Government is doing. Information maintained by the Federal Government is a national asset. My Administration will take appropriate action, consistent with law and policy, to disclose information rapidly in forms that the public can readily find and use. Executive departments and agencies should harness new technologies to put information about their operations and decisions online and readily available to the public. Executive departments and agencies should also solicit public feedback to identify information of greatest use to the public.

**“Information
maintained by the
Federal Government is
a national asset.”**

President Obama January 21, 2009



Open Govt Principles



Open Government Directive (December 8, 2009) and OMB Federal Spending Data Quality Guidance (February 5, 2010) implement principles set forth in the President's Memorandum on Transparency and Open Government (January 21, 2009)

- **Transparency – provide access to information & tools**
 - Share information and data with public on government activities, programs, operations to promote accountability
- **Participation – engage the public in government activities**
 - Seek public input and involvement to contribute ideas and expertise
- **Collaboration – work together to create new solutions**
 - Encourage partnerships and cooperation across all levels of Government and with private institutions to improve government effectiveness



EPA Open Govt Governance



EPA Administrator and Deputy Administrator

Open Government Executive Steering Committee
Executives - Meet periodically to review, oversee and approve Open Government activities

Management Workgroup
Meet weekly to develop and coordinate OG activities

Project Teams
Work with Programs / Regions to develop Web site, provide High Value data to data.gov, develop Plan

Quality Plan Workgroup
Develop federal spending Quality Plan

• **Representatives from:** OAR, OARM, OCFO, OECA, ORD, OSCPP, OSWER, OW, OPEI, OPA, Region 2 (representing all regions)
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EPA Open Govt Activities



- **January 3** **Establish Open Gov Workgroup**
- **January 22** **Publish at least 3 high-value data sets**
 - TOXCAST Phase 1 data (ORD)
 - Chesapeake Bay water quality data set (Regions 2 and 3)
 - TRI Chemical Hazard Information Profiles (OEI)
 - FY2009 New Enforcement Mapping Tool (OECA)
- **January 22** **Designate high-level senior office for spending information**
- **February 5** **Create Open Gov't Web page**
- **April 7** **Publish EPA Open Gov't Plan**
- **April 23** **Self-Assess Open Gov't Plan**
- **Ongoing** **Implement and report progress**



– continuing

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EPA Open Gov't Web Page and Public Input portal



EPA United States Environmental Protection Agency

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ALL EPA THIS AREA Advanced Search SEARCH

Open Government

BP OIL SPILL In the Gulf of Mexico

- > View EPA data
- > Ask a question or send a comment
- > Submit a technology solution

Transparency · Participation · Collaboration

Open Government Plan

- Read the plan and comment in our open discussion forum.
- View the 53 page 2.67M PDF version (about PDF) of the entire plan.
- View the Open Government Timeline.
- View our Flagship Initiative Projects
- View our Self Evaluation 3pp., 67K PDF (about PDF)

The Open Government Directive lays out the Obama Administration plan for breaking down long-standing barriers between the federal government and you. We are taking immediate, specific steps to open our doors and data by:

- publishing government information online,
- improving the quality of government information,
- creating and institutionalizing a culture of open government, and
- creating an enabling policy framework for open government.

We're **evaluating our progress** in meeting our open government goals.

EPA: A Culture of Innovations

Upcoming/Recent Innovations

- EPA's open government plan released - PDF

SPOTLIGHT INNOVATION: Faces of the Grassroots: Environmental Justice Video Contest Finalist Announced!



FACES OF THE GRASSROOTS Environmental Justice Video Contest

We sponsored an environmental justice video contest that challenged amateur and professional filmmakers to create videos that captured the faces of the environmental justice movement. The **Faces of the Grassroots** contest was an opportunity to publicly exhibit creativity, environmental justice stories, and connect with others working to raise awareness of the movement. [More information.](#)

The success of our environmental efforts depends on earning and maintaining the trust of the public we serve. The American people will not trust us to protect their health or their environment if they do not trust us to be transparent and inclusive in our decision-making. To earn this trust, we must conduct business with the public openly and fairly.... In short, we will let more sunlight into our Agency.

-- Administrator Lisa P. Jackson in an April 2009 memo to EPA employees



OPEN GOV WHITEHOUSE.GOV/OPEN

Senior Officials Leading EPA's OpenGov Efforts

- Barbara Bennett, Chief Financial Officer - leading quality of government spending information
- Linda Travers - Deputy Chief Information Officer - leading the open government working group

FOIA and Records Management

- Submit a request
- Check the status of your request
- Visit the FOIA Reading Rooms
- Read the Annual FOIA Reports
- Learn about EPA's Record Management Program

Stay Connected

Talk to us using social media sites.

- Facebook
- Twitter
- News Feeds
- Greenversations Blog

The screenshot shows the 'OpenEPA SHARE YOUR IDEAS' portal. It features a search bar, a list of ideas with categories like 'Transparency', 'Participation', and 'Innovation', and a sidebar with 'Most Recent' and 'Most Popular' filters. A prominent message reads: 'SHARE. DISCUSS. VOTE. Give us your Ideas on Open Government at EPA' with buttons for 'Share an Idea' and 'Discuss & Vote on Ideas'.

<openepa.ideascale.com>



EPA Open Govt Plan



- Organized into four major sections (*Transparency, Participation, Collaboration, and Flagships*)
 - Describes EPA's long history of openness
 - Cites new innovative efforts
- EPA identified three themes for its Flagship Initiative to demonstrate the breadth & depth of its commitment (*each theme contains multiple Program/Regional projects*)
 1. Expanding the Environmental Conversation with Communities
 2. Expanding Public Awareness and Involvement in the Development of Regulations
 3. EPA Mobile Applications to Empower Citizens' Environmental Decisions
- External groups rated EPA's Open Govt Plan as the 2nd highest of 28 agencies



Strategic Data Action Plan



Transparency – EPA's Strategic Data Action Plan



- **Goal:** Increase transparency through systematic management and distribution of information
- **How**
 - Institutionalize Open Government Directive requirements via governance, processes, technologies etc.
 - Streamline and accelerate the processes



Strategic Data Action Plan



- Next Steps:
 - Identify program contacts from each program to contribute policy ideas and propose data holdings
 - Develop a project plan to define scope and schedule
 - Establish an internal data set dashboard
 - Draft the plan, review/iterate, and finalize



Populating Data.gov



- **Objective:** Keep EPA's data on Data.gov current, pertinent and responsive to public requests as appropriate
- **Commitment:** Identify and post a minimum of five new high value data sets by Q₄ 2010 and five more by Q₄ 2011.
- **Data to be prioritized based on:**
 - Support for Agency's strategic goals and priorities
 - Responsiveness to the public's requests and feedback
 - Enabling third-party innovation by establishing best data practices such as linked open data
- **Data sources to consider:**
 - Video contest: ask the public to help identify what other data sets are of interest and demo good mashups
 - CDX data flows, ICRs
 - Follow suggestions from Data.gov, IdeaScale, etc.,



Implementing Flagships Office of Water Approach



EPA Flagship Selection Criteria



- Degree to which the Flagship supports Open Gov't principles
- Alignment to Agency Strategic goals and Administrator's priorities
- Anticipated degree of impact and benefits
- Feasibility and likelihood of success
- Transformative value



Why Urban Waters?



- Strongly supports Open Gov't Principles
(Transparency, Participation, and Collaboration)
- Alignment to several Agency Strategic goals
- Strong Alignment to Administrator's priorities
 - ✓ Protecting America's Waters
"We will work with states to develop nutrient limits and *launch an Urban Waters initiative.*"
 - ✓ Expanding the Conversation on Environmentalism and Working for Environmental Justice
"We are building strong working relationships with tribes, communities of color, economically distressed cities and towns, young people and others, but this is just a start."



Urban Waters Which Flagship Theme?



The screenshot shows the EPA website's 'Open Government' section. The main heading is 'Expanding the Environmental Conversation with Communities'. Below the heading is a paragraph explaining the project's goals. There are three sub-sections: 'Overview of Projects:', 'Urban Waters', 'Improve Communication of Sampling and Testing Results', and 'Improve Delivery of Information to At-Risk and Remote Communities'. A fourth section, 'Faces of the Grassroots Video Contest', is partially visible at the bottom. The left sidebar contains a navigation menu with items like 'Open Government Home', 'Evaluating Our Progress', 'EPA Innovations', 'Open Government Plan and Discussion', 'Flagship Initiative: Community Engagement', and 'Open Government Timeline'. The top navigation bar includes 'ALL EPA', 'THIS AREA', and a search box.

Open Government [Contact Us](#) [Share](#)

You are here: [EPA Home](#) » [Open Government](#) » [Flagship Initiative](#) » Expanding the Environmental Conversation with Communities

Expanding the Environmental Conversation with Communities

At EPA, we want to reach out to specific communities to provide them environmental information impacting them and their community. We also want to hear their concerns, involve them in the decision making process, and promote a new way of doing business. This project supports all three open principles, with a particular emphasis on Participation. The activities within this project support four of our five strategic goals within EPA's Strategic Plan and 2 of the 3 cross-goal strategies.

Overview of Projects:

Urban Waters: We are leading a federal interagency working group focused on helping communities get educated and involved in local decision making that impacts urban waters. EPA will develop new Web 2.0 tools for community-to-community information sharing, reach out to non-digital audiences, and provide technical assistance to communities.

Improve Communication of Sampling and Testing Results: EPA is developing a new communication methodology to use with the public when contamination is found in their communities. The new methodology will simplify scientific language, provide communities with visual illustrations and clear explanations of contamination levels and associated risks, and recommend actions that community members should take to protect themselves.

Improve Delivery of Information to At-Risk and Remote Communities: We are connecting with communities historically underrepresented in EPA decision making, to enhance their abilities to be informed and meaningfully participate in EPA decisions about land cleanup, emergency preparedness and response, and the management of hazardous substances and waste. A national EPA work group will evaluate how information is provided and make recommendations to improve our processes. The group will focus on electronic access and the digital divide, and ways to provide technical information so that it is clear, accessible and timely for use by affected communities.

Faces of the Grassroots Video Contest: We are sponsoring a video contest asking the public to highlight an environmental justice activity, issue or topic. Submissions via YouTube of public service announcements or short documentaries may be used in future outreach and education.



What does OG mean for Urban Waters?



- Milestones aggregated across multiple projects under each of the Flagship themes
- Examples of Flagship Milestones
 - Support the development of 3 new Web 2.0 technologies by 2010/Q3
 - Considering using IdeaScale as a platform to assist UW with public engagement via the web
 - 2 new outreach events by 2010/Q4
 - UW will play a key part in meeting this milestone, several events already scheduled
 - Post and maintain Web pages for flagship projects via EPA OG homepage (June/2010)
 - Coordinate UW content/message via EPA OG homepage



Strategic Recommendations



- Document your Stakeholders and their needs (focus on public)
- Determine how you will communicate with each stakeholder (frequency/method)
 - Who, When, How
 - Technology and Non-IT methods
 - How we will identify affected and interested parties, engage them and maintain a dialogue
- Document metrics for Outreach Events in support of OMB OG reporting
 - Targeted Community of Interest
 - Type of Event, Number of participants
 - Approach, Messaging, Benefits, Lessons Learned



Culture Change That "We All" Must Embrace



- 1 Transparency – provide access to information & tools**
 - Share information and data with *(Each Other)* on *(Program Office)* activities, programs, operations to promote accountability
- 2 Participation – engage *(Each Other)* in *(Program Office)* activities**
 - Seek *(Program Office)* input and involvement to contribute ideas and expertise
- 3 Collaboration – work together to create new solutions**
 - Encourage partnerships and cooperation across all levels of *(EPA)* and with private institutions to improve *(Agency)* effectiveness



Closing



- **Questions for the Panel**