Exchange Network Governance Activity Summary

June 2013

CONTENTS

This summary details the month's activities of the Exchange Network Governance: the Exchange Network Leadership Council (ENLC) and Network Technology Board (NTB). It also contains information related to other Governance-sponsored activities this month (i.e., Integrated Project Team meetings, Open Calls, and Regional and National meetings). For more information on EN Governance, please visit: http://www.exchangenetwork.net/about/network-management/

Exchange Network Leadership Council

The ENLC convenes a call every sixth Thursday from 3:00-4:30pm ET. There was no call in June.

The ENLC and the NTB held a joint meeting on June 19-20, 2013, in Washington, D.C.

June 19-20, 2013

PARTICIPANTS:

Andrew Battin (ENLC Co-Chair), Andy Putnam (ENLC Co-Chair), Connie Dwyer (NTB Co-Chair), Roy Walker (NTB Co-Chair), Vince Allen, Michael Beaulac, Wendy Blake-Coleman, Ken Blumberg, Gray Brooks, Dennis Burling, Joe Carioti, Chris Clark, Eric Cleckler, Ann Codrington, Tim Crawford, L.A. Darnell, John Dombrowski, Kristen Durance, Dave Emme, Phani Eturu, Ron Evans, Greg Fabian, Sheila Frace, Chuck Freeman, Lee Garrigan, Frank Harjo, John Harman, April Hathcoat, Roger Howard, Sarita Hoyt, Jonathan Jacobson, Michael Kenyon, Alison Kittle, Lee Kyle, Mike Matsko, Greg McNelly, Mary Montoya, Mary Beth Parisi, Megan Parker, David Parrish, Darcy Peth, Victoria Phillips, Michael Plastino, Kurt Rakouskas, Chris Simmers, David Smith, Bryanna Vaughan, Thomas Waller, Chet Wayland, and Rob Willis

SUMMARY:

Welcome and Introductions

ENLC Co-Chairs Andy Putnam and Andy Battin, and NTB Co-Chairs Roy Walker, and Connie Dwyer welcomed meeting participants. The priorities for the meeting include kicking off the new EN Governance structure, planning implementation of Phase 2, and focusing on the EN connection to E-Enterprise. This was the first face-to-face meeting since the restructuring of EN Governance.

Phase 1 to Phase 2 Transition and EN Governance Charter

The purpose of this session was to wrap up Phase 1 of the EN, provide Governance with an overview of Phase 2, review the new EN Governance Charter, and discuss the ENLC and NTB roles and responsibilities. Kurt Rakouskas, in conjunction with members of the ENLC, presented on the 10 National System Flows to wrap up Phase 1. Andy Putnam presented an overview of the EN's Phase 2 Implementation Plan. Participants discussed each goal in the Plan.

Future Discussion Topics:
- Beach Notification data may be a potential opportunity area for publishing.
- While Governance will not be monitoring the 10 National System Flows as closely as during Phase 1, they will still be looking for opportunities to improve the usability and efficiency of the flows, make them more publishing oriented, and make enhancements during system modernizations or changes in reporting requirements.
- The ENLC, with the EN Coordinating Team, will manage the number and scope of EN-related IPTs and determine reporting relationships to the ENLC or NTB during the chartering process.

Actions:
- Sheila Frace and Vince Allen will raise the idea of publishing opportunities for Beach Notification data with Michael Shapiro and the Office of Water Senior Information Officer.
- Kurt Rakouskas will follow up on a FRS outbound services issue from the EPA system to determine if it has been resolved, and if not, what the EN can do to help resolve it.
- The EN Coordinating Team will create Standard Operating Procedures (SOP) for IPTs that define roles, responsibilities, process expectations, and Charter requirements for creating IPTs. The SOP will reflect the different types of IPTs that may be created. Once drafted, the SOP will be reviewed by the ENLC.
- Kurt Rakouskas will update language in the ENLC/NTB Charter to reflect that decisions will be made first by consensus and then, if necessary, by voting.
- The NTB will schedule meetings more frequently than outlined in the Charter language (at least every two months) given the likely workload of the group.

E-Enterprise and the EPA E-Reporting Policy

Participants discussed the ECOS-EPA E-Enterprise for the Environment (E-Enterprise) project and its connection to the EN. Several members of the ENLC and NTB who are also involved with E-Enterprise presented on the status of E-Enterprise and its teams, including the Business Case Team, the Blueprint Team, and the Governance Team.

Future Discussion Topics:
- The EPA E-Reporting Policy discussion was postponed to a future ENLC call.
- The ENLC and NTB will continue to discuss connections between E-Enterprise and the EN pertaining to the governance structure, technology, use and management of resources, communications, and other issues.

Action:
- Victoria Phillips will share information from the Massachusetts ROI study of their enterprise environmental information system.

Phase 2 – Goal 3: Better Data Access for Better Decisions

The purpose of this session was to review Goal 3 of the Phase 2 Implementation Plan and begin discussing specific activities that the ENLC and NTB can undertake to meet this Goal. Goal 3 focuses on improved data access. Its four strategies are:
1. Convene Teams to Develop Data Sharing Solutions That Serve the Needs of EN Partners and Consumers;
2. Document Business Requirements and Build Publishing Services;
3. Assist Partners in Implementing and Maintaining Publishing Services; and
4. Support the Development of Tools that Promote Easier Discovery, Integration, and Use of Environmental Data.

Kurt Rakouskas provided an overview of the goal, how it fits into the history and future of the EN, and how it aligns with other priorities and initiatives, including the recent Executive Order "Making Open and Machine Readable the New Default for Government Information," which was distributed to the ENLC and NTB prior to the meeting. Kurt noted that one of the challenges with this Goal is that the potential scope is quite vast. The ENLC and NTB will need to understand the demand and specific use cases for data, incentivize data sharing, and determine priorities.

Gray Brooks, the Senior API Strategist at the General Services Administration (GSA), discussed Application Programming Interfaces (APIs) and their use in other Federal agencies. Brooks also discussed the Federal Open Data Policy and ways in which APIs can help agencies meet the information needs of their stakeholders. This information will be useful in shaping an EN API standard and strategy to meet Goal 3's objectives. Brooks highlighted several other Federal agencies with model APIs including the Department of Labor, Census Bureau, and the Department of Health and Human Services.

Tim Crawford and Wendy Blake-Coleman, of EPA OEI, presented on the Federal Open Data Policy and EPA's Draft Environmental Information Management Policy (EIMP). They described EPA's efforts to comply with the Open Data Policy including the Agency deadlines and responsibilities as well as the EIMP and minimum metadata standards.

Participants expressed a desire to define the EN broadly as a community for promoting access to environmental information through practical application of appropriate standards, services, and technologies. The Network should not necessarily bind itself to a particular technology. Instead, Governance should help Partners understand their technology options and help them make choices about how best to offer web services for environmental data. The NTB should continue to build on its guidance for creating REST-based web services and consider other elements that may be required for setting EN API standards and promoting their usage through an API strategy.

Future Discussion Topics:
- The NTB will discuss the components of EN API standards and a strategy for promoting their usage.
- The NTB and ENLC will discuss the potential implications of broad-based API adoption for data quality, ownership, and privacy.

Actions:
- The NTB will review the REST guidelines and add any necessary components to make the document a "RESTful API Standard" for the EN.
- Chuck Freeman, Phani Eturu, and Eric Clecker will discuss how the CROMERR services might help automate a state e-DMR service.
- The NTB will discuss the need for integrating richer metadata into EN schemas and data flows and make recommendations to the ENLC.
- The ENLC will determine how the EN should address the question of data ownership and accountability.
- The EN Coordinating Team will work with the ENLC to identify the best opportunities for ENLC sponsorship of IPTs that will build web services for environmental data.

Phase 2 – Goal 2: Connecting with the Network Community

Phase 2 Implementation Plan Goal 2 has three strategies:
1. Create Relationships with New Partners and Consumers that Will Broaden the Network Community and Expand Information Sharing;
2. Create an Outreach and Marketing Strategy to Increase the Network's Relevance, Value, and Support among Partners and Consumers; and
3. Strengthen Partnerships with Tribes and Identify Opportunities for Increased Participation.

The ENLC and NTB discussed communications-related activities. Mike Beaulac gave a status update on the work of the Communications IPT, which the ENLC has tasked with completing an EN Outreach and Marketing Plan. This Plan will focus on communications and outreach strategies and activities to strengthen linkages with existing and potential

audiences for the EN. Participants discussed the link between the Communications IPT and the E-Enterprise Communications Team and how to more actively connect their work. Kurt Rakouskas discussed the potential for outreach to groups such as the National Tribal Operations Committee (NTOC) as a way to increase Tribal awareness and participation in the EN. Participants also discussed EN2014, which will be held February 25-27, 2014 in Philadelphia.

Actions:
- The ENLC will review the Communications and Marketing Plan once it has been completed. The IPT will update the ENLC on progress and raise any issues they may encounter.
- Mike Matsko will send Mike Beaulac the contact information for the lead data staff person at the New Jersey Department of Health as a potential representative of an interested audience for EN data.
- Ken Blumberg and Mike Beaulac will coordinate further to connect the work of the EN Communications IPT and the E-Enterprise Communications Team.
- Kurt Rakouskas will work with the Tribal Governance Group (TGG) to investigate outreach opportunities with the National Tribal Operations Committee and/or Regional Tribal Operations Committee.
- On behalf of the ENLC, Greg McNelly will invite Bob Perciasepe to deliver the Keynote at EN2014.

Phase 2 – Goal 1: New National System Data Flows

Phase 2 Implementation Plan Goal 1's five strategies are:
1. Manage the Improvement of Existing Data Flows to Improve Usability, Efficiency, and Consistency with the Network Vision;
2. Develop New National Data Flows that Serve the Needs of All Network Users;
3. Participate in efforts to improve the electronic collection and management of environmental data;
4. Track and Adopt New Technologies and Processes that will Benefit and Protect Partners; and
5. Increase Partners' Technical Capacity to Implement, Operate, and Maintain Exchange Network Tools and Services.

During this session, the ENLC and NTB learned about and discussed the status of existing and new national system data flows, supporting the strategies of Goal 1. EPA's Office of Ground Water and Drinking Water provided a status update on the SDWIS NextGen process and the Compliance and Monitoring Data Portal. EPA's Office of Enforcement and Compliance Assurance (OECA) provided a status update on the effort to modernize the Air Facility System (AFS). AFS data will be migrated into ICIS-Air, the new repository for air facility information. OECA plans to complete the migration and turn AFS off by September 2014.

Future Discussion Topics:
- Development status of SDWIS NextGen and input from EN Partners on data exchange issues.
- ICIS-Air IPT progress and any necessary inputs from the ENLC or NTB, including data exchange review.
- Aligning grant priorities with system modernizations and new EN data flows to ensure funds for Partners are made available when they are needed.
- SDWIS NextGen and ICIS-Air have scheduled completion dates of September 2014; the EPA program offices will need to work closely with Partners to ensure that these schedules can be met. The ENLC will monitor these developments closely to determine how the EN may be able to help mitigate the potential impacts to Partners.
- Communication mechanisms to ensure that both IT and programmatic staff in States are aware of planned EPA system modernizations or changes.

Actions:
- The ENLC will work with EPA programs to create a high-level schedule of planned EPA system modernizations so that grant program opportunities can be better aligned to support the resource needs of impacted Partners.
- The EN Coordinating Team will coordinate with OGWDW to ensure EN representation on the SDWIS NextGen Workgroups.

- John Dombrowski will work with the EN Coordinating Team to determine the availability of potential resources to fund development of ICIS-Air plugins that can help States meet the projected AFS modernization schedule.
- Mary Beth Parisi, Chet Wayland, Ron Evans, John Dombrowski, Kurt Rakouskas, and Megan Parker will discuss Ohio's concerns with CEDRI and any action needed by Governance.
- An EN Alert informing Partners about opportunities to participate in the ICIS-Air IPT will be sent out.
- ENLC and NTB members will send comments on the draft ICIS-Air IPT Charter to Alison Kittle by mid-July.

Phase 2 – Goal 4: EN Funding and Resources

Phase 2 Implementation Plan Goal 4's three strategies are:
1. Secure Resources for Near-term Investment in Phase 2 Priorities;
2. Develop a Comprehensive Grants Strategy Aimed at Effectively Targeting Available Funding; and
3. Cultivate Long-term Sources of Funding to Assure the Sustainability of the Network.

Jonathan Jacobson, EPA OEI, discussed the FY2013 Grant Awards and FY2014 Grant Solicitation Notice. FY2013 was the first year that the grant priorities reflected the transition to Phase 2 with an emphasis on publishing, applications that integrate publishing services, virtual node services, shared CROMERR services, and data sharing among partners. For the FY2014 solicitation, OEI instituted several new eligibility criteria to ensure that grantees are fully ready and focused. These criteria include a limit on the number of active grants by an applicant and a penalty for excessive unspent balances (unliquidated obligations) on existing grants. OEI also increased the funding ceiling back to $300,000 for individual awards and $500,000 for partnership grants. In 2013, OEI received 56 applications, requesting $14,554,962 (37 State submissions, 17 Tribal submissions, and 2 Territory submissions). After scoring and ranking the eligible applications, OEI selected 36 applications for awards totaling $8,728,009. Letters have been sent out and OGD has started making awards. OEI anticipates making 4 or 5 additional awards with additional funds from closed grants.

OEI is drafting the FY2014 Grant Solicitation Notice and will hold a stakeholder call in July with the final Notice posted in early September. OEI will be hold four webinars to increase eligible applications and reduce consistent weaknesses in applications. These webinars will cover new additions to the Solicitation Notice, threshold eligibility criteria, evaluation criteria, application requirements, common mistakes to avoid, and an opportunity for questions. Priorities for FY2014 reflect the focus on Phase 2, but include funds for those Partners who are catching up with Phase 1 priority flows. The Solicitation will include three tiers again with Phase 2 projects appearing in the first tier.

Mike Kenyon, EPA Region 1, discussed unliquidated obligations (ULOs) and the EN grant program as well as news from the Regions. The EN grant program has had great success with reducing ULOs recently. Older grants are now at about 4%, whereas they were at about 9% in the past. The EN grant program has been noted as one of the best programs at tracking ULOs. Setting correct and timely priorities is an important component to ensure grantees are able to successfully minimize ULOs.

Future Discussion Topics:
- The NTB will discuss the possibility of identifying demand for centralized services and making recommendations about which would be useful and appropriate for to develop.
- The NTB will look into mobile application platform standards and/or a larger mobile communications strategy.
- Coordinate and evaluate the lessons learned and best practices from the disparate tablet and mobile application pilots that EPA, EPA Regions, and States have completed.

Actions:
- Jonathan Jacobson will incorporate ENLC priorities into the EN Grant Solicitation, as possible and appropriate.
- Dwane Young will send Jonathan Jacobson information on EPA OW's investigation into publishing data from sensors, which has the potential for a common schema and model across programs.

IPTs and Other Updates

Ron Evans, EPA Office of Air and Radiation, discussed conducting an ROI study of the EN, based on the 2006 study and using Massachusetts' recent ROI work and materials. One of the actions under Goal 4 is to review the 2006 ROI to determine what could be reused and expanded.

Chuck Freeman, EPA OEI, provided an update on the Shared CROMERR Services IPT and Virtual Node IPT, which are now both in pilot phases and will be developing product Implementation Kits.

Future Discussion Topics:
- The ENLC will discuss performing an updated ROI.
- Dates for the next ENLC Meeting.

Actions:
- The next phase of the CROMERR IPT will consider sustainable funding models for shared CROMERR services.
- The EN Coordinating Team will determine dates for an upcoming NTB Meeting.
- The ENLC will receive Greenhouse Gas IPT and Drinking Water IPT updates on a future call.

Next Call: July 11, 2013

For more information on the ENLC, please visit: http://www.exchangenetwork.net/enlc.

Network Technology Board

Starting July 17, the NTB will convene a call every third Wednesday from 1:00-2:30pm ET.

The ENLC and the NTB held a joint meeting on June 19-20, 2013, in Washington, D.C.

Next Call: July 17, 2013

For more information on the NTB, please visit: http://www.exchangenetwork.net/ntb.

Shared CROMERR Services IPT

The Shared CROMERR Services IPT is on hiatus until August 2013. The IPT will reconvene to discuss the toolkit developed by EPA and streamlining of CROMERR approval processes. Interested IPT volunteers should contact Kristen Durance at kdurance [at] rossstrategic.com.

For more information on the Shared CROMERR Services IPT, please visit: http://www.exchangenetwork.net/shared-cromerr-services-ipt/.

Compliance and Emissions Data Reporting Interface (CEDRI) IPT

The CEDRI IPT convenes a call every other Tuesday from 2:00-3:00pm ET.

June 11, 2013

SUMMARY:

Review of IPT Participant Responses

The IPT reviewed the feedback that IPT participants provided on notification and review of submissions.

June 25, 2013

SUMMARY:

Review of IPT participant responses

The IPT reviewed the feedback that IPT participants provided on accessing and reviewing reports in CEDRI.

Next Call: July 9, 2013

Communications and Marketing IPT

The Communications and Marketing IPT convenes a call every other Thursday from 2:30-4:00pm ET. The IPT conducted its kickoff call on June 13.

June 13, 2013

ACTION ITEMS:
- IPT members should contact the Co-Chairs with any ideas or suggestions for the IPT process, including any materials that would help them be most prepared for upcoming discussions.
- During the next call, the IPT will discuss obstacles to overcome, and define stakeholders.

SUMMARY:

Introductions and IPT Charter

Co-Chairs Virginia Thompson and Mike Beaulac welcomed the IPT members. The Co-Chairs provided a walk-through of the IPT Charter. The IPT's main task will be to create an Exchange Network Communications and Marketing Plan. The IPT will not be responsible for implementing the Plan. They encouraged IPT members to reach out to any subject matter experts they know who could informally participate in this process. The IPT will conclude its work this Fall.

Phase 2

Kurt Rakouskas presented an overview of the EN Phase 2 Implementation Plan, which raises several questions that this IPT can answer, including, "Who should we be talking with?," "What stories can we share with them to convey the EN value," and What are the best ways to tell those stories?" Goal 2 of Implementation Plan calls on the EN to:
- Create relationships with new Partners and consumers that will broaden the Network community and expand information sharing, and
- Create an Outreach and Marketing Strategy to increase the Network's relevance, value, and support among Partners and consumers.

IPT Path Forward and Discussion

Jacque Moore and Lauren Banks outlined the steps the IPT will take to draft the Communications and Marketing Plan:
- Establish communications and groundwork
- Define stakeholders
- Analyze communications and develop contact approach
- Assess brand and make improvements
- Discuss timeline, milestones, and resources
- Establish communications metrics

To begin, the IPT will list goals, objectives, and obstacles to overcome. Well-established goals and objectives will form the foundation of the Plan.

Discussion of IPT Goals

Communications goals are the desired results of a communications engagement that are achieved through objectives. The IPT brainstormed the following goals for the IPT:
- Promote the value of the EN to specific audiences in order to help them access information and data analysis tools to satisfy their business needs.
- Understand potential EN Partners' business needs and what data they may be interested in.
- Develop messages that are easy to understand for non-traditional Partners.
- Help the EN become the go-to source among target audiences.
- Generate awareness of EN among new and potential Partners.
- Highlight continued activity and growth.
- Establish the EN brand.

Discussion of IPT Objective

Objectives are distinct from goals in that they are "S.M.A.R.T." (Specific, Measurable, Relevant and Time-bound). The IPT brainstormed the following objectives for the IPT:
- Increase partnership outreach by certain percentage within a set timeframe (e.g., to Tribes, universities, government agencies, nonprofits, etc.).
- Gain a better understanding of data use among stakeholders.
- Establish ways to define successful outreach (e.g., people becoming users of EN data, people using data in decision-making, etc.).
- Increase the relevance and value of the EN.

June 27, 2013

ACTION ITEMS:
- The Co-Chairs and IPT members will review the goals, objectives, and obstacles, and provide input into revising them prior to the next call.
- During the July 18 call, the IPT will discuss target audiences.
- The Co-Chairs will discuss options for online hosting of IPT materials. Ross Strategic will research options.
- IPT members will review the 2006 EN Communications Plan and identify sections that are still relevant.

SUMMARY:

E-Enterprise and Communications

Mike Beaulac provided a brief introduction to E-Enterprise and its communications component. E-Enterprise expands electronic reporting to a broader level, and is a joint effort between EPA and ECOS to take advantage of advanced technologies to improve services to the regulated community and the public. The E-Enterprise effort is building on a partnership with the EN, with the EN at the heart of this joint effort. Going forward, Mike will sit in on E-Enterprise communications meetings as often as feasible, and will provide updates to the IPT.

Communications Goals and Objectives

The IPT continued its discussion of communications goals and objectives, and revised them as follows:

Goals:
- Goal 1: Develop and deploy communications and marketing products to help the Exchange Network become increasingly relevant and valuable among communities of Partners and consumers.
- Goal 2: Utilize communications and marketing tools so that the Exchange Network becomes the "go-to" source for environmental data among Partners and consumers.

Objectives:
- Gain a better understanding of data use and needs among stakeholders within the first year of communications implementation.
- Identify and increase awareness of the EN among, new and potential Partners within the first year of communications implementation.
- Increase the Network's relevance, value, and support among current Partners and consumers within the first two years of communications implementation.
- Create relationships with and outreach to new Partners and consumers that will broaden the Network community and expand information sharing within the first three years of communications implementation.
- Develop and deploy communications products through consistent branding and messaging to promote the EN as an increasingly relevant and valuable tool.
- Develop and deploy communications tools and messages that use a plain-language approach to provide an unintimidating, approachable venue for Partners to access and share data.

Communications Obstacles

The IPT identified the following obstacles:
- The conflict of interest between consumers and submitters of data.
- The need to make the EN as approachable and understandable as possible.
- Not only reaching less-served audiences, such as Tribes, but convincing them to use the EN.
- The need to incentivize data-sharing such that there is some benefit to making data available.
- The EN does not create data, so, we are promoting something that is very abstract: the sharing of data using standardized tools and approaches.
- The EN has traditionally been described in technical jargon that some audiences find unapproachable.
- Inconsistent messaging or branding between the EN Partners.
- Ensuring that the IPT stays focused on high-priority audiences given its limited resources, using existing connections among the IPT members and current Partners to reach out to these potential audiences.
- The number of stakeholders for the EN could be overwhelming, and it could be impossible to engage with all of them. Communications efforts could be watered down by an attempt to connect with everyone.

Next Call: July 18, 2013

For more information on the Communications and Marketing IPT, please visit:
http://www.exchangenetwork.net/communications-and-marketing-ipt/.

ICIS-Air Electronic Data Transfer (EDT) IPT

EPA has launched an effort to modernize the Air Facility System (AFS) by incorporating it into the Integrated Compliance Information System (ICIS). The new ICIS-Air will be completed by September 2014. Work has started on designing the systems for users who will enter data directly into the ICIS-Air website and for users who will transfer data from their own system to ICIS-Air. Planning to move existing data from legacy AFS into ICIS-Air is also underway.

The ICIS–Air Electronic Data Transfer (EDT) IPT will develop a flow of Clean Air Act compliance and enforcement data from States, Territories, Tribes, and local Partners to EPA's ICIS-Air system. The IPT will provide oversight to the design, development, testing, and implementation of the ICIS-Air data exchange.

The IPT will be Co-Chaired by Alison Kittle, U.S. EPA, and Eddie Terrill, Oklahoma DEQ.

The IPT will hold a Kickoff call on July 18 from 11:00am-12:00pm ET.

Next Call: July 18, 2013

For more information in the ICIS-Air EDT IPT, please visit: http://www.exchangenetwork.net/edt-ipt.