CERP Guidance Memorandum

South Florida Water Management District – Jacksonville District, U.S. Army Corps Of Engineers

CGM NUMBER-REVISION: 006.02

EFFECTIVE DATE:

CATEGORY: Web Management

SUBJECT: CERP Public Web Site - Use, Policy and Guidance

1. Purpose

   This memorandum establishes protocols for the management and administration of the public information website herein referred to as *"CERP Public Web"*. The purpose is to define roles, responsibilities and processes necessary for the successful management of the *CERP Public Web*. This protocol will change based on evolving programmatic requirements, information, technologies and site usage.

2. Background

   The CERP Master Program Management Plan, was signed in August 2000. Vol. I – Management Processes Comprehensive Everglades Restoration Plan, Appendix F, paragraph 5.2, *Public Information* subsequently specified:

   "Internet Web Site - In order to facilitate communication between team members and to provide the public with information about the program and specific projects, a new web site for the Comprehensive Plan will be established (see Shared Data and Information Network in Volume I, Section 2.2.1.1 of this document.) This web site will be updated and maintained to provide both technical and program information to team members and the public. The web site will include information on the Comprehensive Plan as well as information on specific projects and activities."

   In 2001, the CESAJ IM and SFWMD IT staffs initiated the creation of a public information website. This website was created in support of the Outreach Program. The domain name www.evergladesplan.org was obtained for this purpose.

This document provides working level guidance to assist Project Delivery Teams in the implementation of the Comprehensive Everglades Restoration Plan (CERP) program executed between the South Florida Water Management District and the U.S. Army Corps of Engineers. The guidance does not constitute policy for either agency nor does it create authority beyond that granted to any agency member carrying out their duties. Guidance reflecting agency policy on subjects listed in the guidance memoranda section of the programmatic regulations for CERP will be issued when the final programmatic regulations are adopted, using the process stated in the regulations.

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3. Applicability

The *CERP Public Web* is defined as the official public World Wide Web site for implementation of the Comprehensive Everglades Restoration Plan (CERP). The *CERP Public Web* shall serve to promote the concepts, principles and goals of the Comprehensive Everglades Restoration Plan. The *CERP Public Web* shall provide a mechanism for sharing information specific to the implementation of CERP. It should be viewed as an opportunity for Program and Project Managers, Study Team Leaders, RECOVER Groups and Teams, and Outreach Specialists to fulfill the requirement to share programmatic, project and study information with project delivery teams (PDT) in addition to those outside the PDT.

All content described or contained on the *CERP Public Web* shall be directly related to planned and/or ongoing CERP programmatic and project activities. The *CERP Public Web* shall not serve as an advancement opportunity for commercial interests or for any entities not involved in promoting and executing the CERP program. The *CERP Public Web* will not provide links to sites providing content or promoting issues inconsistent with the CERP Public Outreach Management Plan. Content provided through the *CERP Public Web* will conform to the overall site theme. The *CERP Public Web* will not duplicate content published on other agency webs except in specific instances where deemed necessary and appropriate to fully support the CERP program. Where judgment is required with respect to whether any item or link should be conveyed by the *CERP Public Web*, CERP Outreach directives will govern.

4. Processes

Content Change Request: *Content Owners* shall coordinate their requests directly with the *Web Content Manager.* This is required to ensure overall consistency of presentation and ensure proper coordination of changes. Failure to do so may cause delays in meeting customer needs. Excluded from this requirement are content changes managed through a content management tool.

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Quality Assurance: The *Content Owners* shall ensure that the request has been completed satisfactorily by verifying the completed work once published. Close coordination between the *Content Owners* and the *Web Content Manager* is required to ensure that the presentation is consistent with the *Content Owners* intent.

Content Management Tools: Content management tools will be utilized when appropriate to enhance content management, improve timeliness of postings, and promote distribution of content management responsibilities. Tools may include the ability to manage, post, and edit specific content areas through the use of administrative web browser forms. The *Web Content Manager* shall manage administration of content ownerships.

Public Feedback: A contact point shall be provided on the *CERP Public Web* so that the general public may provide feedback and comments.

5. Responsibilities. To address the operational aspects of the Everglades Web, the following <u>roles and responsibilities</u> have been established:

5.1. Administration of Web Content

Web Oversight: The responsibility of maintaining the *CERP Public Web* is shared between the U.S. Army Corps of Engineers (USACE) and the South Florida Water Management District (SFWMD). The function of the *Web Oversight* group is to work with CERP leadership to identify site objectives to ensure program objectives are fulfilled. One person from each respective organization is appointed to the group. The designees shall coordinate with the Design Coordination Team (DCT) and the *Technology Management Board*. This role also coordinates with the *Web Content Manager*, *Web Oversight*, and *Content Owners* as a point of contact for general content policy questions.

Public Communications Liaison: The *Public Communications Liaison* is a single point of contact for telephone and email inquiries addressed to the *CERP Public Web*. This role is responsible for ensuring that communications are delivered to the appropriate person.

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Content Owners: *Content Owners* provide oversight for a specific section of content within the *CERP Public Web*. They are the owners of the information and are responsible for all aspects of the content in their designated area. *Content Owners* such as Project Managers, Outreach, and CERP contractors deliver the content changes to the *Web Content Manager* in the proper format and with proper metadata as dictated by the *Web Content Manager*. The *Web Content Manager* will be responsible for the actual updating of the site. Some content areas are managed by content management tools / web applications. These tools are made available to the *Content Owners* for updating the site and the *Content Manager* is not directly involved. These tools are approved by the *Content Manager* and permit automated management of structured content areas.

5.2. Administration of Web Servers

Technology Management Board: The *Technology Management Board* is responsible for the daily technical leadership and management of the site. The board coordinates with the appropriate technical personnel, *Web Oversight*, and content management members to enhance and improve existing data management tools and technologies to support the Everglades program. The board is composed of both USACE and SFWMD representatives. The designees shall coordinate with the corresponding agencies' Chief Information Officers.

Website Administrator: The *Website Administrator* has general technical responsibility for the site. This role is provided as a single point of technical contact and general knowledge for issues pertaining to the site. The *Website Administrator* coordinates with the *Technology Management Board* and identifies appropriate personnel on the technical team to address specific issues.

Web Content Manager: The *Web Content Manager* serves as the technical point of contact for content on the site. This role is responsible for managing the content presentation to ensure that it meets appropriate guidelines and for coordinating with designated *Content Owners* to edit existing content, build new content or website sections, and to post documents. This role ensures the

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consistency and continuity of the overall web appearance, content and structure. This role performs its duties by coordinating and managing content change requests from the *Content Owners* and by managing the release of the content to the site. The *Web Content Manager* is not responsible for the accuracy and truthfulness of the content but only manages the release and display of the content.

Web Designer: The *Web Designer* is a technical resource for content editing. The function of this role is to work with the *Content Manager, Application Technical Contacts*, and *Content Owners* in creating web content with considerations for interaction, aesthetics, and usability. This role performs daily web editing and HTML coding, art design and direction, page layout, image creation as well as the creation of multimedia documents such as animations, audio and video files.

Infrastructure Liaison: The *Infrastructure Liaison* is a single point of contact for communications with the infrastructure group. The infrastructure group monitors server integrity and/or status and coordinates with appropriate technical staff to resolve operational issues. The infrastructure is also responsible for backups, server integrity, and server connectivity and communications.

Application Technical Contact: The *Application Technical Contact* is responsible for the technical development of an application on the site. An application is a grouping of pages that has a single purpose and strong cohesion. This role is responsible for gathering appropriate technical talent to address any development issues concerning their application. The application owner is also responsible for working with the *Web Content Manager* to ensure that all standards and guidelines concerning the site are met.

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APPROVALS:
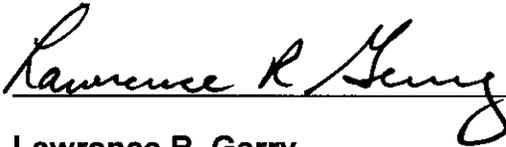
Lawrence R. Gerry
Director, Ecosystem Restoration Department
South Florida Water Management District

DATE: 12/17/07
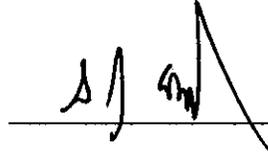
Stuart J. Appelbaum
CERP Program Manager
U.S. Army Corps of Engineers

DATE: 12/13/07

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Evergladesplan.org Content Owner Liaison List

updated: 29 Aug 2007

General Tab

	Content Owner Liaison	Phone	E-mail
Homepage & What's New	Erica Robbins	561-472-8893	Erica.A.Robbins@saj02.usace.army.mil
About Restoration	Erica Robbins	561-472-8893	Erica.A.Robbins@saj02.usace.army.mil
News & Events	Erica Robbins	561-472-8893	Erica.A.Robbins@saj02.usace.army.mil
Facts & Information	Erica Robbins	561-472-8893	Erica.A.Robbins@saj02.usace.army.mil
Learn & Teach	Erica Robbins	561-472-8893	Erica.A.Robbins@saj02.usace.army.mil
Get Involved	Erica Robbins	561-472-8893	Erica.A.Robbins@saj02.usace.army.mil
Calendar Administration	Christine Kilger	561-750-5181	Ckilger@aol.com

Programs Tab

	Content Owner Liaison	Phone	E-mail
Program Management	Frank Grant	904-232-2186	Frank.J.Grant@saj02.usace.army.mil
Program Guidance & Documents	Frank Grant	904-232-2186	Frank.J.Grant@saj02.usace.army.mil
RECOVER	Michelle Boudreaux	904-232-3970	Michelle.Boudreaux@saj02.usace.army.mil

Projects Tab

	Content Owner Liaison	Phone	E-mail
Projects	Erica Robbins	561-472-8893	Erica.A.Robbins@saj02.usace.army.mil
Feasibility Studies	Erica Robbins	561-472-8893	Erica.A.Robbins@saj02.usace.army.mil
Public Meetings	Frank Grant	904-232-2186	Frank.J.Grant@saj02.usace.army.mil
Other CERP Projects	Erica Robbins	561-472-8893	Erica.A.Robbins@saj02.usace.army.mil