

Exhibit 300: Capital Asset Summary

Part I: Summary Information And Justification (All Capital Assets)

Section A: Overview & Summary Information

Date Investment First Submitted: 2011-02-28
Date of Last Change to Activities: 2012-05-31
Investment Auto Submission Date: 2012-02-22
Date of Last Investment Detail Update: 2012-02-22
Date of Last Exhibit 300A Update: 2012-02-22
Date of Last Revision: 2012-07-30

Agency: 023 - General Services Administration **Bureau:** 30 - General Activities

Investment Part Code: 01

Investment Category: 48 - Multi-agency collaboration

1. Name of this Investment: USA.gov Citizen Services

2. Unique Investment Identifier (UII): 023-000004070

Section B: Investment Detail

- 1. Provide a brief summary of the investment, including a brief description of the related benefit to the mission delivery and management support areas, and the primary beneficiary(ies) of the investment. Include an explanation of any dependencies between this investment and other investments.**

Rated #1 by the Brookings Institution as the most effective federal Web site at using interactive features to engage the public & provide services. (Aug. 28, 2008). In 2007 USA.gov Citizen Services was highlighted by Time Magazine as one of the top "25 Web Sites We Can't Live Without" & PC Magazine's Top 100 Classic Web Sites. USA.gov Citizen Services was awarded the "Oscar" of good govt, the Innovations in American Govt Award, bestowed by Harvard University and the Ford Foundation in cooperation w/ the Council on Excellence in Govt. USA.gov was featured in "Visionaries", a television show produced by the PBS in 2004. USA.gov has continued to receive awards and recognition from various organizations specializing in analysis of web sites. See <http://www.usa.gov/About/Awards.shtml> for a history of awards. In 1999, GSA began work on WebGov a gateway to the US Govt. The President announced in June 2000 that a portal, named FirstGov.gov (later renamed USA.gov) would be developed and launched in 90 days. GSA recruited the Presidents Mgmt Council & the CIO Council to sponsor the initiative with donations from 22 agencies & provided members to a new cross-agency board. USA.gov Citizen Services (formerly FirstGov.gov) was launched on September 22, 2000 & became the first & only official U.S. portal to the Federal government, with links to both State & Local governments. USA.gov Citizen Services now offers easy, secure access to a range of reliable government information & services previously unavailable from a single location. Its search

technology allows instant public access to thousands of federal websites and millions of govt. web pages, many of which were not accessible to public search. The site has been endorsed by the E-Gov Act as the Federal govt's primary portal for citizen access to information and is a focus of OMB's Office of E-Government & Information Technology. The hosting infrastructure presents the content web pages to the public & posts the results of the queries from the public processed by the search infrastructure. The search services consolidate information from Federal, state, local, tribal, & territorial web sites into a centralized index.

2. How does this investment close in part or in whole any identified performance gap in support of the mission delivery and management support areas? Include an assessment of the program impact if this investment isn't fully funded.

USA.gov is the official web portal of the United States government. It is designed to improve the public's interaction with the U.S. government by quickly directing website visitors to the services or information they are seeking, and by inviting the public to share ideas to improve government. USA.gov links to every federal agency and to state, local, and tribal governments, and is the most comprehensive site in and about the U.S. government. While the primary target audience of USA.gov is the American public, about 25 percent of USA.gov's visitors come from outside the United States.

3. Provide a list of this investment's accomplishments in the prior year (PY), including projects or useful components/project segments completed, new functionality added, or operational efficiency achieved.

a) Consolidate [pueblo.gsa.gov](#) and [info.gov](#) into USA.gov and [GobiernoUSA.gov](#) b) Added speech recognition capability c) Introduced SMS text functionality d) Added polling and feedback comments features to enhance citizen engagement e) Added trending search word capability to display common search terms and click to results f) Launched a Spanish mobile site ([m.GobiernoUSA.gov](#)) and mobile apps gallery g) Added Spanish FAQs h) Modernized online catalogue ordering capability (shopping cart) i) Significantly increased site usage and enhanced the quality of customer experience: j) Grew Search.com affiliate program by 39%, to 400 websites k) Reduced Search.usa.gov's average response time by 50% l) Launched [howto.gov](#) m) Launched Dear Abby handled 67%(?) increase in traffic from previous year n) Terminate jroller blog ([govgab.gov](#)) o) Assumed responsibility for data.gov hosting contract p) Completed migration of all outstanding functions to Cloud q) Initiated infrastructure.

4. Provide a list of planned accomplishments for current year (CY) and budget year (BY).

CY2012 Planned Accomplishments: a) Modernize infrastructure in accordance with cloud computing requirements b) Expand functionality, content, and traffic capacity of [m.usa.gov](#) which is currently increasing by over 100% each month c) Redesign [Kids.gov](#) to focus on children's education and engagement with safe, free information. d) Increase awareness and use of USA.gov and [GobiernoUSA.gov](#) by key word advertising, etc. e) Add real-time customer-satisfaction, qualitative feedback mechanisms to USA.gov and [GobiernoUSA.gov](#). f) Incorporate multimedia into USA.gov and [GobiernoUSA.gov](#) to help complete government-related transactions g) Syndicate multimedia content to popular media outlets. h) Further define role of USA.gov in government web reform and cross-agency web initiatives.

i) Create new mobile apps and platforms that bring together high value content from across governments j) Enhance features and functionality on HowTo.gov [talk to Rachel] k) Implement Akamai for denial of service prevention l) Provide on-demand indexing for USA.gov and affiliates m) Add Social media search capability n) Scale web sites to meet rapid growth in interest from potential affiliates, including: White House DHS State IRS EPA State of NC BY2013 Planned Accomplishments a) Semantic Search b) Vertical search c) Shopping search government sales, shopping, benefits and grants.

- 5. Provide the date of the Charter establishing the required Integrated Program Team (IPT) for this investment. An IPT must always include, but is not limited to: a qualified fully-dedicated IT program manager, a contract specialist, an information technology specialist, a security specialist and a business process owner before OMB will approve this program investment budget. IT Program Manager, Business Process Owner and Contract Specialist must be Government Employees.**

2011-12-31

Section C: Summary of Funding (Budget Authority for Capital Assets)

1.

Table I.C.1 Summary of Funding

	PY-1 & Prior	PY 2011	CY 2012	BY 2013
Planning Costs:	\$4.4	\$0.0	\$0.0	\$0.0
DME (Excluding Planning) Costs:	\$5.5	\$0.0	\$0.0	\$0.0
DME (Including Planning) Govt. FTEs:	\$0.3	\$0.0	\$0.0	\$0.0
Sub-Total DME (Including Govt. FTE):	\$10.2	0	0	0
O & M Costs:	\$78.9	\$11.2	\$11.2	\$11.3
O & M Govt. FTEs:	\$59.8	\$5.9	\$5.9	\$5.9
Sub-Total O & M Costs (Including Govt. FTE):	\$138.7	\$17.1	\$17.1	\$17.2
Total Cost (Including Govt. FTE):	\$148.9	\$17.1	\$17.1	\$17.2
Total Govt. FTE costs:	\$60.1	\$5.9	\$5.9	\$5.9
# of FTE rep by costs:	385	43	43	43
Total change from prior year final President's Budget (\$)		\$0.0	\$0.0	
Total change from prior year final President's Budget (%)		0.00%	0.00%	

2. If the funding levels have changed from the FY 2012 President's Budget request for PY or CY, briefly explain those changes:

USAServices has been absorbed under the USA.gov umbrella, and the additional funding that was dedicated to USAServices has been added the USA.gov funds. This affects CY 2011 and the out years.

Section D: Acquisition/Contract Strategy (All Capital Assets)

Table I.D.1 Contracts and Acquisition Strategy

Contract Type	EVM Required	Contracting Agency ID	Procurement Instrument Identifier (PIID)	Indefinite Delivery Vehicle (IDV) Reference ID	IDV Agency ID	Solicitation ID	Ultimate Contract Value (\$M)	Type	PBSA ?	Effective Date	Actual or Expected End Date
Awarded	4730	GS-10F-0189T	NA	4730							
Awarded	4705	GS-00A-09-AA-D-0071	NA	4730							

2. If earned value is not required or will not be a contract requirement for any of the contracts or task orders above, explain why:

All contracts have EVMS included.

Exhibit 300B: Performance Measurement Report

Section A: General Information

Date of Last Change to Activities: 2012-05-31

Section B: Project Execution Data

Table II.B.1 Projects

Project ID	Project Name	Project Description	Project Start Date	Project Completion Date	Project Lifecycle Cost (\$M)
1	FY12 USA.gov	FY12 USA.gov.			

Activity Summary

Roll-up of Information Provided in Lowest Level Child Activities

Project ID	Name	Total Cost of Project Activities (\$M)	End Point Schedule Variance (in days)	End Point Schedule Variance (%)	Cost Variance (\$M)	Cost Variance (%)	Total Planned Cost (\$M)	Count of Activities
1	FY12 USA.gov							

Key Deliverables

Project Name	Activity Name	Description	Planned Completion Date	Projected Completion Date	Actual Completion Date	Duration (in days)	Schedule Variance (in days)	Schedule Variance (%)
1	USASearch.gov Infrastructure - Managed Services Support and Operations	USASearch.gov Infrastructure - Managed Services Support and Operations	2012-03-31	2012-03-31		182	-153	-84.07%
1	USA.gov Infrastructure - Managed Services Support and	USA.gov Infrastructure - Managed Services Support and	2012-03-31	2012-03-31		182	-153	-84.07%

Key Deliverables

Project Name	Activity Name	Description	Planned Completion Date	Projected Completion Date	Actual Completion Date	Duration (in days)	Schedule Variance (in days)	Schedule Variance (%)
	Operations	Operations						

Section C: Operational Data

Table II.C.1 Performance Metrics

Metric Description	Unit of Measure	FEA Performance Measurement Category Mapping	Measurement Condition	Baseline	Target for PY	Actual for PY	Target for CY	Reporting Frequency
Number of searched by public on all Agency websites powered by USA Search	Number of searches	Customer Results - Customer Benefit	Over target	0.000000	2000000.000000		2000000.000000	Semi-Annual
Visits/touchpoints per week to the web site.	Number of visits	Process and Activities - Productivity	Over target	0.000000	272000000.000000		285000000.000000	Quarterly
Uptime of the Infrastructure	Percent of uptime	Technology - Reliability and Availability	Over target	99.500000	99.500000		99.500000	Monthly
Time when capacity resources are being used below expectation	Percent of uptime	Technology - Reliability and Availability	Under target	0.000000	5.000000		5.000000	Semi-Annual
Number of Citizen Engagements	Number of engagements	Customer Results - Customer Benefit	Over target	0.000000	121.000000		104.000000	Quarterly