

Business Case: Capital Asset Summary

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

Section A: Overview & General Information

Date Investment First Submitted: 2017-05-10
Date of Last Change to Activities: 2020-12-18
Investment Auto Submission Date:
Date of Last Investment Detail Update: 2020-09-25
Date of Last Business Case Update: 2020-09-30
Date of Last Revision: 2021-04-29

Agency: 028 - Small Business Administration **Bureau:** 00 - Agency-Wide Activity

- 1. Name of this Investment:** (OCIO) SBA.gov
- 2. Unique Investment Identifier (UII):** 028-000000056

Section B: Investment Detail

- 1. Provide at least one Agency Strategic objective code ([A-11 Section 230](#)) and/or Agency Priority Goal code ([A-11 Section 250](#)) that this investment aligns to on performance.gov. If this investment aligns to more than one Agency strategic objective code and/or Agency Priority goal code list all that apply. If your agency does not report to performance.gov please use "0". This is required for Agency IT Portfolio Summary Part 1 and Part 2 Investments, not for Part 3 Investments.**

Agency Strategic Objective(s):

028SO18187: Help Small Business Exporters Succeed in Global Markets
028SO18189: Develop Small Businesses through Technical Assistance
028SO18193: Ensure Effective and Efficient Management of Agency Resources

Agency Priority Goal(s):

- 2. Briefly describe the investment's return on investment, including benefits internal and external to the government and outcomes achieved or planned.**
SBA.gov's ROI includes a better performing site (page load and search) that allows site users to quickly search and locate their desired online information. An improved navigation format and flattened Information Architecture, in addition to new tools and features have provided users new options for their search requirements and has consistently generated user satisfaction scores at their highest levels to date. In addition, SBA's Digital Strategy continues - content share APIs and other key data APIs have already been made available to the public. Additionally, through new sections of the site, including Blogs, Spanish, Social Media feeds and online campaigns, in addition to the online newsletters, SBA is able to better "push" users to the information they need, harnessing a high visit rate and thereby increasing retention. Approximately 25% of users have read an SBA blog which means the potential for strategically

communicating SBA's programs and services in a timely way increases. In addition, SBA has embarked on a mobile strategy. Currently with 22% of site visitors accessing via a mobile device, opportunities to provide access to a growing mobile user-base further provides a positive return on the overall investment. A new hosting agreement was implemented with a lower annual cost to support the site. This, in addition to migrating the site to FedRamp certified environment to increase efficiencies.

3. **If this investment will result in the elimination or the reduction of another major or non-major investment(s), please complete the following:**

Table I.B.1 Affected Investment Information	
Investment UII	To Be Status
NONE	

4. **Does the Investment currently include an intra- or inter-Agency shared service (common, shared, or centralized solution)?:**

NO

5. **Does the Investment plan to include an Intra- or Inter-Agency shared service that it does not currently include (common, shared, or centralized solution)?:**

NO

6. **If systems contained in this Investment collect data from the public, please identify the OMB Control Numbers which authorize that data collection as per the Paperwork Reduction Act. Use [Reginfo](#) at the following link to identify information collection requests and OMB control numbers. Agencies can work with their Records Officers to determine the applicability.**

7. **Provide the name of the Investment-level project manager:**

Ryan Hillard

8. **Select the qualification/experience level of the Investment-level project manager (select one):**

7 - No certification, but with 4 or more years PM experience (within the last five years)

Section C: Life Cycle Costs

1. Provide the total estimated life cycle costs for the investment in millions. Note: Do not enter information in the grey cells as these will be calculated.

Table I.C.1 Life Cycle Costs				
	PY-1 & Prior	PY 2021	CY 2022	BY 2023
Planning Costs:	0	0	0	0
DME (Excluding Planning) Costs:	\$2.800000	\$3.150671	\$2.800000	\$2.750000
DME (Including Planning) Govt. FTEs:	0	0	0	0
Sub-Total DME (including Internal Labor (Govt. FTE)):	\$2.800000	\$3.150671	\$2.800000	\$2.750000
O & M Costs:	\$1.700000	\$1.700000	\$2.006698	\$1.698326
O & M Internal Labor (Govt. FTE):	\$0.725350	\$0.745650	\$0.460047	\$0.530860
Sub-Total O & M Costs (Including Internal Labor (Govt. FTE)):	\$2.425350	\$2.445650	\$2.466745	\$2.229186
Total Cost (Including Internal Labor (Govt. FTE)):	\$5.225350	\$5.596321	\$5.266745	\$4.979186
Total Cost Internal Labor (Govt. FTE) costs:	\$0.725350	\$0.745650	\$0.460047	\$0.530860
# of FTE rep by costs:	8	8	4	4
Total change from prior year final President's Budget (\$)		\$5.596321	\$5.266745	
Total change from prior year final President's Budget		0.00%	0.00%	

Table I.C.1 Life Cycle Costs

	PY-1 & Prior	PY 2021	CY 2022	BY 2023
(%)				

2.
 - a. In which year did or will this investment begin? (specify year - e.g., PY-1= 2019)
2017
 - b. In which year will this investment reach the end of its estimated useful life? (specify year - e.g., FY+5 = 2027)
2025
3. Compare the funding levels for PY and CY to the final FY 2022 President's Budget for those same years. Briefly explain any significant changes. When making comparisons, ensure that you compare same-year-to-same-year (e.g., the FY20 level for 2020 versus the FY21 level for 2020):
There has been no significant change from PY to CY. The funding level experienced just a slight increase.

Business Case Detail: Performance Measurement Report

Section A1: General Information

1. **Name of this Investment:** (OCIO) SBA.GOV
2. **Unique Investment Identifier (UII):** 028-000000056

Section C1: Projects Table

Projects Table C.1

Unique Project ID	Project Name	Project Goal	Project Start Date	Project Completion Date	Project Lifecycle Cost (\$M)	Software Project?
10001	SBA.GOV Website Redesign	The objectives of the SBA.GOV Website Redesign are to modernize the technology platform, provide a total content, navigation, and visual overhaul, and implement new web applications which correspond to each of the agency's major focus areas.	09/20/2016	08/15/2020	\$5.0	Yes
LG01	SBA.GOV Lender Gateway	Create a portal for small business lenders to place requests directly to ETRAN	04/01/2020	08/31/2020	\$0.5	Yes
FLM01	SBA.GOV Find a Lender Map	Create a tool for small businesses to find lenders who are participating in the PPP lending program	04/01/2020	06/30/2020	\$0.5	Yes
1	SBA.gov Modernization/CX	Modernize, turn off legacy applications not compliant with current IT Best Practices and Policies as we embrace OMB's Cloud Smart Policy. Turn off legacy sign on application system and move towards a single-sign on identity platform via SBA Connect.	03/02/2020	09/30/2021	\$1.1	No

Section C2: Project Activities

1. Provide all non-agile project activities for projects in Table C.1 that started in a previous FY (PY and earlier) and that have not been completed by the beginning of the CY, as well as activities that are scheduled to start in the current FY and BY.

Project Activity Table C.2.1

Unique Project ID	Activity Name	Activity Description	Structure ID	Planned Start Date	Projected Start Date	Actual Start Date	Planned Completion Date	Projected Completion Date	Actual Completion Date	Planned Total Costs	Projected Total Costs	Actual Total Costs
10001	"About SBA" section of SBA.gov	Developing necessary templates to support the Drupal 8 re-design, Content migration & clean-up.	10001.1	2019-07-01	2019-07-01	2019-07-12	2020-03-24	2020-08-15	2020-09-30	2.000000	2.000000	2.000000
10001	Future Initiatives	User research, coordinating and planning with stakeholders new feature development and tools for SBA.gov	10001.2	2020-04-01	2020-04-01	2020-03-25	2020-04-30	2020-04-30	2020-04-30	1.500000	1.500000	1.500000
FLM01	Build	Build the product	FLM01.1	2020-04-01	2020-04-01	2020-04-01	2020-05-30	2020-05-30	2020-05-30	0.135200	0.135200	0.135200
LG01	Build	Build the solution	LG01.1	2020-04-01	2020-04-01	2020-04-01	2020-07-24	2020-07-24	2020-07-24	0.202800	0.202800	0.202800
1	Turn off Legacy Systems	Activity includes turning off our legacy sign on application system and moving towards a single-sign on identity platform that will be done via SBA Connect utilizing the Login.Gov Template.	1.1	2020-03-02	2020-03-02	2020-03-02	2021-09-30	2021-09-30		0.850617	0.850617	

Section D: Operational Data

1. Provide the date and results of the last Operational Analysis (for operational and mixed life cycle systems/Investments):

1. Date of Analysis:

2. Analysis Results:

3. Analysis Conclusion: continue as is

2. Report a minimum of 5 metrics using the following table to provide metrics and actual results for each individual metric:

Metrics Definitions and Actual Results Table D.2 / D.3										
Metric ID	Metric Description	Unit of Measure	Performance Measurement Category Mapping	Agency Baseline Capability	2020 Target	2021 Target	Measurement Condition	Reporting Frequency	Agency Strategic Objective / Agency Priority Goal	Is Metric Retired?
29632	Number of site visitors per quarter.	Visitors	2 - Strategic and Business Results	0.000000	250000.000000	250000.000000	Over target	Quarterly	028SO18189 : Develop Small Businesses through Technical Assistance	No
Metric ID	Actual Result ID	Actual Result	Date of Actual Result	Comment						
29632	286811	5907754.000000	06/14/2021							
29632	284081	22348480.000000	04/19/2021							
29632	276394	10999797.000000	12/31/2020							
29632	272000	20541118.000000	09/30/2020							
29632	264441	40152039.000000	06/03/2020	Order of magnitude increase in traffic						
29632	264440	4233678.000000	02/14/2020							

Metrics Definitions and Actual Results Table D.2 / D.3

Metric ID	Metric Description	Unit of Measure	Performance Measurement Category Mapping	Agency Baseline Capability	2020 Target	2021 Target	Measurement Condition	Reporting Frequency	Agency Strategic Objective / Agency Priority Goal	Is Metric Retired?
					29632	264439	4233387.000000	10/17/2019		
					29632	264438	3057237.000000	06/18/2019		
					29632	264437	2955510.000000	12/31/2018		
					29632	264436	3051242.000000	09/30/2018		
					29632	264435	2340783.000000	03/07/2019		
					29632	264434	2664120.000000	06/29/2018		
29631	Percentage of time site is up and running	Percentage	2 - Strategic and Business Results	0.000000	99.000000	99.000000	Over target	Monthly	028SO18193 : Ensure Effective and Efficient Management of Agency Resources	No
					Metric ID	Actual Result ID	Actual Result	Date of Actual Result	Comment	
					29631	289204	100.000000	07/12/2021		
					29631	286812	100.000000	06/14/2021		
					29631	286394	100.000000	05/18/2021		
					29631	286393	100.000000	04/30/2021		
					29631	286392	100.000000	03/31/2021		
					29631	286391	99.330000	02/28/2021	Downtime from migrating D8 content node data from Ohio to N. Virginia region	
					29631	276395	100.000000	01/21/2021		

Metrics Definitions and Actual Results Table D.2 / D.3										
Metric ID	Metric Description	Unit of Measure	Performance Measurement Category Mapping	Agency Baseline Capability	2020 Target	2021 Target	Measurement Condition	Reporting Frequency	Agency Strategic Objective / Agency Priority Goal	Is Metric Retired?
29631					29631	274567	100.000000	11/06/2020		
					29631	272001	100.000000	09/30/2020		
					29631	267318	100.000000	07/15/2020		
					29631	264433	100.000000	06/03/2020		
					29631	264432	99.980000	03/16/2020		
					29631	264431	99.970000	02/14/2020		
					29631	264430	99.980000	01/14/2020	Drupal 7 went down briefly presenting users with a 503 error, for an estimated time of less than 1 hour on January 9th 2020 - this was due to a duplicate entry of a URL in our NGINX webserver which has since been resolved	
					29631	264429	99.990000	12/19/2019		
					29631	264428	99.990000	11/25/2019		
					29631	264427	99.990000	10/17/2019		
					29631	264426	99.990000	09/11/2019		
					29631	264425	99.990000	08/20/2019		
					29631	264424	99.990000	07/16/2019		
					29631	264423	99.990000	06/18/2019		
					29631	264422	99.990000	05/14/2019		

Metrics Definitions and Actual Results Table D.2 / D.3										
Metric ID	Metric Description	Unit of Measure	Performance Measurement Category Mapping	Agency Baseline Capability	2020 Target	2021 Target	Measurement Condition	Reporting Frequency	Agency Strategic Objective / Agency Priority Goal	Is Metric Retired?
					29631	264421	99.990000	04/15/2019		
					29631	264420	99.990000	03/31/2019		
					29631	264419	99.990000	02/28/2019		
					29631	264418	99.990000	01/31/2019		
					29631	264417	99.990000	12/31/2018		
					29631	264416	99.990000	11/30/2018		
					29631	264415	99.990000	10/31/2018		
					29631	264414	99.999000	09/26/2018		
					29631	264413	100.000000	08/08/2018		
					29630	SEO for term Small Business	1st Page	1 - Customer Satisfaction (Process Results)		
					Metric ID	Actual Result ID	Actual Result	Date of Actual Result	Comment	
					29630	286813	14.000000	06/14/2021		
					29630	284083	5.300000	04/19/2021		
					29630	276396	1.000000	01/21/2021		
					29630	272002	1.000000	09/30/2020		

Metrics Definitions and Actual Results Table D.2 / D.3

Metric ID	Metric Description	Unit of Measure	Performance Measurement Category Mapping	Agency Baseline Capability	2020 Target	2021 Target	Measurement Condition	Reporting Frequency	Agency Strategic Objective / Agency Priority Goal	Is Metric Retired?
					29630	264412	1.000000	06/03/2020		
					29630	264411	1.000000	02/14/2020		
					29630	264410	1.000000	10/17/2019		
					29630	264409	1.000000	06/24/2019		
					29630	264408	25.000000	02/28/2019		
					29630	264407	25.000000	11/30/2018		
					29630	264406	1.000000	08/08/2018		
29629	SBA.gov homepage load time (average of top 4 web browsers)	seconds	2 - Strategic and Business Results	6.000000	5.000000	6.000000	Under target	Monthly	028SO18193 : Ensure Effective and Efficient Management of Agency Resources	No
					Metric ID	Actual Result ID	Actual Result	Date of Actual Result	Comment	
					29629	289205	4.110000	07/12/2021		
					29629	286814	3.440000	06/14/2021		
					29629	286397	3.820000	05/18/2021		
					29629	286396	3.960000	03/31/2021		
					29629	286395	4.600000	02/28/2021		
					29629	284084	4.700000	04/19/2021		

Metrics Definitions and Actual Results Table D.2 / D.3

Metric ID	Metric Description	Unit of Measure	Performance Measurement Category Mapping	Agency Baseline Capability	2020 Target	2021 Target	Measurement Condition	Reporting Frequency	Agency Strategic Objective / Agency Priority Goal	Is Metric Retired?
					29629	276397	5.100000	01/21/2021		
					29629	274568	4.600000	11/06/2020		
					29629	272003	4.700000	09/30/2020		
					29629	267319	4.700000	07/15/2020		
					29629	264405	4.600000	06/03/2020		
					29629	264404	2.990000	03/16/2020		
					29629	264403	2.970000	02/14/2020		
					29629	264402	3.050000	01/14/2020	Homepage changes made - new high resolution photo of Administrator Jovita Carranza added - may affect loading speed	
					29629	264401	1.420000	12/19/2019		
					29629	264400	1.330000	11/25/2019		
					29629	264399	1.290000	10/17/2019		
					29629	264398	1.090000	09/11/2019		
					29629	264397	4.000000	08/20/2019		
					29629	264396	8.100000	07/16/2019		
					29629	264395	1.250000	06/18/2019		
					29629	264394	5.000000	05/14/2019		

Metrics Definitions and Actual Results Table D.2 / D.3

Metric ID	Metric Description	Unit of Measure	Performance Measurement Category Mapping	Agency Baseline Capability	2020 Target	2021 Target	Measurement Condition	Reporting Frequency	Agency Strategic Objective / Agency Priority Goal	Is Metric Retired?
29628	Maintain 0 security incidents with SBA.gov	Quantity	2 - Strategic and Business Results	0.000000	29629	264393	5.000000	04/15/2019		
					29629	264392	4.550000	02/28/2019		
					29629	264391	4.470000	01/31/2019		
					29629	264390	4.760000	12/31/2018		
					29629	264389	4.770000	11/30/2018		
					29629	264388	5.080000	10/31/2018		
					29629	264387	4.920000	09/29/2018		
					29629	264386	5.400000	08/08/2018		
					0.000000	0.000000	Under target	Quarterly	028SO18193 : Ensure Effective and Efficient Management of Agency Resources	No

Metrics Definitions and Actual Results Table D.2 / D.3

Metric ID	Metric Description	Unit of Measure	Performance Measurement Category Mapping	Agency Baseline Capability	2020 Target	2021 Target	Measurement Condition	Reporting Frequency	Agency Strategic Objective / Agency Priority Goal	Is Metric Retired?
					29628	264384	0.000000	02/14/2020		
					29628	264383	0.000000	10/17/2019		
					29628	264382	0.000000	06/18/2019		
					29628	264381	0.000000	02/28/2019		
					29628	264380	0.000000	11/30/2018		
					29628	264379	0.000000	08/08/2018		