

Exhibit 300 (BY2010)

PART ONE

OVERVIEW

1. Date of Submission:
2009-04-10

2. Agency:
015

3. Bureau:
35

4. Name of this Capital Asset:
TreasuryDirect

5. Unique Project Identifier:
015-35-01-14-01-1002-00

6. What kind of investment will this be in FY2010?
Mixed Life Cycle

7. What was the first budget year this investment was submitted to OMB?
FY2001 or earlier

8. Provide a brief summary and justification for this investment, including a brief description of how this closes in part or in whole an identified agency performance gap.

Public Debt borrows the money needed to operate the federal government and account for the resulting debt. Within this core mission, Public Debt manages the Retail Securities Services Program, which exists to enable private citizens and organizations to directly own and maintain U.S. Treasury securities. The securities included in the retail program are non-marketable securities in the form of savings bonds and marketable securities in the form of bills, notes, bonds, and Treasury Inflation-Indexed Securities (TIPS). TreasuryDirect is an Internet application that enables an investor to open an account, buy U.S. Treasury obligations, and manage the account and holdings. The system provides investors with an easy and secure way of viewing and managing all of their Treasury security holdings from one convenient location. The system's design is predicated on maximizing customer self-sufficiency and minimizing off-line processing by customer service and related personnel. TreasuryDirect was developed and designed in accordance with the Rapid Application Development (RAD) concept. RAD means that system functionality is incrementally developed and deployed in manageable phases. We will continue to maintain and enhance the system using the RAD concept. The primary reasons for investing in TreasuryDirect in FY09/10 are: 1. To deploy functionality that will enable the system to maintain and manage accounts and investment holdings of non-individuals (such as trusts and corporations). After this deployment the system will be positioned to provide the full services and vision for it in Public Debt's strategic plan. 2. To enhance gift functionality. 3. To maintain the current infrastructure. Public Debt will continue to adhere to its current IT Governance process to ensure that resources are wisely invested and justified. TreasuryDirect will close the current performance gap and facilitate Public Debt's attainment of stated business objectives by improving debt management operations, reducing the cost of borrowing, and moving towards a paperless environment.

9. Did the Agency's Executive/Investment Committee approve this request?
yes

9.a. If "yes," what was the date of this approval?
2008-05-13

10. Did the Program/Project Manager review this Exhibit?
yes

11. Program/Project Manager Name:
Send FOIA requests to the following address:
Division of Administrative Services
Avery 4A, Disclosure Officer
Department of the Treasury
Bureau of the Public Debt
200 Third Street

Parkersburg, WV 26106-5312

Fax request to: 304-480-8188

11.a. What is the current FAC-P/PM certification level of the project/program manager?

New Program Manager

11.b. When was the Program/Project Manager Assigned?

2009-01-15

11.c. What date did the Program/Project Manager receive the FACP/PM certification? If the certification has not been issued, what is the anticipated date for certification?

2010-01-15

12. Has the agency developed and/or promoted cost effective, energy-efficient and environmentally sustainable techniques or practices for this project.

yes

12.a. Will this investment include electronic assets (including computers)?

yes

12.b. Is this investment for new construction or major retrofit of a Federal building or facility? (answer applicable to non-IT assets only)

no

13. Does this investment directly support one of the PMA initiatives?

yes

If yes, select the initiatives that apply:

Budget Performance Integration

Expanded E-Government

Financial Performance

13.a. Briefly and specifically describe for each selected how this asset directly supports the identified initiative(s)? (e.g. If E-Gov is selected, is it an approved shared service provider or the managing partner?)

EGov: TreasuryDirect is web-based and available 24-7. An easy-to-find single point of access for customers to purchase Treasury securities with added security & privacy. FP: Accessible account information cuts customer costs, lowers government-operating expenses and provides quality customer service. The financial reports are accurate, timely, and reliable. BPI: TD uses the RAD concept to give Public Debt better resource and system development cost control plus provide more accountability.

14. Does this investment support a program assessed using the Program Assessment Rating Tool (PART)?

yes

14.a. If yes, does this investment address a weakness found during the PART review?

no

14.b. If yes, what is the name of the PARTed program?

10001116 - Administering the Public Debt

14.c. If yes, what rating did the PART receive?

Effective

15. Is this investment for information technology?

yes

16. What is the level of the IT Project (per CIO Council's PM Guidance)?

Level 2

17. What project management qualifications does the Project Manager have? (per CIO Council's PM Guidance)

(1) Project manager has been validated as qualified for this investment

18. Is this investment identified as high risk on the Q4 - FY 2008 agency high risk report (per OMB memorandum M-05-23)?

yes

19. Is this a financial management system?

yes

19.a. If yes, does this investment address a FFMIA compliance area?

yes

19.a.1. If yes, which compliance area:

Financial System Requirement, Federal Accounting Standards, and Standard General Ledger at the transaction level.

19.b. If yes, please identify the system name(s) and system acronym(s) as reported in the most recent financial systems inventory update required by Circular A11 section 52.

System name=TreasuryDirect system acronym = TDIRECT

20. What is the percentage breakout for the total FY2010 funding request for the following? (This should total 100%)

Area	Percentage
Hardware	7
Software	7
Services	74
Other	12

21. If this project produces information dissemination products for the public, are these products published to the Internet in conformance with OMB Memorandum 05-04 and included in your agency inventory, schedules and priorities?
yes

22. Contact information of individual responsible for privacy related questions.

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23. Are the records produced by this investment appropriately scheduled with the National Archives and Records Administration's approval?
yes

24. Does this investment directly support one of the GAO High Risk Areas?
No

SUMMARY OF SPEND

1. Provide the total estimated life-cycle cost for this investment by completing the following table. All amounts represent budget authority in millions, and are rounded to three decimal places. Federal personnel costs should be included only in the row designated Government FTE Cost, and should be excluded from the amounts shown for Planning, Full Acquisition, and Operation/Maintenance. The total estimated annual cost of the investment is the sum of costs for Planning, Full Acquisition, and Operation/Maintenance. For Federal buildings and facilities, life-cycle costs should include long term energy, environmental, decommissioning, and/or restoration costs. The costs associated with the entire life-cycle of the investment should be included in this report.

All amounts represent Budget Authority

Note: For the cross-agency investments, this table should include all funding (both managing partner and partner agencies).

Government FTE Costs should not be included as part of the TOTAL represented.

Cost Type	Py-1 & Earlier -2007	PY 2008	CY 2009	BY 2010
Planning Budgetary Resources	0.000	0.000	0.000	0.000
Acquisition Budgetary Resources	0.233	0.118	0.133	0.138
Maintenance Budgetary Resources	1.866	3.262	1.443	1.496
Government FTE Cost	8.105	4.260	4.103	4.253
# of FTEs	80	42	41	46

Note: For the cross-agency investments, this table should include all funding (both managing partner and partner agencies).

Government FTE Costs should not be included as part of the TOTAL represented.

2. Will this project require the agency to hire additional FTE's?
no

3. If the summary of spending has changed from the FY2009 President's budget request, briefly explain those changes.

A baseline change was requested and approved by Treasury to add the cost of a verification service to the TreasuryDirect investment. Previously operated by the Financial Management Service (FMS), the Pay.gov Verification Service was discontinued at the end of FY2007. FMS provided transitional support through the end of CY2007, at which time the Federal Reserve Bank (FRB) of Cleveland, acting as Fiscal Agent for Public Debt under an interagency agreement, assumed administrative responsibilities for the Pay.gov Verification Service on behalf of Public Debt. In 2008, Public Debt is assuming the costs of the Pay.gov Verification Service. In subsequent years, Public Debt will use a commercial verification service. Public Debt is currently in the process of procuring this commercial verification service; however, the cost of the service has been estimated for FY2009-FY2014. The verification service is needed to validate the authenticity of information provided by customer opening TreasuryDirect accounts. The decision to continue to use the online Pay.gov verification service in 2008 to authenticate customers establishing new accounts and to seek a replacement verification service for subsequent years supports Public Debt's strategic goal to "Improve our ability to authenticate customers electronically." By using a verification service, the TreasuryDirect system can immediately and reliably verify identity without asking customers to fill out and mail paper forms. The use of a verification service further promotes e-government while reducing paper processing requirements. Thus, TreasuryDirect is endorsing the goals of both the Government Paperwork Elimination Act (GPEA) and Government Performance and Results Act (GPRA).

PERFORMANCE

In order to successfully address this area of the exhibit 300, performance goals must be provided for the agency and be linked to the annual performance plan. The investment must discuss the agency's mission and strategic goals, and performance measures (indicators) must be provided. These goals need to map to the gap in the agency's strategic goals and objectives this investment is designed to fill. They are the internal and external performance benefits this investment is expected to deliver to the agency (e.g., improve efficiency by 60 percent, increase citizen participation by 300 percent a year to achieve an overall citizen participation rate of 75 percent by FY 2xxx, etc.). The goals must be clearly measurable investment outcomes, and if applicable, investment outputs. They do not include the completion date of the module, milestones, or investment, or general goals, such as, significant, better, improved that do not have a quantitative measure.

Agencies must use the following table to report performance goals and measures for the major investment and use the Federal Enterprise Architecture (FEA) Performance Reference Model (PRM). Map all Measurement Indicators to the corresponding Measurement Area and Measurement Grouping identified in the PRM. There should be at least one Measurement Indicator for each of the four different Measurement Areas (for each fiscal year). The PRM is available at www.egov.gov. The table can be extended to include performance measures for years beyond the next President's Budget.

	Fiscal Year	Strategic Goal Supported	Measurement Area	Measurement Grouping	Measurement Indicator	Baseline	Planned Improvement to the Baseline	Actual Results
1	2007	Effectively Managed U.S. Government Finances	Mission and Business Results	Asset and Liability Management	Number of electronic securities sold online	1.48 million electronic securities sold online during FY06	1.48 million	1.40 million electronic securities sold in FY07
2	2007	Effectively Managed U.S. Government Finances	Customer Results	Customer Satisfaction	Percent of customer satisfaction survey quarterly results rated good or better	89% good or better in FY06	89%	89.84% good or better in 3Q and 4Q FY07 (this performance measure was first reported in 3Q FY07.)
3	2007	Effectively Managed U.S. Government Finances	Processes and Activities	Efficiency	Percent of accounts successfully authenticated online	63% successfully authenticated online from 3/1/06 - 9/30/06 (this is the period	63%	64.18% of accounts successfully authenticated online for 3Q and 4Q FY07 (this

						of time our current authentication method was first measured)		performance measure was first reported in 3Q FY07.)
4	2007	Effectively Managed U.S. Government Finances	Technology	Service Availability	Percent of time system is available	98.9% of time system was available in FY06	99%	99.42% of time system was available during 3Q and 4Q FY07 (this performance measure was first reported in 3Q FY07.)
5	2008	Effectively Managed U.S. Government Finances	Mission and Business Results	Asset and Liability Management	Number of electronic securities sold online	1.40 million electronic securities sold in FY07	1.40 million	1.09 million electronic securities sold through September 30, 2008
6	2008	Effectively Managed U.S. Government Finances	Customer Results	Customer Satisfaction	Percent of customer satisfaction survey quarterly results rated good or better	89.84% good or better in 3Q and 4Q FY07 (this performance measure was first reported in 3Q FY07.)	89.84%	89.01% good or better 10/01/07 through 9/30/08.
7	2008	Effectively Managed U.S. Government Finances	Processes and Activities	Efficiency	Percent of accounts successfully authenticated online	64.18% of accounts successfully authenticated online for 3Q and 4Q FY07 (this performance measure was first reported in 3Q FY07.)	64.18%	71.22% of accounts successfully authenticated online 10/01/07 through 9/30/08
8	2008	Effectively Managed U.S. Government Finances	Technology	Service Availability	Percent of time system is available	99.42% of time system was available during 3Q and 4Q FY07 (this performance measure was first reported in 3Q FY07.)	99.42%	99.42% of time system was available 10/01/07 through 9/30/08
9	2009	Effectively Managed U.S. Government Finances	Mission and Business Results	Asset and Liability Management	Number of electronic securities sold online	1.09 million electronic securities sold online during FY08	1.12 million	TBD
10	2009	Effectively Managed U.S. Government Finances	Customer Results	Customer Satisfaction	Percent of customer satisfaction survey quarterly	89.01% good or better in FY08	89.84%	TBD

					results rated good or better			
11	2009	Effectively Managed U.S. Government Finances	Processes and Activities	Efficiency	Percent of accounts successfully authenticated online	71.22% successfully authenticated online in FY08	81%	TBD
12	2009	Effectively Managed U.S. Government Finances	Technology	Service Availability	Percent of time system is available	99.42% of time system was available in FY08	99.5%	TBD
13	2010	Effectively Managed U.S. Government Finances	Mission and Business Results	Asset and Liability Management	Number of electronic securities sold online	1.12 million electronic securities sold online during FY09	1.17 million	TBD
14	2010	Effectively Managed U.S. Government Finances	Customer Results	Customer Satisfaction	Percent of customer satisfaction survey quarterly results rated good or better	89.84% good or better in FY09	89.84%	TBD
15	2010	Effectively Managed U.S. Government Finances	Processes and Activities	Efficiency	Percent of accounts successfully authenticated online	81% successfully authenticated online in FY09	81%	TBD
16	2010	Effectively Managed U.S. Government Finances	Technology	Service Availability	Percent of time system is available	99.5% of time system was available in FY09	99.5%	TBD
17	2011	Effectively Managed U.S. Government Finances	Mission and Business Results	Asset and Liability Management	Number of electronic securities sold online	1.17 million electronic securities sold online during FY10	1.22 million	TBD
18	2011	Effectively Managed U.S. Government Finances	Customer Results	Customer Satisfaction	Percent of customer satisfaction survey quarterly results rated good or better	89.84% good or better in FY10	89.84%	TBD
19	2011	Effectively Managed U.S. Government Finances	Processes and Activities	Efficiency	Percent of accounts successfully authenticated online	81% successfully authenticated online in FY10	81%	TBD
20	2011	Effectively Managed U.S. Government Finances	Technology	Service Availability	Percent of time system is available	99.5% of time system was available in FY10	99.5%	TBD
21	2012	Effectively Managed U.S.	Mission and Business Results	Asset and Liability Management	Number of electronic securities sold	1.22 million electronic securities sold	1.27 million	TBD

		Government Finances			online	online during FY11		
22	2012	Effectively Managed U.S. Government Finances	Customer Results	Customer Satisfaction	Percent of customer satisfaction survey quarterly results rated good or better	89.84% good or better in FY11	89.84%	TBD
23	2012	Effectively Managed U.S. Government Finances	Processes and Activities	Efficiency	Percent of accounts successfully authenticated online	81% successfully authenticated online in FY11	81%	TBD
24	2012	Effectively Managed U.S. Government Finances	Technology	Service Availability	Percent of time system is available	99.5% of time system was available in FY11	99.5%	TBD

Enterprise Architecture

In order to successfully address this area of the business case and capital asset plan you must ensure the investment is included in the agency's EA and Capital Planning and Investment Control (CPIC) process, and is mapped to and supports the FEA. You must also ensure the business case demonstrates the relationship between the investment and the business, performance, data, services, application, and technology layers of the agency's EA.

1. Is this investment included in your agency's target enterprise architecture?
yes
2. Is this investment included in the agency's EA Transition Strategy?
yes
 - 2.a. If yes, provide the investment name as identified in the Transition Strategy provided in the agency's most recent annual EA Assessment.
System name= TreasuryDirect Acronym TDIRECT
3. Is this investment identified in a completed (contains a target architecture) and approved segment architecture?
no
 - 3.a. If yes, provide the six digit code corresponding to the agency segment architecture. The segment architecture codes are maintained by the agency Chief Architect.
128-000
4. Identify the service components funded by this major IT investment (e.g., knowledge management, content management, customer relationship management, etc.). Provide this information in the format of the following table. For detailed guidance regarding components, please refer to <http://www.whitehouse.gov/omb/egov/>.

Component: Use existing SRM Components or identify as NEW. A NEW component is one not already identified as a service component in the FEA SRM.

Reused Name and UPI: A reused component is one being funded by another investment, but being used by this investment. Rather than answer yes or no, identify the reused service component funded by the other investment and identify the other investment using the Unique Project Identifier (UPI) code from the OMB Ex 300 or Ex 53 submission.

Internal or External Reuse?: Internal reuse is within an agency. For example, one agency within a department is reusing a service component provided by another agency within the same department. External reuse is one agency within a department reusing a service component provided by another agency in another department. A good example of this is an E-Gov initiative service being reused by multiple organizations across the federal government.

Funding Percentage: Please provide the percentage of the BY requested funding amount used for each service component listed in the table. If external, provide the funding level transferred to another agency to pay for the service.

Agency	Agency	Service	Component	Reused	Reused	Internal	Funding
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	Component Name	Component Description	Type		Component Name	UPI	or External Reuse?	%
1	Self-Service	Customer can initiate and process investment and account transactions.	Customer Initiated Assistance	Self-Service			No Reuse	40
2	Auditing	System maintains functionality to identify the user's name, role and processing date of transactions.	Financial Management	Auditing			No Reuse	25
3	Billing and Accounting	This supports charging, collecting, and reporting of organizations accounts.	Financial Management	Billing and Accounting			No Reuse	15
4	Customer Service	This supports the handling of customer questions when they need to make changes to their account or have problems with account or financial transactions.	Customer Relationship Management	Customer / Account Management			No Reuse	10
5	Customer Service	Customer service handles questions from customers about account profile issues: hard locks ,security questions ,emails, account holds etc	Customer Relationship Management	Contact and Profile Management			No Reuse	10

5. To demonstrate how this major IT investment aligns with the FEA Technical Reference Model (TRM), please list the Service Areas, Categories, Standards, and Service Specifications supporting this IT investment.

FEA SRM Component: Service Components identified in the previous question should be entered in this column. Please enter multiple rows for FEA SRM Components supported by multiple TRM Service Specifications.

Service Specification: In the Service Specification field, Agencies should provide information on the specified technical standard or vendor product mapped to the FEA TRM Service Standard, including model or version numbers, as appropriate.

	SRM Component	Service Area	Service Category	Service Standard	Service Specification (i.e., vendor and product name)
1	Self-Service	Service Access and Delivery	Access Channels	Collaboration / Communications	
2	Customer / Account Management	Service Access and Delivery	Access Channels	Web Browser	
3	Self-Service	Service Access and Delivery	Service Requirements	Legislative / Compliance	
4	Self-Service	Service Access and Delivery	Access Channels	Other Electronic Channels	
5	Billing and	Service Access and	Service	Hosting	

	Accounting	Delivery	Requirements		
6	Billing and Accounting	Service Access and Delivery	Service Transport	Service Transport	
7	Self-Service	Service Access and Delivery	Service Transport	Supporting Network Services	
8	Billing and Accounting	Service Platform and Infrastructure	Support Platforms	Dependent Platform	
9	Billing and Accounting	Service Platform and Infrastructure	Support Platforms	Independent Platform	
10	Self-Service	Service Platform and Infrastructure	Delivery Servers	Web Servers	
11	Billing and Accounting	Service Platform and Infrastructure	Software Engineering	Integrated Development Environment	
12	Billing and Accounting	Service Platform and Infrastructure	Software Engineering	Software Configuration Management	
13	Billing and Accounting	Service Platform and Infrastructure	Software Engineering	Test Management	
14	Billing and Accounting	Service Platform and Infrastructure	Database / Storage	Database	
15	Billing and Accounting	Service Platform and Infrastructure	Database / Storage	Storage	
16	Billing and Accounting	Service Platform and Infrastructure	Hardware / Infrastructure	Servers / Computers	
17	Billing and Accounting	Service Platform and Infrastructure	Hardware / Infrastructure	Embedded Technology Devices	
18	Billing and Accounting	Service Platform and Infrastructure	Hardware / Infrastructure	Local Area Network (LAN)	
19	Billing and Accounting	Service Platform and Infrastructure	Hardware / Infrastructure	Network Devices / Standards	
20	Auditing	Component Framework	Security	Certificates / Digital Signatures	
21	Auditing	Component Framework	Security	Supporting Security Services	
22	Self-Service	Component Framework	User Presentation / Interface	Static Display	
23	Self-Service	Component Framework	User Presentation / Interface	Content Rendering	
24	Billing and Accounting	Component Framework	Business Logic	Independent Platform	
25	Billing and Accounting	Component Framework	Business Logic	Dependent Platform	
26	Billing and Accounting	Component Framework	Data Management	Database Connectivity	
27	Billing and Accounting	Service Interface and Integration	Integration	Middleware	
28	Contact and Profile Management	Service Access and Delivery	Delivery Channels	Internet	

6. Will the application leverage existing components and/or applications across the Government (i.e., FirstGov, Pay.Gov, etc)?

no

PART TWO

RISK

You should perform a risk assessment during the early planning and initial concept phase of the investment's life-cycle, develop a risk-adjusted life-cycle cost estimate and a plan to eliminate, mitigate or manage risk, and be actively managing risk throughout the investment's life-cycle.

Answer the following questions to describe how you are managing investment risks.

1. Does the investment have a Risk Management Plan?

yes

1.a. If yes, what is the date of the plan?

2008-10-28

1.b. Has the Risk Management Plan been significantly changed since last year's submission to OMB?

no

3. Briefly describe how investment risks are reflected in the life cycle cost estimate and investment schedule:

Investment risks are cost and schedule adjusted by incorporating flexibility into the start and end dates of our milestones and corresponding planned costs of the investment DME milestones. This built in flexibility enables the investment to adjust the critical start and end dates of tasks and milestones, along with the associated life-cycle costs. This strategy allows for satisfactory rework, if required and final testing of each completed module prior to implementation or early commencement of follow-on tasks due to early completion of prerequisite tasks. TreasuryDirect's life-cycle costs have been adjusted to accommodate the impact of these identified risks. Also, the risks associated with TreasuryDirect's planned enhancements are mitigated by our use of the Rapid Application Development (RAD) methodology technique, which allows the project team to complete only the amount of work that can be accomplished during a specified, pre-determined timeframe, given a pre-determined amount of funding. This incremental, phased approach minimizes TreasuryDirect's investment risks, while its project plan and baseline reflect risk-adjusted cost estimates and schedule goals. For more detailed risk information, please see the TreasuryDirect Risk Management Plan.

COST & SCHEDULE

1. Does the earned value management system meet the criteria in ANSI/EIA Standard 748?

yes

2. Is the CV% or SV% greater than $\bar{A} \pm 10\%$?

yes

2.a. If yes, was it the?

CV

2.b. If yes, explain the variance.

The cost variances for FY2008 DME and Steady State milestones were due to the implementation of a new cost accounting methodology by Public Debt's Office of Information Technology (OIT) at the beginning of the year. The new methodology particularly impacted costs associated with maintaining and operating the system (steady state). The reallocation of costs resulted in lower operational costs than included in the planned base line. The variance the combination of open and closed milestones created by the new cost methodology will continue until a new business need arises to update the current baseline. Due to the corrective action plan, for 1st quarter FY2009, the open DME and O&M milestones are now within the +- 10% tolerance range.

2.c. If yes, what corrective actions are being taken?

The Project Manager (PM) will continue to closely monitor project schedule and associated actual costs to ensure cost methodology remains accurate.

3. Has the investment re-baselined during the past fiscal year?

yes

3.a. If yes, when was it approved by the agency head?

2007-11-09