EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF MANAGEMENT AND BUDGET
WASHINGTON, D.C. 20503

MEMORANDUM FOR HEADS OF EXECUTIVE DEPARTMENTS AND AGENCIES

FROM: **Lisa Schlosser**
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SUBJECT: **Policies for Dot Gov Domain Issuance for Federal Agency Public Websites**

To simplify access to government services, eliminate duplicative websites, and coordinate information delivery across agencies, the Office of Management and Budget enacted a freeze on the issuance of new dot gov domains through OMB Memorandum M-11-24 (2011).[1]
In addition, OMB issued guidance to ensure that agency websites meet basic information quality standards,[2] employ a customer-centric approach and use modern tools and technologies.[3]

In support of these objectives, this memorandum delegates the authority to develop and administer the process for adjudicating agency domain requests to the General Services Administration (GSA), Office of Government-wide Policy (OGP).

New guidance for the issuance of domains shall adhere to the guiding principles of consolidation and cost-efficiency; and shall continue to limit the proliferation of stand-alone websites and infrastructure.

GSA/OGP should establish targets for each agency to strive for in further consolidating their website portfolios. In conjunction with GSA/OGP, agencies should review existing domains and ensure they are still pertinent and cannot be consolidated.

GSA/OGP should generate a report on a semi-annual basis for OMB that identifies agency performance in meeting each consolidation target.

Additionally, websites constructed as newly-issued domains must adhere to existing regulations and OMB guidance.

All new websites must:

- Adhere to the standards of accessibility as outlined in Section 508 of the Rehabilitation Act[4];
- Employ the use of web analytics in partnership with the GSA Digital Analytics Program (DAP)[5];

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[1] OMB M-11-24 http://www.whitehouse.gov/sites/default/files/omb/memoranda/2011/m11-24.pdf
[2] Guidelines for Ensuring and Maximizing the Quality, Objectivity, Utility, and Integrity of Information Disseminated by Federal Agencies http://www.whitehouse.gov/omb/fedreg_final_information_quality_guidelines
[3] Digital Government Strategy: http://www.whitehouse.gov/sites/default/files/omb/egov/digital-government/digital-government.html
[4] Section 508: Section 508 of the Rehabilitation Act
[5] Digital Analytics Program: GSA Digital Analytics Program

- Be subject to inclusion in the OMB PortfolioStat Integrated Data Collection[6];
- Promote the use of plain language, in accordance with the Plain Language Act of 2010[7];
- Comply with existing information security and acquisition standards including Internet Protocol Version 6 (IPv6)[8] and continuous monitoring; and
- Adhere to existing policies prohibiting the use of non-.gov (e.g. .org, .com) top-level domains.

Additionally, all domains should:

- Encourage the use of responsive web design in accordance with the Digital Government Strategy: "anywhere, anytime, on any device" (e.g. using HTML5[9] and CSS3[10]);
- Encourage best practices for structuring and tagging content (metadata and keywords) and data for search engine optimization and machine-readability[11];
- Promote the best practices for usability and search;
- Promote effective content lifecycle management to eliminate outdated content, not defined as archival;
- Promote next-generation open web development, including use of content delivery networks; content management systems; common code libraries, frameworks, and tools;
- Encourage the use of gathering customer feedback to make improvements; and
- Leverage and use URL shortening[12] in lieu of new domain requests.

Finally, new dot gov domain guidance and procedures shall help ensure all new digital services adhere to industry best practices for "Smarter IT delivery."[13]

This memorandum therefore grants the authority to develop the process and criteria for issuing new dot gov domains to the General Services Administration, Office of Government-wide Policy.

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[6] PortfolioStat OMB Memo-14-08: http://www.whitehouse.gov/sites/default/files/omb/memoranda/2014/m-14-08.pdf
[7] Plain Language Act of 2010: http://www.plainlanguage.gov/plLaw/
[8] IPv6: The Federal Acquisition Regulation (FAR) requires all new information technology acquisitions using Internet Protocol (IP) to include IPv6 requirements expressed using the USGv6 Profile and to require vendors to document their compliance with those requirements through the USGv6 Testing Program. Agencies shall institute processes to include language in solicitations and contracts, where applicable. For additional information, a copy of the September 2010 memorandum and IPv6 Frequently Asked Questions can be found at www.cio.gov.
[9] Digital Government Strategy: http://www.whitehouse.gov/sites/default/files/omb/egov/digital-government/digital-government.html#fnref36
[10] Digital Government Strategy: http://www.whitehouse.gov/sites/default/files/omb/egov/digital-government/digital-government.html#fnref37
[11] OMB Memo on Open Data Policy M-13-13: http://www.whitehouse.gov/sites/default/files/omb/memoranda/2013/m-13-13.pdf
[12] USA.gov Short URLs: http://www.gsa.gov/portal/content/318469
[13] CIO Playbook: https://playbook.cio.gov/