

Fiscal Year 2018

Performance Budget Request to Congress



May 23, 2017

Our Mission: *Keeping Consumers Safe*



About the CPSC

The Commission consists of five members appointed by the President with the advice and consent of the Senate. The Chairman is the principal executive officer of the Commission.

The CPSC is an independent federal regulatory agency with a public health and safety mission to protect the public from unreasonable risks of injury and death from consumer products.

The CPSC was created in 1972 by the Consumer Product Safety Act (CPSA). In addition to the CPSA, as amended by the Consumer Product Safety Improvement Act of 2008 (CPSIA) and (Public Law No. 112-28), the CPSC also administers other laws, including the Federal Hazardous Substances Act, the Flammable Fabrics Act, the Poison Prevention Packaging Act, the Refrigerator Safety Act, the Virginia Graeme Baker Pool and Spa Safety Act, the Children's Gasoline Burn Prevention Act, the Child Nicotine Poisoning Prevention Act, and the Drywall Safety Act of 2012.

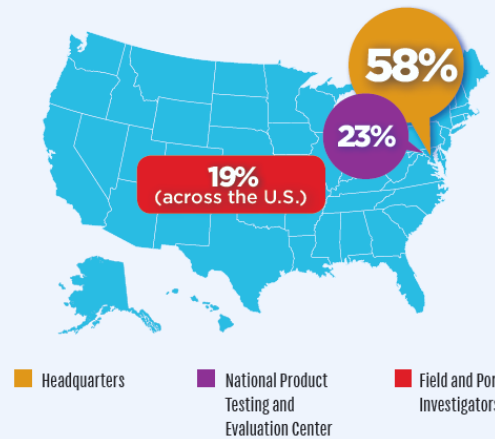
The CPSC has jurisdiction over thousands of types of consumer products used in and around the home, in recreation, and in schools, from children's toys to portable gas generators and toasters. Although the CPSC's regulatory purview is quite broad, a number of product categories fall outside the CPSC's jurisdiction.¹

The societal costs of consumer product incidents amount to more than \$1 trillion annually. The CPSC has a mission to keep consumers safe and works to reduce consumer product-related injury and death rates by using analysis, regulatory policy, compliance and enforcement, and education to identify and address product safety hazards. This important work includes:

- **Hazard Identification and Assessment**—collecting information and developing injury and death statistics related to the use of products under the CPSC's jurisdiction;
- **Voluntary Standards² and Mandatory Regulations³**—participating in the development and strengthening of voluntary standards and adopting mandatory regulations when justified by data or required by statute;
- **Import Surveillance**—using a risk assessment methodology (RAM) to analyze import data to identify and interdict violative consumer products before they enter the United States;
- **Compliance and Enforcement**—enforcing compliance with mandatory regulations and removing defective products through compliance activities, such as recalls or other corrective actions, and litigating when necessary;
- **Public Outreach**—educating consumers, families, industry, and foreign governments about safety alerts, recalls, emerging and seasonal hazards, mandatory regulations, voluntary standards, and product safety requirements in the United States;
- **Intergovernmental Coordination**—coordinating work on product safety issues with other federal government stakeholders; and
- **Cooperation with Foreign Governments**—leveraging work with foreign government safety agencies, bilaterally and multilaterally, to improve safety for U.S. consumers.

Employees by Location

Nearly one-fifth of the CPSC's workforce of approximately 550 employees is stationed in the field, where staff focuses on compliance and enforcement, including inspections of imported shipments and retail establishments to identify harmful consumer products.



¹ Other federal agencies regulate product categories such as automobiles and boats; alcohol, tobacco, and firearms; foods, drugs, cosmetics, and medical devices; and pesticides.

² A "voluntary standard" is defined as a consensus product standard, and is also called a safety standard.

³ A "mandatory regulation" is defined as a mandatory standard, and is also called a technical regulation.

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Proposed Appropriations Language

U.S. Consumer Product Safety Commission Salaries and Expenses

For necessary expenses of the U.S. Consumer Product Safety Commission, including hire of passenger motor vehicles, services as authorized by 5 U.S.C. 3109, but at rates for individuals not to exceed the per diem rate equivalent to the maximum rate payable under 5 U.S.C. 5376, purchase of nominal awards to recognize non-federal officials' contributions to Commission activities, and not to exceed \$4,000 for official reception and representation expenses, \$123,000,000.

Executive Summary

CPSC Budget Priorities

The U.S. Consumer Product Safety Commission (CPSC) requests \$123 million for FY 2018. The FY 2018 Performance Budget Request (*Request*) is \$3 million (2.4 percent) below the FY 2017 enacted level of \$126 million. The FY 2018 *Request* supports the CPSC's mission of "Keeping Consumers Safe."

The CPSC is committed to working within the resources provided by Congress and is mindful of the fiscal constraints at a government-wide level. To accomplish the CPSC's mission, and to achieve the agency's strategic goals, CPSC bases this *Request* on four priorities:

- **Focus on Risk:** The CPSC will focus its resources on the highest-priority consumer product safety risks. The CPSC will accomplish this by using data to guide decisions and policy, relying on and funding the voluntary standards process, prioritizing standard-setting activities, and revisiting the efficacy of existing regulations when necessary.
- **Import Surveillance:** The CPSC will continue to support import surveillance by incrementally developing the Risk Assessment Methodology (RAM) system to identify and stop noncompliant imported products from entering the U.S. marketplace. The CPSC will accomplish this by allocating full-time staff to conduct inspections and clear compliant cargo quickly at the highest-volume ports of entry and using domestic investigators to provide coverage at lower-volume ports as needed.
- **Outreach and Education:** The CPSC will emphasize outreach and education by engaging all stakeholders through forums, seminars, webinars, technical stakeholder-to-government discussions, and workshops. The CPSC will accomplish this by continuing to emphasize and expand the work of the agency's Small Business Ombudsman, proactively engaging industry and international stakeholders at all levels, and providing information and education to consumers so that they can make informed decisions.
- **Data-Driven:** The CPSC will expand the sources and types of data analysis used to identify and assess hazards and inform compliance decisions. The CPSC will accomplish this by augmenting analytical and trend-assessment protocols, thereby expanding CPSC's capabilities in identifying and analyzing emerging hazards and reinforcing the data-driven nature of the agency's work.

Summary of Changes

FY 2018 Budget Adjustments

- **Virginia Graeme Baker Pool and Spa Safety Act (VGB Act) Grant Program (-\$1.3 million):** The FY 2017 Consolidated Appropriations Act included \$1.3 million, available until expended to fund grants as established by the VGB Act, Public Law 110-140, Title XIV. The CPSC has sufficient unobligated balances from the FY 2017 appropriation for the award and administration of grants under the VGB Act Grant Program and is not requesting additional funding for this program in FY 2018. The CPSC will reassess the need for additional funding to support the VGB Act Grant Program in the agency's FY 2019 *Request*.
- **Salaries & Expenses (-\$1.7 million):** The CPSC budget adjusts the number of funded full-time equivalents (FTEs) to accommodate the funding reduction for the agency not attributable to the VGB Act Grant Program. This is a net adjustment. It accounts for the \$1.6 million increase in personnel costs attributable to the proposed 1.9 percent federal civilian pay raise and other operating adjustments to maintain current levels. The adjustments are in accordance with the federal civilian hiring freeze implemented on January 23, 2017 and the subsequent guidance received to implement workforce reforms.⁴

Table 1: Summary of Changes from the FY 2017 Enacted Appropriation (Dollars in thousands)

	Dollars
FY 2017 Enacted Budget	\$126,000
Changes to Program:	
➤ VGB Grant Program	-\$1,300
➤ Salaries & Expenses (net)	-\$1,700
Proposed FY 2018 CPSC Budget	\$123,000

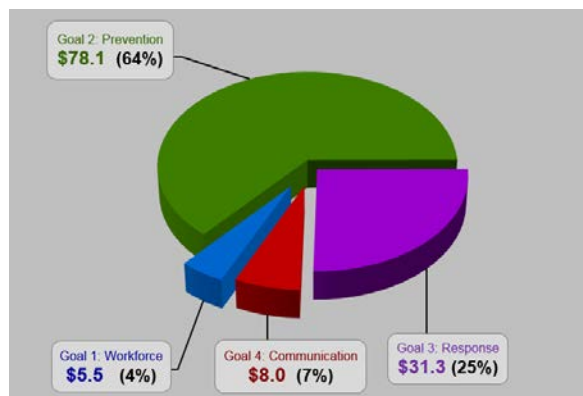
⁴ Pertinent guidance memoranda are as follows: *Presidential Memorandum Regarding the Hiring Freeze*, 82 Fed. Reg. 8493 (January 25, 2017); *Reducing Regulation and Controlling Regulatory Costs*, Executive Order (EO) 13771 (January 30, 2017); *Federal Civilian Hiring Freeze Guidance*, Office of Management and Budget (OMB) M-17-18 (January 31, 2017); and *Guidance Implementing EO 13771*, OMB M-17-21 (April 5, 2017).

Budget Discussion

CPSC Strategic Plan

The CPSC's mission of "Keeping Consumer Safe" is grounded in the statutes that authorize the work of the agency. The agency's overarching vision is "A nation free from unreasonable risks of injury and death from consumer products." The CPSC will work to achieve four strategic goals that will contribute to realizing the vision and achieving the mission. The CPSC's programs will align with the strategic goals, and staff will implement strategies to achieve the goals outlined in the CPSC's 2016–2020 Strategic Plan. The strategic goals are:

- **Workforce**—Cultivate the most effective consumer product safety workforce.
- **Prevention**—Prevent hazardous products from reaching consumers.
- **Response**—Respond quickly to address hazardous consumer products both in the marketplace and with consumers.
- **Communication**—Communicate useful information quickly and effectively to better inform decisions.



Above: CPSC FY 2018 Request by Strategic Goal (in millions)

The CPSC requests \$123 million for FY 2018.

Table 2: FY 2018 Request by Strategic Goal and Program Component
(Dollars in thousands)

Agency Total	FY 2018 Request		=	Goal 1 Workforce	+	Goal 2 Prevention	+	Goal 3 Response	+	Goal 4 Communication
	545 FTEs	\$123,000		\$5,529		\$78,132		\$31,295		\$8,044
Commissioners	21	\$3,235		\$194		\$2,168		\$647		\$226
Hazard Identification	159	\$30,983		\$0		\$30,909		\$74		\$0
Compliance & Field	151	\$24,055		\$0		\$2,009		\$22,046		\$0
Import Surveillance	42	\$6,997		\$0		\$6,997		\$0		\$0
International Programs	7	\$1,743		\$0		\$1,370		\$0		\$373
Communications	10	\$4,190		\$0		\$0		\$0		\$4,190
Information Technology	40	\$20,028		\$968		\$15,070		\$2,934		\$1,056
General Counsel	48	\$7,616		\$468		\$4,969		\$1,560		\$619
Agency Management and Support	60	\$13,430		\$3,317		\$7,410		\$1,948		\$755
Rent/Security	0	\$9,565		\$574		\$6,409		\$1,913		\$669
Inspector General	7	\$1,158		\$8		\$821		\$173		\$156

Strategic Goal 1: Workforce (\$5.5 million)

The FY 2018 *Request* allocates \$5.5 million in support of Strategic Goal 1—**Workforce**, focused on cultivating the most effective consumer product safety workforce. The CPSC’s approach to **Workforce** involves enhancing human capital planning and alignment, increasing opportunities for professional development, and improving recruitment strategies to attract talented, diverse, and committed staff. The strategy also emphasizes increasing employee engagement by promoting and rewarding staff innovation and creativity and increasing managers’ commitment to fostering employee engagement in the workplace.

Significant Accomplishments

In FY 2016, the CPSC accomplished the following:

- The CPSC began providing managers with the Quarterly Workforce Report, which was created internally by CPSC to help managers with workforce planning. The report is compiled using various standardized reports from Datamart, an online Web-based reporting environment that is accessible through the Federal Personnel Payroll System (FPPS).
- The CPSC’s Federal Employee Viewpoint Survey (FEVS) Employee Engagement Index (EEI) score was 70 percent, which was an increase from the prior fiscal year’s EEI score of 66 percent. The CPSC increased the number of employees participating in non-mandatory training to over 92 percent by providing targeted learning solutions and developmental opportunities for employees and supervisors to build the core competencies that are key to agency performance. Effective workforce learning and developmental programs are critical to building a high-performing workforce with the skill sets necessary to effectively achieve the CPSC’s mission now and in the future.

FY 2018 Priority Initiatives and Activities

The CPSC is a workforce-driven agency that relies on professional and technical expertise to accomplish the full depth and breadth of the agency’s mission. The FY 2018 *Request* supports the CPSC’s efforts to address many workforce challenges. The CPSC will work toward enhancing effective strategic human capital planning and alignment by conducting research on best practices for human capital infrastructure at other agencies and organizations. The agency will also develop and adopt formal CPSC succession planning, monthly manager reports, and quarterly workforce management reports. This will help align skills and competencies of CPSC’s workforce with the agency’s evolving mission-related needs, enabling CPSC’s workforce to perform at ever-higher levels. The agency will work to achieve a 75 percent rate of hiring managers trained on recruitment; and will also work to achieve a 71 percent score for employee satisfaction with professional development opportunities and a 71 percent score for Employee Engagement Index (EEI), as reported by the Federal Employee Viewpoint Survey (FEVS). CPSC managers will have access to human capital reporting, and will receive training on the agency’s integrated budget-payroll database to improve data quality. Managers will receive training on position management to help the agency staff the most important agency requirements with the best people.

In working toward its objective of fostering a culture of continuous development, the CPSC will establish a model employee Individual Development Plan (IDP) and will launch a pilot coaching program. With respect to training, the agency will conduct a survey and design content for focus groups to assess and deliver on training needs. To attract and recruit a talented and diverse workforce, the agency will develop an annual plan to identify career fairs, research best practices in candidate assessment tools, and develop targeted email listservs to solicit qualified applicants for critical positions. Lastly, the agency plans to increase employee engagement by implementing action plans from the Employee Engagement Initiative, develop informational or training opportunities for work-life issues, create and implement an award policy that encourages and recognizes innovation, and continue New IQ Training.⁵

The CPSC is currently reviewing the guidance from the White House and the Office of Management and Budget (OMB) on developing a “Comprehensive Plan for Reforming the Federal Government and Reducing the Federal Civilian Workforce.” The CPSC had already initiated a number of workforce reforms in conjunction with its new strategic plan goal pertaining to workforce. The agency will expand on that work in developing its components for the larger federal government reform initiative.

⁵“New IQ” stands for New Inclusion Quotient, an index created by OPM as part of its initiative designed to help employees and managers foster diversity and inclusion in the workplace.

Strategic Goal 2: Prevention (\$78.1 million)

The FY 2018 *Request* allocates \$78.1 million to Strategic Goal 2—**Prevention**, focused on stopping hazardous products from reaching consumers. The CPSC works with standards development organizations (SDOs) to create and strengthen voluntary standards for consumer products. This involves building consensus through engagement among relevant stakeholders outside the agency. The CPSC develops new mandatory regulations, when necessary, and consistent with statutory authority, in response to identified product hazards. The agency also educates manufacturers on safety requirements and collaborates with foreign counterparts to help build safety into consumer products.

Another major component of CPSC's prevention approach is identification and interception of hazardous consumer products through import surveillance and inspection programs. The agency conducts establishment inspections of manufacturers, importers, and retailers; monitors Internet and resale markets; responds to industry-generated reports about potentially unsafe products; and tests products for compliance with specific voluntary and mandatory standards.

Significant Accomplishments

In FY 2016, the CPSC accomplished the following:

- Collaborated with industry leaders, consumer advocates, and other stakeholders on 71 consensus voluntary standard activities to improve consumer product safety practices across a wide range of consumer products.
- Collected and reviewed 759,243 National Electronic Injury Surveillance System (NEISS) reports, 8,734 death certificates and 5,960 medical examiner and coroner reports. The CPSC uses NEISS data to identify safety issues that may require additional analysis or corrective action. NEISS data are also used by other government agencies, consumer advocate organizations, and medical journals.
- Cleared 99.8 percent of imported shipments within one business day at U.S. ports of entry to help facilitate legitimate commercial trade.
- Conducted the first "Buyers Training" in Vietnam. The goal of the training was to educate buyers and sourcing professionals to help them make safety-informed purchasing decisions for U.S. importers of consumer products.

FY 2018 Priority Initiatives and Activities

The FY 2018 priority initiatives and activities to contribute to consumer product safety funded by this *Request* include:

Incremental RAM Development: The agency will emphasize import surveillance by continuing to enhance incrementally the RAM system to better identify and stop noncompliant or defective imported products from entering the U.S. marketplace. The agency will work with U.S. Customs and Border Protection (CBP) and other federal partners to expand RAM functionality to include the Partner Government Agency (PGA) two-way messaging features. Two-way messaging enables the CPSC and CBP to coordinate electronically detention requests, examination findings, and disposition results to improve import safety efforts at U.S. ports. In addition, the agency will implement automated functionality to refresh periodically the U.S. International Trade Commission's Harmonized Tariff Schedule (HTS) codes under CPSC's jurisdiction that are a key data element in the RAM system. Lastly, the CPSC will evaluate how to develop the RAM system to use and synchronize global

consumer product identifiers to optimize import detentions and improve the risk models. Internal collaboration within CPSC between the *Import Surveillance* and *Information Technology* programs will identify these system enhancements.

Maintain Port Presence: Currently, the CPSC can staff approximately 6 percent of U.S. ports, covering about 62 percent of all consumer product import entry lines. In FY 2018, the CPSC proposes to maintain the current port presence coverage. With the baseline funding level, the CPSC will continue with its existing strategy of co-locating staff with CBP officers at ports to identify and take action on noncompliant consumer product imports and expedite clearance and entry of compliant consumer product cargo, benefiting compliant industry groups.

Informed Compliance Inspection (ICI) Education and Outreach: Providing outreach and education to the trade community will be an important part of CPSC's FY 2018 strategy in working toward preventing hazardous products from reaching consumers. As part of this work, CPSC conducts voluntary ICIs with first-time violators to provide information and resources so that future importations comply with CPSC regulations.

International Outreach and Education: As part of its strategy to address the growing complexity and risk associated with additional global sources of production, the CPSC works to reduce the number of recalls through outreach to, and education of, foreign manufacturers and regulators. The agency provides education and exchange of best practices to help ensure that foreign suppliers meet U.S. safety requirements. This reduces the need for remedial action or recalls later, benefiting both the U.S. consumer and the manufacturer. In FY 2018, the agency will use its international presence by representing the U.S. government at international forums on product safety, expanding training for international suppliers and buyers on behalf of U.S. importers, collaborating with foreign regulators, bilaterally and multilaterally, on current hazards with global significance, and conducting international exchanges with foreign consumer product safety regulatory agencies.

National Electronic Injury Surveillance System (NEISS): The CPSC collects information on product-related injuries treated in hospital emergency departments (EDs) through the NEISS. This system provides statistically valid national estimates of product-related injuries from a probability sample of hospital EDs and identifies safety issues that may require additional analysis or corrective action. The CPSC collects the data through a national network of healthcare providers under contract with the CPSC.

Enhance Data and Analysis: Data and analysis provide the foundation for the agency's evidence-based decisions and mitigation strategies to protect the public from unreasonable risks of death and injury from consumer products. The CPSC collects reports of injuries, risks of harm, and deaths associated with consumer products in various formats from a wide range of sources. These sources include consumers, health care professionals, medical examiners and coroners, death certificates, retailer reports, and news clippings. In FY 2018, the agency will augment its analytical and trend assessment protocols with an updated suite of text mining and pattern recognition software. These tools will enhance the efficiency of pattern recognition from unstructured text data, such as incident and product descriptions. Application of supervised and unsupervised pattern-recognition models will expand CPSC's capability in identifying emerging hazards and provide greater consistency in categorization, analysis, and review based on

unstructured variables. In particular, the mining tools will be essential to the timely assessment of incident reports received in large batches.

Research and Testing: The CPSC's National Product Testing and Evaluation Center (NPTEC) provides the technical capability to test and analyze consumer product samples collected by the agency to ascertain whether a risk is present arising from a defect or compliance violation. In FY 2018, a number of key analytical equipment items are due for life-cycle replacement, including combustion laboratory multi-gas analyzers, forward looking infrared (FLIR) camera systems and x-ray fluorescence (XRF) analyzers. The CPSC will also continue testing on rechargeable high-energy density batteries and off-road vehicles. The CPSC will continue supporting nanotechnology research, working with other federal agencies to minimize duplication and overlap of existing research efforts.

Provide Training and Support Activities in China: The CPSC works closely with China's businesses and government. Specifically, the CPSC conducts outreach to Chinese consumer product suppliers to the U.S. market and coordinates with the Chinese government's product safety authorities and other industry stakeholders throughout East Asia. In FY 2018, the CPSC's planned work in China includes continuing its series on "Design for Safety" training seminars, producing four new episodes of a product safety video series for Chinese manufacturers, and providing training and support for the Chinese government and Chinese industries.

Voluntary Standards: The CPSC participates in the voluntary standards process to reduce the risks associated with hazardous consumer products. The CPSC's statutory authority requires the agency to rely on voluntary standards rather than promulgate mandatory standards, if compliance with a voluntary standard would eliminate or adequately reduce the risk of injury identified and it is likely that there will be substantial compliance with the voluntary standard. Voluntary standards for consumer products are developed through a consensus process coordinated by SDOs. For FY 2018, the CPSC plans to participate actively in 75 voluntary standards activities [see Voluntary Standards table on pp. 18-20].

Mandatory Standards: Absent the criteria described above for voluntary standards, the agency has the authority to promulgate mandatory standards. The

CPSC will continually evaluate the rulemaking agenda and focus the agency's resources on the highest-priority consumer product safety risks. As part of the mandatory standards work, the CPSIA requires new regulations and mandates to improve consumer product safety. The Danny Keysar Child Product Safety Notification Act (Section 104 of the CPSIA) requires the Commission to study and develop safety standards for at least two durable infant or toddler

products every 6 months. CPSIA-mandated rulemaking is ongoing, and the agency will consider four CPSIA Section 104 draft Final Rules (FRs) in FY 2018, which are booster seats, infant gates and other enclosures, infant inclined sleep products, and stationary activity centers. In FY 2018, the CPSC will also consider a draft NPR for crib bumpers [see Mandatory Standards table on pp. 21-22].

Strategic Goal 3: Response (\$31.3 million)

The FY 2018 *Request* allocates \$31.3 million in support of Strategic Goal 3—**Response**, focused on responding quickly to address hazardous consumer products both in the marketplace and with consumers. The CPSC will continue to prioritize reviewing product safety data and acting quickly to remove hazardous products from the marketplace, as necessary. As part of the **Response** activities, the CPSC works with consumers and other interested parties to increase the number of consumers receiving recall notices directly from the CPSC and with recalling firms and retailers to improve the overall effectiveness of the recall effort.

Significant Accomplishments

In FY 2016, the CPSC accomplished the following:

- Facilitated removal of more than 53,000 recalled or banned product units to halt products from being resold on the Internet. This was the result of CPSC's engagement with nearly 8,700 Internet firms and individuals who were offering for sale banned or previously recalled consumer products via Internet websites.
- Used CPSC field staff effectively (one-fifth of CPSC's workforce) to screen more than 188,000 products* and conduct more than 3,200 establishment inspections of firms to ensure compliance and identify violative or potential defective products.
- Processed more than half of the 428 product recalls, involving more than 200 million product units, through the Fast-Track product recall program, which is designed to assist businesses with a streamlined recall process and to remove potentially hazardous products from the marketplace as quickly and efficiently as possible.
- The CPSC conducted four joint trilateral recalls with Canada and Mexico to remove potentially hazardous infant and children's products, lithium-ion batteries, and home improvement products from the North American marketplace. The four recalls involved a total of approximately 378,000 product units in all three jurisdictions. Reducing the global market for hazardous products helps protect U.S. consumers.

*Excludes imports

FY 2018 Priority Initiatives and Activities

The FY 2018 priority initiatives and activities to contribute to effective response funded by this *Request* include:

Outreach: Communicating safety responsibilities and educating industry on its safety obligations are cost-effective methods of achieving compliance and reducing injuries and deaths. The CPSC will prioritize outreach and education by engaging industry stakeholders through events such as forums and workshops, as necessary, to listen to concerns and collaborate on solutions.

Field Investigations: The FY 2018 *Request* supports 93 field investigators and other field staff located in 37 states. The field staff is responsible for carrying out investigative, compliance, consumer information, and marketplace surveillance activities within their geographic areas. The field staff conducts inspections of manufacturers, importers, wholesalers, and retailers and is a key industry outreach conduit to encourage compliance with the laws and regulations administered by the CPSC. The field staff coordinates with federal, state, and local government offices to identify consumer product-related incidents, conducts on-site investigations of incidents involving serious injuries or deaths, and routinely screens the retail marketplace and Internet websites for dangerous products, new and used. The field investigators also provide support, by intermittently covering ports of

entry, as resources permit, where the CPSC does not have a permanent physical presence.

Recall Effectiveness: Sometimes a product hazard is identified in the marketplace, which necessitates recall by the product manufacturer. To remove hazardous products quickly from the marketplace, the CPSC seeks to reduce the time needed to conduct investigations and negotiate corrective actions, as well as to notify firms of violative or potentially hazardous products. Industry can participate in the CPSC's streamlined recall process through the Fast-Track recall program. In FY 2018, the CPSC will work toward improving effectiveness of the recall process by evaluating the quality of its recall data to determine whether the agency can make recommendations to improve recall effectiveness.

VGB Act Grant Program: The CPSC's VGB Act Grant Program received \$1.3 million in appropriation in FY 2017 that is available until expended. The CPSC has sufficient unobligated balances from the FY 2017 appropriation for the award and administration of grants under the VGB Act Grant Program and is not requesting additional funding for this program in FY 2018. The CPSC will reassess the need for additional funding to support the VGB Act Grant Program in the agency's FY 2019 *Request*. The program is intended to support qualifying state and local governments that establish requirements for proper suction outlet covers, back-up anti-entrapment systems, and fencing for public and residential pools and spas. The VGB Act, Public Law 110-140, Title XIV, established the VGB Act Grant Program.

Strategic Goal 4: Communication (\$8.1 million)

The FY 2018 *Request* allocates \$8.1 million in support of Strategic Goal 4—**Communication**, focused on communicating useful information quickly and effectively to inform better decision making. The CPSC uses a wide array of communication channels and strategies to provide timely, targeted information about consumer product safety to the public, industry, and other stakeholders. The agency disseminates safety messages through workshops and training sessions; listserv messages; press releases; public service announcements and video news releases; newspaper, radio, and TV interviews; and increasingly, social media, including Facebook, Twitter, and blogs, adhering to applicable disclosure. The CPSC will improve the usefulness and availability of safety messages by collecting and analyzing data and designing and applying new and innovative communication tools. Dissemination of more useful and timely consumer product safety information will result in a stronger agency brand, the ability to communicate in mobile environments, and the ability to explore micro-targeting to reach the most at-risk populations. An additional element of the CPSC's **Communication** strategy involves strengthening collaborations with stakeholder groups, including other government agencies and nonprofit organizations.

Significant Accomplishments

In FY 2016, the CPSC accomplished the following:

- The Neighborhood Safety Network (NSN), a grassroots product safety outreach program for underserved consumers, has expanded its member base from 3,000 organizations in 2009, to 8,400 in FY 2016.
- The CPSC Hotline (800-638-2772) received about 74,000 phone calls. Consumers can contact the CPSC directly to speak with live operators at the Hotline for information and assistance related to consumer product safety issues and to file incident reports.
- The CPSC conducted 24 public information campaigns on targeted consumer product safety hazards and four campaigns on priority hazards. Among the campaigns were *Pool Safely*, a national public education campaign that works with partners around the country to reduce child drownings and entrapments in swimming pools and spas, and AnchorIt!, a national campaign to educate parents and caregivers about TV and furniture tip-over dangers in the home.
- The CPSC released the "Regulatory Robot," an innovative and free online resource to guide small businesses in identifying important product safety requirements, particularly manufacturers or importers of products for children or other consumers.*

*The "Regulatory Robot" is available at: www.cpsc.gov/business-manufacturing/regulatory-robot/safer-products-start-here.

FY 2018 Priority Initiatives and Activities

The FY 2018 priority initiatives and activities to contribute to **Communication** funded by this *Request* include:

Public Information and Education Campaigns: In FY 2018, the agency will conduct information and education outreach campaigns on priority safety activities for more than 24 targeted safety programs and four priority programs. These programs include the *Pool Safely* campaign to prevent fatal and nonfatal drownings and drain entrapments, the Safe to Sleep® initiative, to help parents and caregivers protect the most vulnerable population—children, the Neighborhood Safety Network (NSN), and the AnchorIt! Campaign to prevent furniture and TV tip-over incidents. The agency will review death and injury data and addressability in deciding which campaigns to emphasize in FY 2018. The majority of the agency's education programs address child safety risks in the

home. CPSC designs these programs to achieve heightened awareness and injury prevention.

Small Business Ombudsman (SBO): In FY 2018, the CPSC will continue with its outreach to small businesses to help guide them through federal product safety laws and rules. These outreach efforts are an important component of the agency's education and compliance strategy. The CPSC's SBO is the dedicated contact for small businesses and provides information and guidance tailored to small businesses. The SBO continues to develop "plain English" regulatory guidance, webinar series, in-person presentations, and technology enhancements in an easy-to-understand format for manufacturers and retailers. To help address questions from small businesses that were previously handled through individualized phone calls to CPSC staff, in January 2016, the CPSC released the "Regulatory Robot," an interactive tool developed by the SBO to help small businesses determine how to comply with CPSC's safety requirements. The SBO will continue to be available to small businesses for additional questions not addressed by the Regulatory Robot.

Internet and Social Media: The CPSC uses a variety of platforms to reach the public, including various websites (CPSC.gov, SaferProducts.gov, PoolSafely.gov and AnchorIt.gov); Twitter, Facebook, Instagram, Flickr and Google+; email alerts; and videos. The CPSC posts recalls and press releases in an RSS feed format, which allows blogs, TV stations, and other media to obtain information from CPSC websites, and, in seconds, have the information posted on their websites. In FY 2018, the CPSC will continue to have a strong social media and web presence as a key component of achieving CPSC's safety mission.

Media: In FY 2018, the CPSC will continue working to engage the media to generate coverage for major recalls and safety campaigns, including drowning prevention, fireworks injury prevention, holiday toy

and decoration safety, residential fires, and furniture and TV tip-over prevention, among others.

Consumer Hotline: The CPSC's customer service Hotline (1-800-638-2772) is a much relied upon service by the public, businesses, and consumers. In FY 2016, the CPSC's customer service hotline received an estimated 74,000 calls; consumers filed 2,100 incident reports; CPSC fulfilled requests from about 750 consumers for 255,000 copies of safety publications and processed nearly 6,900 emails. Several large recalls increased the call volume to the Hotline by 44 percent from the first quarter of FY 2016 to the first quarter of FY 2017. The CPSC will continue to operate its Hotline in FY 2018. Consumers are encouraged to contact the Hotline for information and assistance related to consumer product safety issues and to file incident reports.

Strategic Crosscutting Priorities

The CPSC 2016–2020 Strategic Plan identified four crosscutting strategic priorities that are integral to enabling the mission: Operation Excellence, Data Collection and Analysis, Information Technology (IT), and Internal and External Collaboration. The themes are fundamental to “the way the CPSC works” and how the agency will achieve the strategic plan goals.

Operational Excellence: The CPSC’s programs require strong management policies, effective processes, and adequate support in areas such as human resources, financial management, risk management and internal control, budget and performance management, procurement, facilities, and IT. The CPSC will aspire to enable a high-performing workforce, improve performance management, and enhance financial stewardship to achieve operational excellence.

Data Collection & Analysis: The CPSC is a data-driven agency. Collection and analysis of high-quality data are essential to achieve the CPSC’s strategic goals and fulfill the agency’s mission. CPSC staff regularly collects and analyzes a wide range of data from multiple sources and uses that information to shape program strategies and prioritize program activities. Each of the goals in the strategic plan involves specific initiatives aimed at improving data systems and increasing data-based decision making.

Information Technology: The CPSC’s many IT applications and systems automate agency business processes and improve efficiency. CPSC IT systems collect and store critical consumer product safety-related data, and facilitate timely retrieval and analysis of data by agency staff, as well as by consumers, businesses, and other federal, state, and local agencies. IT projects at the agency support several centralized CPSC database systems that contain information vital to identifying and responding to consumer product hazards and preventing hazardous products from reaching consumers. The CPSC consistently looks for ways to improve the quality, transparency, reliability, and availability of data essential for achieving the agency’s strategic objectives, goals, and mission.

- **Information Resource Management (IRM) Strategic Plan:** Recently, the CPSC issued its first IRM strategic plan. The *2017–2021 IRM Strategic Plan* provides a cohesive, long-term framework for improving information resource management for the CPSC through the execution of focused initiatives. The IRM strategic plan is a practical resource to guide the agency’s long-term vision and direct its near-term priorities.

Internal and External Collaboration: Improved internal collaboration and working effectively across teams, offices, and projects are essential to CPSC’s success in achieving the objectives of the strategic plan. Effective teamwork and internal communication are especially important, given the CPSC’s relatively small size and broad responsibilities because agency personnel must often work across offices to accomplish tasks. The CPSC has a history of working effectively and collaboratively with many types of external organizations to achieve strategic outcomes, including consumer advocacy organizations and groups, manufacturers’ associations and trade groups, voluntary standards organizations, federal agencies, state and local governments, and foreign governments.

Significant Accomplishments

In FY 2016, the CPSC accomplished the following:

- Received the Certificate of Excellence in Accountability Reporting (CEAR) award for the Agency Financial Report (AFR) for the second year running.
- Completed the CPSC 2016–2020 Strategic Plan. Development of the strategic plan was a participatory process that involved CPSC staff and significant engagement with internal and external stakeholders.
- Saferproducts.gov, the CPSC’s online database, which improves agency transparency and outreach and is open to consumers, businesses, and other members of the public, received more than 17,300 retailer reports, nearly 5,900 consumer incident reports, approximately 300 Section 15 reports*, and nearly 2,800 business registration requests.
- The CPSC transitioned Federal Information Security Management Act (FISMA) management processes into centralized, structured, and consolidated governance applications.

*Section 15 cases are self-reported cases by businesses that have the legal obligation to report products they manufactured, imported, distributed, offered to sell, or sold that they suspect might be hazardous.

FY 2018 Priority Initiatives and Activities

IT Mission Applications: The agency will support the operations, maintenance, and development of mission delivery IT systems. This includes the Consumer Product Safety Risk Management System (CPSRMS), the Import Surveillance RAM system, and the Dynamic Case Management system (DCM), among others. These mission applications are the backbone of the CPSC's data and analytical capabilities.

The IRM strategic plan includes performance goals and strategic initiatives to improve the agency's IT mission applications. Among those are the IRM performance goal of developing the CPSC enterprise architecture to allow for agency-wide understanding of the interactions of process, data, applications, and technology and the IRM strategic initiative of revising and updating the governance framework for reviewing and approving new technologies, applications, and services.

IT Security: The Inspector General has identified IT security as a management challenge. The agency is

working to maintain a secure IT environment and comply with the Federal Information Security Management Act (FISMA). The CPSC will update and approve major applications' security documentation and implement the National Institute of Standards and Technology (NIST) Risk Management Framework to accredit the information resources that reside outside of the General Support System-Local Area Network (GSS-LAN).

Financial Management Services: The CPSC will continue its interagency agreement with the U.S. Department of Transportation (DOT) to receive financial accounting services and systems through a federal shared services arrangement. The shared services arrangement enables the CPSC to meet its financial management and reporting responsibilities and leverage the financial system economies of scale not otherwise available to a small agency.

Facilities Services: In FY 2018, the CPSC will continue to operate in three General Services Administration- (GSA) leased facilities: the CPSC Headquarters, the National Product Testing and Evaluation Center (NPTEC), and the Sample Storage Warehouse facility.

Table 3

Program and Financing Schedule

(Dollars in millions)

	<u>FY2016 Actual</u>	<u>FY2017 Enacted</u>	<u>FY2018 Request</u>
Obligations by Program Activity:			
Consumer Product Safety Commission	\$125	\$126	\$123
Direct program activities, subtotal	<u>\$125</u>	<u>\$126</u>	<u>\$123</u>
Reimbursable program	\$3	\$3	\$3
<i>Total new obligations</i>	\$128	\$129	\$126
Budgetary Resources:			
Unobligated balance:			
Unobligated balance brought forward, Oct 1	\$1	\$1	\$1
Budget authority:			
Appropriations, discretionary:			
Appropriation	\$125	\$126	\$123
Spending authority from offsetting collections, discretionary:			
Collected	\$3	\$3	\$3
Budget authority (total)	\$128	\$129	\$126
<i>Total budgetary resources available</i>	\$128	\$130	\$127
Change in Obligated Balance:			
Obligated balance, start of year (net):			
Unpaid obligations, brought forward, Oct 1 (gross)	\$35	\$38	\$40
Obligations incurred, unexpired accounts	\$128	\$128	\$126
Obligations incurred, expired accounts	\$1	\$0	
Outlays (gross)	-\$124	-\$126	-\$129
Recoveries of prior year unpaid obligations, expired	-\$2		
Obligated balance, end of year (net):			
<i>Unpaid obligations, end of year (gross)</i>	\$38	\$40	\$37
Budget Authority and Outlays, net:			
Discretionary:			
Budget authority, gross	\$128	\$129	\$126
Outlays, gross:			
Outlays from new discretionary authority	\$98	\$97	\$99
Outlays from discretionary balances	<u>\$26</u>	<u>\$29</u>	<u>\$26</u>
Outlays, gross (total)	\$124	\$126	\$125
Offsets against gross budget authority and outlays:			
Offsetting collections (collected) from:			
Federal sources	<u>-\$3</u>	<u>-\$3</u>	<u>-\$3</u>
<i>Budget authority, net (total)</i>	\$125	\$126	\$123
<i>Outlays, net (total)</i>	\$121	\$123	\$122

Table 4

Object Classification Schedule and Personnel Summary

(Dollars in millions)

		FY 2016 <u>Actual</u>	FY 2017 <u>Enacted</u>	FY 2018 <u>Request</u>
Direct Obligations:				
11	Personnel Compensation	\$59	\$62	\$61
12	Personnel Benefits	18	18	18
21	Travel and Transportation of Persons	1	1	1
23	Rent, Communications, and Utilities	10	10	10
24	Printing and Reproduction	0	0	0
25	Other Services	34	31	30
26	Supplies and Materials	1	1	1
31	Equipment	2	2	2
41	Grants	0	1	0
99	<i>Subtotal, Direct Obligations</i>	<u>\$125</u>	<u>\$126</u>	<u>\$123</u>
Reimbursable Obligations:		<u>\$3</u>	<u>\$3</u>	<u>\$3</u>
Total Obligations:				
99.9	Total Obligations	<u><u>\$128</u></u>	<u><u>\$129</u></u>	<u><u>\$126</u></u>
Personnel Summary:				
Total Direct Compensable Work Years:				
	Full-Time Equivalent Employment	549	567	545

Table 5
CPSC FTEs by Organization

	<u>FY 2016 Actual</u>	<u>FY 2017 Enacted</u>	<u>FY 2018* Request</u>
Chairman & Commissioners	20	21	21
Hazard Identification and Reduction	165	167	159
Compliance and Field Operations	154	159	151
Import Surveillance	42	44	42
International Programs	8	7	7
Communications	11	10	10
Information Technology	33	42	40
General Counsel	47	50	48
Agency Management, Rent, and Security**	64	60	60
Inspector General	5	7	7
Total	549	567	545

* The CPSC will reassess the agency's FTE allocation when Congress makes a decision on CPSC's *FY 2018 Performance Budget Request* and when the Commission subsequently approves CPSC's *FY 2018 Operating Plan* to implement the *FY 2018 Performance Budget Request*.

** Agency Management, Rent, and Security includes Financial Management, Planning, and Evaluation; Facilities Services; Human Resources Management; EEO & Minority Enterprise; Executive Director; and Legislative Affairs.

Table 6

Inspector General Budget Request

(Dollars in thousands)

In compliance with Public Law No. 110-409, the Inspector General Reform Act of 2008, the following information is presented:

<u>Resource</u>	<u>FY 2016 Actual</u>	<u>FY 2017 Enacted</u>	<u>FY 2018 Request</u>
FTEs	5	7	7
Salaries & Expenses	\$784	\$1,001	\$1,022
Contracts & Operating Expenses	\$124	\$121	\$121
Training	\$9	\$15	\$15
Total Amount	\$917	\$1,137	\$1,158

The CPSC Inspector General (IG) certifies that the amount requested for training satisfies all known IG training requirements for FY 2018.

Table 7

Inspector General Top Management Challenges

In compliance with Public Law No. 114-113, the Consolidated Appropriations Act, 2016, the following information is presented:

<u>IG Identified Challenge</u>	<u>Brief Challenge Explanation</u>	<u>Management's Response</u>
Information Technology Security	The agency needs to address security weaknesses, as outlined in the 2015 FISMA report, which could result in the modification or destruction of data, disclosure of sensitive information, or denial of services to users who require the information to support CPSC's mission.	Allocate resources and request funding increases to mitigate these and other security risks. (CPSC accounts for this within the baseline budget for Information Technology in Table 2 of this document.)
Adequacy of Internal Controls	Implementing new U.S. Government Accountability Office (GAO) "Green Book" guidelines that extend internal control principles to program performance.	Implement the GAO Green Book's requirements and the 17 underlying principles that support internal control. (CPSC accounts for this within the baseline budget for Agency Management and Support and Rent/Security in Table 2 of this document.)
Budget Uncertainty due to Continuing Resolutions	Continuing resolutions can result in delayed hiring and contract awards.	Minimize risk through improved planning, prioritization, and analysis. (CPSC accounts for this within the baseline budget for Agency Management and Support and Rent/Security in Table 2 of this document.)

Note: The CPSC's Inspector General Management Challenges Report is found on pp. 52–55 of the CPSC's *FY 2016 Agency Financial Report* (AFR) at: www.cpsc.gov/en/about-cpsc/agency-reports/performance-and-budget.

Voluntary Standards Summary

Definition

A “voluntary standard” is defined as a consensus product standard and is also called a safety standard. It is a prescribed set of rules, conditions, or requirements concerning definitions of product-related terms; classification of components; specification of materials, performance, or operations; delineation of procedures; or measurement of quantity and quality in describing products, materials, systems, services, or practices relating to the safety of consumer products used in and around the home, outdoors, and in schools.

CPSC’s Statutory Requirement

The CPSC’s statutory authority requires the agency to rely on voluntary standards rather than promulgate mandatory regulations, if compliance with a voluntary standard would eliminate or adequately reduce the risk of injury identified, and it is likely that there will be substantial compliance with the voluntary standard.

Voluntary Standards Process & CPSC Participation

CPSC staff works with organizations that coordinate the development of voluntary standards. Voluntary standards activity is an ongoing process that may involve multiple revisions to a standard within 1 year or over multiple years; and such activity may continue in subsequent years, depending on the activities of the voluntary standards committees and priorities of the Commission.

CPSC staff participates actively in voluntary standards activities for identified products. Active participation extends beyond attendance at meetings and may include, among other things, providing injury data and hazard analyses; encouraging development or revision of voluntary standards; identifying specific risks of injury; performing research; developing health science data; and performing laboratory technical assistance.

FY 2018 Activities

The table on the next page lists voluntary standards activities submitted in the CPSC’s *FY 2017 Operating Plan* (approved on October 19, 2016) and the CPSC’s planned voluntary standards activities for FY 2018.

Key to Table

- Denotes active participation in related voluntary standards activities.

Voluntary Standards Table

Product		FY 2017 Op Plan	FY 2018 Request
Voluntary Standards Activities Related to Existing CPSC Regulations Issued Under the CPSIA, as amended by Pub. L. No. 112-28, and including the Danny Keysar Child Product Safety Notification Act (Section 104 of the CPSIA)			
1	ATVs ⁶	•	•
2	Bassinets/Cradles	•	•
3	Bed Rails (Children's)	•	•
4	Bedside Sleepers	•	•
5	Child Frame Carriers	•	•
6	Commercial Cribs	•	•
7	Crib Bumpers		•
8	Full-Size Cribs	•	•
9	Handheld Carriers	•	•
10	Infant Bath Seats	•	•
11	Infant Swings	•	•
12	Infant Walkers	•	•
13	Non-Full-Size Cribs and Play Yards	•	•
14	Phthalates	•	
15	Soft Carriers	•	•
16	Strollers	•	•
17	Toddler Beds	•	•
18	Toys	•	•
Voluntary Standards Activities Related to Existing CPSC Regulations			
19	Child-Resistant Packaging	•	•
20	Fireworks	•	•
21	Gasoline Containers	•	•
22	Swimming Pools/Spas Drain Entrapment	•	•
23	Swimming Pools/Spas Safety Vacuum Relief System	•	•
Voluntary Standards Activities Related to Petitions			
24	Adult Portable Bed Rails	•	•
25	Candles and Candle Accessories	•	•
26	Crib Bumpers	•	
27	Torch Fuel Containers	•	•
Voluntary Standards Activities Related to Rule Review Projects			
28	Mattresses	•	•
Voluntary Standards Activities Related to Ongoing Rulemakings Under CPSIA, as amended by Pub. L. No. 112-28, and including the Danny Keysar Child Product Safety Notification Act (Section 104 of the CPSIA)			
29	Booster Seats	•	•
30	Changing Tables	•	•
31	Children's Folding (Youth) Chairs and Stools	•	•
32	High Chairs	•	•
33	Hook-on Chairs	•	•
34	Infant Bath Tubs	•	•
35	Infant Bouncers	•	•
36	Infant Gates and Other Enclosures	•	•
37	Infant Inclined Sleep Products	•	•
38	Infant Slings	•	•
39	Stationary Activity Centers	•	•

⁶ ATV: All-Terrain Vehicle.

Product		FY 2017 Op Plan	FY 2018 Request
40	Window Coverings	•	•
Voluntary Standards Activities Related to Ongoing or Potential Rulemaking Activities			
41	Flammable Liquids (Material Handling) (now includes Fuel Gels)	•	•
42	Portable Fireplaces (now includes Firepots and Unvented Alcohol Appliances)	•	•
43	Portable Generators	•	•
44	Power Equipment (Table Saws)	•	•
45	Recreational Off-Highway Vehicles (ROVs)	•	•
46	Upholstered Furniture	•	•
Other Planned Voluntary Standards Activities			
47	Baby Monitors	•	
48	Bath Tubs (Adult)		•
49	Batteries, Button, Lithium, Cell	•	•
50	Carbon Monoxide (CO) Alarms	•	•
51	Clothes Dryers	•	•
52	Flammable Refrigerants	•	•
53	Formaldehyde in MDF	•	•
54	Formaldehyde in Particleboard	•	•
55	Fuel Tanks, Leakage	•	
56	Furnaces (CO Sensors)	•	•
57	Furniture Tip-Overs	•	•
58	Gasoline Containers (Flame Arrestors)	•	•
59	Inflatable Play Devices	•	•
60	Laundry and Dishwasher Packets	•	•
61	LP Gas Outdoor Fire Pit		•
62	Methylene Chloride Labeling Task Group under F15		•
63	Nanotechnology	•	•
64	National Electrical Code	•	•
65	Non-Integral Firearm Locking Devices	•	•
66	Phthalate Testing Methods	•	•
67	Playground Equipment (Home)	•	•
68	Playground Equipment (Public)	•	•
69	Playground Surfacing	•	•
70	Pools, Portable Unprotected (Child Drowning)	•	•
71	Ranges, Gas (Control Panels)	•	
72	Recreational Headgear	•	•
73	Safety Locks and other household child-inaccessibility devices	•	•
74	Self-balancing Scooters and Light Electric Vehicles	•	•
75	Smoke Alarms	•	•
76	Sports Protective Gear		•
77	Spray Polyurethane Foam Insulation	•	•
78	Tents	•	
79	Trampoline Parks		•
80	Washing Machines		•
81	Washing Machines, Top Loading	•	
82	Youth-Resistant Firearm Security Containers	•	•
Grand Total		75	75

Mandatory Standards Summary

Definition

Mandatory regulations, also called technical regulations, are federal rules set by statute or regulation that define requirements for consumer products. They typically take the form of performance requirements that consumer products must meet or warnings they must display to be imported, distributed, or sold in the United States.

CPSC's Statutory Requirement

The CPSC may set a mandatory regulation when it determines that compliance with a voluntary standard would not eliminate or adequately reduce a risk of injury or finds that it is unlikely that there will be substantial compliance with a voluntary standard.* The Commission may also promulgate a mandatory ban of a hazardous product when it determines that no feasible voluntary standard or mandatory regulation would adequately protect the public from an unreasonable risk of injury.

FY 2018 Activities

CPSC staff plans to work on the projects listed in the table on the next page. This work will involve continuation of rulemaking activities related to the CPSIA, as well as other laws, and it will include data analysis and technical activities supporting ongoing or potential future rulemaking activities.

Note: The terms ANPR, NPR, and FR indicate that a briefing package with a draft ANPR, draft NPR, or a draft FR was or will be submitted to the Commission. It does not indicate the final action of the Commission.

Key to Table	
ANPR	Advance Notice of Proposed Rulemaking
NPR	Notice of Proposed Rulemaking
FR	Final Rule
DFR	Direct Final Rule
BP	Briefing Package
DA/TR	Data Analysis and/or Technical Review

*The CPSIA requires the Commission to promulgate mandatory regulations by adopting existing voluntary standards (in whole or in part) for some products, such as durable infant or toddler products, children's toys, and all-terrain vehicles. For additional information, please refer to the CPSIA at: www.cpsc.gov/regulations-laws--standards/statutes/the-consumer-product-safety-improvement-act.

Mandatory Standards Table

ITEMS BY MAJOR CATEGORIES		FY 2017 Op Plan ⁷	FY 2018 Request
CPSIA, as amended by Pub. L. No. 112-28, and including Section 104, the Danny Keysar Child Product Safety Notification Act			
	ATVs – Conspicuity	NPR	FR
	ATVs – Other	DA/TR	DA/TR
	Booster Seats	NPR	FR
	Changing Tables	FR	
	Children's Folding (Youth) Chairs and Stools	FR	
	Consumer Registration Requirement for Crib Bumpers	DA/TR	NPR
	Crib Bumpers	DA/TR	NPR
	Gates and Other Enclosures	NPR	FR
	High Chairs	FR	
	Infant Bath Tubs	FR	
	Infant Bouncer Seats	FR	
	Infant Inclined Sleep Products	NPR	FR
	Infant Slings	FR	
	Phthalates	FR	
	Stationary Activity Centers	NPR	FR
Rule Review			
	Fireworks	NPR	FR
	Lead	BP	DA/TR
	Mattresses	BP	
Other Ongoing or Potential Rulemaking-Related Activities			
	Adjudicative Rules	DA/TR	DA/TR
	Adult Portable Bed Rails Petition	BP	
	Burden Reduction/Assure Compliance	NPR, FR	FR, NPR
	F963 Toys	BP, NPR	
	Flooring Petition	BP	
	FOIA ⁸ Update	NPR	FR
	Furniture Tip-Over	BP, ANPR	NPR
	Magnets		FR
	Methylene Chloride Petition	BP	
	Organohalogens Petition	BP	
	Portable Fireplaces	DA/TR	DA/TR
	Portable Generators	NPR	FR
	Recreational Off-Highway Vehicles (ROVs)		DA/TR
	Residential Elevators Petition	BP	
	Substantial Product Hazard List – 15(j) Rule		DA/TR
	Supplemental Mattresses Petition	BP	
	Table Saws	NPR	FR
	Upholstered Furniture	DA/TR	DA/TR
	Voluntary Standards Participation (1031)		BP
	Window Coverings	NPR	DA/TR
Number of candidates for rulemaking (ANPR, NPR, and FR)		21	15

⁷ Reflects Mandatory Standards activities in the Commission-approved *FY 2017 Operating Plan* (October 19, 2016), as amended by *Regulatory Agenda Spring 2017*, approved by the Commission on March 28, 2017. These two FR candidates were marked as pending in, and excluded from, *Regulatory Agenda Spring 2017: Information Disclosure Under Section 6b of the CPSIA–1101 and Voluntary Recall Notice Rule*

⁸ FOIA: Freedom of Information Act.

Annual Performance Plan

FY 2016–FY 2020 Strategic Plan Summary

The CPSC's strategic plan sets the framework for all subsequent agency planning, communication, management, and reporting. The strategic plan provides direction for resource allocation, program design, and management decisions. The strategic plan defines the evidence and performance data used to monitor and assess program effectiveness.

The CPSC formulated the objectives within each strategic goal, and these objectives reflect the key component outcomes necessary to achieve each of the strategic goals. The strategic objectives are underpinned by performance goals and strategic initiatives, which define additional outcomes, outputs, and activities that the CPSC will implement and pursue within each strategic objective. Proposed FY 2018 key performance measures are identified for monitoring and reporting on FY 2018 progress toward achieving the strategic objectives. An overview summary of the key measures is listed on pp. 24–25. Annual Performance Plan (APP) details by strategic goal can be found on pp. 26–36 and includes discussion of agency strategy and approach toward achieving the strategic goal; FY 2017 and FY 2018 annual targets for each key measure, where applicable; 3 years of historical actual data for each key measure, where applicable; and priority activities and initiatives.



Key Performance Measure Summary

Below is an overview summary of the CPSC's proposed key performance measures for FY 2018.

Strategic Objective (SO) ⁹	Key Performance Measure (KM)	Lead Office	FY 2017 Target	FY 2018 Target
Goal 1: Workforce Cultivate the most effective consumer product safety workforce				
SO 1.1 Enhance effective strategic human capital planning and alignment	2018KM1.1.01 Human capital strategic plan completed	Human Resource	1	N/A
SO 1.2 Foster a culture of continuous development	2018KM1.2.01 Percentage of employees satisfied with opportunities to improve their skills (as reported in the Federal Employee Viewpoint Survey)		71%	71%
SO 1.3 Attract and recruit a talented and diverse workforce	2018KM1.3.01 Percentage of hiring managers trained on recruitment		50%	75%
SO 1.4 Increase employee engagement	2018KM1.4.01 Federal Employee Viewpoint Survey Employee Engagement Index Score		70%	71%
Goal 2: Prevention Prevent hazardous products from reaching consumers				
SO 2.1 Improve identification and assessment of hazards to consumers	2018KM2.1.01 Percentage of consumer product-related incident reports warranting follow-up actions	Hazard Identification	Baseline	TBD ¹⁰
	2018KM2.1.02 Number of hazard characterization annual reports completed on consumer product-related fatalities, injuries, and/or losses for specific hazards		11	11
	2018KM2.1.03 Percentage of consumer product-related injury cases correctly captured at NEISS hospitals		90%	90%
	2018KM2.1.04 Number of collaborations established or maintained with other organizations to work on nanotechnology research or issues affecting consumer products		5	5
SO 2.2 Lead efforts to improve the safety of consumer products before they reach the marketplace	2018KM2.2.01 Number of voluntary standards activities in which CPSC staff actively participates	Hazard Identification	75	75
	2018KM2.2.02 Number of candidates for rulemaking prepared for Commission consideration		21 ¹¹	15
	2018KM2.2.03 Violation rate of target repeat offenders ¹²	Import	Baseline	TBD
	2018KM2.2.04 Percentage of foreign-based industry representatives indicating increased understanding after CPSC training	International	90%	90%
	2018KM2.2.05 Percentage of foreign regulatory agency representatives indicating increased understanding of CPSC procedures after CPSC training		90%	90%
	2018KM2.2.06 Percentage of inbound exchange fellows indicating increased understanding of CPSC best practices after CPSC training		100%	100%

⁹ Progress toward each SO is measured by its corresponding KMs.

¹⁰ TBD: To be determined.

¹¹ Reflects Mandatory Standards activities in the Commission-approved *FY 2017 Operating Plan* (October 19, 2016), as amended by *Regulatory Agenda Spring 2017*, approved by the Commission on March 28, 2017. These two FR candidates were marked as pending in, and excluded from, *Regulatory Agenda Spring 2017: Information Disclosure* under Section 6b of the CPSIA–1101 and Voluntary Recall.

¹² For FY 2018, KM2.2.03 measure statement no longer includes "first-time importers" because the agency has determined that they cannot be independently measured.

Strategic Objective (SO) ⁹	Key Performance Measure (KM)	Lead Office	FY 2017 Target	FY 2018 Target
SO 2.3 Increase capability to identify and stop imported hazardous consumer products	2018KM2.3.01 Percentage of consumer product imports, identified as high-risk, examined at import	Import	Baseline	85% ¹³
	2018KM2.3.02 Percentage of import shipments processed through the Risk Assessment Methodology (RAM) system that are cleared within one business day		99%	99%
	2018KM2.3.03 Percentage of consumer product import entries that are risk-scored by the CPSC		Baseline	4% ¹³
	2018KM2.3.04 Number of import examinations completed		40,000	35,000
Goal 3: Response Respond quickly to address hazardous consumer products both in the marketplace and with consumers				
SO 3.1 Rapidly identify hazardous consumer products for enforcement action	2018KM3.1.01 Percentage of cases for which a preliminary determination is made within 85 business days of the case opening	Compliance	Baseline ¹⁴	70% ¹³
	2018KM3.1.02 Percentage of cases for which a compliance determination of a regulatory violation is made within 35 business days of sample collection		Baseline	85% ¹³
SO 3.2 Minimize further exposure to hazardous consumer products	2018KM3.2.01 Percentage of cases for which a corrective action is accepted within 60 business days of preliminary determination	Compliance	Baseline	40% ¹³
	2018KM3.2.02 Percentage of cases for which a firm is first notified of a regulatory violation within 40 business days from sample collection		Baseline	85% ¹³
	2018KM3.2.03 Percentage of Fast-Track cases with corrective actions initiated within 20 business days		90%	90%
SO 3.3 Improve consumer response to consumer product recalls	2018KM3.3.01 Recall effectiveness rate for all consumer product recalls during this fiscal year	Compliance	Baseline	25% ¹³
Goal 4: Communication Communicate useful information quickly and effectively to better inform decisions				
SO 4.1 Improve usefulness and availability of consumer product safety information	2018KM4.1.01 Percentage of positive responses about usefulness of information received from CPSC communication channels	Communications	Baseline	80% ¹³
SO 4.2 Increase dissemination of useful consumer product safety information	2018KM4.2.01 Number of impressions of CPSC safety messages (millions)	Communications	5,800	5,900
	2018KM4.2.02 Average number of business days between establishment of first draft and issuance of recall press release for the most timely 90% of recall press releases		18	18
	2018KM4.2.03 Number of CPSC social media safety messages with which stakeholders engage		Baseline	TBD
SO 4.3 Increase and enhance collaboration with stakeholders	2018KM4.3.01 Number of collaboration activities initiated with stakeholder groups	Communications	25	28

¹³ The FY 2018 target for this measure is tentative because baseline data are still being collected for FY 2017.

¹⁴ This measure is not new for FY 2017. However, starting in FY 2017, the computation method for this measure has changed from prior years and will now be limited to higher-hazard priority cases. As a result, reported data for FY 2016 and prior years are not directly comparable to the reported data from FY 2017 or later years.

Annual Performance Plan Details

Agency Strategy, Performance Measures, and Targets

Strategic Goal 1: Workforce

Cultivate the most effective consumer product safety workforce

Agency Strategy

Having a highly trained, diverse, and engaged workforce is critical to meeting the dynamic challenges of the consumer product safety landscape and to achieve the CPSC's life-saving mission. Agency staff's knowledge about product safety, commitment to the agency's mission, and "can-do" attitude make achieving the CPSC mission possible. The FY 2018 APP will address the following key workforce challenges:

- Having a workforce with the knowledge, skills, and abilities to meet new, innovative, and emerging product safety challenges;
- Aligning staff resources to agency priorities;
- Maintaining a global presence to address global marketplace issues;
- Increasing employee engagement; and
- Strengthening knowledge transfer through succession planning.

STRATEGIC OBJECTIVE 1.1

Enhance effective strategic human capital planning and alignment

STRATEGIC OBJECTIVE 1.2

Foster a culture of continuous development

STRATEGIC OBJECTIVE 1.3

Attract and recruit a talented and diverse workforce

STRATEGIC OBJECTIVE 1.4

Increase employee engagement

Strategic Objective (SO)	Key Performance Measure (KM)	Lead Office	FY 2014 Actual	FY 2015 Actual	FY 2016 Actual	FY 2017 Target	FY 2018 Target
Goal 1: Workforce Cultivate the most effective consumer product safety workforce							
SO 1.1 Enhance effective strategic human capital planning and alignment	2018KM1.1.01 Human capital strategic plan completed	Human Resources				1	N/A
SO 1.2 Foster a culture of continuous development	2018KM1.2.01 Percentage of employees satisfied with opportunities to improve their skills (as reported in the Federal Employee Viewpoint Survey)					71%	71%
SO 1.3 Attract and recruit a talented and diverse workforce	2018KM1.3.01 Percentage of hiring managers trained on recruitment					50%	75%
SO 1.4 Increase employee engagement	2018KM1.4.01 Federal Employee Viewpoint Survey Employee Engagement Index Score					70%	71%

CPSC's Approach to Workforce

The CPSC's approach to cultivating an effective workforce involves enhancing human capital planning and alignment, increasing opportunities for professional development, and improving recruitment strategies to attract talented, diverse, and committed staff. The strategy also emphasizes increasing employee engagement by promoting and rewarding staff innovation and creativity, increasing managers' commitment to fostering employee engagement in the workplace, and promoting a healthy work-life balance.

2016 2020 Strategic Plan Performance Goals (PG), Strategic Initiatives (SI)		FY 2018 Priority Activity
SO 1.1 Enhance effective strategic human capital planning and alignment		
<p>PG1.1.1 Improve human capital infrastructure</p> <ul style="list-style-type: none">• SI1: Benchmark best practices at other federal agencies and private sector organizations• SI2: Implement change management in human capital infrastructure <p>PG1.1.2 Enhance human capital resource allocation reporting</p> <ul style="list-style-type: none">• SI3: Train supervisors on making a business case for position management• SI4: Improve human capital resource tracking and reporting	<p>Human Resources</p> <ul style="list-style-type: none">• Benchmark best practices at other federal agencies and private sector organizations• Implement change management in human capital infrastructure• Train supervisors on making a business case for position management• Improve human capital resource tracking and reporting	
SO 1.2 Foster a culture of continuous development		
<p>PG1.2.1 Encourage and support professional development</p> <ul style="list-style-type: none">• SI5: Perform best practice research across other federal and private sector organizations• SI6: Develop and implement individual development plans• SI7: Implement coaching and mentoring programs <p>PG1.2.2 Deliver high quality, targeted development opportunities</p> <ul style="list-style-type: none">• SI8: Conduct training needs assessment• SI9: Develop agency-wide training plan	<p>Human Resources</p> <ul style="list-style-type: none">• Perform best practice research across other federal and private sector organizations• Develop and implement individual development plans• Implement coaching and mentoring programs• Conduct training needs assessment• Develop agency-wide training plan	
SO 1.3 Attract and recruit a talented and diverse workforce		
<p>PG1.3.1 Improve targeted assessments to recruit talent</p> <ul style="list-style-type: none">• SI10: Research best practices at other federal agencies and private sector organizations in developing assessment tools• SI11: Establish a manager training program on developing and utilizing assessment tools <p>PG 1.3.2 Increase targeted outreach to increase diversity</p> <ul style="list-style-type: none">• SI12: Create a new and enhanced marketing/outreach strategy• SI13: Advance relationships with colleges and universities	<p>Human Resources</p> <ul style="list-style-type: none">• Research best practices at other federal agencies and private sector organizations in developing assessment tools• Establish a manager training program on developing and utilizing assessment tools• Create a new and enhanced marketing/outreach strategy <hr/> <p>Equal Opportunity/Human Resources</p> <ul style="list-style-type: none">• Advance relationships with colleges and universities	
SO 1.4 Increase employee engagement		
<p>PG1.4.1 Promote and recognize innovation and creativity</p> <ul style="list-style-type: none">• SI14: Research, develop, and implement an award policy that encourages and recognizes innovation• SI15: Train workforce on problem solving and framing methods to encourage innovation through alternative approaches <p>PG1.4.2 Build commitment to employee engagement</p> <ul style="list-style-type: none">• SI16: Implement agency employee engagement initiative• SI17: Train the workforce on New IQ <p>PG1.4.3 Promote work-life balance</p> <ul style="list-style-type: none">• SI18: Develop and provide training and informational opportunities on work-life balance to the workforce• SI19: Provide wellness and safety activities for the workforce	<p>Human Resources</p> <ul style="list-style-type: none">• Research, develop, and implement an award policy that encourages and recognizes innovation• Train workforce on problem solving and framing methods to encourage innovation through alternative approaches• Implement agency employee engagement initiative• Develop and provide training and informational opportunities on work-life balance to the workforce• Provide wellness and safety activities for the workforce <hr/> <p>Equal Opportunity</p> <ul style="list-style-type: none">• Train the workforce on New IQ	

Strategic Goal 2: Prevention

Prevent hazardous products from reaching consumers

Agency Strategy

The CPSC is charged with protecting the public from unreasonable risks of injury and death from a vast array of consumer products supplied through expanding global markets. Efforts to increase manufacturing of safe consumer products, combined with improved mechanisms to identify hazardous products before they enter the marketplace, are the most effective ways to prevent hazardous products from reaching consumers. The FY 2018 APP will address key challenges to preventing consumer product-related injuries, including:

- Providing surveillance of the myriad of consumer products imported and domestically manufactured under the CPSC's jurisdiction;
- Advancing data analysis and research capability to identify existing and potential emerging consumer product hazards, particularly those linked to rapid advances in technology, such as the use of nanoparticles;
- Addressing changes in traditional manufacturing methods, such as additive manufacturing using 3-D printers, and eCommerce distribution options;
- Developing voluntary standards and mandatory regulations to address hazards for products resulting from new technologies; and
- Identifying, researching, and informing the public about chemical or chronic hazards in consumer products.

STRATEGIC OBJECTIVE 2.1

Improve identification and assessment of hazards to consumers

STRATEGIC OBJECTIVE 2.2

Lead efforts to improve the safety of consumer products before they reach the marketplace

STRATEGIC OBJECTIVE 2.3

Increase capability to identify and stop imported hazardous consumer products

Strategic Objective (SO)	Key Performance Measure (KM)	Lead Office	FY 2014 Actual	FY 2015 Actual	FY 2016 Actual	FY 2017 Target	FY 2018 Target
Goal 2: Prevention Prevent hazardous products from reaching consumers							
SO 2.1 Improve identification and assessment of hazards to consumers	2018KM2.1.01 Percentage of consumer product-related incident reports warranting follow-up actions	Hazard Identification				Baseline	TBD
	2018KM2.1.02 Number of hazard characterization annual reports completed on consumer product-related fatalities, injuries, and/or losses for specific hazards		10	10	11	11	11
	2018KM2.1.03 Percentage of consumer product-related injury cases correctly captured at NEISS hospitals		91%	91.6%	91%	90%	90%
	2018KM2.1.04 Number of collaborations established or maintained with other organizations to work on nanotechnology research or issues affecting consumer products					5	5
SO 2.2 Lead efforts to improve the safety of consumer products before they reach the marketplace	2018KM2.2.01 Number of voluntary standards activities in which CPSC staff actively participates	Hazard Identification		81	71	75	75
	2018KM2.2.02 Number of candidates for rulemaking prepared for Commission consideration		10	20	10	21 ¹⁵	15
	2018KM2.2.03 Violation rate of target repeat offenders ¹⁶	Import				Baseline	TBD
	2018KM2.2.04 Percentage of foreign-based industry representatives indicating increased understanding after CPSC training	International				90%	90%
	2018KM2.2.05 Percentage of foreign regulatory agency representatives indicating increased understanding after CPSC training					90%	90%
	2018KM2.2.06 Percentage of inbound exchange fellows indicating increased understanding of CPSC best practices after CPSC training					100%	100%
SO 2.3 Increase capability to identify and stop imported hazardous consumer products	2018KM2.3.01 Percentage of consumer product imports, identified as high-risk, examined at import	Import				Baseline	85% ¹⁷
	2018KM2.3.02 Percentage of import shipments processed through the Risk Assessment Methodology (RAM) system that are cleared within one business day		99.7%	99.6%	99.8%	99%	99%
	2018KM2.3.03 Percentage of consumer product import entries that are risk-scored by the CPSC					Baseline	4% ¹⁷
	2018KM2.3.04 Number of import examinations completed		28,007	35,122	36,523	40,000	35,000

¹⁵ Reflects Mandatory Standards activities in the Commission-approved *FY 2017 Operating Plan* (October 19, 2016), as amended by *Regulatory Agenda Spring 2017*, approved by the Commission on March 28, 2017. These two FR candidates were marked as pending in, and excluded from, *Regulatory Agenda Spring 2017: Information Disclosure Under Section 6b of the CPSIA–1101 and Voluntary Recall*.

¹⁶ For FY 2018, KM2.2.03 measure statement no longer includes “first-time” importers” because the agency has determined that they cannot be independently measured.

¹⁷ The FY 2018 target for this measure is tentative, since baseline data are still being collected for FY 2017.

CPSC's Approach to Prevention

The CPSC uses several means to try to prevent injury or harm from consumer products. The overall approach is to prevent hazardous products from reaching consumers by: (1) working at the national and international level to help ensure that hazards are appropriately addressed by voluntary standards or mandatory regulations; (2) providing technical information to industry to support voluntary standards development; and (3) allocating inspection, surveillance, and enforcement resources effectively to identify and remove hazardous products from the marketplace.

The CPSC participates in the development of new voluntary standards, creates mandatory regulations, and educates manufacturers on safety requirements. The CPSC works with standards development organizations to create and strengthen voluntary standards for consumer products, which involves building consensus among relevant stakeholders. The CPSC develops new mandatory regulations when necessary and consistent with statutory authority, in response to identified product hazards. The agency also educates manufacturers on safety requirements and collaborates with foreign regulatory counterparts to help build safety into consumer products. Another major component of the CPSC's prevention approach is identification and interception of hazardous consumer products through import surveillance and inspection programs. The agency conducts establishment inspections of manufacturers, importers, and retailers; monitors Internet and resale markets; responds to industry-generated reports about potentially unsafe products; and tests products for compliance with specific standards and mandatory regulations.

2016-2020 Strategic Plan Performance Goals (PG), Strategic Initiatives (SI)	FY 2018 Priority Activity
SO 2.1 Improve identification and assessment of hazards to consumers	
<p>PG2.1.1 Increase agency capacity to analyze hazard data</p> <ul style="list-style-type: none"> • SI1: Enhance IT solutions and data-mining techniques to improve data collection and analysis • SI2: Identify alternative sources of data that will assist in hazard analysis and monitoring <p>PG2.1.2 Improve quality and specificity of hazard information</p> <ul style="list-style-type: none"> • SI3: Promote a universal product identifier to improve product traceability • SI4: Research and implement methods for improving completeness of data submitted to the CPSC • SI5: Research and implement methods to increase the number of incident samples available for analysis <p>PG2.1.3 Improve agency capacity to identify and assess chronic hazards</p> <ul style="list-style-type: none"> • SI6: Develop a plan to enhance chronic hazard assessments • SI7: Enhance coordination with relevant federal agencies working on chronic hazards 	<p>Hazard Identification</p> <ul style="list-style-type: none"> • Enhance IT solutions and data-mining techniques to improve data collection and analysis • Identify alternative sources of data that will assist in hazard analysis and monitoring • Promote a universal product identifier to improve product traceability • Research and implement methods for improving completeness of data submitted to the CPSC • Research and implement methods to increase the number of incident samples available for analysis • Develop a plan to enhance chronic hazard assessments • Enhance coordination with relevant federal agencies working on chronic hazards

2016-2020 Strategic Plan Performance Goals (PG), Strategic Initiatives (SI)	FY 2018 Priority Activity
SO 2.2 Lead efforts to improve the safety of consumer products before they reach the marketplace	
<p>PG2.2.1 Increase manufacturers', importers', and retailers' use of consumer product safety best practices</p> <ul style="list-style-type: none"> • SI8: Deliver training events and collaborate on consumer product safety best practices with foreign manufacturers and domestic manufacturers, importers, and retailers • SI9: Finalize Trusted Trader Program <p>PG2.2.2 Participate actively in the development of consumer product voluntary standards and develop mandatory regulations for products that pose an unreasonable risk of injury</p> <ul style="list-style-type: none"> • SI10: Conduct research, as appropriate, to enable development and improvement of consumer product voluntary standards and mandatory regulations • SI11: Develop a process to facilitate the frequent monitoring and assessment of the effectiveness of standards and mandatory regulations • SI12: Enhance staff training and internal operations to improve the voluntary consensus standards development process • SI13: Identify and target top consumer product hazards, based on risk and addressability <p>PG2.2.3 Engage federal, state and foreign governments on product safety</p> <ul style="list-style-type: none"> • SI14: Deliver targeted federal, state, and foreign government outreach, (e.g., summits, trainings, staff exchanges, and best practice exchanges) • SI15: Improve international information-sharing capability <p>PG2.2.4 Increase efforts to drive the discovery and innovation of safety solutions</p> <ul style="list-style-type: none"> • SI16: Develop initiatives to drive the discovery and innovation of safety solutions for acute and chronic hazards, emerging technologies, and product trends with potential to affect consumer product safety 	<p>International Programs</p> <ul style="list-style-type: none"> • Deliver training events and collaborate on consumer product safety best practices with foreign manufacturers and domestic manufacturers, importers, and retailers • Improve international information-sharing capability • Deliver targeted federal, state, and foreign government outreach, (e.g., summits, trainings, staff exchanges, and best practice exchanges) • Develop initiatives to drive the discovery and innovation of safety solutions for acute and chronic hazards, emerging technologies, and product trends with potential to affect consumer product safety <hr/> <p>Hazard Identification</p> <ul style="list-style-type: none"> • Conduct research, as appropriate, to enable development and improvement of consumer product voluntary standards and mandatory regulations • Develop a process to facilitate the frequent monitoring and assessment of the effectiveness of standards and mandatory regulations • Enhance staff training and internal operations to improve the voluntary consensus standards development process • Identify and target top consumer product hazards, based on risk and addressability
SO 2.3 Increase capability to identify and stop imported hazardous consumer products	
<p>PG2.3.1 Fully implement the CPSC's RAM</p> <ul style="list-style-type: none"> • SI17: Implement full-production RAM compliant with the U.S. government's "Single Window" initiative <p>PG2.3.2 Decrease time required to process imported products subject to inspection</p> <ul style="list-style-type: none"> • SI18: Develop and uniformly implement enforcement guidelines for admissibility determinations for imported products • SI19: Fund and Implement products covered under section 15(j) and develop methods to facilitate the identification of defective products at ports of entry • SI20: Streamline compliance notification to importers of noncompliant products electronically through the CPSC's RAM system, which will be integrated into the U.S. government's "Single Window" initiative 	<p>Import Surveillance/Information Technology</p> <ul style="list-style-type: none"> • Implement full-production RAM compliant with the U.S. government's "Single Window" initiative • Streamline compliance notification to importers of noncompliant products electronically through the CPSC's RAM system, which will be integrated into the U.S. government's "Single Window" initiative <hr/> <p>Compliance & Field</p> <ul style="list-style-type: none"> • Develop and uniformly implement enforcement guidelines for admissibility determinations for imported products • Fund and Implement products covered under section 15(j) and develop methods to facilitate the identification of defective products at ports of entry

Strategic Goal 3: Response

Respond quickly to address hazardous consumer products both in the marketplace and with consumers

Agency Strategy

The CPSC learns about potential consumer product hazards from many sources, including incident reports, consumer complaints, the agency's Hotline (1-800-638-2772), www.SaferProducts.gov, Internet reports, and company reports. Additionally, field staff investigates reports of incidents and injuries; conducts inspections of manufacturers, importers, and retailers; and identifies potential regulatory violations and product hazards. When potential product defects are identified, the CPSC must act quickly to address the most hazardous consumer products that have made their way into the marketplace or into the hands of consumers.

The FY 2018 APP will address the following key response challenges:

- Addressing trends in retailing and eCommerce, such as the prevalence of online sellers or other direct manufacturer-to-consumer marketing, as well as sales through third party platform providers;
- Working within a global supply chain, which creates complex monitoring challenges;
- Collecting, integrating, and analyzing data to identify high-risk hazards for appropriate action; and
- Improving the monitoring and effectiveness of consumer product recalls.

STRATEGIC OBJECTIVE 3.1

Rapidly identify hazardous consumer products for enforcement action

STRATEGIC OBJECTIVE 3.2

Minimize further exposure to hazardous consumer products

STRATEGIC OBJECTIVE 3.3

Improve consumer response to consumer product recalls

Strategic Objective (SO)	Key Performance Measure (KM)	Lead Office	FY 2014 Actual	FY 2015 Actual	FY 2016 Actual	FY 2017 Target	FY 2018 Target
Goal 3: Response Respond quickly to address hazardous consumer products both in the marketplace and with consumers							
SO 3.1 Rapidly identify hazardous consumer products for enforcement action	2018KM3.1.01 Percentage of cases for which a preliminary determination is made within 85 business days of the case opening	Compliance	60.6%	65.8%	69.1%	Baseline ¹⁸	70% ¹⁹
	2018KM3.1.02 Percentage of cases for which a compliance determination of a regulatory violation is made within 35 business days of sample collection					Baseline	85% ¹⁹
SO 3.2 Minimize further exposure to hazardous consumer products	2018KM3.2.01 Percentage of cases for which a corrective action is accepted within 60 business days of preliminary determination	Compliance	80.9%	85.8%	87%	Baseline	40% ¹⁹
	2018KM3.2.02 Percentage of cases for which a firm is first notified of a regulatory violation within 40 business days from sample collection					Baseline	85% ¹⁹
	2018KM3.2.03 Percentage of Fast-Track cases with corrective actions initiated within 20 business days		100%	97.3%	99.1%	90%	90%
SO 3.3 Improve consumer response to consumer product recalls	2018KM3.3.01 Recall effectiveness rate for all consumer product recalls during this fiscal year	Compliance				Baseline	25% ¹⁹

¹⁸ Starting in FY 2017, the computation method for this measure has changed and will now be limited to higher hazard priority cases. Consequently, reported data for FY 2016 and prior years are not directly comparable to the reported data from FY 2017 or later years.

¹⁹ The FY 2018 target for this measure is tentative because baseline data are still being collected for FY 2017.

CPSC's Approach to Response

To continue to decrease the time required to identify and remove potentially hazardous products from the marketplace, the CPSC will redesign the procedures used to process and analyze incoming product hazard-related data. The CPSC will realign resources to improve the agency's ability to act upon the information and quickly remove potentially hazardous products from the marketplace. The CPSC will improve its recall monitoring process and work with industry to increase consumer awareness of product recalls as they occur. Improving the consumer response to consumer product recalls is critical to success in achieving this strategic goal. The CPSC will work with consumers and other interested parties to increase the number of consumers receiving recall notices directly from the CPSC and recalling firms and retailers. Ways in which the agency will seek to improve the effectiveness of product recalls include, but are not limited to, expanding the CPSC's use of social media, urging recalling firms to use social media to broaden the notice of recalls, and conducting consumer focus group research on why and when consumers respond to recalls.

2016-2020 Strategic Plan Performance Goals (PG), Strategic Initiatives (SI)	FY 2018 Priority Activity
SO 3.1 Rapidly identify hazardous consumer products for enforcement action	
<p>PG3.1.1 Improve collection, prioritization, and assessment of data on potential consumer product hazards</p> <ul style="list-style-type: none"> • SI1: Determine the feasibility of implementing an e-filing process for manufacturers, importers, retailers, distributors, and third party platform providers to submit incident data and/or Section 15(b) reports • SI2: Review current processes and identify opportunities to refine sample analysis priorities and reduce processing time • SI3: Use multidisciplinary teams to address high-priority cases quickly 	<p>Compliance & Field</p> <ul style="list-style-type: none"> • Determine the feasibility of implementing an e-filing process for manufacturers, importers, retailers, distributors, and third party platform providers to submit incident data and/or Section 15(b) reports • Review current processes and identify opportunities to refine sample analysis priorities and reduce processing time • Use multidisciplinary teams to address high-priority cases quickly
SO 3.2 Minimize further exposure to hazardous consumer products	
<p>PG3.2.1 Increase speed of corrective actions</p> <ul style="list-style-type: none"> • SI4: Explore the feasibility of an expedited approach to corrective action plans (CAPs) for lower-level consumer product hazards <p>PG3.2.2 Improve effectiveness of corrective actions</p> <ul style="list-style-type: none"> • SI5: Implement electronic submission of progress reports from recalling firms • SI6: Review the CPSC corrective action monitoring process to address priority recalls and achieve operational efficiencies • SI7: To the limits of the CPSC's authorities, inform foreign product safety regulators about interventions undertaken in the United States and encourage them to take appropriate steps 	<p>Compliance & Field</p> <ul style="list-style-type: none"> • Explore the feasibility of an expedited approach to CAPs for lower-level consumer product hazards • Implement electronic submission of progress reports from recalling firms • Review the CPSC corrective action monitoring process to address priority recalls and achieve operational efficiencies • To the limits of the CPSC's authorities, inform foreign product safety regulators about interventions undertaken in the United States and encourage them to take appropriate steps

2016-2020 Strategic Plan Performance Goals (PG), Strategic Initiatives (SI)	FY 2018 Priority Activity
SO 3.3 Improve consumer response to consumer product recalls	
<p>PG3.3.1 Increase consumer motivation</p> <ul style="list-style-type: none"> • SI8: Conduct additional recall effectiveness checks throughout a recall to determine if a corrective action is effective • SI9: Request firms to use incentives, enhanced notices, and an effectiveness evaluation as part of a CAP <p>PG3.3.2 Improve direct contact with consumers</p> <ul style="list-style-type: none"> • SI10: Explore technological solutions that inform consumers about recalled durable infant and toddler products • SI11: Increase the number of consumers signed up for recall updates via email <p>PG3.3.3 Improve understanding of consumer response</p> <ul style="list-style-type: none"> • SI12: Enhance interagency collaboration (domestic and foreign) on best practices to increase consumer response • SI13: Identify and test strategies to evaluate the effectiveness of initiatives to change consumer behavior • SI14: Meet with industry, consumer groups, and other government agency stakeholders to discuss how to increase response rates 	<p>Compliance & Field</p> <ul style="list-style-type: none"> • Conduct additional recall effectiveness checks throughout a recall to determine if a corrective action is effective • Request firms to use incentives, enhanced notices, and an effectiveness evaluation as part of a CAP • Explore technological solutions that inform consumers about recalled durable infant and toddler products • Increase the number of consumers signed up for recall updates via email • Enhance interagency collaboration (domestic and foreign) on best practices to increase consumer response • Identify and test strategies to evaluate the effectiveness of initiatives to change consumer behavior • Meet with industry, consumer groups, and other government agency stakeholders to discuss how to increase response rates

Strategic Goal 4: Communication

Communicate useful information quickly and effectively to better inform decisions

Agency Strategy

Consumers, safety advocates, industry, and government regulators need high-quality information about consumer product safety. Consumers need safety information to make more-informed decisions for themselves and their families. Safety advocates rely on accurate data to shape their policy recommendations. Industry needs information to stay in compliance with safety requirements. Foreign regulators and state and local government agencies also need high-quality information to establish new safety requirements that advance consumer safety. These diverse audiences have different information needs and respond to different methods of communication. The FY 2018 APP will address key challenges to the agency's communication strategy, which are:

- Updating knowledge management strategies and adopting advanced communication tools and channels to improve consistency, reliability, accessibility, and timeliness of information provided to stakeholders and internally among CPSC staff;
- Improving CPSC messaging and outreach to affected populations, including underserved, low-income, and minority communities and families; and
- Strengthening the CPSC's collaboration with all stakeholders to improve communication.

STRATEGIC OBJECTIVE 4.1

Improve usefulness and availability of consumer product safety information

STRATEGIC OBJECTIVE 4.2

Increase dissemination of useful consumer product safety information

STRATEGIC OBJECTIVE 4.3

Increase and enhance collaboration with stakeholders

Strategic Objective (SO)	Key Performance Measure (KM)	Lead Office	FY 2014 Actual	FY 2015 Actual	FY 2016 Actual	FY 2017 Target	FY 2018 Target
Goal 4: Communication Communicate useful information quickly and effectively to better inform decisions							
SO 4.1 Improve usefulness and availability of consumer product safety information	2018KM4.1.01 Percentage of positive responses about usefulness of information received from CPSC communication channels	Communications				Baseline	80% ²⁰
SO 4.2 Increase dissemination of useful consumer product safety information	2018KM4.2.01 Number of impressions of CPSC safety messages (millions)	Communications				5,800 ²¹	5,900
	2018KM4.2.02 Average number of business days between establishment of first draft and issuance of recall press release for the most timely 90% of recall press releases			16	17.8	18	18
	2018KM4.2.03 Number of CPSC social media safety messages with which stakeholders engage					Baseline	TBD
SO 4.3 Increase and enhance collaboration with stakeholders	2018KM4.3.01 Number of collaboration activities initiated with stakeholder groups	Communications				25	28

²⁰ The FY 2018 target for this measure is tentative because baseline data are still being collected for FY 2017.

²¹ Beginning in FY 2017, the CPSC streamlined and improved earlier methods used for counting and reporting impressions. Because of the changed method, FY 2017 serves as the baseline year for KM4.2.01.

CPSC's Approach to Communication

The CPSC uses a wide array of communication channels and strategies to provide timely, targeted information about consumer product safety to the public, industry, and other stakeholders. The agency disseminates safety messages through workshops and training sessions; listserv messages; press releases; public service announcements and video news releases; newspaper, radio, and TV interviews; and increasingly, social media, including Facebook, Twitter and blogs, adhering to disclosure protocols. The CPSC will improve the usefulness and availability of safety messages by collecting and analyzing data and designing and applying new and innovative communication tools. Dissemination of more useful and timely consumer product safety information will result in a stronger agency brand, the ability to communicate in mobile environments, and the ability to explore micro-targeting to reach the most at-risk populations. An additional element of the CPSC's strategy involves strengthening collaborations with stakeholder groups, including other government agencies and nonprofit organizations.

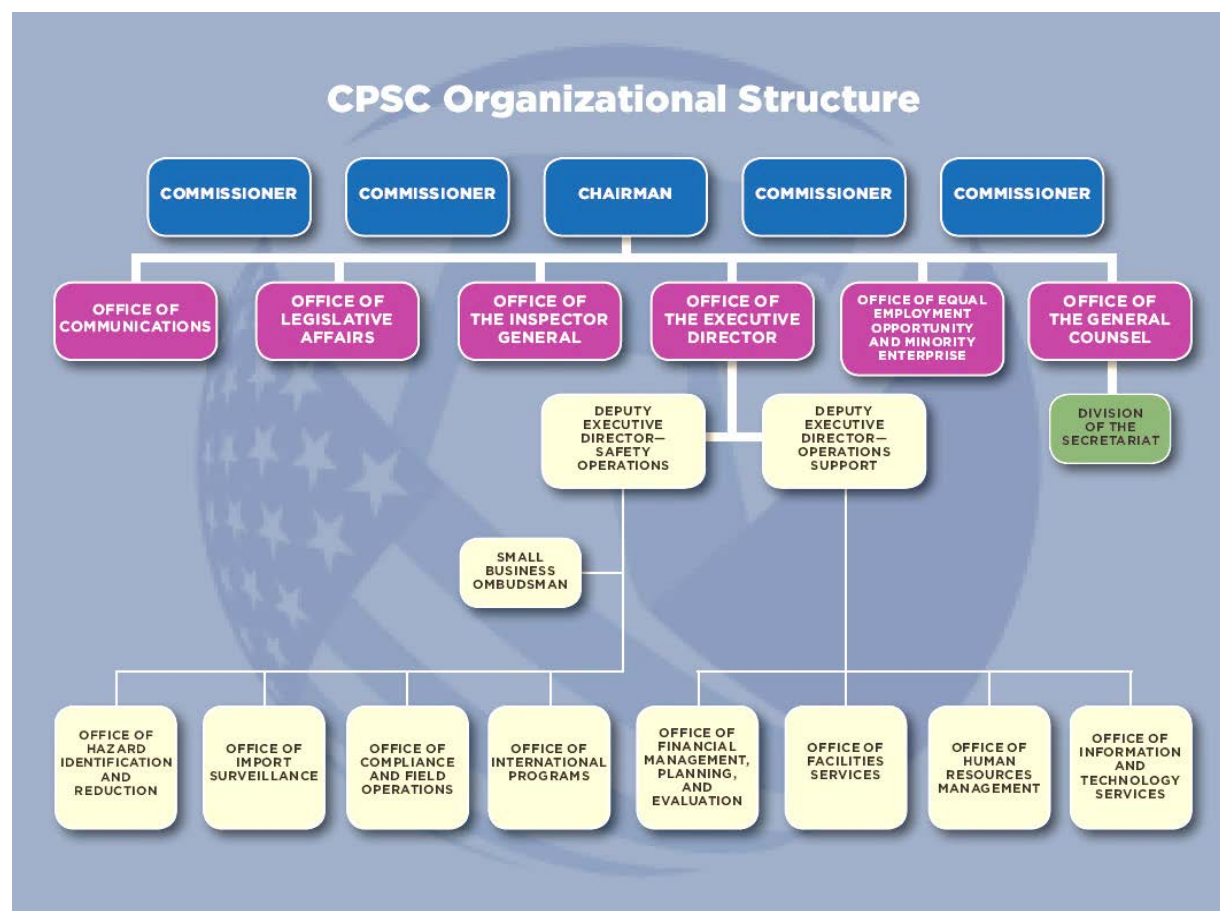
2016-2020 Strategic Plan Performance Goals (PG), Strategic Initiatives (SI)	FY 2018 Priority Activity
SO 4.1 Improve usefulness and availability of consumer product safety information	
<p>PG4.1.1 Implement evaluation tools to measure message usefulness</p> <ul style="list-style-type: none"> • SI1: Assess the utility of CPSC safety messages using best practices from federal and private sectors • SI2: Identify best practices from federal and private sectors for assessing the utility of safety information <p>PG4.1.2 Implement enhanced tools to increase availability of safety information</p> <ul style="list-style-type: none"> • SI3: Design and develop new online communications and printed materials • SI4: Improve www.cpsc.gov search functions, Frequently Asked Questions on www.cpsc.gov, and mobile compatibility 	<p>Communications</p> <ul style="list-style-type: none"> • Assess the utility of CPSC safety messages using best practices from federal and private sectors • Identify best practices from federal and private sectors for assessing the utility of safety information • Design and develop new online communications and printed materials <hr/> <p>Information Technology</p> <ul style="list-style-type: none"> • Improve www.cpsc.gov search functions, Frequently Asked Questions on www.cpsc.gov, and mobile compatibility
SO 4.2 Increase dissemination of useful consumer product safety information	
<p>PG4.2.1 Expand and enhance the CPSC "brand"</p> <ul style="list-style-type: none"> • SI5: Identify and implement specific strategies to enhance the CPSC "brand" • SI6: Implement survey to collect data on public awareness of how the CPSC keeps consumers safe <p>PG4.2.2 Expand communications with targeted audiences</p> <ul style="list-style-type: none"> • SI7: Explore strategies to communicate and interact directly with the most at-risk consumers (micro-targeting strategies) <p>PG4.2.3 Increase use of enhanced communication technology to advance consumer safety</p> <ul style="list-style-type: none"> • SI8: Enhance CPSC websites to make them compatible with mobile devices <p>PG4.2.4 Increase timeliness of CPSC information dissemination</p> <ul style="list-style-type: none"> • SI9: Develop new and enhanced safety alerts, posters, blogs, and toolkits that can be disseminated quickly to respond to known and emerging consumer product hazards 	<p>Communications</p> <ul style="list-style-type: none"> • Identify and implement specific strategies to enhance the CPSC "brand" • Implement survey to collect data on public awareness of how the CPSC keeps consumers safe • Explore strategies to communicate and interact directly with the most at-risk consumers (micro-targeting strategies) • Enhance CPSC websites to make them compatible with mobile devices • Develop new and enhanced safety alerts, posters, blogs, and toolkits that can be disseminated quickly to respond to known and emerging consumer product hazards
SO 4.3 Increase and enhance collaborations with stakeholders	
<p>PG4.3.1 Increase agency-wide collaboration capacity</p> <ul style="list-style-type: none"> • SI10: Develop an agency reporting mechanism and system for documenting collaboration activities • SI11: Develop annual agency collaboration plan 	<p>Communications/Information Technology</p> <ul style="list-style-type: none"> • Develop an agency reporting mechanism and system for documenting collaboration activities <hr/> <p>Communications</p> <ul style="list-style-type: none"> • Develop annual agency collaboration plan

Appendix A: Acronyms

AFR	Agency Financial Report
ANPR	Advance Notice of Proposed Rulemaking
APP	Annual Performance Plan
ATV	All-Terrain Vehicle
BP	Briefing Package
CAP	Corrective Action Plan
CBP	U.S. Customs and Border Protection
CO	Carbon Monoxide
CPSA	Consumer Product Safety Act
CPSC	U.S. Consumer Product Safety Commission
CPSIA	Consumer Product Safety Improvement Act
CPSRMS	Consumer Product Safety Risk Management System
DA/TR	Data Analysis and/or Technical Review
ED	Emergency Department
EEI	Employee Engagement Index
FEVS	Federal Employee Viewpoint Survey
FISMA	Federal Information Security Management Act
FR	Final Rule
FTE	Full-time Equivalent
FY	Fiscal Year
GAO	U.S. Government Accountability Office
GSS-LAN	General Support System-Local Area Network
ICI	Informed Compliance Inspection
IG	Inspector General
IRM	Information Resource Management
IT	Information Technology
KM	Key Performance Measure
NEISS	National Electronic Injury Surveillance System
NIST	National Institute of Standards and Technology
NPR	Notice of Proposed Rulemaking
NPTEC	National Product Testing and Evaluation Center
NSN	Neighborhood Safety Network
OPM	U.S. Office of Personnel Management
PG	Performance Goal
RAM	Risk Assessment Methodology
ROV	Recreational Off-Highway Vehicle
SBO	Small Business Ombudsman
SDO	Standards Development Organization
SI	Strategic Initiative
SO	Strategic Objective
VGB Act	Virginia Graeme Baker Pool and Spa Safety Act

Appendix B: Organizational Structure

The following chart depicts the organizational structure of the CPSC:



U.S. Consumer Product Safety Commission
Bethesda, Maryland 20814