



**UNITED STATES
CONSUMER PRODUCT SAFETY COMMISSION
BETHESDA, MD 20814**

This document has been electronically approved and signed.

DATE: September 19, 2018

THIS MATTER IS NOT SCHEDULED FOR A BALLOT VOTE.

A DECISIONAL MEETING FOR THIS MATTER IS SCHEDULED ON: October 10, 2018

TO: The Commission
Alberta E. Mills, Secretary

FROM: Patricia M. Hanz, General Counsel
Mary T. Boyle, Acting Executive Director

SUBJECT: Fiscal Year 2019 Operating Plan

The Acting Executive Director, by the attached memorandum dated September 19, 2018, requests approval of the attached *Fiscal Year 2019 Operating Plan*. Please indicate your vote on the following options:

- I. Approve the *Fiscal Year 2019 Operating Plan*, as recommended by the Acting Executive Director.

(Signature)

(Date)

- II. Approve the *Fiscal Year 2019 Operating Plan*, with changes as specified below:

(Signature)

(Date)

III. Do not approve the *Fiscal Year 2019 Operating Plan*.

(Signature)

(Date)

IV. Take other action as specified below:

(Signature)

(Date)

Attachment: Memorandum of September 19, 2018, from Mary T. Boyle, Acting Executive Director, to the Commission, *Fiscal Year 2019 Operating Plan*.



United States
Consumer Product Safety Commission
4330 East West Highway
Bethesda, MD 20814

This document has been electronically
approved and signed.

DATE: September 19, 2018

TO: The Commission

THROUGH: Alberta E. Mills, Secretary
Patricia M. Hanz, General Counsel

FROM: Mary T. Boyle, Acting Executive Director

SUBJECT: Fiscal Year (FY) 2019 Operating Plan

This memorandum requests Commission approval of the FY 2019 Operating Plan (Op Plan). In recent years, the funding level in the Op Plan was premised on the amounts in the President's Budget Request (*Request*) and then adjusted during the agency's Mid-Year Review process for any differences from the final enacted appropriation levels. This has been a practical approach for developing the Op Plan at the start of a fiscal year when continuing resolutions (CRs) have been commonplace and the final enacted appropriations are uncertain. However, there appears to be more certainty in the appropriations process for FY 2019 than prior years. The House (\$127M) and Senate (\$126M) have already passed FY 2019 appropriations bills for the CPSC and there is a reasonable expectation that a final conference appropriation will be at or near these levels. Accordingly, staff has developed the FY 2019 Op Plan at \$126M, the lower of the House and Senate marks and equal to the FY 2018 enacted appropriation. Staff will use the Mid-Year Review process to reconcile any differences to the final enacted levels, consistent with past practice. The substantive financial change in the FY 2019 Op Plan relative to the FY 2018 enacted appropriation pertains to VGB grants. The Op Plan does not allocate additional FY 2019 funding for grants because the agency has available \$1.5M in prior year, unobligated balances for VGB grants. Accordingly, the Op Plan proposes to use those funds to make new VGB awards in FY 2019.

The Op Plan aligns with the priorities described in the FY 2019 *Request*. Specifically, the Op Plan advances the following priorities:

- Focusing resources on the highest-priority consumer product safety risks;
- Continuing 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;
- Emphasizing collaboration, education, and outreach by engaging all stakeholders through forums, seminars, webinars, technical stakeholder-to-government discussions, and workshops; and
- Expanding the sources and types of data analysis used to identify and assess hazards and inform compliance decisions.

The FY 2019 Op Plan content and organization is consistent with the FY 2018 Op Plan. The Op Plan includes the following components:

- 1) Summary of funding changes from the FY 2018 enacted appropriation to the FY 2019 Op Plan;
- 2) Detailed organization funding and FTE levels;
- 3) Voluntary and mandatory standards summaries;
- 4) List of resourced projects by lead organization and accompanying descriptions;
- 5) Priority activities, key performance measures (*i.e.*, publicly reported), operating performance measures, and milestones organized by major organization;
- 6) An appendix presenting changes to key performance measures from the FY 2019 *Request*; and
- 7) An appendix describing the alignment of FY 2019 Op Plan priorities, measures, and milestones to the FY 2018–FY 2022 Strategic Plan.

The substantive adjustments from the FY 2019 *Request* for the Voluntary and Mandatory Standards Summary Tables (*i.e.*, additions, deletions, or adjustments) appear on pages 5-7 (voluntary standards) and pages 8-9 (mandatory standards).

Staff is available to respond to questions about the Op Plan. Once finalized and approved by the Commission, the Op Plan will be posted on the CPSC's public website.

Attachment

FY 2019 Operating Plan

U.S. Consumer Product Safety Commission

Fiscal Year 2019 Operating Plan



Approved: October 10, 2018

Our Mission: *Keeping Consumers Safe*



An electronic version of this document is available at:
www.cpsc.gov/about-cpsc/agency-reports/performance-and-budget

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Budget Table 1

FY 2019 Operating Plan Summary of Changes

	In \$1,000s
FY 2018 Enacted	\$126,000
FY 2019 Operating Plan	\$126,000

Summary

The FY 2019 Operating Plan was formulated at the FY 2018 enacted level of \$126M. To the extent possible, staff made necessary reallocations within this flat funding level for known pay and non-pay adjustments to maintain current services consistent with FY 2018. The Op Plan does not allocate additional FY 2019 funding for VGB grants because the agency has available ~\$1.5M in prior year, unobligated balances to issue new VGB grant awards. Staff will use the Mid-Year Review process to reconcile any differences between this Op Plan and the final enacted appropriation levels, consistent with past practice.

Budget Table 2

Funding and FTE by Major Organization

The operating budget level for each organization in the FY 2019 Operating Plan (column 1) and the corresponding full-time equivalent (FTE) levels (column 2) are shown in the table below.

(Dollars in Thousands)	FY 2019 Operating Plan	
Budget Details – FY 2019 Salaries and Expenses	Column 1 Budget	Column 2 FTE
Commissioners	\$ 165	21
Office of Hazard Identification & Reduction		159
<i>Office of Hazard Identification</i>	\$ 4,076	
<i>Laboratory Operations</i>	\$ 1,293	
<i>NEISS</i>	\$ 2,400	
Office of Compliance & Field Operations		
<i>Compliance – HQ</i>	\$ 363	56
<i>Compliance – Field Operations</i>	\$ 1,146	91
Office of Import Surveillance	\$ 865	39
Office of International Programs	\$ 721	7
Office of Financial Management, Planning & Evaluation	\$ 2,560	27
<i>Financial Audit</i>	\$ 150	
Office of Information & Technology Services		40
<i>Office of Information Technology</i>	\$ 80	
<i>IT Infrastructure</i>	\$ 6,983	
<i>Commission's Information Systems</i>	\$ 4,553	
<i>Risk Assessment Methodology – Import</i>	\$ 2,600	
Office of Human Resources Management	\$ 528	11
Office of Facilities Services (excludes Rent/Util/Security)	\$ 1,736	10
Office of the Executive Director	\$ 84	7
Office of the General Counsel	\$ 608	48
Office of the Inspector General	\$ 136	7
Office of Communications		10
<i>Office of Communications</i>	\$ 1,330	
<i>Campaigns</i>	\$ 1,400	
Office of Legislative Affairs	\$ 15	3
Office of EEO & Minority Enterprise	\$ 43	2
Centrally Managed Costs		
Salaries	\$ 82,592	
Rent/Util/Security	\$ 9,565	
Representation Fund	\$ 8	
Total	\$ 126,000	538

Other Available Budgetary Resources - Prior Year	Budget	FTE
VGB Grants Program ¹	\$ 1,525	

¹ No-year funds: Amount available based on all obligations incurred prior to August 29, 2018 and new grants expected to be awarded by September 30, 2018.

Key Performance Measure Summary

The CPSC's Key Performance Measures (KMs) are reported externally. Listed in the table below are KMs that the agency submitted with its FY 2019 *Request* to Congress (February 2018), as amended (see Appendix A). Operating Measures (OPs) and Milestones are monitored and reported internally and are included in each mission organization's section of the Operating Plan.

Strategic Objective (SO)	Key Performance Measure (KM)	Lead Office	FY 2019 Target
Goal 1: Workforce Cultivate the most effective consumer product safety workforce			
SO 1.1 Enhance effective strategic human capital planning and alignment	2019KM1.1.02 Percentage of full-time equivalents (FTEs) utilized	Human Resource	96%
SO 1.2 Foster a culture of continuous development	2019KM1.2.01 Percentage of employees satisfied with opportunities to improve their skills (as reported in the Federal Employee Viewpoint Survey)		74%
SO 1.3 Attract and recruit a talented and diverse workforce	2019KM1.3.01 Percentage of hiring managers trained on recruitment		75%
SO 1.4 Increase employee engagement	2019KM1.4.01 Federal Employee Viewpoint Survey Employee Engagement Index Score		75%
Goal 2: Prevention Prevent hazardous products from reaching consumers			
SO 2.1 Improve identification and assessment of hazards to consumers	2019KM2.1.01 Percentage of consumer product-related incident reports warranting follow-up actions	Hazard Identification	25%
	2019KM2.1.02 Number of hazard-characterization annual reports completed on consumer product-related fatalities, injuries, and/or losses for specific hazards		11
	2019KM2.1.03 Percentage of consumer product-related injury cases correctly captured at NEISS hospitals		90%
	2019KM2.1.04 Number of collaborations established or maintained with other organizations to work on nanotechnology research or issues affecting consumer products		3
SO 2.2 Lead efforts to improve the safety of consumer products before they reach the marketplace	2019KM2.2.01 Number of voluntary standards activities in which CPSC actively participates	Hazard Identification	74
	2019KM2.2.02 Number of candidates for rulemaking prepared for Commission consideration	Hazard Identification	12
	2019KM2.2.07 Percentage of firms that are engaged with a timely establishment inspection after being identified as a repeat offender	Import	TBD ²
SO 2.3 Increase capability to identify and stop imported hazardous consumer products	2019KM2.3.01 Percentage of consumer product imports, identified as high risk, examined at import	Import	80%
	2019KM2.3.02 Percentage of import shipments processed through the Risk Assessment Methodology (RAM) system that are cleared within 1 business day		99%
	2019KM2.3.03 Percentage of consumer product import entries that are risk-scored by the CPSC		4%
	2019KM2.3.04 Number of import examinations completed		32,000

²TBD - To be determined: Baseline data for KM2.2.07 are being collected and will be used to establish performance targets for future fiscal years.

Strategic Objective (SO)	Key Performance Measure (KM)	Lead Office	FY 2019 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	2019KM3.1.01 Percentage of cases for which a preliminary determination is made within 85 business days of the case opening	Compliance	65%
	2019KM3.1.02 Percentage of cases for which a compliance determination of a regulatory violation is made within 35 business days of sample collection		85%
SO 3.2 Minimize further exposure to hazardous consumer products	2019KM3.2.02 Percentage of cases for which a firm is notified of a regulatory violation within 40 business days from sample collection	Compliance	85%
	2019KM3.2.03 Percentage of Fast-Track cases with corrective actions initiated within 20 business days		90%
	2019KM3.2.04 Percentage of cases for which a corrective action is accepted within 90 business days of preliminary determination		60%
SO 3.3 Improve consumer response to consumer product recalls	2019KM3.3.01 Recall effectiveness rate for all consumer product recalls	Compliance	25%
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	2019KM4.1.02 Number of engagements with CPSC safety messaging on social media channels by stakeholders ³ (in thousands)	Communications	320
SO 4.2 Increase dissemination of useful consumer product safety information	2019KM4.2.01 Number of impressions of CPSC safety messages (in millions)	Communications	4,000
	2019KM4.2.02 Average number of business days between establishment of first draft and issuance of recall press release for the timeliest 90% of recall press releases		18
SO 4.3 Increase and enhance collaboration with stakeholders	2019KM4.3.01 Number of collaboration activities initiated with stakeholder groups	Communications	28

³ "Engagements" refer to the number of interactions (likes, shares, comments) with CPSC social media content.

Voluntary Standards Summary

Definition: A voluntary standard is a set of standards arrived at through a consensus process among a variety of stakeholders, including industry, consumer groups, and other interested parties.

CPSC's Statutory Requirement: In many cases, 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 staff participation may continue in subsequent years, depending on the activities of the voluntary standards committees and priorities of the Commission.

FY 2019 Activities: CPSC staff participates actively in voluntary standards activities for identified products listed in the table on the pages to follow. 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; performing laboratory technical assistance; and/or taking other actions that the Commission, in a particular situation, determines may be appropriate.

Key to Table	
•	Denotes active participation in related voluntary standards activities

Voluntary Standards Summary Table

Product		FY 2019 Request	FY 2019 Op Plan
Voluntary Standards Activities Related to Existing CPSC Regulations			
1	ATVs (All-Terrain Vehicles)	•	•
2	Bassinets/Cradles	•	•
3	Bedside Sleepers	•	•
4	Carriages and Strollers	•	•
5	Children's Folding Chairs and Stools	•	•
6	Commercial Cribs	•	•
7	Frame Child Carriers	•	•
8	Full-Size Cribs	•	•
9	Handheld Infant Carriers	•	•
10	High Chairs	•	•
11	Infant Bath Seats	•	•
12	Infant Bath Tubs	•	•
13	Infant Bouncer Seats	•	•
14	Infant Swings	•	•
15	Infant Walkers	•	•
16	Non-Full-Size Cribs and Play Yards	•	•
17	Portable Bed Rails (Children's)	•	•
18	Portable Hook-on Chairs	•	•
19	Sling Carriers (Infant and Toddler)	•	•
20	Soft Infant and Toddler Carriers	•	•
21	Toddler Beds	•	•
22	Toys	•	•
23	Bicycles		•
24	Child-Resistant Packages	•	•
25	Fireworks	•	•
26	Gasoline Containers, Child Resistance	•	•
27	Swimming Pools/Spas Drain Entrapment	•	•
28	Swimming Pools/Spas Safety Vacuum Relief System	•	•
Voluntary Standards Activities Related to Petitions			
29	Adult Portable Bed Rails		•
30	Candles and Candle Accessories	•	•
Voluntary Standards Activities Related to Ongoing or Potential Rulemaking Activities			
31	Booster Seats	•	•
32	Changing Products [formerly Changing Tables]	•	•
33	Crib Bumpers (Infant Bedding)	•	•
34	Crib Mattresses (include Supplemental and Aftermarket Mattresses)	•	•
35	Gates and Expandable Enclosures	•	•
36	Infant Inclined Sleep Products	•	•
37	Stationary Activity Centers	•	•
38	Clothing Storage Units [formerly Furniture Tip-overs]	•	•
39	Flame Mitigation Devices (FMDs) on Disposable Fuel Containers [formerly "Flammable Liquids (Material Handling) (now includes Fuel Gels)"]	•	•
40	Gas Appliances – CO Sensors [formerly Furnaces (CO Sensors)]	•	•
41	Portable Fireplaces	•	•
42	Portable Generators	•	•

Product		FY 2019 Request	FY 2019 Op Plan
43	Recreational Off-Highway Vehicles (ROVs)	•	•
44	Table Saws [formerly Power Equipment (Table Saws)]	•	•
45	Upholstered Furniture	•	•
46	Window Coverings	•	•
Other Planned Voluntary Standards Activities			
47	Amusement Rides, Trampoline Parks, and Adventure Attractions	•	•
48	Bath Tubs (Adult)	•	•
49	Batteries, Fire (High-Energy Density)	•	•
50	Batteries, Ingestion (Button)	•	•
51	Carbon Monoxide (CO) Alarms	•	•
52	Clothes Dryers	•	•
53	Electric Fans	•	•
54	Flammable Refrigerants	•	•
55	Gas Grills		•
56	Gasoline Containers FMDs	•	•
57	Internet of Things		•
58	Liquid Laundry Packets	•	•
59	LP Gas Outdoor Fire Pit	•	•
60	Nanotechnology	•	•
61	National Electrical Code	•	•
62	Non-Integral Firearm Locking Devices	•	
63	Playground Equipment (Home)	•	•
64	Playground Equipment (Public)	•	•
65	Playground Surfacing	•	•
66	Pools, Portable Unprotected (Child Drowning)	•	•
67	Pressure Cookers	•	•
68	Recreational Headgear Sensors	•	•
69	Safety Locks and Other Household Child-Inaccessibility Devices	•	•
70	Self-balancing Scooters and Light Electric Vehicles	•	•
71	Smoke Alarms	•	•
72	Sports Protective Gear/Football Helmets	•	•
73	Spray Polyurethane Foam Insulation	•	•
74	Tents		•
75	Washing Machines	•	•
76	Youth-Resistant Firearm Security Containers	•	
Grand Total		71	74

Mandatory Standards Summary

Definition: Mandatory regulations, established by statute or promulgated by the Commission, set forth requirements for consumer products. The requirements 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: When CPSC can make the required statutory determinations, the agency may establish mandatory regulations. The Commission may also ban a hazardous product when it determines that no feasible mandatory standard would adequately protect the public from an unreasonable risk of injury.

FY 2019 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.

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

Mandatory Standards Summary Table

ITEMS BY MAJOR CATEGORIES		FY 2019 Request	FY 2019 Op Plan
CPSIA, as amended by Pub. L. No. 112-28, and including Section 104, the Danny Keysar Child Product Safety Notification Act			
	ATVs – Other	DA/TR	DA/TR
	Consumer Registration Card Rule Updates	FR	FR
	Crib Bumpers	FR	NPR
	Crib Mattresses (include Supplemental and Aftermarket)	NPR	NPR
	Gates and Other Enclosures	FR	NPR
	Infant Inclined Sleep Products		DA/TR
	Stationary Activity Centers	FR	FR
Rule Review			
	Lead	DA/TR	DA/TR
Burden Reduction			
	Burden Reduction Manufactured Fibers [formerly Burden Reduction/Assure Compliance]		NPR
Other Ongoing or Potential Rulemaking-Related Activities			
	Adjudicative Rules (OGC ⁴)	FR	NPR
	Adult Portable Bed Rails Petition		BP
	Bedclothes Flammability ⁵	BP	
	Customs Value for Refillable Cigarette		DFR
	F963 Toys		BP, DFR
	Flooring Petition		BP
	FOIA ⁶ Update (OGC)		FR
	Furnaces (CO Sensors)	ANPR	ANPR
	Furniture Tip-Over	FR	DA/TR
	Helmet Petition		BP
	Lab Accreditation IBR Update		DFR
	Magnet Sets Petition		BP
	Organohalogens Petition	DA/TR	DA/TR
	Portable Fireplaces	DA/TR	DA/TR
	Portable Generators	FR	BP
	Recreational Off-Highway Vehicles (ROVs)	DA/TR	DA/TR
	Substantial Product Hazard List – 15(j) Rule	DA/TR	
	Table Saws	FR	BP
	Upholstered Furniture	BP	BP
	Window Coverings	BP	
Number of candidates for rulemaking (ANPR, NPR, FR, and DFR)		10	12

⁴ OGC: Office of the General Counsel.

⁵ Proposed work to prepare a package to terminate an ANPR from 2006 is not considered a priority activity for which resources are available in FY2019.

⁶ FOIA: Freedom of Information Act.

Office of Hazard Identification and Reduction (EXHR)

George Borlase, Assistant Executive Director (AED)

1. Resource Summary

	FY 2019 Operating Plan	
	Budget (in thousands)	FTE
Office of Hazard Identification and Reduction	\$ 4,076	159
Laboratory Operations	\$ 1,293	
NEISS	\$ 2,400	
Total	\$ 7,769	159

2. Overview and Priority Activities

The Office of Hazard Identification and Reduction (EXHR) is a Co-Goal Leader for Strategic Goal 2 (Prevention) and Strategic Goal 3 (Response) and is responsible for managing the CPSC’s Hazard Identification and Analysis (HIA) and Hazard Assessment and Reduction (HAR) programs. EXHR executes these programs through collection and analysis of data to identify hazards and hazard patterns and to evaluate the risks associated with consumer products; collaboration with voluntary standards development organizations (SDOs); technical work and laboratory testing to support Hazard Assessment and Reduction, Compliance, and Import Surveillance programs; and technical evaluation of petitions submitted to the Commission.

EXHR has line authority over the Directorates for Epidemiology, Health Sciences, Economic Analysis, Engineering Sciences and Laboratory Sciences:

- **Directorate for Epidemiology** is responsible for the collection and analysis of data on injuries and deaths associated with consumer products.
- **Directorate of Health Sciences** is responsible for reviewing and evaluating the human health effects and hazards related to consumer products and assessing exposure, uptake, and metabolism, including information on population segments at risk.
- **Directorate of Economic Analysis** is responsible for developing and analyzing information on economic, social, and environmental issues related to Commission action.
- **Directorate of Engineering Sciences** is responsible for implementing the Commission’s engineering programs.
- **Directorate for Laboratory Sciences** is responsible for conducting engineering analyses and testing of consumer products, supporting the development of voluntary and mandatory standards, and supporting the agency’s compliance activities through product safety assessments.

FY 2019 Priority Activities⁷:

- Improve EXHR’s data analytic capabilities by expanding the use of advanced analysis software tools (server SAS, text mining, and pattern recognition) (SO 2.1)
- Improve the richness of EXHR’s data collection by enhancing the functionality and utility of consumer product-related, emergency department-treated injury information collected from NEISS hospitals (SO 2.1)
- Seek additional data sources that can signal emerging hazards and also provide useful insights about known product hazards, including evaluating whether consumer product-related injuries seen in urgent care centers warrant expansion of data collection from such centers (SO 2.1)
- Conduct a business process evaluation of the retailer reporting program to identify pathways to maximize utility of data and scope of the program through potential capability enhancements (SO 2.1)
- Conduct evaluation of e-commerce platforms to analyze potential options to effectively monitor the marketplace for emerging hazards and to address issues created by an evolving global supply chain (SO 2.1)
- Focus on preventing hazards by collaborating with businesses and stakeholders through training and seminars to better design safety into consumer products from the outset (SO 2.2)
- Evaluate hazards associated with infant and children’s sleep environments (SO 2.2)
- Work with voluntary standards organizations to develop and evaluate the efficacy of consensus standards on a range of consumer products, including clothing storage units, infant sleep products, and portable generators and support the activities of the Voluntary Standards Coordinator (SO 2.2)
- Continue focus on increased collaboration and coordination with all interested stakeholders, including domestic and foreign government partners, to address potential safety issues associated with the Internet of Things (IoT), as well as wearable products, and 3-D printing (SO 2.2)
- Enhance capabilities and collaborations on testing and standard development for rechargeable high-energy density batteries, including lithium-ion cells, battery packs, and end-products (SO 2.2)
- Submit for Commission consideration an NPR on Burden Reduction, an FR on Lab Accreditation standard update, and an FR on Stationary Activity Centers (SO 2.2)
- Review and refine internal processes to improve execution, including the Integrated Product Team and Product Safety Assessment processes (SO 2.2).

3. Strategic Plan Alignment and Project Summary

FY 2019 Project		Strategic Goal
11179	National Electronic Injury Surveillance System (NEISS)	2
11282	Mortality/Incident Data	2
12165	Investigations	2
13327	Emerging Hazards	2
13329	Integrated Teams	2
13330	Data Intake and Clearinghouse	2
13331	Petitions, OLA Support, and Other Hazard Work	2
14125	Economics Studies	2
21498	Upholstered Furniture Flammability Rulemaking	2
21518	Electrical Hazards: Voluntary Standards and Codes	2
21725	Fire Hazards: Voluntary Codes and Standards	2

⁷ Each priority activity ties to a specific strategic objective (SO), indicated in parentheses after the activity statement. For a complete list of all of the agency’s FY 2019 Priority Activities, please see Appendix B.

FY 2019 Project		Strategic Goal
21726	Fire Hazards: Rulemaking Activities	2
22560	Children's/Nursery Product Hazards: Voluntary Standards	2
22637	All-Terrain Vehicles (ATVs): Rulemaking Activities	2
22640	Older Consumer Safety Hazards	2
22646	Table Saws: Rulemaking Activities	2
22666	Mechanical Hazards: Voluntary Codes and Standards	2
22667	Mechanical Hazards: Rulemaking Activities (General Use Products)	2
22727	Children's/Nursery Product Hazards: Rulemaking Activities	2
23258	Chemical Hazards: Voluntary Standards	2
23259	Chemical Hazards: Rulemaking Activities	2
23335	Combustion (Carbon Monoxide) Hazards: Voluntary Standards Activities	2
23336	Combustion (Carbon Monoxide) Hazards: Rulemaking Activities	2
23704	Nanotechnology	2
24013	Laboratory Equipment and Operations Support	2
24505	EXHR Project Support	2
25720	Regulatory Management	2
25723	Lab Accreditation (CPSIA § 102)	2
25727	Burden Reduction	2
25777	EXHR Leadership and Administration	2
	Import Activities	2

11179 - National Electronic Injury Surveillance System (NEISS)

This project includes activities associated with NEISS. In FY 2019, CPSC will be renewing contracts with approximately 100 NEISS hospitals.

This project provides technical statistical support to help ensure:

- Capture of quality consumer product hazard/injury incident data;
- Statistically sound national injury estimates; and
- Publicly available incident data and annual characterizations of injury and hazard patterns.

These estimates inform both voluntary and mandatory standards development.

NEISS is also the source of data on incidents for follow-up investigations to identify and document the hazard environment and patterns associated with selected products under the CPSC's jurisdiction. This project also includes coordination of NEISS activities that are funded by other federal agencies.

The CPSC is enhancing the functionality and utility of consumer product-related emergency department-treated injury information collected from NEISS hospitals. These enhancements include two feasibility assessment projects and one project to expand selected fields of information captured from medical records:

- Assess the feasibility of statistical modeling of NEISS injury data with population data from the U.S. Census Bureau and Healthcare Cost and Utilization Project (HCUP) data from the U.S. Department of Health and Human Services (HHS) to produce consumer product-related regional estimates. This method, known as small area estimation, is intended to facilitate targeted mitigation strategies, thus increasing efficacy and reducing costs.
- Expand the amount of information abstracted from emergency department medical records. This includes expanding the length of the narrative field; modifying race and ethnicity

variables to align with those used by the U.S. Census Bureau; and adding the capability of capturing secondary injuries.

In addition to supporting ongoing NEISS activities, the CPSC plans in FY 2019 to analyze the utility of incident data related to product-related injuries at urgent care centers to determine whether information gathered from such centers warrants an expansion of the CPSC data collection program to include such centers. The results of this effort will inform the proposed urgent care center data collection pilot contemplated for FY 2020.

11282 - Mortality/Incident Data

This project includes collection of anecdotal, mortality, and incident data associated with consumer products. This project covers resources for the identification and coding of:

- Death certificates from each of the 50 states; and
- Reports from the national network of medical examiners/coroners.

Data on deaths associated with specific products and hazards provide important information to support hazard projects and Office of Compliance and Field Operations (EXC) Section 15 action.

This project also provides support for collection of injury data from news clips; consumer complaints; federal, state, and local governments; fire departments;; burn centers; and other sources.

12165 - Investigations

This project provides resources to conduct approximately 2,000 telephone investigations and on-site investigations of product-related hazards identified by CPSC staff for in-depth study.

Because initial reports from consumer complaints, news clips, the Medical Examiners and Coroners Project, NEISS, and death certificates generally lack specific details about the incident and the product, follow-up investigations are needed to determine how injuries happen, and to provide specific information about the products involved. This project covers the assignment, performance, review, and disposition of investigation reports.

13327 - Emerging Hazards

This project provides resources for active, systematic identification and evaluation of emerging product-related hazards. Also included

in this project is the *Predictive Modeling* proof-of-concept, which involves testing to determine the utility of automated pre-screening of incident reports. The project also encompasses efforts, including stakeholder outreach, coordination with federal partners, and CPSC leadership on safety issues related to IoT issues within CPSC's jurisdiction, as well as related wearable products, and 3-D printing. In addition, the project includes work on evaluating e-commerce platforms to assess ways to effectively monitor the marketplace for emerging hazards and to consider the implications of evolving supply chains.

13329 - Integrated Teams

This project focuses on the tasking and coordinating of activities pertaining to incident reports assigned to the Integrated Teams. Activities include: initial review of the assigned incident, referral as necessary to a subject matter expert (SME) for further evaluation, review by the SME and/or assignment of the incident for an in-depth investigation (IDI), product safety assessment, corrective action, standards development, and/or public safety campaign. *Risk of Harm* assessments of reports submitted to SaferProducts.gov are also included in this project. To maximize the efficiency and effectiveness of this work, the CPSC plans in FY 2019 to conduct a review of the Integrated Team process, including an evaluation of the data sources currently used.

13330 - Data Intake and Clearinghouse

This project provides resources for the Data Intake and Injury Information branch of the CPSC's Directorate for Epidemiology, which includes the National Injury Information Clearinghouse, a unit responsible for:

- Performing coding, data entry, and quality control of reports to be included in the CPSC's public database (www.SaferProducts.gov) and/or its internal database;
- Requesting verification of reports and consent for publication from submitters;
- Determining eligibility of reports for posting on www.SaferProducts.gov;
- Providing notification to manufacturers under Sections 6(c) and 6A of the Consumer Product Safety Act (CPSA) of reports that describe a

hazardous incident or safety concern associated with one of their products;

- Processing confidential information claims, claims of material inaccuracy, and general comments related to reports posted or to be posted on www.SaferProducts.gov;
- Providing customer support to users of the CPSC's Business Portal; and
- Responding to requests for injury data.

13331 - Petitions, OLA Support, and Other Hazard Work

This project provides resources for activities involving hazard-related project work regarding petitions submitted by consumers and other outside parties. CPSC staff evaluates docketed petitions and provides the Commission with a BP that includes an initial recommendation to grant, deny, or defer the petition. This project also includes responding to requests for information from the Office of Legislative Affairs (OLA), as well as any other unforeseen hazard work.

14125 - Economics Studies

This project provides resources for specialized economic information and reports for hazard project teams, other project teams and offices, Commissioners, Congress, other agencies, and the public, on an as-needed basis. Upon request, the project also provides data or support services to intra- and inter-agency taskforces and fills other one-time requests. Project staff develops and maintains economic models and collects information to be able to provide: injury cost estimates; estimates of product life and the number of products in use; general and small business impacts of CPSC actions (*e.g.*, impacts on production costs, competition); environmental impacts of CPSC actions; labeling and recall costs; and international trade statistics. The project also provides resources for maintaining economic models through periodic review to determine that the methodological approaches are current and adequate for use by CPSC staff.

21498 - Upholstered Furniture Flammability Rulemaking

This project provides resources for developing mandatory standards to reduce the fire risk from ignitions of upholstered furniture. In conjunction with efforts to pursue fire safety through voluntary

standards under Project 21725 (Fire Hazards: Voluntary Codes and Standards), staff shall support development of standards that can be achieved without exposure to toxic chemicals either from the furniture itself or through combustion of the furniture.

21518 - Electrical Hazards: Voluntary Standards and Codes

This project provides resources for activities related to electrical voluntary standards and codes. Activities include:

- Electrical voluntary standards;
- Electrical building and installation codes; and
- Study of high-energy density batteries used in end-products.

The Commission has directed staff to perform additional work to address the emerging and ongoing hazards associated with high-energy density batteries, including, but not limited to, enforcement; voluntary and mandatory standards work; import surveillance and compliance; and industry, interagency, and intergovernmental cooperation. In FY 2019, CPSC staff will continue examining new technology to improve battery safety and collaborate with stakeholders and SDOs to enhance the safety of batteries in consumer products. Specifically, this project will address emerging and ongoing hazards associated with devices powered by high-energy density batteries, including, but not limited to: lithium-ion, lithium polymer, and lithium iron phosphate batteries. It will also address system safety features that ensure high-energy density batteries, battery packs, safety circuits, end-products, and chargers all work together to achieve safe operation for the intended application.

Since FY 2016, staff has been collaborating with public and private organizations to conduct a National In-Home Smoke and CO Alarm Survey. The last survey was conducted in 1992 and the results were published in the 1994 report, *Consumer Product Safety Commission Smoke Detector Operability Survey Report on Findings*. Subsequent changes in technology, in installation codes, and in state/local ordinances related to smoke alarms have made the information largely obsolete. Accordingly, CPSC staff continues to collaborate with fire safety advocates on the design and execution of a new survey to collect

new data on smoke alarm use and operability. In addition to changes in smoke alarms, residential use of CO alarms has increased considerably. Recognizing the value that the smoke alarm survey has had in improving UL 217 and the installation code, NFPA 72, the CPSC included CO alarms in the survey. In FY 2019, CPSC staff will work with the contractor and stakeholders to execute the survey with planned use of the future report to support collaborations with stakeholders to improve safety messaging and codes and standards, as appropriate.

21725 - Fire Hazards: Voluntary Codes and Standards

This project provides resources for activities related to fire voluntary standards and codes. Activities may include:

- Upholstered furniture flammability;
- Candles;
- Flame jetting;
- Fire loss estimate annual data update;
- Fire voluntary standards; and
- Fireworks annual data update.

21726 - Fire Hazards: Rulemaking Activities

This project provides resources for rulemaking activities related to keeping the Flammable Fabrics Act (FFA), Federal Hazardous Substances Act (FHSA), and CPSA regulations current and consistent with fire hazard program goals and industry practices. Activities for FY 2019 include:

- Portable Fireplaces;
- Review of 16 CFR part 1632 (mattress and mattress pad flammability).

22560 - Children's/Nursery Product Hazards: Voluntary Standards

This project provides resources for CPSC staff's participation in voluntary standards activities related to hazards associated with the use of children's products. Activities covered by this project include:

- Annual nursery equipment injury updates;
- Annual toy report;
- Research and analysis of products posing hazards primarily to children;
- Collaborations with stakeholders to improve safety of children;
- Juvenile products voluntary standards development;
- Evaluation and analysis of hazards associated with infant and children's sleep environments;

- Voluntary standards meetings for children's products; and
- Staff's preparation of an annual report that identifies and analyzes nursery product injuries and fatalities involving children younger than the age of 5 years.

The voluntary standards for CPSC participation are described on pp. 5-7.

22637 - All-Terrain Vehicles (ATVs): Rulemaking Activities

This project provides resources consistent with the congressional direction of the CPSIA, as amended by Pub. L. No. 112-28, to complete the ATV rulemaking proceeding that began with issuing an ANPR in 2006.

FY 2019 activities under this project include:

- Annual ATV death and injury data update report, with data on ATV deaths, by state; relative risk of death, by year; injuries distributed, by year; and age grouping; and
- Continued technical work and collaboration with stakeholders on passengers, stability, rollover, and access by children.

22640 - Older Consumer Safety Hazards

This project provides resources for the adult portable bed rails petition and for activities that follow from an FY 2014 staff hazard screening report that focused on senior safety, including ways that the CPSC can better address the senior population risks associated with the use of consumer products. In FY 2019, staff will complete work on a petition BP for adult portable bed rails and will consolidate senior clothing fires into the senior safety initiative.

22646 - Table Saws: Rulemaking Activities

This project provides resources for activities associated with post- NPR work, including data collection based on NEISS incidents, as appropriate, to address table saw blade-contact injuries. In FY 2018, CPSC staff completed data collection and analyzed a study of table saw injuries that occurred in 2017. In FY 2019, staff will review comments to the NPR and the 2017 study and will draft a BP for Commission consideration.

22666 - Mechanical Hazards: Voluntary Codes and Standards

CPSC staff will participate in activities related to the development and revision of voluntary

standards for consumer products under the CPSC's jurisdiction. Among these products are ATVs, ROVs, adult bed rails, power equipment (table saws), window coverings, recreational headgear, gasoline containers, inflatable play devices, and playground equipment.

22667- Mechanical Hazards: Rulemaking Activities (General Use Products)

This project is for developing regulations to reduce deaths and injuries from mechanical hazards associated with products not specifically intended for children.

In FY 2019, staff will continue to work with ASTM voluntary standards committees on the applicable tip-over-related standards and will collaborate with external partners to conduct research, data analysis, and technical work to evaluate the voluntary standard as well as inform rulemaking as appropriate.

22727 - Children's/Nursery Product Hazards: Rulemaking Activities

Section 104 of the CPSIA, the Danny Keysar Child Product Safety Notification Act, requires the CPSC to study and develop safety standards for durable infant and toddler products. To fulfill this statutory mandate, the Commission shall continue to promulgate the required standards.

This project also includes continued activities related to updating the *Age Determination Guidelines* manual used by CPSC staff, industry, and third party testing firms to conduct age determination.

23258 - Chemical Hazards: Voluntary Standards

This project provides resources for active participation in voluntary standards activities related to liquid laundry packets, spray polyurethane foam insulation, and toys (chemical requirements).

This project also includes work on:

- Playground surfaces manufactured from recycled rubber;
- Phthalate alternatives in children's toys and child care articles;
- Other chemical hazards; and
- Interagency coordination.

The interagency coordination activity includes coordinating chemical hazard activities with other agencies and participating in international

harmonization activities. This includes the participation in interagency activities such as the National Toxicology Program (NTP), Interagency Coordinating Committee on the Validation of Alternative Methods (ICCVAM), Interagency Committee on Indoor Air Quality (CIAQ), the President's Task Force on Children's Environmental Health (CEHTF), and the Federal Research Action Plan (FRAP) on Crumb Rubber.

23259 - Chemical Hazards: Rulemaking Activities

This project provides resources for the commencement of rulemaking activities relating to organohalogen flame retardants (OFRs), as directed by the Commission in FY 2017 in response to Petition HP15-1. The Commission voted to grant the petition and directed staff to convene a Chronic Hazard Advisory Panel (CHAP) to assess the risks to consumers' health and safety from the use of OFRs, as a class of chemicals.

In FY 2019, staff will receive and evaluate a scoping and feasibility study of OFRs initiated in FY 2018 in cooperation with the National Academy of Sciences (NAS). The objective of the NAS study is to develop a plan for identifying and applying accepted scientific methods for assessing the toxicity of OFRs as a class, to be used by the CPSC in its rulemaking efforts.

The OFR project also includes staff engagement with stakeholders to understand current use of OFRs and alternatives to OFRs in electronics casings, including how the use or non-use of OFRs impacts fire safety. This project also includes preliminary reviews and studies on exposure to flame retardants.

23335 - Combustion (Carbon Monoxide) Hazards: Voluntary Standards Activities

This project provides resources for staff's active participation in voluntary standards and model building codes activities to reduce deaths and injuries associated with carbon monoxide (CO) poisonings and other combustion hazards through:

- Research on CO death estimates for all combustion products;
- Determination of CO fatalities associated with engine-driven tools and portable generator use;

- CO voluntary standards support, including portable generator voluntary standard development;
- Gas appliances (CO sensors) research; and
- Assessment of gasoline fuel leakage from gasoline-powered equipment standards development.

In FY 2019, CPSC staff will evaluate the effectiveness of prototype portable generator CO detection and shut-down systems, including the effectiveness of the voluntary standards that include these requirements, based on hazard patterns from the death and injury incident data associated with these products. Staff will also continue CO sensor accelerated life testing (ALT) to support development of sensor requirements for gas appliances.

23336 - Combustion (Carbon Monoxide) Hazards: Rulemaking Activities

This project provides resources for addressing the hazards of CO poisoning associated with portable generators. Staff will continue post-NPR work and address comments leading to the development of an FR, as appropriate. This project also provides resources for staff to develop an ANPR BP regarding the hazards of CO poisoning associated with furnaces.

23704 - Nanotechnology

In FY 2019, CPSC staff will continue supporting nanotechnology research, working with other federal agencies under the National Nanotechnology Initiative (NNI) to minimize duplication and overlap of existing research efforts and will undertake the following collaborative research activities:

- Develop tools to prioritize and investigate human exposures to nanomaterials;
- Characterize the use and release of nanomaterials during the lifecycle of additive manufacturing (AM) systems and investigate the potential for consumer exposure;
- Co-sponsor the Workshop “Quantifying Exposure to Engineered Nanomaterials (QEEN) from Manufactured Products II”;
- Investigate the release and toxicity of silver nanowires from touchscreen displays;

- Assess the potential release of nanoparticles from selected consumer products, develop methods that assess the presence of nanomaterials in the home environment, and determine the applicability of existing alternative test methods for predicting nanomaterial toxicity;
- Collaborate with federal partners to maintain a nanotechnology consumer product database; and
- Continue the collaborations to develop indoor air models, characterize the release of nanomaterials from consumer products into indoor air, and determine the potential exposures to consumers.

24013 - Laboratory Equipment and Operations Support

This project provides resources required for safe and efficient operation of CPSC laboratories within the National Product Testing and Evaluation Center (NPTEC), including upgrade and purchase of new equipment, replacement of testing and lab support equipment, calibration and maintenance of equipment/test instruments, services and equipment for hazardous waste management, operational safety and compliance with applicable environmental and occupational safety and health requirements, support for facility modifications to address new equipment and/or testing capabilities, materials associated with the construction of test fixtures, and consumables and supplies to support sample and product testing for ongoing Hazard Assessment and Reduction, Compliance, International Programs, and Communications programs and projects. Some facility modifications will also be needed to integrate high-energy density battery test equipment procured in FY 2017.

24505 - EXHR Project Support

This project provides resources to support EXHR activities or needs, which may include outside experts, peer review of technical reports, specialized testing, test equipment, supplies, and samples.

25720 - Regulatory Management

This project provides resources for activities related to CPSC rulemakings and includes activities such as:

- Paperwork Reduction Act (PRA) support
- eFiling of Certificates pilot support; and
- HAR legal/Regulatory Flexibility Act (RFA) support.

25723 - Lab Accreditation (CPSIA § 102)

In FY 2019, staff will continue the following activities:

- Administer the requirements for accreditation of third party conformity assessment bodies to assess conformity with a children's product safety rule;
- Prepare a draft Direct Final Rule (DFR) updating the version of ISO 17025 incorporated by reference in 16 CFR parts 1107 and 1112; and
- Manage the application review process and the periodic audit of third party conformity assessment bodies as a condition for continuing accreditation by the CPSC.

This project also includes developing certification requirements for certain durable infant and toddler products and/or other children's products, as directed by the Commission.

25727 - Burden Reduction

This project provides funding for ongoing efforts toward potentially providing meaningful reduction

of third party testing costs of children's products. In FY 2019, staff will develop recommendations for potential determinations for manufactured fibers for Commission consideration. Staff also will review and develop recommendations for certification on classes of products where on-product certification is used; review expanding exemptions for flammability testing; and evaluate policies for detained shipments to reduce time and cost for determining regulatory compliance.

25777 - EXHR Leadership and Administration

This project provides resources for EXHR directorate leadership, travel, transportation, printing, and purchases of supplies to support EXHR operation.

Import Activities

In coordination with the Office of Import Surveillance (EXIS), EXHR provides program support and resources for lab operations, including the routine testing of import samples; training EXIS staff on conducting product screening, using template kits and portable analytical devices; and managing/coordinating procurement, delivery, user training, and repairs of x-ray fluorescence (XRF) and Fourier-Transform Infrared (FTIR) spectroscopy devices used for high-volume screening at the ports.

4. Summary of Key Performance Measures

Note: Key Measures are reported externally in the agency's *Request* and year-end reports.

Control ID	Key Performance Measure Statement	FY 2019 Target
2019KM2.1.01	Percentage of consumer product-related incident reports warranting follow-up actions	25%
2019KM2.1.02	Number of hazard characterization annual reports completed on consumer product-related fatalities, injuries, and/or losses for specific hazards	11
2019KM2.1.03	Percentage of consumer product-related injury cases correctly captured at NEISS hospitals	90%
2019KM2.1.04	Number of collaborations established or maintained with other organizations to work on nanotechnology research or issues affecting consumer products	3
2019KM2.2.01	Number of voluntary standards activities in which CPSC actively participates	74
2019KM2.2.02	Number of candidates for rulemaking prepared for Commission consideration	12

5. Summary of Operating Plan Performance Measures

Note: Operating Performance Measures are monitored and reported internally.

Control ID	Operating Performance Measure Statement	FY 2019 Target
2019OP01	Percentage of National Electronic Injury Surveillance System (NEISS) member hospitals evaluated at least once a year	98%
2019OP02	Number of reports produced on the results of collaboration on nanotechnology issues affecting consumer products	3
2019OP03	Number of incident reports collected from medical examiners and coroners	3,000
2019OP04	Number of incident reports obtained from news clips	6,000
2019OP05	Percentage of incident report verification requests mailed - either email or postal mail - within 2 business days	95%
2019OP06	Percentage of reports from eligible sources for which clerical coding is completed within 1 business day following receipt	95%
2019OP07	Percentage of notifications sent to manufacturers named in all reports eligible for the public database within 5 business days of eligibility determination	95%
2019OP08	Percentage of cases in which staff reviews or refers comments and claims from manufacturers, importers, and private labelers within 1 business day	95%
2019OP09	Percentage of business registration requests for www.SaferProducts.gov processed within 2 business days	85%
2019OP10	Percentage of headquarters telephone investigations of NEISS cases completed in fewer than 45 business days	98%
2019OP11	Percentage of completed product investigation reports provided to manufacturers within 50 business days of receiving the report	75%
2019OP12	Percentage of supporting statements for Paperwork Reduction Act renewals submitted to the Office of the General Counsel (OGC) no less than 4 months before OMB control number expiration date	85%
2019OP13	Number of voluntary standards with active work to address chronic hazards	4
2019OP14	Number of contractor reports supporting staff chronic hazard risk	1
2019OP15	Number of voluntary standards activities, in which CPSC staff participated, that result in a revised standard that reduces the risk of injury associated with products covered by the standard	9

Hazard Identification Operating Plan Details – George Borlase, AED

Control ID	Operating Performance Measure Statement	FY 2019 Target
2019OP17	Average number of business days from incident received to integrated team adjudication of incident report	10
2019OP18	Percentage of Section 15 Product Safety Assessment requests that are completed within the Hazard Level Completion time assigned	90%
2019OP19	Percentage of priority import regulated samples (excluding fireworks) tested within 30 days of collection	85%
2019OP20	Percentage of import and domestic fireworks samples tested within 60 days of collection	90%
2019OP21	Percentage of all domestic and non-priority import regulated product samples (excluding fireworks) that are tested within 60 days of receipt at NPTEC	85%
2019OP22	Number of work-related injuries and illnesses per 100 NPTEC employees in a year (incident rate)	4

6. Annual Milestones

Note: Milestones are monitored and reported internally.

Control ID	FY 2019 Milestone Statement
2019M01	Executed stakeholder engagement on implementing IoT best practices
2019M02	Executed evaluation and analysis of hazards associated with infant and children's sleep environments
2019M03	Executed research, analysis, voluntary standards development, and stakeholder engagement on Furniture Tip-over
2019M04	Evaluated e-commerce platforms to develop options to monitor emerging hazards and evolving supply chain
2019M05	Delivered NPR for Burden Reduction
2019M06	Evaluated Data Analytic environment, including retailer reporting program, to form basis for potential IT enhancements to improve data collection and analysis
2019M07	Recruited three new hospitals to join the NEISS
2019M08	Reported on staff review of potential use of urgent care center data
2019M09	NEISS enhancements completed (updated data retrieval from NEISS web, web-based incident data collection)
2019M10	Reported on revised impact assessment method
2019M11	Updated CPSC nanotechnology statement
2019M12	Adult portable bed rail briefing package delivered to Commission
2019M13	Flooring petition briefing package delivered to Commission
2019M14	Helmet petition briefing package delivered to Commission
2019M15	Magnet sets petition briefing package delivered to Commission
2019M16	Portable generators briefing package delivered to Commission
2019M17	Upholstered furniture briefing package delivered to Commission
2019M18	Table Saws briefing package delivered to Commission

Office of Compliance and Field Operations (EXC)

Robert Kaye, Assistant Executive Director (AED)

1. Resource Summary

	FY 2019 Operating Plan	
	Budget (in thousands)	FTE
Compliance HQ	\$ 363	56
Compliance Field	\$ 1,146	91
Total	\$ 1,509	147

2. Overview and Priority Activities

The Office of Compliance and Field Operations (EXC) is a Co-Goal Leader for Strategic Goal 3 (Response) and is responsible for enforcing rules, as well as conducting surveillance to ensure that hazardous products do not enter or remain in the distribution chain. Enforcement of existing rules and targeted surveillance activities require a multifaceted approach. Early in the process, staff works to identify products that present a risk, which requires close and frequent interaction between field investigators and technical experts. When hazardous products have been identified, the CPSC takes action to protect consumers and remove the product from the marketplace. EXC also plays a role in educating companies to help inform stakeholders of product safety requirements. EXC supports ongoing regulatory compliance activities, including data analysis, investigations, and assessing the level of compliance with new regulations.

EXC's work is accomplished by:

- A headquarters team that enforces existing rules and also works cooperatively with companies to recall consumer products, or prevent them from entering through U.S. ports of entry;
- Field investigators located across the United States who conduct in-depth investigations on product safety hazards and incidents; and
- A network of state and local officials who assist with monitoring recall performance, conduct public pool inspections, and distribute safety materials to educate consumers on product safety.

FY 2019 Priority Activities:

- Enhance Recall Guidance Handbook (SO 3.1)
- Develop enforcement guides for durable infant and toddler products (104 Rules) (SO 3.1)
- Maintain and enhance critical enforcement and investigative standards and skills of field staff (SO 3.1)
- Conduct Business Process Review (BPR) for IT Modernization of the Integrated Field System (IFS) (SO 3.1)
- Review the CPSC corrective action monitoring process to address priority recalls and achieve operational efficiencies (SO 3.2)
- Triage low-level hazard recalls and other Section 15 reports to maximize resources (SO 3.2)
- Sample Tracking Update: Implement several enhancements to the sample tracking system to address expedited sample destruction (SO 3.2)
- Examine Fast-Track Program processes and policies to evaluate potential program changes (SO 3.2)
- Recall Effectiveness: Evaluate inputs from the Request for Information (RFI) on Recall Effectiveness and develop plan aimed at improving recall effectiveness (SO 3.3)

3. Strategic Plan Alignment and Project Summary

FY 2019 Project		Strategic Goal
31100	Fire Hazards	3
31102	Fire Hazards: Section 15	3
31103	Fire Hazards: Regulated	3
31163	Fireworks	3
31183	Lighters	3
31600	Electrocution Hazards	3
31602	Electrocution Hazards: Section 15	3
31603	Electrocution Hazards: Regulated	3
32200	Mechanical Hazards to Children	3
32202	Mechanical Hazards to Children: Section 15	3
32203	Mechanical Hazards to Children: Regulated	3
32223	Virginia Graeme Baker Pool and Spa Safety Act (VGB Act) (Pub. L. No. 110-140)	3
32253	All-Terrain Vehicles (ATVs) (CPSIA § 232): Compliance Enforcement	3
32272	Substantial Product Hazard List and Destruction of Noncompliant Imported Products (CPSIA § 223): Section 15(j) Generic Defect Rules	3
32277	EXC Leadership and Administration	3
32400	Mechanical Hazards	3
32402	Mechanical Hazards: Section 15	3
32403	Mechanical Hazards: Regulated	3
33700	Chemical Hazards	3
33702	Chemical Hazards: Section 15	3
33703	Chemical Hazards: Regulated	3
33777	Compliance Field Investigation (CFI) Leadership and Administration	3
34301	State/Local Programs	3
34381	Internet Surveillance Program Support	3
34382	Fast-Track Program	3
34789	Recall Effectiveness	3
34792	Business Process Review (BPR)	3
	Import Activities	2

31100 - Fire Hazards

This project provides resources for compliance enforcement and remediation activities to address risks to consumers from fire hazards.

31102 - Fire Hazards: Section 15

This project provides resources for evaluating and analyzing incoming epidemiology data to determine if there is a pattern of defect that might warrant opening a case; conducting investigations

of hazards, including evaluation of technical reports and in-depth field investigations; and executing consumer product recalls. The project also provides resources for engaging with management and the Office of the General Counsel (OGC) to assist in final negotiations.

31103 - Fire Hazards: Regulated

This project provides resources for monitoring compliance with mandatory standards for products

that the CPSC regulates. Additionally, the project provides resources for determining potential items or focus for the annual investigative program agenda; the determination would be based on reviewing overall compliance, in combination with incident reports.

31163 - Fireworks

This project provides resources for compliance enforcement and remediation activities to stop the sale of fireworks that fail to comply with applicable Federal Hazardous Substances Act (FHSA) requirements. Our primary area of concern is the sale of consumer fireworks that may be overloaded posing significant risk to consumers.

31183 - Lighters

This project provides resources for compliance enforcement and remediation activities to stop the sale of cigarette lighters and multipurpose lighters that fail to comply with applicable CPSA and FHSA requirements.

31600 - Electrocutation Hazards

This project provides resources for compliance enforcement and remediation activities that address defective products that present risks of electrocution.

31602 - Electrocutation Hazards: Section 15

This project provides resources for electrocution hazards associated with products not covered by mandatory regulations or standards that may involve a substantial product hazard.

31603 - Electrocutation Hazards: Regulated

This project provides resources for electrocution hazards associated with products covered by mandatory regulations or standards.

32200 - Mechanical Hazards to Children

This project provides resources for compliance enforcement and remediation activities to address risks to children from products that present mechanical hazards. Included in this project are children's articles regulated under the FHSA and products that may present substantial product hazards (excluding drowning).

32202 - Mechanical Hazards to Children: Section 15

This project provides resources for compliance activities to address mechanical hazards to children not covered by mandatory regulations or standards

that may involve a substantial product hazard (excluding head injuries).

32203 - Mechanical Hazards to Children: Regulated

This project provides resources for compliance activities to address mechanical hazards to children associated with household products covered by mandatory regulations or standards (excluding drowning).

32223 - Virginia Graeme Baker Pool and Spa Safety Act (VGB Act) (Pub. L. No. 110-140)

This project provides resources for compliance and remediation activities to address risks of drowning and entrapment hazards in pools and spas.

32253 - All-Terrain Vehicles (ATVs) (CPSIA § 232): Compliance Enforcement

This project provides resources for monitoring compliance with mandatory standards for ATVs. Additionally, the project provides resources for processing applications for ATV action plans, and the monitoring of compliance with Commission approved ATV action plans.

32272 - Substantial Product Hazard List and Destruction of Noncompliant Imported Products (CPSIA § 223): Section 15(j) Generic Defect Rules

This project provides resources for compliance enforcement and remediation activities to monitor and assess products subject to a 15(j) determination. Section 15 (15 U.S.C. § 223).

32277 - EXC Leadership and Administration

This project provides resources for EXC travel, transportation, printing, and purchases of supplies, samples, and equipment to support EXC operations.

32400 - Mechanical Hazards

This project provides resources for compliance enforcement and remediation activities to address risks to consumers from mechanical hazards. The project encompasses sports and recreational equipment, household goods, and power equipment.

32402 - Mechanical Hazards: Section 15

This project provides resources for compliance activities to address mechanical hazards not covered by mandatory regulations or standards which may involve a substantial product hazard.

32403 - Mechanical Hazards: Regulated

This project provides resources to address mechanical hazards covered by mandatory regulations or standards.

33700 - Chemical Hazards

This project provides resources for compliance enforcement and remediation activities to address risks to consumers from chemical hazards. Areas covered include FHSA labeling enforcement, lead hazards not addressed under the CPSIA, art materials, and emerging chemical hazard investigation.

33702 - Chemical Hazards: Section 15

This project provides resources to address chemical hazards not covered by mandatory regulations or standards that may involve a substantial product hazard.

33703 - Chemical Hazards: Regulated

This project provides resources for conducting inspections, reviewing inspection reports, following up on trade complaints, and providing advice and guidance to the industry on complying with the precautionary labeling requirements under the FHSA.

33777 – Compliance Field Investigation (CFI) Leadership and Administration

This project provides resources for CFI travel to conduct investigations of incidents, training, printing, and purchases of supplies, samples, equipment, and other administrative costs to support CFI operations.

34301 - State/Local Programs

States work cooperatively with CPSC to deliver services to consumers at little cost to the federal government, in accordance with Section 29 of the CPSA. This project provides resources for activities conducted with States and local governments under contract which include recall effectiveness checks, inspections, education, and outreach activities to support CPSC priorities and expand the reach of the CPSC nationwide.

34381 - Internet Surveillance Program Support

This project provides resources for activities to conduct undercover Internet surveillance and

monitoring of products sold to consumers via the Internet that have been recalled or that may otherwise violate a Commission rule or standard. Tasks include time to conduct Internet surveillance to review products sold by various retailers, manufacturers, and importers online, and to follow up on consumer/trade complaints.

34382 – Fast-Track Program

This project provides resources for activities related to the Fast-Track Recall Program. The Fast-Track Program was created to promote quicker recalls and more effectively use staff resources by incentivizing firms that want to take corrective action and helping them recall the product instead of investigating the defect. In FY 2019, staff will evaluate the program.

34789 – Recall Effectiveness

This project provides resources to evaluate means for increasing effectiveness of product safety recalls at the consumer level. In FY 2019, staff will collect and analyze responses to the RFI issued in July 2018 and will develop a plan aimed at improving recall effectiveness.

34792 – Business Process Review (BPR)

This project provides resources to review our business processes for a full rebuild of the Integrated Field System (IFS). This includes a review of regulatory case files, the defect case management system, sample assignment and retention, export notification procedures, and testing results of samples.

Import Activities

In coordination with the Office of Import Surveillance (EXIS), the Office of Compliance and Field Operations provides technical review of hazards identified at ports of entry and negotiates Corrective Action Plans (CAPs) with firms on products that have a violation at time of import. The field currently monitors ports of entry where EXIS teams do not have a full-time presence; these are ports that have a lower volume of imported goods under the CPSC's jurisdiction.

4. Summary of Key Performance Measures

Note: Key Measures are reported externally in the agency's *Request* and year-end reports.

Control ID	Key Performance Measure Statement	FY 2019 Target
2019KM3.1.01	Percentage of cases for which a preliminary determination is made within 85 business days of the case opening	65%
2019KM3.1.02	Percentage of cases for which a compliance determination of a regulatory violation is made within 35 business days of sample collection	85%
2019KM3.2.02	Percentage of cases for which a firm is notified of a regulatory violation within 40 business days from sample collection	85%
2019KM3.2.03	Percentage of Fast-Track cases with corrective actions initiated within 20 business days	90%
2019KM3.2.04	Percentage of cases for which a corrective action is accepted within 90 business days of preliminary determination	60%
2019KM3.3.01	Recall effectiveness rate for all consumer product recalls	25%

5. Summary of Operating Performance Measures

Note: Key Measures are reported externally in the agency's *Request* and year-end reports.

Control ID	Operating Performance Measure Statement	FY 2019 Target
2019OP23	Percentage of non-HAZMAT samples collected for evaluation that are shipped within 5 business days of collection	85%
2019OP24	Percentage of field investigations for Compliance completed in fewer than 45 business days	95%
2019OP89	Percentage of cases for which a preliminary determination is made within 20 business days of completed product safety assessments	50%
2019OP26	Percentage of cases for which a compliance determination of a regulatory violation is made within 5 business days of completed sample evaluations	85%
2019OP27	Percentage of cases where a Full Report request is sent within 5 business days of case opening	90%
2019OP28	Percentage of cases for which a firm is first notified of a regulatory violation within 30 business days from compliance determination of a violation	90%
2019OP29	Percentage of recall effectiveness checks assigned within 10 business days of CAP acceptance	85%
2019OP90	Number of recalls where social media was used to communicate a recall	TBD [†]

[†] TBD: To be determined. Baseline data are being collected and will be used to establish performance targets for future fiscal years.

6. Annual Milestones

Note: Milestones are monitored and reported internally.

Control ID	FY 2019 Milestone Statement
2019M19	Developed internal enforcement guides for four durable infant or toddler product rules
2019M20	Updated the Recall Handbook
2019M21	Developed a reporting mechanism for triage hazards
2019M22	Conducted 500 outreach activities by Field staff in support of the Office of Communication to increase dissemination of consumer product safety information
2019M23	Evaluated consumer response for products that have been recalled and require registration cards
2019M24	Referred 20 potential product hazards to Compliance which are identified through retailer reporting or online research using external website sources
2019M25	Identified possible solutions during the Business Process Review to modernize the Integrated Field System
2019M26	Evaluated inputs from the RFI on Recall Effectiveness
2019M27	Evaluated Fast-Track Program for possible changes to processes and policies

Office of Import Surveillance (EXIS)

James Joholske, Assistant Executive Director (AED)

1. Resource Summary

	FY 2019 Operating Plan	
	Budget (in thousands)	FTE
Import Surveillance ⁹	\$ 865	39

2. Overview and Priority Activities

The Office of Import Surveillance (EXIS) is a Co-Goal Leader for Strategic Goal 2 (Prevention) and is responsible for coordinating with the Department of Homeland Security's U.S. Customs and Border Protection (CBP) to prevent violative or hazardous products from entering the United States. EXIS has 29 investigators co-located at select ports of entry that account for approximately 67 percent of consumer product import entry lines that are risk-scored in the Risk Assessment Methodology (RAM) system. The CPSC also collaborates with CBP at the Commercial Targeting and Analysis Center (CTAC) to implement national operations designed to coordinate and optimize the federal government's response to product risk at importation.

Recognizing the import challenges facing the agency, Congress required the CPSC under Section 222 of the CPSIA to use a RAM to identify products imported into the United States that are most likely to violate consumer product safety statutes and regulations. During 2017, more than 267,000 importers brought into the United States consumer products under the CPSC's jurisdiction having a total estimated value of approximately \$824 billion, which averages to more than \$2.2 billion per day. Since 2008, four out of five product recalls in the United States have involved an imported product. When product imports do not comply with federal or consensus safety standards, they pose health and safety risks to American consumers. The RAM systems helps to target and identify consumer products that pose a risk prior to importation.

FY 2019 Priority Activities:

- Engage import community, including informed compliance training of first-time violators (SO 2.2)
- Collaborate with and train partner federal agencies (SO 2.2)
- Develop potential process improvements to streamline product sampling and detention at ports to achieve timely removal of violative products while reducing burden (SO 2.3)
- Maximize port coverage within reduced staffing levels to identify and examine shipments likely to contain consumer products in violation of CPSC requirements (SO 2.3)
- Support ongoing activities that contribute to the "Single Window" platform by:
 - Continuing to provide support to CBP's Automated Commercial Environment (ACE), which is an interface connecting CBP, the trade community, and other federal government agencies to manage the admissibility of goods entering the country (SO 2.3)
 - Support EXIS to maintain existing functionality in RAM 2.0 and expand RAM functionality incrementally. In FY 2019, staff will enhance RAM by developing requirements for inclusion of Global Data Synchronization Network (GDSN) components into RAM and redesigning the Business Rules Engine (SO 2.3)
 - Support the CPSC's Chairman in the role of Vice-Chair of the Border Interagency Executive Council (BIEC) and support participation at the BIEC staff working level on issues, such as prioritization of enhancements of CBP's ACE system and identifying possible alternate global business identifiers. (SO 2.3)

⁹ Funding for the information technology (IT) elements of the Import Surveillance Risk Assessment Methodology (RAM) targeting system is included in the Office of Information and Technology Services' (EXIT) budget.

- Implement the Trade Facilitation and Trade Enforcement Act (TFTEA) via the established Import Safety Working Group (SO 2.3)
- Complete an assessment of e-commerce importation as it relates to the CPSC’s jurisdiction, provide volume estimates, and identify challenges to interdicting high risk e-commerce shipments(SO 2.3)⁹
- Complete a report on an evaluation of eFiling options available for Commission consideration (SO 2.3)
- Adapt to the reorganization of CBP’s new business processing and targeting functionality, including coordination with CBP’s Center of Excellence and Expertise (CEE) (SO 2.3)

3. Strategic Plan Alignment and Project Summary

FY 2019 Project		Strategic Goal
34340	eFiling of Import Targeting Data	2
34351	Import: Regulated	2
34352	Import: Defects	2
34353	Import: Mission Support Activities	2
34360	Commercial Targeting and Analysis Center (CTAC) Support	2
34370	Importer Self-Assessment - Product Safety (ISA-PS)/Trusted Trader Program	2
34377	EXIS Leadership and Administration	2

34340 – eFiling of Import Targeting Data

This project provides resources for activities to evaluate and assess a test platform to manage exchange of electronic data with CBP for targeting purposes. Implementation of the “alpha” phase pilot program of the CPSC’s Partner Government Agency (PGA) Message Set was successful and yielded the CPSC’s technical solution for entering, receiving, and analyzing entry data. In FY 2019, staff will assess options for next steps related to eFiling of targeting data, based on the Certificate of Compliance study conducted in FY 2018.

34351 - Import: Regulated

This project provides resources for Import Surveillance activities related to products covered by mandatory regulations or standards. These activities include surveillance, screening, sampling, reviewing documents, and any other activity associated with products in import status. In addition, this project will support efforts to identify possible process improvements related to product sampling and testing that will lead to more timely removal of violative products while reducing burden.

34352 - Import: Defects

This project provides resources for Import Surveillance activities related to products not covered by mandatory regulations or standards. These activities include surveillance, screening,

sampling, reviewing documents, and any other activity associated with products in import status.

34353 - Import: Mission Support Activities

This project provides resources to support the agency’s Import Surveillance mission and includes activities performed by the CPSC’s Operations Support staff.

34360 - Commercial Targeting and Analysis Center (CTAC) Support

This project provides resources to support CTAC, which is the agency’s mechanism for conducting joint import enforcement programs with CBP. Along with the RAM 2.0 system, the CTAC serves as a central location for coordinating targeting efforts with CBP and other government agencies in support of agency enforcement plans, as required under Section 222 of the CPSIA.

34370 - Importer Self-Assessment - Product Safety (ISA-PS)/Trusted Trader Program

This project provides resources to support the ongoing ISA-PS project, including annual recertification of exiting members and evaluation of any new applicants. This project also provides resources to monitor CBP’s progress towards development of a new Trusted Trader Program. This includes meeting with CBP, other federal agencies, and the trade to obtain input on program features.

⁹ e-commerce assessment is incorporated in Project 34310 – Risk Assessment Methodology (RAM) (CPSIA § 222) (p. 39).

34377 - EXIS Leadership and Administration
 This project provides resources for EXIS travel, transportation, printing, and purchases of

supplies, samples, and equipment to support EXIS operations.

4. Summary of Key Performance Measures

Note: Key Measures are reported externally in the agency's *Request* and year-end reports.

Control ID	Key Performance Measure Statement	FY 2019 Target
2019KM2.2.07	Percentage of firms that are engaged with a timely establishment inspection after being identified as a repeat offender	TBD ¹⁰
2019KM2.3.01	Percentage of consumer product imports, identified as high-risk, examined at import	80%
2019KM2.3.02	Percentage of import shipments processed through the Risk Assessment Methodology (RAM) system that are cleared within 1 business day	99%
2019KM2.3.03	Percentage of consumer product import entries that are risk-scored by the CPSC	4%
2019KM2.3.04	Number of import examinations completed	32,000

5. Summary of Operating Performance Measures

Note: Operating Performance Measures are monitored and reported internally.

Control ID	Operating Performance Measure Statement	FY 2019 Target
2019OP32	Percentage of first-time violators who are engaged with a timely informed compliance inspection after violation determination	80%
2019OP33	Number of ports at which CPSC will cross-train other federal agencies' staff to identify hazardous imported products	17
2019OP35	Percentage of priority import regulated samples completed within 60 days (from collection date to CBP Notification date)	90%

6. Annual Milestones

Note: Milestones are monitored and reported internally.

Control ID	FY 2019 Milestone Statement
2019M28	Provided import surveillance training jointly with CPSC's Small Business Ombudsman to importers, including those identified as first-time violators
2019M29	Evaluated potential process improvements related to sampling and detention to achieve timely removal of violative products while reducing burden
2019M30	Implemented a national program to target all 15(j) rules through CPSC's co-location at CTAC
2019M31	Completed an assessment of e-commerce as it relates to CPSC's jurisdiction
2019M32	Completed an evaluation report of eFiling options for Commission consideration

¹⁰TBD - To be determined: Baseline data for KM2.2.07 are being collected and will be used to establish performance targets for future fiscal years.

Office of International Programs (EXIP)

Richard O’Brien, Director

1. Resource Summary

	FY 2019 Operating Plan	
	Budget (in thousands)	FTE
Office of International Programs	\$ 721	7

2. Overview and Priority Activities

The Office of International Programs (EXIP) is responsible for carrying out educational and outreach activities to international stakeholders. EXIP activities are focused on industry stakeholders abroad and on foreign governments, as well as conducting cooperative programs, training, and informational activities in foreign jurisdictions of interest to the CPSC. EXIP will continue emphasizing cooperation with key jurisdictions and regions, as well as relevant multilateral organizations, such as the Organization of American States (OAS) and the Organisation for Economic Cooperation and Development (OECD).

FY 2019 Priority Activities:

- Train foreign-based industry representatives on U.S. product safety requirements and train foreign government product safety officials on CPSC policies, procedures, and best practices based on priority topics (SO 2.2)
- Improve cooperation with foreign authorities on product safety policy (SO 2.2)
- Continue overseas training on U.S. product safety requirements for buyers and sourcing professionals representing U.S. importers (SO 2.2)
- Provide a full program of product safety training for industry and effective coordination with Chinese government product safety authorities via the CPSC’s Beijing Office (SO 2.2)
- Provide the agency’s product safety messaging at international forums in which the CPSC represents the U.S. government (SO 2.2)
- Continue production of the product safety video series for Chinese manufacturers, highlighting common hazardous design errors that should be avoided (SO 2.2)
- Provide timely information about recalls directly to foreign regulators and other stakeholders via the Organisation for Economic Cooperation and Development’s (OECD) *GlobalRecalls* portal (SO 3.3)
- Participate in the annual OECD global consumer information campaign, providing world-wide emphasis on safety messaging of interest to the CPSC (SO 4.2)
- Administer an International Training Exchange Program with foreign counterpart regulators (SO 4.3)

3. Strategic Plan Alignment and Project Summary

FY 2019 Project		Strategic Goal
53148	Overseas Office	2
53149	International Program	2
53152	China Program	2
53153	European/International Organizations Program	2
53154	Selected Asia Pacific Program	2
53155	Southeast Asia Program	2
53156	Western Hemisphere Program	2
53177	EXIP Leadership and Administration	2

53148 - Overseas Office

This project provides resources for operations of the CPSC’s overseas office, located in Beijing, China, to promote compliance with U.S. product safety requirements among exporters in Asia, especially China, and to coordinate with product safety regulators in the region.

53149 - International Program

This project provides resources for supervising the work of the CPSC’s international programs.

53152 - China Program

EXIP’s China Program is focused on outreach to consumer product suppliers in China and engagement with the CPSC’s government counterparts in China. The program provides training and guidance for Chinese and American manufacturing professionals, as well as resources for encouraging manufacturing practices that result in safer consumer products. This project includes resources for intergovernmental meetings and industry training events.

53153 - European / International Organizations Program

The CPSC works with counterpart agencies of the European Union (EU) and participates in product safety groups within international organizations, such as the OECD. The CPSC’s work with the EU consists of joint efforts to improve the safety of consumer products imported from common supplier jurisdictions.

53154 - Selected Asia Pacific Program

This program covers the CPSC’s work with Australia, New Zealand, Japan, South Korea, and Taiwan.

Resources are used for developing closer relations with these jurisdictions. The program is aimed at improving the safety of products from the region’s manufacturers and partnering with key governments to cooperate on product safety policies. This project includes resources for intergovernmental meetings and industry training events.

53155 - Southeast Asia Program

The Southeast Asia Program consists of field training conducted for manufacturers and cooperative activities with governments in the following countries: Vietnam, Singapore, Malaysia, and Indonesia. The agency conducts specific training programs targeted toward consumer product export industries in furniture construction, textiles, and shoe manufacturing. This project includes resources for intergovernmental meetings and industry training events.

53156 - Western Hemisphere Program

This program is targeted toward all CPSC international activities in North, Central, and South America. The program’s primary focus is on Canada and Mexico and the Consumer Safety and Health Network (CSHN) of the Organization of American States (OAS). This project includes resources for industry training events and cooperative activities with regional governments.

53177- EXIP Leadership and Administration

This project provides resources for EXIP travel to carry out the international programs described above, transportation, printing, and purchases of supplies to support EXIP operations.

4. Summary of Key Performance Measures – None

5. Summary of Operating Plan Performance Measures

Note: Operating Performance Measures are monitored and reported internally.

Control ID	Operating Performance Measure Statement	FY 2019 Target
2019OP36	Number of training or outreach seminars for foreign-based industry representatives conducted by CPSC staff	13
2019OP37	Number of trainings for foreign regulatory agencies conducted by CPSC staff	10
2019OP38	Number of staff exchanges with foreign counterparts undertaken under International Training Exchange Program	2

6. Annual Milestones

Note: Milestones are monitored and reported internally.

Control ID	FY 2019 Milestone Statement
2019M33	Participated in the annual OECD global consumer information campaign
2019M34	Program plans updated with outcomes for each area
2019M35	Two new episodes of the product safety video series in Chinese language produced and posted on the Web

Office of Communications (OCM)

Erin Joyce, Director

1. Resource Summary

	FY 2019 Operating Plan	
	Budget (in thousands)	FTE
Office of Communications	\$ 1,330	10
Campaigns	\$ 1,400	
Total	\$ 2,730	10

2. Overview and Priority Activities

The Office of Communications (OCM) is the Goal Leader for Strategic Goal 4—Communications—and is responsible for raising public awareness through timely and targeted information about consumer product safety issues and helping to empower individual citizens with information. This includes outreach on major drivers of death and injury, and notifying the public about recalls and new Commission-implemented safety requirements. OCM uses a variety of channels to reach the public, including traditional, digital, and social media. OCM uses syndication tools to ensure that recalls and safety messages are widely distributed within seconds to blogs, TV stations, and other media.

FY 2019 Priority Activities:

- Use results of Anchor It! effectiveness survey to improve the campaign’s messaging (SO 4.1)
- Design and develop new online and social media communication (SO 4.1)
- Assess and implement applicable best practices by federal and private sectors to improve the utility of CPSC safety information (SO 4.1)
- Explore strategies to communicate and interact directly with the most at-risk consumers through the CPSC’s Community Outreach team (micro-targeting strategies) (SO 4.2)
- Expand social media engagement and communication outreach of safety messages and ad recalls to align media impressions with public communication trends. (SO 4.2)
- Implement agency-wide branding for the CPSC. (SO 4.2)
- Conduct community outreach events to reach at-risk consumers aimed at raising awareness and preventing injuries from five priority hazard areas— furniture/TV tip-overs, Safe to Sleep®, child drownings, child poisonings, and portable generator safety and hurricanes (SO 4.2)
- Track timeliness of recall press releases (SO 4.2)
- Develop one communication activity on an emerging hazard (SO 4.2)
- Deploy business intelligence software and data visualization tools to advise strategic direction in public relations (PR) and communications in keeping with OCM’s mandate. (SO 4.2)
- Expand communication with targeted audiences for the Anchor It! tip-over prevention campaign (SO 4.2)
- Continue CPSC-wide collaboration plan across agency divisions to increase and enhance collaborations with stakeholders (SO 4.3)

3. Strategic Plan Alignment and Project Summary

FY 2019 Project		Strategic Goal
42286	Distribution Services	4
42549	Child Safety	4
42616	Ongoing/Seasonal Programs	4
44201	Hotline	4
44522	Special Projects	4
44563	Recalls/Alerts	4
44565	Media Relations	4
44577	Communications Leadership and Administration	4
44699	Video Communication	4
44790	Virginia Graeme Baker Pool and Spa Safety Act (VGB Act) (Pub. L. No. 110-140)	4
44792	Hearing Room Operations and Maintenance	4
44793	Digital Communications	4
44794	Community/Minority Outreach	4
44795	Media Monitoring	4

42286 - Distribution Services

This project provides resources for contracting services for storage and distribution of all of the CPSC’s print publications.

42549 - Child Safety

This project provides resources for:

- Information and education campaigns, such as Safe to Sleep®, toy safety, tip-over protection, Anchor It!, and *Pool Safely*; and
- Raising awareness about a variety of issues affecting vulnerable populations.

42616 - Ongoing/Seasonal Programs

This project provides resources for both state and local outreach programs conducted in cooperation with OCM.

44201 - Hotline

This project provides resources for contracting services to manage and operate the CPSC Hotline, including the intake and processing or reporting of calls, emails, consumer incident reports, and publication orders.

44522 - Special Projects

This project provides resources for approximately two dozen targeted public information and collaboration activities that are not funded by other OCM projects.

44563 - Recalls/Alerts

This project provides resources to announce and raise consumer awareness about product safety recalls.

44565 - Media Relations

This project provides resources for newswire distribution of CPSC news releases and announcements, including Spanish translation and distribution services.

44577 - Communications Leadership and Administration

This project provides resources for OCM travel, transportation, printing, and purchases of supplies, samples, and equipment to support OCM operations.

44699 - Video Communication

This project provides resources for contracting video production services. The contractor will record, edit, and distribute public service announcements, video news releases, and satellite and radio media tours to broadcast stations nationwide.

44790 - Virginia Graeme Baker Pool and Spa Safety Act (VGB Act) (Pub. L. No. 110-140)

This project provides resources for the *Pool Safely* information and education campaign to prevent child drownings and drain entrapments in pools and spas.

44792 - Hearing Room Operations and Maintenance

This project provides resources for maintenance of the CPSC headquarters’ hearing room equipment and materials. Additionally, the project provides resources for contracting captioning and transcription services for conferences, meetings, and other activities held in the Commission hearing room.

44793 - Digital Communications

This project provides resources for the development, production, and distribution of CPSC product safety messages via online platforms.

44794 - Community/Minority Outreach

Although CPSC safety messages receive substantial coverage by mainstream media, many minority consumers, including those who are

disproportionately affected by product hazards, may not be receiving the life-saving messages. The CPSC collaborates with media and grassroots organizations that serve minority and underserved populations to increase awareness about critical safety hazards in these communities. This project provides resources to support the CPSC’s extensive efforts to reach minority and underserved consumers with safety messages related to poison prevention, tip-over prevention, drowning prevention, and creating a safe sleep environment for babies.

44795 - Media Monitoring

This project provides resources for contracting news monitoring services, including reports of news coverage involving CPSC actions, as well as news from TV, radio, print, and online sources.

4. Summary of Key Performance Measures

Note: Key Measures are reported externally in the agency’s *Request* and year-end reports.

Control ID	Key Performance Measure Statement	FY 2019 Target
2019KM4.1.02	Number of engagements with CPSC safety messaging on social media channels by stakeholders ¹¹ (in thousands)	320
2019KM4.2.01	Number of impressions of CPSC safety messages (in millions)	4,000
2019KM4.2.02	Average number of business days between establishment of first draft and issuance of recall press release for the timeliest 90% of recall press releases	18
2019KM4.3.01	Number of collaboration activities initiated with stakeholder groups	28

5. Summary of Operating Plan Performance Measures

Note: Operating Performance Measures are monitored and reported internally.

Control ID	Operating Performance Measure Statement	FY 2019 Target
2019OP41	Number of messages sent to Neighborhood Safety Network (NSN)	24
2019OP43	Number of visits to CPSC websites (in millions)	12
2019OP44	Number of followers on Twitter and other CPSC social media accounts signed up to receive CPSC safety messages in English and Spanish	70,000
2019OP45	Number of community outreach activities conducted	10
2019OP46	Number of pool and spa safety information and education activities conducted	4
2019OP47	Number of consumers who have taken the <i>Pool Safely</i> Pledge	5,000
2019OP48	Number of furniture and television tip-over prevention activities conducted	4
2019OP49	Number of Safe to Sleep® activities conducted	7

¹¹ Engagements refer to the number of interactions (likes, shares, comments) with CPSC social media content.

Control ID	Operating Performance Measure Statement	FY 2019 Target
2019OP51	Percentage of voicemail messages responded to by Hotline staff by the next business day	98%
2019OP52	Percentage of incoming calls to Hotline operators that are abandoned	< 5%
2019OP53	Percentage of incoming calls sent to Hotline operators that are answered within 30 seconds	80%
2019OP54	Number of audience impressions related to consumer product recalls announced by CPSC (in millions)	6,000
2019OP55	Number of audience impressions of CPSC safety messages on priority hazards in vulnerable communities, excluding recalls (in millions)	2,000
2019OP56	Number of audience impressions of CPSC safety messages on targeted consumer product safety hazards, excluding recalls (in millions)	2,000
2019OP60	Number of audience impressions of CPSC safety messages related to Safe to Sleep® through information and education activities, excluding recalls (in millions)	125
2019OP61	Number of audience impressions of <i>Pool Safely</i> safety messages related to drowning and drain entrapment prevention in pools and spas, excluding recalls (in millions)	800
2019OP62	Number of audience impressions of CPSC safety messages related to tip-over prevention/Anchor It!, excluding recalls (in millions)	800
2019OP63	Number of audience impressions of CPSC safety messages focused on effects of safety hazards on minority audiences, excluding recalls (in millions)	110

6. Annual Milestones

Note: Milestones are monitored and reported internally.

Control ID	FY 2019 Milestone Statement
2019M36	Utilized results from the Anchor It! effectiveness survey to improve the campaign's messaging
2019M37	Three new video products produced for use on CPSC social media or websites with contracted stock footage
2019M38	Implemented new brand for CPSC publications and alerts
2019M39	Assessed and implemented applicable best practices by federal and private sectors to improve the utility of CPSC safety messaging
2019M40	One communication activity on an emerging hazard developed and posted on CPSC's website or social media site
2019M41	Anchor It! how-to video for consumers

Office of Information Technology (EXIT)

James Rolfes, Chief Information Officer (CIO)

1. Resource Summary

	FY 2019 Operating Plan	
	Budget (in thousands)	FTE
Office of Information Technology	\$ 80	40
IT Infrastructure	\$ 6,983	
Commission's Information Systems	\$ 4,553	
Risk Assessment Methodology - Import	\$ 2,600	
Total	\$ 14,216	40

2. Overview and Priority Activities

The Office of Information and Technology Services (EXIT) provides information resource management products and services to support directly and indirectly all agency programs for overall mission achievement. EXIT is responsible for the development, implementation, operations, maintenance, and protection of all information technology, networks, and systems for the CPSC. EXIT is also responsible for policy, planning, and compliance activities related to the effective management of information and technology, as required by law, regulation, and policy, including, but not limited to, the Clinger-Cohen Act (CCA), Office of Management and Budget (OMB) Circular A-130, OMB Circular A-11, the Federal Information Technology Acquisition Reform Act (FITARA), the Federal Information Security Management Act (FISMA), the Government Paperwork Elimination Act (GPEA), Section 508 of the Rehabilitation Act, and the E-Government Act.

FY 2019 Priority Activities:

- Provide support for increasing agency capacity to analyze hazard data (SO 2.1)
- Support data governance and improvements in enterprise data management (SO 2.1)
- Provide support for, operate, and maintain RAM 2.0 (SO 2.3)
- Support RAM 2.0 enhancements (SO 2.3)
- Develop and deploy basic mobile device app for CPSC recalls (SO 3.3)
- Operate and maintain agency websites (SO 4.1)
- Evaluate www.SaferProducts.gov and develop a proposal for possible usability improvements based on stakeholder recommendations (SO 4.1)
- Maintain focus on protection of CPSC data and systems by continuing improvements on security management practices: specific initiative includes resolution of identified security vulnerabilities (agency-wide)
- Improve flexibility, scalability, and resiliency of CPSC information systems by continuing to virtualize information management capabilities, including the computing desktop environment, supporting systems, and databases (agency-wide)
- Continue to mature the agency's Enterprise Architecture capabilities (agency-wide)
- Continue expansion of the use of shared services and cloud-based service offerings (agency-wide)
- Transition from Windows 7 operating system to Windows 10 to provide a modern and supported environment for end users (agency-wide)
- Review and revise IT-related agency directives to align with updated direction (agency-wide)
- Implement EXIT program requirements consistent with updated direction and identify enterprise solution for agency-wide electronic records management (agency-wide)

3. Strategic Plan Alignment and Project Summary

FY 2019 Project		Strategic Goal
13328	Consumer Product Safety Risk Management System (CPSRMS)	2
34310	Risk Assessment Methodology (RAM) (CPSIA § 222)	2
54174	EXIT Leadership and Administration	All
54575	IT Security	All
99933	Voice/Data Telecommunications	All
99945	Capital Replacement	All
99947	Programming Support	All
99951	User Support	All
99952	Network Management	All
99953	Website Management	All
99954	IT Business Applications	All

13328 - Consumer Product Safety Risk Management System (CPSRMS)

This project provides resources for activities associated with operations and maintenance (O&M) of the Consumer Product Safety Risk Management System (CPSRMS). The CPSRMS is a comprehensive system consisting of three core components:

- Public and business portals (www.SaferProducts.gov);
- Review, analysis, and decision support system (CPSC360); and
- Dynamic Case Management System (DCM).

CPSRMS will continue to improve the management of investigations and give the CPSC the capability to assess, predict, and act on product risks, and enable communication between the Commission and the public.

In FY 2019, EXIT, in consultation with internal and external users of www.SaferProducts.gov, will create a plan for updating and upgrading the website. The plan will take into account relevant stakeholder testimonies from the CPSC’s Public Hearing on *FYs 2019 and 2020 Commission Agenda and Priorities* (April 2018) and reports and recommendations from stakeholders and the Government Accountability Office (GAO). The planned updates and upgrades will include, among other things, enhancements to user experience, such as making the website mobile-friendly,

expansion and updating of data fields, and improvements to integration with the CPSC’s internal data systems.

34310 - Risk Assessment Methodology (RAM) (CPSIA § 222)

This project provides resources for activities to operate, maintain, and develop the CPSC’s RAM surveillance system for the identification of shipments of consumer products that are:

- Intended for import into the United States; and
- Likely to include consumer products in violation of Section 17(a) of the CPSA (15 U.S.C. § 2066(a)) or other import provisions enforced by the CPSC.

This project includes activities to evaluate, assess, and share information with CBP about shipments of consumer products intended for import into the customs territory of the United States. In FY 2019, staff will conduct an assessment to document the current state of e-commerce as it relates to CPSC’s jurisdiction and how to best identify and interdict high risk shipments.

54174 - EXIT Leadership and Administration

This project provides resources for EXIT travel, transportation, printing, and purchases of supplies, samples, and equipment to support EXIT operations.

54575 - IT Security

This project provides resources for implementation and management of the CPSC’s IT Security

program, which involves maintaining a secure information environment throughout the CPSC and ensuring information system confidentiality, integrity, and availability. In FY 2019, EXIT will continue to identify and remediate security vulnerabilities and weaknesses. Additionally, EXIT will evaluate and initiate privacy program improvements.

99933 - Voice/Data Telecommunications

This project provides resources for services, including: voice (local and long distance), cellular, wide area network (WAN), local dedicated data lines, domain, and Web streaming; telecom equipment; and maintenance and repairs, which are administered by EXIT. In FY 2019, EXIT will work with the U.S. General Services Administration (GSA) to transition to the new enterprise telecommunications and networking solution.

99945 - Capital Replacement

This project provides resources for annual investment and maintenance costs of IT-based systems. This includes upgrading hardware and software assets and replacing aging systems, such as user laptops and computer monitors, server hardware, routers, switches, desktop telephones, and Network Attached Storage systems. In FY 2019, EXIT will replace the most critical equipment at or approaching end of life, including agency-wide updates to the Voice over Internet Protocol (VoIP) phone system.

99947 - Programming Support

This project provides resources for contract programmers, database administrator services, and services associated with system design and requirements development to support the agency's IT applications. EXIT will participate in the review of business processes related to mission functions currently performed through the Integrated Field System (IFS) as a precursor for possible future system redesign. In addition, EXIT will participate in the evaluation of the retailer reporting program to determine possible

future technology enhancements to increase utility and potentially expand the program scope.

99951 - User Support

This project provides resources for supporting end users of the agency's equipment, software, systems, and services (*e.g.*, Help Desk support, software licensing, and printer maintenance). In FY 2019, EXIT will perform an assessment to identify opportunities to improve provision of copiers and printers.

99952 - Network Management

This project provides resources for supporting management of the agency's IT infrastructure, which includes the operation and maintenance of networks, servers, and other IT equipment and systems. In FY 2019, EXIT will commence implementation of its cloud migration strategy developed in FY 2018.

99953 - Website Management

This project provides resources for operating and maintaining the CPSC's websites to meet the needs of the agency, consumers, businesses, and other stakeholders who seek relevant information about CPSC activities. The CPSC will explore approaches to make agency information more mobile friendly. In addition, this project will provide resources to develop and deploy a basic mobile device app for CPSC recalls.

99954 - IT Business Applications

This project provides resources for systems, including those from Shared-Service providers that support the CPSC's Office of Human Resources Management (EXRM) and Office of Financial Management, Planning, and Evaluation (EXFM) business areas (*e.g.*, personnel, payroll, and procurement systems). In FY 2019, EXIT will support EXFM in the migration to the U.S. Department of Treasury's Administrative Resource Center (ARC) financial management shared services to provide better integrated financial management systems and reduce annual operating cost.

4. Summary of Key Performance Measures – None

5. Summary of Operating Plan Performance Measures

Note: Operating Performance Measures are monitored and reported internally.

Control ID	Operating Performance Measure Statement	FY 2019 Target
2019OP65	Percentage of operating uptime for IT systems	95%
2019OP66	Percentage of operating uptime for IT networks	97%
2019OP91	Percentage of critical vulnerabilities addressed from U.S. CERT (United States Computer Emergency Readiness Team) within 3 business days	100%
2019OP97	Percentage of end-user desktops upgraded to Windows 10	75%

6. Annual Milestones

Note: Milestones are monitored and reported internally.

Control ID	FY 2019 Milestone Target
2019M42	Sustained Enterprise Data Management Governance
2019M43	Operated and maintained RAM 2.0
2019M44	Developed and deployed basic mobile device app for CPSC recalls
2019M45	Developed plans to upgrade www.SaferProducts.gov
2019M46	Developed a listing of software and hardware to standardize IT solutions
2019M47	Cloud strategy plans developed and implementation initiated
2019M48	Completed acquisition plan for the new GSA telecommunications program

Other Offices

(Milestones and measures only)

The Office of Human Resources Management (EXRM), the Office of Equal Employment Opportunity and Minority Enterprise (OEEO), and the Office of the Executive Director (OEX), also have key and operating performance measures and annual milestones, which are listed below:

1. Summary of Key Performance Measures

Note: Key Measures are reported externally in the agency's *Request* and year-end reports.

Office	Control ID	Key Performance Measure Statement	FY 2019 Target
EXRM	2019KM1.1.02	Percentage of full-time equivalents (FTEs) utilized	96%
EXRM	2019KM1.2.01	Percentage of employees satisfied with opportunities to improve their skills (as reported in the Federal Employee Viewpoint Survey)	74%
EXRM	2019KM1.3.01	Percentage of hiring managers trained on recruitment	75%
EXRM	2019KM1.4.01	Federal Employee Viewpoint Survey Employee Engagement Index Score	75%

2. Summary of Operating Plan Performance Measures

Note: Operating Plan Measures are monitored and reported internally.

Office	Control ID	Operating Performance Measure Statement	FY 2019 Target
EXRM	2019OP69	Percentage of employees who agree that the workforce has the job relevant knowledge and skills necessary to accomplish organizational goals	76%
EXRM	2019OP71	Percentage of managers and administrative personnel who have been trained on human capital analytics and reporting	90%
EXRM	2019OP72	Percentage of managers and administrative personnel granted access to human capital reporting	80%
EXRM	2019OP73	Percentage of managers and employees trained on MIS reporting through WebTA	95%
EXRM	2019OP75	Percentage of employees with Individual Development Plans (IDPs) in place	50%
EXRM	2019OP76	Number of developmental opportunities available to employees through the Agency Training plan	30
EXRM	2019OP77	Percentage of employees that participate in the Agency Coaching Program	10%
EXRM	2019OP78	Percentage of Pathways Recent Grad appointments converted to permanent status	70%
EXRM	2019OP92	Average score of hiring managers satisfied with applicant listing	7.5
EXRM	2019OP80	Percentage of vacancies filled through first announcement	75%
EXRM	2019OP81	Number of diversity outreach activities conducted	30
EXRM	2019OP93	Percentage of vacancies that use listservs for targeted recruitment	40%
EXRM	2019OP82	Percentage of employees who agree that creativity and innovation are rewarded	48%
EXRM	2019OP94	Percentage of managers trained on effective performance management	75%

Other Offices' Operating Plan Performance Measures and Milestones

Office	Control ID	Operating Performance Measure Statement	FY 2019 Target
EXRM	2019OP83	Number of informational opportunities on work-life balance provided to employees and managers	30
EXRM	2019OP84	Number of wellness events offered	30
EXRM	2019OP85	Percentage of employees who are satisfied with the health and wellness programs in CPSC	88%
EXRM	2019OP95	Percentage of employees trained on performance policy	75%
OEE0	2019OP96	Percentage of employees trained in diversity and inclusion	50%
OEE0	2019OP87	Percentage of annual Equal Employment Opportunity (EEO) complaints closed within required timeframes	90%
OEX	2019OP88	Number of domestic training and outreach activities delivered to industry stakeholders by the Small Business Ombudsman (SBO)	15
OEX	2019OP98	Percentage of respondents providing positive feedback on the usefulness of safety information provided by CPSC staff	85%

3. Annual Milestones

Note: Milestones are monitored and reported internally.

Office	Control ID	FY 2019 Milestone Statement
EXRM	2019M49	New formal Agency Coaching Program implemented
EXRM	2019M50	FY 2019 Human Capital activities completed
EXRM	2019M51	Manager access to dashboard and reports achieved
EXRM	2019M52	Quarterly meetings for CPSC user group held
EXRM	2019M53	Agency-wide training plan developed and agency training delivered
EXRM	2019M54	Training provided to employees and managers on IDPs
EXRM	2019M55	Plan developed to increase hiring managers' participation in the hiring process
EXRM	2019M56	CPSC recruitment video marketed
EXRM	2019M57	FY 2019 action plan from the Employee Engagement Initiative developed
EXRM/ OEE0	2019M58	Annual plan for attending career fairs implemented
EXRM	2019M59	Action plan from FEVS results implemented
EXRM	2019M60	Training plan on performance management for supervisors launched
EXRM	2019M61	Training provided to employees and supervisors on the telework program
EXRM	2019M62	Plan for informational opportunities for work-life issues implemented
EXRM	2019M63	Annual plan for wellness activities developed and implemented
EXRM	2019M64	Performance policy review developed and implemented
OEE0	2019M65	Piloted new mentoring program

4. VGB Act Grants

Office	FY 2019 Project	
EXFM	22662	Virginia Graeme Baker Pool and Spa Safety Act (VGB Act) (Pub L. No.110-140) – Grants Administration

Appendix A

Changes to Budget Key Performance Measures from the 2019 Performance Budget Request (issued February 2018)

The table below summarizes changes to FY 2019 key performance measures (KMs) that occurred between publications of the FY 2019 *Request* (February 2018) and this document, the FY 2019 Operating Plan. Changes to the FY 2019 KMs include revisions to performance measure statements and/or annual targets.

Office	FY 2019 Key Performance Measure Statement	Target	
		FY 2019 Request	FY 2019 Op Plan
EXRM	KM1.1.02 Percentage of full-time equivalents (FTEs) utilized	95%	96%
EXHR	KM2.2.01 Number of voluntary standards activities in which CPSC actively participates	71	74
EXHR	KM2.2.02 Number of candidates for rulemaking prepared for Commission consideration	10	12
EXIS	KM2.2.03 Violation rate of targeted repeat offenders Replace with KM2.2.07 Percentage of firms that are engaged with a timely establishment inspection after being identified as a repeat offender	TBD	TBD
EXC	KM3.1.01 Percentage of cases for which a preliminary determination is made within 85 business days of the case opening	70%	65%
OCM	KM4.1.01 Percentage of positive responses about usefulness of information received from CPSC communication channels Discontinued (a replacement measure will be identified for the FY 2020 Congressional Budget Submission due in February 2019)	85%	Dis-continued
OCM	KM4.1.02 Number of engagements with CPSC safety messaging on social media channels by stakeholders ¹² (in thousands)	300	320
OCM	KM4.2.01 Number of impressions of CPSC safety messages (in millions)	5,900	4,000
OCM	KM4.3.01 Number of collaboration activities initiated with stakeholder groups	35	28

¹² "Engagements" refer to the number of interactions (likes, shares, comments) with CPSC social media content.

Appendix B

CPSC 2018–2022 Strategic Plan: Operating Plan Alignment

The CPSC’s mission of “Keeping Consumers 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.” In FY 2019, 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 four strategic goals, which are described in more detail on the pages that follow: Workforce, Prevention, Response, and Communication. The information in this appendix shows the alignment of strategic initiatives and priority activities corresponding to the preceding sections of this Operating Plan with the 2018–2022 Strategic Plan.

The CPSC’s Strategic Plan contains strategic objectives that 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 2019 key performance measures are identified for monitoring and reporting on FY 2019 progress toward achieving the strategic objectives.

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 and defines the evidence and performance data that will be used to monitor and assess program effectiveness.

Mission: Keeping Consumers Safe

Vision: A nation free from unreasonable risks of injury and death from consumer products



Operating Plan Details by Strategic Goal

Strategic Goal 1: Workforce

Cultivate the most effective consumer product safety workforce

Having a highly trained, diverse, and engaged workforce is critical to meeting the dynamic challenges of the consumer product safety landscape and achieving 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’s mission possible.

The Office of Human Resources Management (EXRM) is the CPSC mission organization that has been tasked as the Goal Leader for addressing the following key *Workforce* challenges:

- Having a workforce with the knowledge, skills, and abilities to meet new, innovative, and emerging product safety challenges;
- Aligning personnel 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

Appendices

Table 1: Strategic Goal 1 – Strategic Initiatives and FY 2019 Priority Activities

Performance Goals (PG), Strategic Initiatives (SI)	FY 2019 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: Implement change management in human capital infrastructure <p>PG1.1.2 Enhance human capital resource allocation reporting</p> <ul style="list-style-type: none"> • SI2: Train supervisors on making a business case for position management • SI3: Improve human capital resource tracking and reporting 	<p>EXRM</p> <ul style="list-style-type: none"> • Implement the human capital strategic plan • Train managers and administrative personnel on human capital 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"> • SI4: Implement individual development plans • SI5: Implement coaching and mentoring programs <p>PG1.2.2 Deliver high quality, targeted development opportunities</p> <ul style="list-style-type: none"> • SI6: Conduct training needs assessment • SI7: Develop and implement agency-wide training plan • SI8: Develop and implement plan to strengthen leadership competencies through training on accountability, decision making and maximizing workforce performance 	<p>EXRM</p> <ul style="list-style-type: none"> • Deliver agency-wide training plan based on assessment and focus groups • Develop Individual Development Plans (IDPs) for employees <p>OEEO/EXRM</p> <ul style="list-style-type: none"> • Start agency mentoring program
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"> • SI9: 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"> • SI10: Implement a new and enhanced marketing/outreach strategy • SI11: Advance relationships with colleges and universities and other recruitment sources 	<p>EXRM</p> <ul style="list-style-type: none"> • Increase hiring managers' participation in the hiring process • Provide hiring managers with highly qualified applicants • Provide hiring managers with a diverse applicant pool • Implement successful Pathways Recent Grad Program • Improve targeted recruitment
SO 1.4 Increase employee engagement	
<p>PG1.4.1 Promote and recognize performance excellence</p> <ul style="list-style-type: none"> • SI12: Research, develop, and implement a performance management policy that encourages and recognizes excellence • SI13: Train supervisors and human resources staff on managing employee performance and conduct <p>PG1.4.2 Build commitment to employee engagement</p> <ul style="list-style-type: none"> • SI14: Implement agency employee engagement initiative • SI15: Provide diversity and inclusion training to the workforce <p>PG1.4.3 Promote work-life balance</p> <ul style="list-style-type: none"> • SI16: Develop and provide training and informational opportunities on work-life balance to the workforce • SI19: Provide wellness and safety activities for the workforce 	<p>EXRM</p> <ul style="list-style-type: none"> • Train managers on effective performance management • Train all employees on performance • Increase work-life employee satisfaction • Develop a robust agency wellness program • Implement the agency's maximizing employee performance plan • Train all employees and supervisors on the telework program

Strategic Goal 2: Prevention

Prevent hazardous products from reaching consumers

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 Office of Hazard Identification & Reduction (EXHR) and the Office of Import Surveillance (EXIS) are the CPSC mission organizations that have been tasked as the Co-Goal Leaders for addressing key challenges to *Prevention* of consumer product-related injuries, including:

- Providing surveillance for the myriad of consumer products imported and domestically manufactured under the CPSC's jurisdiction;
- Advancing data analysis and research capabilities to identify the consumer product hazards that pose the greatest risks;
- Addressing changes in traditional manufacturing methods, such as additive manufacturing using 3-D printers, and e-commerce sales and distribution options;
- Working with affected stakeholders to address existing product hazards and product hazards resulting from new technologies;
- Helping develop voluntary standards and adopting mandatory regulations; 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

Table 2: Strategic Goal 2 – Strategic Initiatives and FY 2019 Priority Activities

Performance Goals (PG), Strategic Initiatives (SI)	FY 2019 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 emerging hazards</p> <p>PG2.1.4 Improve agency capacity to identify and assess chronic hazards</p> <ul style="list-style-type: none"> • SI6: Develop a plan to enhance the identification and characterization of emerging hazards • SI7: Enhance coordination with relevant federal agencies, standards development organizations and other stakeholders working on emerging hazards 	<p>EXHR</p> <ul style="list-style-type: none"> • Improve EXHR's data analytic capabilities by expanding the use of advanced analysis software tools (server SAS, text mining, and pattern recognition) • Improve the richness of EXHR's data collection by enhancing the functionality and utility of consumer product-related, emergency department-treated injury information collected from NEISS hospitals • Seek additional data sources that can signal emerging hazards and also provide useful insights about known product hazards, including evaluating whether consumer product-related injuries seen in urgent care centers warrant expansion of data collection to include such centers • Conduct a business process evaluation of the retailer reporting program to identify pathways to maximize utility of data and scope of the program through potential capability enhancements • Conduct evaluation of e-commerce platforms to analyze potential options to effectively monitor the marketplace for emerging hazards and to address issues created by an evolving global supply chain <p>EXIT</p> <ul style="list-style-type: none"> • Provide support for increasing agency capacity to analyze hazard data • Support data governance and improvements in enterprise data management

Appendices

Performance Goals (PG), Strategic Initiatives (SI)	FY 2019 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: Work to align CPSC's Trusted Trader Program with CBP's One U.S. Government Trusted Trader Program • SI9: Deliver training events and collaborate on consumer product safety best practices with foreign manufacturers and domestic manufacturers, importers, and retailers <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 hazards, emerging technologies, and product trends with potential to affect consumer product safety 	<p>EXHR</p> <ul style="list-style-type: none"> • Evaluate and analyze hazards associated with infant and children's sleep environments • Work with voluntary standards organizations to develop and evaluate the efficacy of consensus standards on a wide range of consumer products, including clothing storage units, infant sleep products, and portable generators and support the activities of the Voluntary Standards Coordinator • Enhance capabilities and collaborations on testing and standard development for rechargeable high-energy density batteries, including lithium-ion cells, battery packs, and end-products • Focus on preventing hazards by collaborating with businesses and stakeholders through training and seminars to better design safety into consumer products from the outset • Continue focus on increased collaboration and coordination with all interested stakeholders, including domestic and foreign government partners, to address potential safety issues associated with the Internet of Things (IoT), as well as wearable products, and 3-D printing • Submit for Commission consideration an NPR on Burden Reduction, an FR on Lab Accreditation standard update, and an FR on Stationary Activity Centers • Review and refine internal processes to improve execution, including the Integrated Product Team and Product Safety Assessment processes <hr style="border-top: 1px dotted #000;"/> <p>EXIS</p> <ul style="list-style-type: none"> • Engage import community, including informed compliance training of first-time violators • Collaborate with and train partner federal agencies <hr style="border-top: 1px dotted #000;"/> <p>EXIP</p> <ul style="list-style-type: none"> • Train foreign-based industry representatives on U.S. product safety requirements and train foreign government product safety officials on CPSC policies, procedures, and best practices based on priority topics • Improve cooperation with foreign authorities on product safety policy • Continue overseas training on U.S. product safety requirements for buyers and sourcing professionals representing U.S. importers • Provide a full program of product safety training for industry and effective coordination with Chinese government product safety authorities via the CPSC's Beijing Office • Provide the agency's product safety messaging at international forums in which the CPSC represents the U.S. government • Continue production of the product safety video series for Chinese manufacturers, highlighting common hazardous design errors that should be avoided

Appendices

Performance Goals (PG), Strategic Initiatives (SI)	FY 2019 Priority Activity
SO 2.3 Increase capability to identify and stop imported hazardous consumer products	
<p>PG2.3.1 Fully implement the CPSC’s risk assessment methodology</p> <ul style="list-style-type: none"> • SI17: Incrementally develop the RAM surveillance system to align with the U.S. government’s “Single Window” initiative • SI18: Incrementally develop and improve the RAM targeting system to identify non-compliant and defective products at ports of entry <p>PG2.3.2 Decrease time required to process imported products subject to inspection</p> <ul style="list-style-type: none"> • SI19: Develop and uniformly implement enforcement guidelines for admissibility determinations for imported products • SI20: Streamline compliance notification to importers of noncompliant products 	<p>EXIS</p> <ul style="list-style-type: none"> • Develop potential process improvements to streamline product sampling and detention at ports to achieve timely removal of violative products while reducing burden • Maximize port coverage within reduced staffing levels to identify and examine shipments likely to contain consumer products in violation of CPSC requirements • Support ongoing activities that contribute to the “Single Window” platform by: <ul style="list-style-type: none"> ◦ Continuing to provide support to CBP’s Automated Commercial Environment (ACE), which is an interface connecting CBP, the trade community, and other federal government agencies to manage the admissibility of goods entering the country ◦ Support EXIT to maintain existing functionality in RAM 2.0 and expand RAM functionality incrementally. In FY 2019, staff will enhance RAM by developing requirements for inclusion of Global Data Synchronization Network (GDSN) components into RAM and redesigning the Business Rules Engine ◦ Support the CPSC’s Chairman in the role of Vice-Chair of the Border Interagency Executive Council (BIEC) and support participation at the BIEC staff working level on issues, such as prioritization of enhancements of CBP’s ACE system and identifying possible alternate global business identifiers • Implement the Trade Facilitation and Trade Enforcement Act (TFTEA) via the established Import Safety Working Group • Complete an assessment of e-commerce importation as it relates to the CPSC’s jurisdiction, provide volume estimates, and identify challenges to interdicting high risk e-commerce shipments¹³ • Complete a report on an evaluation of eFiling options available for Commission consideration • Adapt to the reorganization of CBP’s new business processing and targeting functionality, including coordination with CBP’s Center of Excellence and Expertise (CEE) <hr style="border-top: 1px dotted #000;"/> <p>EXIT</p> <ul style="list-style-type: none"> • Provide support for, operate, and maintain RAM 2.0 • Support RAM 2.0 enhancements

¹³ e-commerce assessment is incorporated in Project 34310 – Risk Assessment Methodology (RAM) (CPSIA § 222) (p. 39).

Strategic Goal 3: Response

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

The CPSC learns about potential consumer product hazards from many sources, including incident reports, consumer complaints, the agency's Hotline (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 Office of Hazard Identification & Reduction (EXHR) and the Office of Compliance & Field Operations (EXC) are the CPSC mission organizations that have been tasked as the Co-Goal Leaders for addressing key *Response* challenges, including:

- Addressing trends in retailing and e-commerce, 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

Appendices

Table 3: Strategic Goal 3 – Strategic Initiatives and FY 2019 Priority Activities

Performance Goals (PG), Strategic Initiatives (SI)	FY 2019 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 eFiling 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 	<p>EXC</p> <ul style="list-style-type: none"> • Enhance Recall Guidance Handbook • Develop enforcement guides for durable infant and toddler products (104 Rules) • Maintain and enhance critical enforcement and investigative standards and skills of field staff • Conduct Business Process Review (BPR) for IT Modernization of the Integrated Field System (IFS)
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"> • SI3: Explore the feasibility of an expedited approach to CAPs for lower-level consumer product hazards <p>PG3.2.2 Improve effectiveness of corrective actions</p> <ul style="list-style-type: none"> • SI4: Regularly publish electronic submission of progress reports from recalling firms • SI5: Review the CPSC corrective action monitoring process to address priority recalls and achieve operational efficiencies • SI6: 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>EXC</p> <ul style="list-style-type: none"> • Review the CPSC corrective action monitoring process to address priority recalls and achieve operational efficiencies • Triage low-level hazard recalls and other Section 15 reports to maximize resources • Sample Tracking Update: Implement several enhancements to the sample tracking system to address expedited sample destruction • Examine Fast-Track Program processes and policies to evaluate potential program changes
SO 3.3 Improve consumer response to consumer product recalls	
<p>PG3.3.1 Increase consumer motivation</p> <ul style="list-style-type: none"> • SI7: 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"> • SI8: 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"> • SI9: Meet with industry, consumer groups, and other government agency stakeholders to discuss how to increase response rates • SI10: Enhance domestic interagency collaboration on best practices to increase consumer response 	<p>EXC</p> <ul style="list-style-type: none"> • Recall Effectiveness: Evaluate inputs from the Request for Information (RFI) on Recall Effectiveness and develop plan aimed at improving recall effectiveness <hr/> <p>EXIP</p> <ul style="list-style-type: none"> • Provide timely information about recalls directly to foreign regulators and other stakeholders via the OECD’s <i>GlobalRecalls</i> portal <hr/> <p>EXIT</p> <ul style="list-style-type: none"> • Develop and deploy basic mobile device app for CPSC recalls

Strategic Goal 4: Communication

Communicate useful information quickly and effectively to better inform decisions

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 Office of Communications (OCM) is the CPSC mission organization that has been tasked as the Goal Leader for addressing the following key challenges to the agency's *Communication* strategy:

- Strengthening the CPSC's collaboration with all stakeholders to improve communication;
- 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; and
- Improving CPSC messaging and outreach to affected populations, including underserved, low-income, and minority communities and families.

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

Appendices

Table 4: Strategic Goal 4 - Strategic Initiatives and FY 2019 Priority Activities

Performance Goals (PG), Strategic Initiatives (SI)	FY 2019 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 	<p>OCM</p> <ul style="list-style-type: none"> • Use results of Anchor It! effectiveness survey to improve the campaign's messaging • Design and develop new online and social media communication • Assess and implement applicable best practices by federal and private sectors to improve the utility of CPSC safety information <hr/> <p>EXIT</p> <ul style="list-style-type: none"> • Operate and maintain agency websites • Evaluate www.SaferProducts.gov and develop a proposal for possible usability improvements based on stakeholder recommendations
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"> • SI4: Identify and implement specific strategies to enhance the CPSC "brand" <p>PG4.2.2 Expand communications with targeted audiences</p> <ul style="list-style-type: none"> • SI5: 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"> • SI6: 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"> • SI7: 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>OCM</p> <ul style="list-style-type: none"> • Explore strategies to communicate and interact directly with the most at-risk consumers through the CPSC's Community Outreach team (micro-targeting strategies) • Expand social media engagement and communication outreach of safety messages and ad recalls to align media impressions with public communication trends • Implement agency-wide branding for the CPSC • Conduct community outreach events to reach at-risk consumers aimed at raising awareness and preventing injuries from five priority hazard areas— furniture/TV tip-overs, Safe to Sleep®, child drownings, child poisonings, and portable generator safety and hurricanes • Track timeliness of recall press releases • Develop one communication activity on an emerging hazard • Deploy business intelligence software and data visualization tools to advise strategic direction in public relations (PR) and communications in keeping with OCM's mandate • Expand communication with targeted audiences for the Anchor It! tip-over prevention campaign <hr/> <p>EXIP</p> <ul style="list-style-type: none"> • Participate in the annual OECD global consumer information campaign, providing world-wide emphasis on safety messaging of interest to the CPSC
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"> • SI8: Increase the number of collaborations 	<p>EXIP</p> <ul style="list-style-type: none"> • Administer an International Training Exchange Program with foreign counterpart regulators <hr/> <p>OCM</p> <ul style="list-style-type: none"> • Continue CPSC-wide collaboration plan across agency divisions to increase and enhance collaborations with stakeholders

U.S. Consumer Product Safety Commission

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