



**UNITED STATES
 CONSUMER PRODUCT SAFETY COMMISSION
 4330 EAST WEST HIGHWAY
 BETHESDA, MD 20814**

This document has been electronically approved and signed.

Date: March 31, 2021

TO : The Commission
 Alberta E. Mills, Secretary

FROM : Mary T. Boyle, Executive Director
 Jennifer Sultan, Acting General Counsel

SUBJECT : Proposed Fiscal Year (FY) 2021 Spending Plan of the American Rescue Plan Act (ARPA) Funds

BALLOT VOTE DUE: Tuesday, April 6, 2021

In the attached memorandum, the Executive Director submits for Commission consideration staff’s proposed Fiscal Year (FY) 2021 Spending Plan of the American Rescue Plan Act (ARPA) Funds. In addition, the package includes an Appendix which sets forth a projected FY22-FY26 Funding Strategy for allocation of the balance of the ARPA funding, the details of which will be submitted to the Commission for consideration as part of staff recommendations in subsequent Operating Plans.

Please indicate your vote on the following options:

- I. Approve the Fiscal Year (FY) 2021 Spending Plan of the American Rescue Plan Act (ARPA) Funds, as drafted.

 Signature Date

- II. Approve the Fiscal Year (FY) 2021 Spending Plan of the American Rescue Plan Act (ARPA) Funds, with the following specified changes:

 Signature Date

III. Do not approve the Fiscal Year (FY) 2021 Spending Plan of the American Rescue Plan Act (ARPA) Funds.

Signature

Date

IV. Take the other action specified below:

Signature

Date

Attachment:

Executive Director's Memorandum on Proposed Fiscal Year (FY) 2021 Spending Plan of the American Rescue Plan Act (ARPA) Funds



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

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approved and signed.

March 31, 2021

TO: The Commission

THROUGH: Alberta E. Mills, Secretary
Jennifer Sultan, Acting General Counsel

FROM: Mary T. Boyle
Executive Director

SUBJECT: Proposed Fiscal Year (FY) 2021 Spending Plan of the American Rescue
Plan Act (ARPA) Funds

INTRODUCTION

The American Rescue Plan Act (ARPA), enacted on March 11, 2021, appropriates \$50 million to the CPSC, available until September 30, 2026. This appropriation designated the following five purposes for which the funding must be used:

1. To carry out the requirements in Title XX of Division FF of the FY 2021 Consolidated Appropriations Act, 2021 (Pub. L. No. 116-260);
2. Enhance targeting, surveillance, and screening of consumer products, particularly COVID-19 products entering the United States at ports of entry, including ports of entry for de minimis shipments;
3. Enhance monitoring of Internet websites for the offering of sale of new and used violative consumer products, particularly COVID-19 products, and coordination with retail and resale websites to improve identification and elimination of listing of such products;
4. Increase awareness and communication particularly of COVID-19 product-related risks and other consumer product safety information; and
5. Improve the agency's data collection and analysis system, especially with a focus on consumer product safety risks resulting from the COVID-19 pandemic, to socially disadvantaged individuals and other vulnerable populations.

Staff is proposing a plan to allocate nearly \$5M of this amount for the approximately 6 months remaining in FY 2021, \$1.7M of which would be used to fund 28 FTEs and \$3.M of which would be for contract and equipment expenditures.¹

¹Note that nearly \$2M of the funds for FY 2021 are dedicated to recurring FTE costs. Over the course of the remaining 5-year period for which funds are available, the FTE costs from FY 2021 alone account for more than \$25 million of the \$50 million. Based on projected costs detailed in the Appendix, the \$50M appropriation would be used by the first part of FY 2024.

Following the funding plan for FY 2021, the Appendix sets out a projected funding strategy to allocate the balance of the remaining ARPA funds from FY 2022 through FY 2026. Specific plans for each fiscal year will be incorporated into staff-recommended Operating Plans for Commission consideration in each of the subsequent fiscal years for which this funding is available.

FY 2021 FUNDING PLAN

Staff's FY 2021 recommendations for each area under the ARPA are set forth below:

1. Carry Out the Requirements of Title XX of the Consolidated Appropriations Act (Pub. L. No.116-260)

Title XX of Pub. L. No. 116-260 imposes three main requirements related to the CPSC port surveillance program: (a) station investigators for the duration of the COVID-19 health emergency at ports of entry with the goal of covering no fewer than 90 percent of all consumer products entering the United States that are risk scored in the RAM; (b) hire, train, and assign not fewer than 16 additional FTEs to be stationed at, or supporting efforts at, ports of entry, including ports for de minimis; and (c) submit a Report to Congress by June 27, 2021.

For this mid-year request, staff seeks funding for hiring pursuant to section (b) only. We have leveraged current field staff and have shifted resources to meet the mandate during the health emergency, and thus, we are not seeking funding for that purpose. Similarly, staff does not seek funding to complete the Report to Congress.

For 2021, staff proposes adding 20 FTEs to fulfill the hiring requirement. Specifically, these 20 FTEs will be deployed to: (1) expand traditional port coverage from 18 to 22 ports; (2) begin building a presence at eCommerce de minimis shipment locations; and (3) provide related support efforts. These FTEs will be assigned to organizational units across the agency, as set forth below:

Expand Presence at Traditional Ports: 6 FTEs

For FY 2021, staff recommends hiring 6 FTEs to provide coverage at four additional ports of entry where CPSC currently has no presence, and where the level of import activity creates the highest risk environment for potentially violative product. Staffing will include the addition of a supervisor, and stationing 4 FTEs at the ports with the highest import volume where CPSC currently lacks coverage. In addition, increased staffing and port expansion requires an additional supervisor for consistency and quality control. Staff recommends hiring a targeting and analytical team supervisor to meet this need.

Establish eCommerce Team: 4 FTEs

For FY 2021, staff recommends creating a new group, the eCommerce Team, within the Office of Import Surveillance. This team will include three port inspectors and a supervisor to establish a physical presence at a high volume de minimis shipments

location². This team will commence the first phase of implementation of a comprehensive eCommerce program, which, in subsequent fiscal years, as our capacity grows, will be expanded to add personnel at locations with the highest volume of de minimis shipments.

Port Surveillance Support: Laboratory and Compliance Support: 6 FTEs

The addition of port inspectors at traditional ports and the establishment of an eCommerce team create the need for additional resources to support the increase in shipments sampled. Each sample requires technical staff in EXHR to analyze and or test the samples for compliance. In addition, for samples found to be violative, the Office of Compliance (EXC) staff works with companies to implement appropriate corrective actions or pursues enforcement actions where cooperative resolution does not occur. To meet the additional volume expected from an increase in port surveillance at traditional ports, as well as to establish a new eCommerce Team, staff also recommends adding three positions in EXHR and three in EXC, for a total of 6 additional FTEs.

Port Surveillance Operational Support: 4 FTEs

The addition of 16 FTEs to expand traditional port coverage, create a new eCommerce Team, and increase testing and enforcement capacity requires supplementary personnel throughout the agency to support the expanded infrastructure. Accordingly, staff is recommending the addition of one position each for EXRM, EXFM, EXIT, and OGC. Staff in EXRM will be recruiting, onboarding, and training expanded staff. Staff in EXFM will be providing financial management support, including cost and accounting, to manage the separate appropriations. EXIT staff will be providing additional IT support to the growing demand from additional targeting and enforcement. In addition, increased legal support will be needed to support cases and coordination with DOJ related to enforcement matters.

Equipment Needs: \$350K

In addition to recommending hiring 20 FTEs this fiscal year, staff is seeking funding to satisfy the equipment needs required by the port and eCommerce expansion. Among other needs, new port inspectors will require XFRs and FTIRs and the recommended \$350K funding plan accounts for those needs in FY 2021.

² The location of port staffing is not public and is for official use only.

Table 1: Title XX Implementation FY 2021 Proposal

| Office | Positions | FTE \$ | Contract \$ | Total \$ |
|--------------|-----------|----------------|--------------|----------------|
| EXIS | 10 | \$620 | \$350 | \$970 |
| EXHR | 3 | \$186 | \$0 | \$186 |
| EXC | 3 | \$186 | \$0 | \$186 |
| OGC | 1 | \$62 | \$0 | \$62 |
| EXRM | 1 | \$62 | \$0 | \$62 |
| EXFM | 1 | \$62 | \$0 | \$62 |
| EXIT | 1 | \$62 | \$0 | \$62 |
| Total | 20 | \$1,240 | \$350 | \$1,590 |

2. Enhancing Targeting, Surveillance, and Screening of Consumer Products at Ports of Entry

Initial Technology Investment: \$700K

Significant investment in technology is required to enhance the RAM system and expand its capabilities related to eFiling, de minimis shipments, and explore possibilities for identification of defective products. In FY 2021, staff proposes to begin the development of the Global Data Synchronization Network (GDSN) integration into the CPSC's RAM. This is the first part of the full implementation of the Global Trade Identification Number project that is foundational for establishing an eFiling program. This effort is designed to provide linkage to products via bar codes at the time of importation, a process that will, in turn, support and enhance risk research. Specifically, in FY 2021, this request will use a contract vehicle, estimated to require an initial \$700K investment, to define the architecture for integrating the data into the database so that it can be available in applications such as RAM and eFiling. Additional technology needs for continued development are set forth in the Appendix.

Staffing: 1 FTE

To ensure sound management of the eFiling effort from its inception, staff recommends hiring a project manager to be located in the office of Import Surveillance to oversee the implementation of the eFiling project, from technology investment to rulemaking development.

Table 2: Targeting and Screening System Enhancement FY 2021 Proposal

| Office | Positions | FTE \$ | Contracts | Total |
|--------------|-----------|-------------|--------------|--------------|
| EXIS | 1 | \$62 | \$700 | \$762 |
| Total | 1 | \$62 | \$700 | \$762 |

3. Enhancing Monitoring of Internet for Sale of Violative Consumer Products

Increase Staffing: 2 FTE

The growing eCommerce footprint requires a corresponding increase in Internet surveillance to identify and remove violative products sold online, including counterfeit products that present a safety issue. Staff recommends in FY 2021 to start increasing the agency's Internet surveillance efforts to address the burgeoning online marketplace by adding a compliance officer and a product safety investigator to the Internet surveillance unit.

Table 3: Internet Surveillance FY 2021 Proposal

| Office | Positions | FTE \$ | Contracts | Total |
|--------|-----------|--------|-----------|-------|
| EXC | 2 | \$124 | \$0 | \$124 |
| Total | 2 | \$124 | \$0 | \$124 |

4. Increasing Awareness and Communication of Product-Related Risks and Safety Information

In the Consolidated Appropriations Act, 2021 (P.L. 116-260,) Congress directed CPSC, by December of 2021, to conduct an education campaign to alert consumers to the dangers of using or storing portable fuel containers near ignition sources. In addition, Congress directed that a portion of the \$50 million appropriated in the ARPA go to consumer education. Specifically, Section b(4) requires the agency to "increase awareness and communication, particularly of COVID-19 product related risks and other consumer product safety information."

For 2021, staff recommends the following projects and staffing to begin fulfilling these requirements:

Increase Staffing: 2 FTE

Staff recommends hiring 2 FTEs in FY2021, each with a specialized skill set intended to maximize effectiveness in expanding the reach of the Agency's communications efforts.

FTE-1 is a Communications Coordinator to oversee and manage proactive media relations and community outreach. This position would collaborate with the existing OCM staff to identify and cultivate press and media opportunities. The Communications Coordinator will have a pivotal role in creating opportunities to elevate and expand the reach of campaign messaging, and will manage media contacts and rosters to be leveraged as needed in coming years.

FTE-2 is a Senior Copy Writer. This position would serve as the copy writer and editor for materials of various types whose subject matter covers the policies, programs, and activities of the agency. This position will support OCM staff with writing and editing articles and feature stories, blogs, brochures, pamphlets, fact sheets, reports, multi-media presentations, exhibits, displays, and correspondence. This FTE will also manage the review process between OCM and agency technical staff to ensure accuracy and adherence to agency mission and communications strategy.

Project Funding: \$375K

Staff proposes the following efforts described below to fulfill Congressional mandates on a variety of consumer product safety risks.

Portable fuel containers: OCM will conduct an education campaign focusing on portable fuel containers. Specific targets and deliverables of the campaign will be developed to maximize Agency messaging on this topic. Collaboration with other relevant agencies, such as OSHA, NHTSA, and NIOSH, will be considered. The scope of the campaign will be commensurate with the available fatality and injury data, as well as with the Congressional mandate. This campaign must be executed by December 2021, but the materials produced can be used over time. Cost: \$75K

COVID-19 product-related risks: Staff will continue development of significant communications efforts addressing COVID-19 product-related risks and expanding the development, distribution, and effectiveness of other consumer product safety information as directed in Public Law 117-2. Communications efforts will include targeted campaigns on issues highlighted in Staff's recent report, *Effect of Novel Coronavirus Pandemic on 2020 Preliminary NEISS Estimates (March–September, 2020)*, beginning with campaigns on batteries, fireworks, and senior safety risks. Contract dollars will fund new or supplemental contracts with outside communications firms that can provide campaign support (including design, message development, and production) as well as staff costs for those projects. As part of this effort, CPSC may seek to collaborate with other government agencies. Cost: \$150K

Carbon monoxide poisoning: Staff will begin a major campaign focused on carbon monoxide and portable generator safety. This topic is ripe for a new, holistic effort based on:

- Injury and fatality data;
- The likelihood of continued severe weather events necessitating the use of portable generators;
- The interest in CO safety from Congress;
- The increased risks to vulnerable populations; and
- The likelihood of effectiveness of education messaging and efforts.

This campaign will focus on particularly vulnerable populations, and will use a variety of approaches, collaborations, and concepts, including strategically targeted email messaging, improved digital initiatives, and innovative marketing strategies on both

local and national levels. In FY2021, Staff will contract with a communications consulting firm with a proven track record in targeted campaigns for a tiered campaign strategy anticipating a multi-year effort that will be recommended to the Commission in subsequent Operating Plans. Cost: \$75K

Youth Outreach: Staff will execute a campaign focused on reaching high-school aged kids and college-aged young adults from vulnerable populations on ways to promote product safety in their communities. This is an audience underserved by CPSC's communication efforts and this effort is an important way to broaden awareness of consumer product safety.

This campaign will focus particularly on engaging tactics that appeal to kids and college-aged young adults in familiar school and extracurricular spaces (For example: museums, libraries, church groups, online digital communities, etc). The campaign will use a variety of approaches, collaborations, and concepts, including improved digital initiatives and innovative marketing strategies, on both local and national levels. In FY21, Staff will contract with a communications consulting firm with a proven track record in targeted campaigns for a tiered campaign strategy anticipating a multi-year effort that will be recommended to the Commission in subsequent Operating Plans. \$75K

Technology Investment: \$360K

Studio and A/V equipment: OCM recommends upgrades to studio and audio/visual equipment, in order to enhance the capabilities of the Agency to produce safety education material and conduct interviews with Agency staff and Commissioners in-house. Cost: \$60K

Email marketing: Staff has identified CPSC's email outreach efforts – its supporting technology and strategy -- as a communication area in need of improvement.

Staff recommends replacing the existing CPSC listserv service and, through a contract, obtain new listserv technology, email list access, and marketing services to further CPSC's communication and safety education mission. This service will provide CPSC access to an existing database of 200 million email subscribers and will provide CPSC the ability to segment those subscribers so that CPSC messages are targeted to subscribers who have signed up to receive email or to specific demographics, including families, seniors, and others. CPSC staff will receive training and ongoing support to leverage the segmentation tools. This service will provide actionable email marketing strategies and support for their implementation. Cost: \$300K

Table 4: Communication FY 2021 Proposal

| Office | Positions | FTE \$ | Contracts | Total |
|--------------|-----------|--------------|--------------|--------------|
| OCM | 2 | \$124 | \$735 | \$859 |
| Total | 2 | \$124 | \$735 | \$859 |

5. Improving the Agency's Data Collection and Analysis System to Socially Disadvantaged Individuals and Other Vulnerable Populations

To improve the agency's data collection and analysis of product safety incidents, injuries, and deaths, including data that reflects potential safety disparities, staff is recommending a three-pronged approach that focuses on technology improvements, leveraging contract dollars, and increasing staff.

Staffing: 2 FTE

Staff is recommending funding three new positions in EXHR. The first position would be a Diversity Risk Manager to improve the focus on safety disparities among vulnerable, diverse, and disenfranchised communities. In addition, staff recommends funding for two Mathematicians/Statisticians to work in coordination with the Diversity Risk Manager. These FTEs would support the agency's data collection and analysis capabilities with a focus on consumer product safety risks resulting from the COVID-19 pandemic to socially disadvantaged individuals and other vulnerable populations.

Technology Investment: \$590K

CPSC needs to update its enterprise analytics platform environment to support improving the agency's data collection and analysis system, especially focusing on consumer product safety risks resulting from the COVID-19 pandemic to socially disadvantaged individuals and other vulnerable populations. This tool provides an essential component of our efforts to make progress with machine learning and cloud computing initiatives. CPSC will procure components for the cloud computing environment, which enables CPSC to perform machine learning on big data, leveraging the cloud for both data storage and processing. This capability will add new functionality that can enhance our ability to identify long-term, difficult-to-discover risks, such as those that occur in toxicology. Additionally, a Web-based interface will allow CPSC to share reports and analytic solutions more easily to increase transparency, ensure consistency between reports, and expand efficiency by automation. This capability complements our existing enterprise analytics platform and extends CPSC's machine learning capabilities.

NEISS Contract: \$600K

The NEISS uses a stratified sample of hospitals nationwide to enable probabilistic national estimates of consumer product-related injuries. This enables the CPSC and others to identify patterns and trends in these injuries, informing a wide range of voluntary standards, mandatory standards, information and education campaigns, and other initiatives. CPSC is in the process of adding 20 to 30 additional hospitals to the NEISS system to enable valid comparisons between data prior to the sample change and afterward. Staff is recommending contracting assistance in the amount of \$600K to accomplish these recruiting efforts.

Table 5: Enhanced Data Collection FY 2021 Proposal

| Office | Positions | FTE \$ | Contracts | Total |
|--------------|-----------|--------------|----------------|----------------|
| EXHR | 3 | \$186 | \$1,190 | \$1,376 |
| Total | 3 | \$186 | \$1,190 | \$1,376 |

Total FY 2021 Recommendation

Table 6 - FY 2021 Proposal Summary

| Office | Positions | FTE \$ | Contracts | Total |
|-------------------|-----------|----------------|----------------|----------------|
| EXIS | 11 | \$682 | \$1,050 | \$1,732 |
| EXHR | 6 | \$372 | \$1,190 | \$1,562 |
| EXC | 5 | \$310 | \$0 | \$310 |
| OCM | 2 | \$124 | \$735 | \$859 |
| OGC | 1 | \$62 | \$0 | \$62 |
| EXRM | 1 | \$62 | \$0 | \$62 |
| EXFM | 1 | \$62 | \$0 | \$62 |
| EXIT | 1 | \$62 | \$0 | \$62 |
| CPSC Total | 28 | \$1,736 | \$2,975 | \$4,711 |

Appendix

FY 2022-FY 2026 Funding Strategy

After making the initial investment of ARPA dollars in the next 6 months of FY 2021, staff will build on these efforts in the succeeding operating plans that staff submits to the Commission for consideration. Staff anticipates submitting plans to allocate ARPA funds according to the following projections, adjusting these plans as circumstances and funding changes warrant.

1. Import Surveillance (Title XX Hiring)

Expand eCommerce Presence

1. FY 2022: Staff recommends adding 6 FTEs to fully staff the eCommerce teams³. This will enable EXIS to physically examine approximately 40 percent of total de minimis shipments imported into the United States⁴. This includes the equipment needs of new port inspectors in FY 2022.
2. FY 2023: Staff recommends adding 12 staff to locations with the highest volume of de minimis shipments. Together with staffing planned for FY 2021 and FY 2022, this expansion will enable EXIS to physically examine de minimis shipments at ports where approximately 83 percent of total de minimis shipments are imported into the United States⁵. This includes the equipment needs of new port inspectors in FY 2022.
3. FY 2024-FY 2026: Staff does not recommend additional FTEs for its eCommerce program. Staff expects to complete establishing programs at de minimis shipments locations in FY 2023. Staff also notes that current recommendations do not address staffing for international mail facilities. Operating in this environment is not well understood currently. Prior to FY 2024, staff seeks to conduct an international mail pilot to better understand how to operate in this environment. Once operations are better understood, resources associated with these operations will be identified.

Increase Laboratory and Compliance Support

1. FY 2022: Staff recommends adding 8 FTEs in FY22 to Laboratory and Compliance support of the eCommerce expansion contemplated for de minimis shipment locations. Of these, 4 will be allocated to EXC and 4 to EXHR.
2. FY 2023: Staff recommends adding 6 FTEs in FY23 to Laboratory and Compliance support of the contemplated eCommerce expansion. Of these, 3 will be allocated to EXC and 3 to EXHR.
3. FY 2024-FY 2026: Staff does not recommend increasing FTEs. Because staff anticipates that plans for establishing an eCommerce presence at locations with

³ The location of port staffing is not public and is for official use only.

⁴ Does not include international mail shipments.

⁵ Ibid 3

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the highest volume of de minimis shipments will be accomplished in FY 2023, staff is not recommending additional FTEs.

Increase Operational Support

1. FY 2022: Staff recommends adding 2 FTEs in FY22 for operational support for the contemplated eCommerce expansion. Of these, 1 FTE will be allocated to EXRM and 1 FTE will be allocated to EXIT.
2. FY 2023: Staff recommends adding 1 FTE in FY23 for operational support for the contemplated eCommerce expansion. The 1 FTE will be allocated to EXIT.

Building on the FY 2021 staff recommendations, the chart below provides the total number of FTEs staff is projecting for FY22-26 to implement the congressional mandate set forth in Title XX of PL 116-260. Specifically, staff is recommending a total of 55 FTEs allocated as follows: 6 additional FTEs to staff traditional ports and related activities; 22 FTEs to staff an eCommerce program; 20 FTEs to provide laboratory and compliance support for the enhanced import surveillance program; and 7 FTEs to provided needed operational support for EXIT, EXFM, EXRM, and OGC.

Table 1 – Title XX Implementation Funding Strategy

| | FY 2021 | | FY 2022 | | FY 2023 | | FY 2024 | | FY 2025 | | FY 2026 | | Total | |
|----------------------------|-----------|--------------|-----------------|--------------|-----------------|---------------|----------------|---------------|----------------|---------------|----------------|---------------|-----------|---------------|
| | FTE | \$ | FTE | \$ | FTE | \$ | FTE | \$ | FTE | \$ | FTE | \$ | FTE | \$ |
| Traditional Ports | 6 | \$0.6 | 6 (+0) | \$1.1 | 6 (+0) | \$1.2 | 6 (+0) | \$1.2 | 6 (+0) | \$1.2 | 6 (+0) | \$1.2 | 6 | \$6.5 |
| eCommerce | 4 | \$0.4 | 10 (+6) | \$2.2 | 22 (+12) | \$4.7 | 22 (+0) | \$4.3 | 22 (+0) | \$4.4 | 22 (+0) | \$4.5 | 22 | \$20.5 |
| Lab and Compliance Support | 6 | \$0.4 | 14 (+8) | \$1.9 | 20 (+6) | \$3.8 | 20 (+0) | \$3.9 | 20 (+0) | \$3.9 | 20 (+0) | \$4.0 | 20 | \$17.9 |
| Operational Support | 4 | \$0.2 | 6 (+2) | \$1.1 | 7 (+1) | \$1.3 | 7 (+0) | \$1.4 | 7 (+0) | \$1.4 | 7 (+0) | \$1.4 | 7 | \$6.8 |
| CPSC Total | 20 | \$1.6 | 36 (+16) | \$6.3 | 55 (+19) | \$11.0 | 55 (+0) | \$10.8 | 55 (+0) | \$10.9 | 55 (+0) | \$11.1 | 55 | \$51.7 |

*FTE counts are the planned FTE in each year. The number of FTEs added in a year is the difference from the previous year. The cost column represents total cost of FTEs + Contracts.

2. Enhance Targeting, Surveillance, and Screening Systems

eFiling Development

Staff recommends using funds to create an eFiling program as directed by the Commission. Staff recommends a multiyear, four-phase approach: (1) create and fund an eFiling program; (2) conduct an eFiling Beta Pilot; (3) initiate rulemaking; and (4) dedicate ongoing resources.

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- In FY 2022-FY2026 staff recommends \$1M each year to support the eFiling program implementation.

eFiling Staffing:

- In FY 2022 staff recommends adding an IT project manager to assist in the eFiling and RAM enhancement projects.

eFiling Technology

Staff recommends one-time technology costs for system development as follows:

- FY 2022: \$5.5 for RAM enhancements needed for eFiling (product registry), and \$0.9M for continued implementation of GDSN.
- FY 2023: \$0.9M to complete implementation of the GDSN.
- FY 2024-FY 2026: \$0.1M annually for enhanced RAM O&M.

Table 2 – Targeting and Screening System Enhancement Funding Strategy

| | FY 2021 | | FY 2022 | | FY 2023 | | FY 2024 | | FY 2025 | | FY 2026 | | Total | |
|--------------------|----------|--------------|---------------|--------------|---------------|--------------|---------------|--------------|---------------|--------------|---------------|--------------|----------|---------------|
| | FTE | \$ | FTE | \$ | FTE | \$ | FTE | \$ | FTE | \$ | FTE | \$ | FTE | \$ |
| eFiling Technology | 0 | \$0.7 | 0 (+0) | \$6.5 | 0 (+0) | \$1.0 | 0 (+0) | \$0.1 | 0 (+0) | \$0.1 | 0 (+0) | \$0.1 | 0 | \$8.5 |
| Implement eFiling | 1 | \$0.1 | 2 (+1) | \$1.3 | 2 (+0) | \$1.3 | 2 (+0) | \$1.3 | 2 (+0) | \$1.4 | 2 (+0) | \$1.4 | 2 | \$6.8 |
| CPSC Total | 1 | \$0.8 | 2 (+1) | \$7.8 | 2 (+0) | \$2.3 | 2 (+0) | \$1.4 | 2 (+0) | \$1.5 | 2 (+0) | \$1.5 | 2 | \$15.3 |

*FTE counts are the planned FTE in each year. The number of FTEs added in a year is the difference from the previous year. The cost column represents total cost of FTEs + Contracts.

3. INTERNET SURVEILLANCE

Internet Surveillance and Lab and Compliance Support

Staffing

- FY 2022: Staff recommends expanding Internet surveillance operations in FY 2022 by adding 4 FTEs in ISU and 1 FTE each in lab and compliance support.
- FY 2023: Staff recommends adding 3 FTEs in ISU.
- FY 2024-FY 2026: Staff does not propose adding any FTEs to expand Internet surveillance.

Technology

- FY 2022: Staff recommends one-time costs of \$2M for development and implementation of a Web crawler application to enhance detection of violative product and \$2M for modernization of the Integrated Field System (IFS), which is

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CPSC’s database system that contains information about field activities, regulated products compliance, and recalls.

2. FY 2023: Staff does not propose adding any services to expand Internet surveillance.
3. FY24-26: Staff does not propose adding any services to expand Internet surveillance.

Table 3 – Internet Surveillance Funding Strategy

| | FY 2021 | | FY 2022 | | FY 2023 | | FY 2024 | | FY 2025 | | FY 2026 | | Total | |
|----------------------------|----------|--------------|---------------|--------------|----------------|--------------|----------------|--------------|----------------|--------------|----------------|--------------|-----------|---------------|
| | FTE | \$ | FTE | \$ | FTE | \$ | FTE | \$ | FTE | \$ | FTE | \$ | FTE | \$ |
| Internet Surveillance Unit | 1 | \$0.06 | 5 (+4) | \$0.9 | 8 (+3) | \$1.5 | 8 (+0) | \$1.6 | 8 (+0) | \$1.6 | 8 (+0) | \$1.6 | 8 | \$7.3 |
| Lab and Compliance Support | 1 | \$0.06 | 3 (+2) | \$0.6 | 3 (+0) | \$0.6 | 3 (+0) | \$0.6 | 3 (+0) | \$0.6 | 3 (+0) | \$0.6 | 3 | \$3.0 |
| IFS Upgrade | 0 | \$0.0 | 0 (+0) | \$2.0 | 0 (+0) | \$0.0 | 0 (+0) | \$0.0 | 0 (+0) | \$0.0 | 0 (+0) | \$0.0 | 0 | \$2.0 |
| Other IT Projects | 0 | \$0.0 | 0 (+0) | \$2.0 | 0 (+0) | \$0.0 | 0 (+0) | \$0.0 | 0 (+0) | \$0.0 | 0 (+0) | \$0.0 | 0 | \$2.0 |
| CPSC Total | 2 | \$0.1 | 8 (+6) | \$5.5 | 11 (+3) | \$2.1 | 11 (+0) | \$2.2 | 11 (+0) | \$2.2 | 11 (+0) | \$2.2 | 11 | \$14.3 |

*FTE counts are the planned FTE in each year. The number of FTEs added in a year is the difference from the previous year. The cost column represents total cost of FTEs + Contracts.

4. ENHANCED COMMUNICATION

Staffing

1. FY 2022: OCM recommends the addition of 2 FTEs to perform the following functions:
 - a. A Social Media Specialist is responsible for assisting the agency’s Lead Social Media Specialist in creating, coordinating and deploying content across CPSC’s social media channels and websites in support of digital branding initiatives. This position will require a creative approach to content generation, a detailed knowledge of the ever-changing digital landscape, and an ability to tell compelling stories across varied digital platforms that increase engagement among desired audiences.
 - b. A Video Production Specialist performs work in the production of videotaped and live television programs and livestreaming; live and prerecorded radio broadcasts; broadcast type closed circuit teleconferences; and other similar productions, such as slide shows with sound accompaniments.
2. FY 2023: OCM recommends the addition of 1 FTE to perform the following function:

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- a. Additional Video Production Specialist: To maximize OCM in-house capabilities to meet the increased demand for visual assets in safety campaigns, the Video Production Specialist performs work in the production of videotaped and live television programs, and livestreaming; live and prerecorded radio broadcasts; broadcast type closed circuit teleconferences; and other similar productions, such as slide shows with sound accompaniments. Sets up camera(s), lights, microphone(s), and scenery to achieve the setting and mood desired. Uses current software and technology to edit the footage for content and aesthetics. This includes adding music, modifying timing of segments, creating special effects, and inserting any still images.
3. FY 2024-FY 2026: Staff does not propose adding any FTEs to enhance communication.

Technology

1. FY 2022-FY 2026: Staff recommends \$0.3M annually for email strategy licenses described in the FY 2021 recommendation.

Campaigns

1. FY 2022-FY 2026: Staff recommends \$0.3M annually for a carbon monoxide safety campaign and \$0.3M annually for a youth outreach campaign.

Table 4 – Communication Funding Strategy

| | FY 2021 | | FY 2022 | | FY 2023 | | FY 2024 | | FY 2025 | | FY 2026 | | Total | |
|-------------------|----------|--------------|-------------------|--------------|-------------------|--------------|-------------------|--------------|-------------------|--------------|-------------------|--------------|----------|---------------|
| | FTE | \$ | FTE | \$ | FTE | \$ | FTE | \$ | FTE | \$ | FTE | \$ | FT E | \$ |
| OCM Staffing | 2 | \$0.1 | 4 (+2) | \$0.8 | 5 (+1) | \$1.0 | 5 (+0) | \$1.0 | 5 (+0) | \$1.0 | 5 (+0) | \$1.0 | 5 | \$4.9 |
| Technology | 0 | \$0.3 | 0 (+0) | \$0.3 | 0 (+0) | \$0.3 | 0 (+0) | \$0.3 | 0 (+0) | \$0.3 | 0 (+0) | \$0.3 | 0 | \$1.8 |
| Campaigns | 0 | \$0.4 | 0 (+0) | \$0.6 | 0 (+0) | \$0.6 | 0 (+0) | \$0.6 | 0 (+0) | \$0.6 | 0 (+0) | \$0.6 | 0 | \$3.4 |
| CPSC Total | 2 | \$0.8 | 4 (+2) | \$1.7 | 5 (+1) | \$1.9 | 5 (+0) | \$1.9 | 5 (+0) | \$1.9 | 5 (+0) | \$1.9 | 5 | \$10.1 |

*FTE counts are the planned FTE in each year. The number of FTE added in a year is the difference from the previous year. The cost column represents total cost of FTEs + Contracts.

Appendix

5. ENHANCED DATA COLLECTION AND ANALYSIS

Staffing:

1. FY 2022: Staff recommends adding 3 FTEs for NEISS recruitment and 2 FTEs to support increased data analysis.

Technology

1. FY22: Staff recommends using \$2.2M in FY 2022 for technology enhancements, \$2M of which will be invested in improving the NEISS application and \$0.2M of which will support the enterprise analytic system operation and maintenance costs.
2. FY 2023-FY 2026: Staff recommends allocating \$0.2M annually for the enterprise analytic system O&M costs.

Table 5 – Enhanced Data Collection Funding Strategy

| | FY 2021 | | FY 2022 | | FY 2023 | | FY 2024 | | FY 2025 | | FY 2026 | | Total | |
|--------------------------------|----------|--------------|-------------------|--------------|-------------------|------------|-------------------|--------------|-------------------|--------------|-------------------|--------------|----------|---------------|
| | FTE | \$ | FTE | \$ | FTE | \$ | FTE | \$ | FTE | \$ | FTE | \$ | FTE | \$ |
| Data Analysis | 3 | \$0.2 | 5 (+2) | \$0.9 | 5 (+0) | \$0.9 | 5 (+0) | \$0.9 | 5 (+0) | \$1.0 | 5 (+0) | \$1.0 | 5 | \$4.9 |
| NEISS | 0 | \$0.6 | 3 (+3) | \$2.5 | 3 (+0) | \$0.6 | 3 (+0) | \$0.6 | 3 (+0) | \$0.6 | 3 (+0) | \$0.6 | 3 | \$5.5 |
| Enterprise Analytics Plat form | 0 | \$0.6 | 0 (+0) | \$0.2 | 0 (+0) | \$0.2 | 0 (+0) | \$0.2 | 0 (+0) | \$0.2 | 0 (+0) | \$0.2 | 0 | \$1.6 |
| CPSC Total | 3 | \$1.4 | 8 (+5) | \$3.6 | 8 (+0) | 1.7 | 8 (+0) | \$1.7 | 8 (+0) | \$1.8 | 8 (+0) | \$1.8 | 8 | \$12.0 |

*FTE counts are the planned FTEs in each year. The number of FTEs added in a year is the difference from the previous year. The cost column represents total cost of FTEs + Contracts.

Appendix

SUMMARY

Table 6 – Funding Strategy Summary

| | FY 2021 | | FY 2022 | | FY 2023 | | FY 2024 | | FY 2025 | | FY 2026 | | Total | |
|--|-----------|---------------|-----------------|---------------|-----------------|---------------|----------------|----------------|----------------|----------------|----------------|----------------|-----------|----------------|
| | FTE | \$ | FTE | \$ | FTE | \$ | FTE | \$ | FTE | \$ | FTE | \$ | FTE | \$ |
| Implement Title XX of PL 116-260 | 20 | \$1.6 | 36 (+16) | \$6.3 | 55 (+19) | \$11.0 | 55 (+0) | \$10.8 | 55 (+0) | \$10.9 | 55 (+0) | \$11.1 | 55 | \$51.7 |
| Enhance Targeting, Surveillance, and Screening Systems | 1 | \$0.8 | 2 (+1) | \$7.8 | 2 (+0) | \$2.3 | 2 (+0) | \$1.4 | 2 (+0) | \$1.5 | 2 (+0) | \$1.5 | 2 | \$15.3 |
| Internet Surveillance | 2 | \$0.1 | 8 (+6) | \$5.5 | 11 (+3) | \$2.1 | 11 (+0) | \$2.2 | 11 (0) | \$2.2 | 11 (+0) | \$2.2 | 11 | \$14.3 |
| Enhanced Communication | 2 | \$0.8 | 4 (+2) | \$1.7 | 5 (+1) | \$1.9 | 5 (+0) | \$1.9 | 5 (+0) | \$1.9 | 5 (+0) | \$1.9 | 5 | \$10.1 |
| Enhanced Data Collection and Analysis | 3 | \$1.4 | 8 (+5) | \$3.6 | 8 (+0) | \$1.7 | 8 (+0) | \$1.7 | 8 (+0) | \$1.8 | 8 (+0) | \$1.8 | 8 | \$12.0 |
| CPSC Total | 28 | \$4.7 | 58 (+30) | \$24.9 | 81 (+23) | \$19.0 | 81 (+0) | \$18.0 | 81 (+0) | \$18.3 | 81 (+0) | \$18.5 | 81 | \$103.4 |
| Cumulative Total | | \$4.7 | | \$29.6 | | \$48.6 | | \$66.6 | | \$84.9 | | \$103.4 | | |
| Balance of \$50M | | \$45.3 | | \$20.4 | | \$1.4 | | -\$16.6 | | -\$34.9 | | -\$53.4 | | |

*FTE counts are the planned FTEs in each year. The number of FTEs added in a year is the difference from the previous year. The cost column represents total cost of FTEs + Contracts.