Supplemental Appendix
to the
Fiscal Year 2014
Performance Budget Request

CPSC Stands for Safety

UNITED STATES OF AMERICA
CONSUMER PRODUCT
SAFETY COMMISSION

April 10, 2013
### FY 2014 Budget Key Performance Measures Details

**Control ID**

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**Strategic Goal**

**Goal 1: Leadership in Safety**

**Strategic Objective**

1.2: Create and strengthen partnerships with stakeholders aimed at improving product safety throughout the supply chain.

**Goal Statement**

 Increase training aimed at improving consumer product safety

**Performance Measure Statement**

Number of training or outreach seminars for foreign manufacturers conducted by CPSC staff

**Definition of Performance Measure**

Number of training events conducted by CPSC staff for foreign manufacturers on selected consumer product safety topics

**Explanation or Rationale**

To the extent that unsafe products are not manufactured anywhere in the world, they will not find their way into the hands of U.S. consumers. Foreign manufacturers are key stakeholder partners. Training of foreign manufacturers contributes to improved product safety.

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**Strategic Goal**

**Goal 1: Leadership in Safety**

**Strategic Objective**

1.2: Create and strengthen partnerships with stakeholders aimed at improving product safety throughout the supply chain.

**Goal Statement**

 Increase training aimed at improving consumer product safety

**Performance Measure Statement**

Number of staff exchanges with foreign counterparts undertaken as part of the Extended Training Exchange Program

**Definition of Performance Measure**

Number of staff exchanges with foreign consumer product safety regulatory agencies undertaken as part of CPSC's extended Training Exchange Program

**Explanation or Rationale**

To the extent that unsafe products are not manufactured anywhere in the world, they will not find their way into the hands of U.S. consumers. Foreign regulators are key stakeholder partners because they regulate manufacturers in their jurisdictions. Exchange programs with foreign officials contribute to improved product safety.

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### Strategic Goal

**Goal 1: Leadership in Safety**

### Strategic Objective

1.2: Create and strengthen partnerships with stakeholders aimed at improving product safety throughout the supply chain.

### Goal Statement

Create and strengthen collaborations aimed at improving consumer product safety

### Performance Measure Statement

**Number of new collaborations undertaken with domestic nongovernment organizations (NGOs) and universities**

### Definition of Performance Measure

A new collaboration is counted when a working relationship has been established with a domestic NGO or university.

### Explanation or Rationale

Increased collaboration with domestic NGOs and universities involved in consumer product safety activities will contribute to improvements in product quality, safety design, and overall consumer safety.

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### Strategic Goal

**Goal 1: Leadership in Safety**

### Strategic Objective

1.4: Work towards harmonizing global consumer product standards or developing similar mechanisms to enhance product safety.

### Goal Statement

Increase engagement of foreign counterparts in alignment discussions for consumer product safety standards

### Performance Measure Statement

**Number of products on which CPSC had consultations with foreign counterparts**

### Definition of Performance Measure

The number of consumer products that are the subject of discussions about potential alignment of safety requirements among CPSC and other jurisdictions

### Explanation or Rationale

CPSC’s discussions with regulatory agencies in other jurisdictions regarding potential alignment of safety requirements for specific consumer products demonstrates CPSC’s leadership role.

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**Strategic Goal**

**Goal 1: Leadership in Safety**

**Strategic Objective**

1.6: Attract, retain, and collaborate with leading experts to address consumer product hazards.

**Goal Statement**

Recruit, retain, and develop a high-performing workforce

**Performance Measure Statement**

Employee retention rate

**Definition of Performance Measure**

Number of new, permanent employees who are still employed by the agency 2 years after being hired, divided by total number of employees who were hired 2 years ago

**Explanation or Rationale**

This is a direct measure of workforce retention, which contributes to achieving the goal of having a high-performance workforce. Research shows that employees who are retained for 2 years have completed agency orientation and basic training, fully understand the agency environment, and are vested, engaged employees.

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**Strategic Goal**

**Goal 1: Leadership in Safety**

**Strategic Objective**

1.6: Attract, retain, and collaborate with leading experts to address consumer product hazards.

**Goal Statement**

Recruit, retain, and develop a high-performing workforce

**Performance Measure Statement**

Average hiring time (recruitment time using OPM’s End-to-End hiring process) (days)

**Definition of Performance Measure**

Sum of hiring times for all new employees brought on board in a fiscal year divided by number of new employees brought on board in a fiscal year. Hiring time is defined by OPM in its End-to-End Hiring Plan as the time (in calendar days) from the date a manager identifies the need for a new hire (as indicated by submission of an SF-52 classified position description and necessary information to begin the recruitment process) to the employee’s first day on the job.

**Explanation or Rationale**

Average hiring time is a measure of how quickly the agency recruits its workforce, which contributes to achieving the goal of having a high-performing workforce.

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**Strategic Goal**  
**Goal 1: Leadership in Safety**  

**Strategic Objective**  
1.6: Attract, retain, and collaborate with leading experts to address consumer product hazards.  

**Goal Statement**  
Recruit, retain, and develop a high-performing workforce  

**Performance Measure Statement**  
Training participation rate  

**Definition of Performance Measure**  
Number of employees who attend at least one discretionary training during the fiscal year, divided by total number of employees on board at the end of the fiscal year  

**Explanation or Rationale**  
The training participation rate is a measure of the goal of developing a high-performing workforce.  

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Strategic Goal
Goal 2: Commitment to Prevention

Strategic Objective
2.1: Minimize hazardous defects early in the manufacturing process through increased participation in voluntary standards activities.

Goal Statement
Increase technical support or monitoring for voluntary standards activities

Performance Measure Statement
Number of voluntary standards activities supported or monitored by CPSC staff

Definition of Performance Measure
CPSC staff provides technical support or monitors voluntary safety standards activities, which are tracked in the Voluntary Standards Tracking and Access Report (V-STAR).

A voluntary standard is a prescribed set of rules, conditions, or requirements relating to the safety of consumer products found in the home, schools, and/or recreation areas, which, by itself, imposes no obligation regarding use. In the case of CPSC staff support, a voluntary consumer product safety standard is generally developed using ASTM International (ASTM), the American National Standards Institute (ANSI), or Underwriters Laboratories Inc. (UL) procedures. These voluntary standards may be incorporated, in whole or in part, into CPSC rules, such as in the case of durable nursery products, as set forth in the Danny Keysar Child Product Safety Notification Act.

CPSC staff support may include, among other things, any one or more of the following: providing injury data and hazard analyses, encouraging the development of a voluntary safety standard, identifying specific risks of injury, performing research, developing health science data, performing laboratory technical assistance, and taking other actions that the Commission, in a particular situation, feels appropriate. A listing of these activities is found at 16 CFR §1031.7.

Explanation or Rationale
Design standards work to minimize design defects in products covered by the standard. By improving the standards to address hazards we identify through our hazard analysis, we can prevent future incidents.

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Strategic Goal

Goal 2: Commitment to Prevention

Strategic Objective

2.1: Minimize hazardous defects early in the manufacturing process through increased participation in voluntary standards activities.

Goal Statement

Increase collaboration on nanotechnology issues affecting consumer products

Performance Measure Statement

Number of collaborations established or maintained with other organizations to work on nanotechnology research or issues affecting consumer products

Definition of Performance Measure

Collaborations are the number of signed collaborative agreements established in the reporting period to work on nanotechnology research or issues affecting consumer products. Collaborative agreements include inter-agency agreements (IAG) established with one or more other federal agencies and/or contracts with nonfederal or nongovernmental organizations.

Explanation or Rationale

Due to the complexity of nanotechnology, Government Accountability Office (GAO) and other entities have advised federal agencies working on these issues to collaborate and monitor their progress. CPSC collaboration with other organizations on nanotechnology research and issues affecting consumer products is expected ultimately to contribute to the responsible development of consumer products containing nanomaterials.

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</table>
### Strategic Goal

**Goal 2: Commitment to Prevention**

### Strategic Objective

**2.1: Minimize hazardous defects early in the manufacturing process through increased participation in voluntary standards activities.**

### Goal Statement

*Increase collaboration on nanotechnology issues affecting consumer products*

### Performance Measure Statement

*Number of reports produced on the results of collaboration on nanotechnology issues affecting consumer products*

### Definition of Performance Measure

Nanotechnology reports can focus on detection, development of methods to quantify releases of, and/or determination of potential human exposure to specific nanomaterials in consumer products. A collaboration may result in more than one report. This measure tracks both interim and final reports, manuscripts, or formal presentations at scientific meetings. Final reports, which are often peer reviewed and/or published, are issued at the conclusion of a collaborative activity. Interim reports, which contain substantive data sufficient for presentation at a scientific meeting, are produced before the conclusion of the collaborative activity.

### Explanation or Rationale

The purpose of these collaborative efforts is to produce reports and manuscripts that provide data on nanomaterials’ use in, and release from, consumer products. This information should be made available, when appropriate, to assist stakeholders in addressing nanomaterial safety and should ultimately contribute to improved safety of nanomaterial use in consumer products.

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### Strategic Objective

**2.2: Improve the safety of consumer products by issuing mandatory standards, where necessary and consistent with statutory authority, in response to identified product hazards.**

### Goal Statement

*Prepare rulemaking candidates for Commission consideration, as required*

### Performance Measure Statement

*Number of candidates for rulemaking prepared for Commission consideration*

### Definition of Performance Measure

The number of rulemaking briefing packages submitted by CPSC staff for the Commission's consideration

### Explanation or Rationale

Safety standards are a management tool used to address hazards associated with the use of consumer products. Consumer products designed and manufactured to safety standards prevent future hazards from occurring.

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</table>
### Goal 2: Commitment to Prevention

**Strategic Objective**

2.3: Facilitate the development of safer products by training industry stakeholders on the CPSC regulatory requirements and hazard identification best practices.

**Goal Statement**

Improve availability of training and guidance for industry stakeholders (domestic and foreign)

**Performance Measure Statement**

Number of training activities made available to industry stakeholders

**Definition of Performance Measure**

Industry stakeholders are domestic and foreign manufacturers of consumer products. A training activity is described as an in-person training, onsite session, webinar, or live or archived webcast to groups that is offered by CPSC staff. It excludes individual communication.

**Explanation or Rationale**

Increasing the number of training activities made available will improve training of domestic and foreign manufacturers of consumer products and ultimately facilitate the development of safer products.

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### Goal 3: Rigorous Hazard Identification

**Strategic Objective**

3.1: Improve the quality and comprehensiveness of crucial product hazard data.

**Goal Statement**

Ensure range and quality of consumer product-related incident data

**Performance Measure Statement**

Percentage of National Electronic Injury Surveillance System (NEISS) member hospitals evaluated at least once a year

**Definition of Performance Measure**

The number of NEISS hospitals with at least one evaluation visit in a fiscal year divided by the total number of NEISS hospitals in that fiscal year

**Explanation or Rationale**

Evaluation visits provide CPSC staff an opportunity to review hospital records and ensure that hospital coders are capturing and coding the highest possible percentage of reportable cases, improving comprehensiveness and quality of data.

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#### Program
Hazard

### Strategic Goal

**Goal 3: Rigorous Hazard Identification**

### Strategic Objective

**3.1: Improve the quality and comprehensiveness of crucial product hazard data.**

### Goal Statement

*Ensure range and quality of consumer product-related incident data*

### Performance Measure Statement

*Percentage of consumer product-related injury cases correctly captured at NEISS hospitals*

#### Definition of Performance Measure

A weighted average of the percentage of consumer product-related injury cases correctly captured at a sample of hospitals participating in the National Electronic Injury Surveillance System (NEISS) (where the percentage at each sampled hospital is calculated as: the number of product-related injury cases captured by the NEISS coder, divided by the number of product-related cases captured by a CPSC auditor)

#### Explanation or Rationale

Evaluation visits are conducted at most NEISS hospitals every year to review hospital records and determine what percentage of the reported consumer product-related cases were captured correctly by the hospital coders, which provides a measure of the quality of consumer product-related incident data from hospitals.

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### Strategic Objective

**3.2: Reduce the time it takes to identify hazard trends by improving the collection and assessment of hazard data.**

### Goal Statement

*Reduce time to identify consumer product hazard trends by improving the collection and assessment of hazard data*

### Performance Measure Statement

*Time from incident received to adjudication of incident report (days)*

#### Definition of Performance Measure

The average time it takes from receipt of an incident report to review and determine whether the incident report is actionable (adjudication). This is computed as the sum of the number of business days between receipt in CPSC’s Consumer Product Risk Management System (CPSRPM) and adjudication for all incident reports divided by the total number of incident reports received in CPSRMS during the fiscal year.

#### Explanation or Rationale

Timely review and assessment of incoming incident reports is critical to identifying emerging hazards associated with the use of consumer products.

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### Program
Hazard

#### Strategic Goal
**Goal 3: Rigorous Hazard Identification**

#### Strategic Objective
3.2: Reduce the time it takes to identify hazard trends by improving the collection and assessment of hazard data.

#### Goal Statement
Improve sample processing throughout the CPSC

#### Performance Measure Statement
Percentage of priority import regulated samples (excluding fireworks) tested within 30 days of collection

#### Definition of Performance Measure
Number of priority import regulated samples (excluding fireworks) that have been tested within 30 calendar days of collection divided by the total number of priority import regulated samples (excluding fireworks) collected

#### Explanation or Rationale
This performance measure tracks the timeliness with which CPSC staff collects and ships import samples, first to the Sample Storage Facility (SSF), and then to the National Product Testing and Evaluation Center (NPTEC) or Tech Center, and then processes and tests the samples. It tracks the timeliness of processing from initial collection of the sample at the port, until the Tech Center report is available for CPSC Compliance staff action. This process is critical to the compliance and hazard identification process. It is a proxy measure for staff's value added to the compliance and hazard identification process (e.g., field and import staff's ability to collect and ship samples in a timely manner and SSF staff’s ability to process and transfer samples to Tech Center staff, which, in turn, affects the Tech Center staff's ability to test samples in a timely manner).

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#### Strategic Goal

**Goal 3: Rigorous Hazard Identification**

#### Strategic Objective

3.2: Reduce the time it takes to identify hazard trends by improving the collection and assessment of hazard data.

#### Goal Statement

Improve sample processing throughout the CPSC

#### Performance Measure Statement

Percentage of priority import fireworks samples tested within 60 days of collection

#### Definition of Performance Measure

Number of priority import fireworks samples that have been tested within 60 calendar days of collection divided by the total number of priority import fireworks samples collected

#### Explanation or Rationale

This performance measure tracks the timeliness with which CPSC staff collects and ships import fireworks samples, first to the Sample Storage Facility (SSF), and then to the National Product Testing and Evaluation Center (NPTEC) or Tech Center, and then processes and tests the samples. It tracks the timeliness of processing from initial collection of the sample at the port, until the Tech Center report is available for CPSC Compliance staff action. This process is critical to the compliance and hazard identification process. It is a proxy measure for staff’s value added to the compliance and hazard identification process (e.g., field and import staff’s ability to collect and ship samples in a timely manner and SSF staff’s ability to process and transfer samples to Tech Center staff, which, in turn, affects the Tech Center staff's ability to test samples in a timely manner).

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### 18

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#### Strategic Goal

**Goal 3: Rigorous Hazard Identification**

#### Strategic Objective

3.4: Expand import surveillance efforts to reduce entry of unsafe products at U.S. ports.

#### Goal Statement

Improved surveillance at ports

#### Performance Measure Statement

Number of import examinations

#### Definition of Performance Measure

Number of examinations conducted by CPSC staff on imported consumer products to verify compliance with CPSC rules, regulations, and bans

#### Explanation or Rationale

The total number of import examinations performed by CPSC staff is a measure of surveillance at U.S. ports to reduce entry of unsafe consumer products.

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Control ID | Program
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3.4.2 | Import

### Strategic Goal

**Goal 3: Rigorous Hazard Identification**

### Strategic Objective

3.4: Expand import surveillance efforts to reduce entry of unsafe products at U.S. ports.

### Goal Statement

Improve import surveillance targeting effectiveness

### Performance Measure Statement

Sample yield per 100 import entries examined as identified through the Risk Assessment Methodology (RAM) pilot system

### Definition of Performance Measure

\[(\text{Total number of resulting samples, divided by total number of import entries examined}) \times 100\]

### Explanation or Rationale

This is a measure of the effectiveness of targeting import surveillance efforts through the pilot RAM system. If an entry is examined and is suspected of containing a hazard, a sample is taken. The RAM system will result in more samples being collected per entry examined, which is a measure of more effective targeting.

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<td>26</td>
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<td>30</td>
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</tbody>
</table>

### Control ID

3.4.3

### Program

Import

### Strategic Goal

**Goal 3: Rigorous Hazard Identification**

### Strategic Objective

3.4: Expand import surveillance efforts to reduce entry of unsafe products at U.S. ports.

### Goal Statement

Facilitate legitimate trade

### Performance Measure Statement

Percentage of import shipments cleared within 1 business day

### Definition of Performance Measure

Number of shipments (entry lines) cleared within 1 business day, divided by the total number of shipments (entry lines) processed through the RAM pilot system

### Explanation or Rationale

The percentage of import shipments that are cleared within 1 business day is a measure of how successful CPSC is at processing expeditiously compliant imports of consumer products and facilitating legitimate trade.

<table>
<thead>
<tr>
<th>Measure Targets and Prior Year Actuals</th>
<th>2010 Actual</th>
<th>2011 Actual</th>
<th>2012 Actual</th>
<th>2013 Target</th>
<th>2014 Target</th>
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### Control ID

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### Program

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<tr>
<th>Import</th>
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</table>

### Strategic Goal

#### Goal 3: Rigorous Hazard Identification

### Strategic Objective

#### 3.4: Expand import surveillance efforts to reduce entry of unsafe products at U.S. ports.

### Goal Statement

**Improve working effectiveness with the U.S. Customs and Border Protection (CBP) to harness existing federal port resources in the interdiction of noncompliant consumer product imports**

### Performance Measure Statement

**Percentage of CPSC import entry hold requests acted on by CBP**

### Definition of Performance Measure

Number of CPSC entry hold requests acted on by CBP, divided by number of CPSC entry hold requests made to CBP

### Explanation or Rationale

When CPSC identifies a specific import entry that is likely to contain noncompliant consumer products, it issues a request to CBP to place a hold on the shipment in question. CBP may act by holding the entry for CPSC examination. The percentage of CPSC import entry hold requests on which CBP acts reflects CBP’s perception of the effectiveness of the CPSC’s efforts and is expected to increase with implementation of the RAM. This goal measures the effectiveness of the CPSC’s working relationship with CBP and success in harnessing other federal resources to interdict noncompliant consumer product imports.

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<tr>
<th>Measure Targets and Prior Year Actuals</th>
<th>2010 Actual</th>
<th>2011 Actual</th>
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### Control ID

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<th>3.4.5</th>
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### Program

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<th>Import</th>
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</thead>
</table>

### Strategic Goal

#### Goal 3: Rigorous Hazard Identification

### Strategic Objective

#### 3.4: Expand import surveillance efforts to reduce entry of unsafe products at U.S. ports.

### Goal Statement

**Protect U.S. intellectual property consistent with CPSC’s mission**

### Performance Measure Statement

Establish an ITDS/RAM rule set to target intellectual property violations where a health and safety hazard is suspected in consumer product imports

### Definition of Performance Measure

The ITDS/RAM targeting rule set will be expanded to include rules to identify intellectual property violations in support of U.S. domestic competitiveness.

### Explanation or Rationale

By expanding the ITDS/RAM rule set, which targets suspected noncompliant consumer products, to include Intellectual Property Rights targeting rules, the CPSC will contribute to protecting U.S. intellectual property, consistent with the CPSC’s safety mission and in support of U.S. domestic competitiveness.

<table>
<thead>
<tr>
<th>Measure Targets and Prior Year Actuals</th>
<th>2010 Actual</th>
<th>2011 Actual</th>
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<td>Rule set established</td>
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</table>
Control ID | 3.5.1 | Program | Compliance

Strategic Goal
Goal 3: Rigorous Hazard Identification

Strategic Objective
3.5: Scan the marketplace regularly to determine whether previously identified significant hazards exist in similar products.

Goal Statement
Increase market surveillance throughout the consumer product supply chain

Performance Measure Statement
Total number of products screened by CPSC Field staff

Definition of Performance Measure
This performance measure includes the total number of consumer products screened by CPSC Field staff through surveillance activities at traditional retail and secondhand stores, and over the Internet. It also includes imported consumer products screened by CPSC Field staff (but does not include additional imports screened by CPSC Import Surveillance staff). A product is counted as "screened" when it has been examined by a Field staff person.

Explanation or Rationale
The number of products screened is a measure of the extent of CPSC surveillance activities.

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<tr>
<th>Measure Targets and Prior Year Actuals</th>
<th>2010 Actual</th>
<th>2011 Actual</th>
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</tbody>
</table>

Control ID | 3.5.2 | Program | Compliance

Strategic Goal
Goal 3: Rigorous Hazard Identification

Strategic Objective
3.5: Scan the marketplace regularly to determine whether previously identified significant hazards exist in similar products.

Goal Statement
Improve surveillance of the Internet marketplace for hazardous consumer products

Performance Measure Statement
Number of consumer products screened by CPSC Field staff through Internet surveillance activities

Definition of Performance Measure
This performance measure includes the total number of consumer products screened by CPSC Field staff through surveillance activities of consumer products sold over the Internet. This includes both new and used/resale products sold over the Internet.

Explanation or Rationale
The number of products screened over the Internet is a measure of the extent of CPSC surveillance of Internet sales of consumer products.

<table>
<thead>
<tr>
<th>Measure Targets and Prior Year Actuals</th>
<th>2010 Actual</th>
<th>2011 Actual</th>
<th>2012 Actual</th>
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</table>
### Strategic Goal

**Goal 3: Rigorous Hazard Identification**

### Strategic Objective

**3.5: Scan the marketplace regularly to determine whether previously identified significant hazards exist in similar products.**

### Goal Statement

Complete annual statistical reports characterizing injuries and fatalities associated with specific consumer product categories or hazards

### Performance Measure Statement

Number of annual reports completed on consumer product-related fatalities, injuries, and/or losses for specific hazards

### Definition of Performance Measure

The number of milestone statistical reports produced for specified product-related hazards or categories. These reports characterize the number of reported fatalities and estimated injuries and trends.

### Explanation or Rationale

Annual reports presenting statistics of the numbers of reported deaths and estimates of emergency department-treated, product-related injuries for specified product-related hazards or categories allow for trend assessments and inform management decisions and information and education campaigns.

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<tr>
<th>Measure Targets and Prior Year Actuals</th>
<th>2010 Actual</th>
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</table>

### Strategic Objective

**3.6: Increase surveillance of used and resale consumer products to identify and remove recalled products and substantial product hazards.**

### Goal Statement

Increase surveillance of the marketplace for hazardous used or resale consumer products

### Performance Measure Statement

Number of used/resale consumer products screened by CPSC Field staff

### Definition of Performance Measure

This performance measure includes the number of used/resale products screened by CPSC Field staff through surveillance activities at secondhand stores.

### Explanation or Rationale

The number of used/resale consumer products screened is a measure of the extent of CPSC surveillance of used or resale consumer products. The purpose of this performance measure is to track the results of efforts to educate the secondhand/used consumer product retail industry on the importance of ensuring that previously recalled and banned products are not being reintroduced into the consumer market.

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<tr>
<th>Measure Targets and Prior Year Actuals</th>
<th>2010 Actual</th>
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</table>
### Control ID 4.1.1

**Program** Compliance

### Strategic Goal
**Goal 4: Decisive Response**

### Strategic Objective
4.1: Expand the CPSC’s ability to conduct a full range of inspections to monitor for noncompliant and defective products.

### Goal Statement
Increase market surveillance throughout the consumer product supply chain

### Performance Measure Statement
Number of establishment inspections conducted by CPSC Field staff

### Definition of Performance Measure
The total number of establishment inspections, including inspections of importers, manufacturers, wholesalers, and retailers, conducted by CPSC Field staff

### Explanation or Rationale
The number of establishment inspections conducted is a measure of CPSC surveillance of the consumer product supply chain. Establishment inspections are one of the key enforcement tools used by the CPSC to ensure industry is manufacturing, importing, and distributing consumer products that meet federal regulations. Inspections are also the primary method the CPSC uses to conduct defect investigations involving products that may pose an unforeseen risk of serious injury or death to consumers.

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<tr>
<th>Measure Targets and Prior Year Actuals</th>
<th>2010 Actual</th>
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<td>1,116</td>
<td>1,252</td>
<td>1,000</td>
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</table>

### Control ID 4.1.2

**Program** Compliance

### Strategic Goal
**Goal 4: Decisive Response**

### Strategic Objective
4.1: Expand the CPSC’s ability to conduct a full range of inspections to monitor for noncompliant and defective products.

### Goal Statement
Increase market surveillance throughout the consumer product supply chain

### Performance Measure Statement
Percentage of products screened by CPSC Field staff resulting in violations

### Definition of Performance Measure
Number of products screened by CPSC Field staff resulting in a violation, divided by total number of products screened by CPSC Field staff

### Explanation or Rationale
The percentage of products screened is a measure of CPSC surveillance throughout the consumer product supply chain. The measure includes all consumer product screening performed by CPSC Field staff. This performance measure contributes to CPSC success by identifying previously recalled or banned products being offered for sale throughout the consumer product supply chain and by stopping such sales through appropriate compliance enforcement.

<table>
<thead>
<tr>
<th>Measure Targets and Prior Year Actuals</th>
<th>2010 Actual</th>
<th>2011 Actual</th>
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<td>Baseline</td>
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</table>
Control ID | Program
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4.1.3 | Hazard

**Strategic Goal**

**Goal 4: Decisive Response**

**Strategic Objective**

4.1: Expand the CPSC’s ability to conduct a full range of inspections to monitor for noncompliant and defective products.

**Goal Statement**

Maintain and enhance capabilities for increased sample processing at the NPTEC by Laboratory Sciences

**Performance Measure Statement**

Total number of items/component parts from samples tested at NPTEC for specific standards and regulations

**Definition of Performance Measure**

The total number of items and component parts from samples that are tested to various standards at the CPSC’s National Product Testing and Evaluation Center (NPTEC) by Laboratory Sciences (LS) staff during the reporting period

**Explanation or Rationale**

This provides an indirect measure for LS’s value added to the compliance and hazard reduction process (e.g. LS’s ability to evaluate a wide range and large quantity of products allows for enforcement activity based on finding noncompliant and defective products).

<table>
<thead>
<tr>
<th>Measure Targets and Prior Year Actuals</th>
<th>2010 Actual</th>
<th>2011 Actual</th>
<th>2012 Actual</th>
<th>2013 Target</th>
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<td></td>
<td>30,845</td>
<td>32,705</td>
<td>40,066</td>
<td>36,000</td>
<td>37,000</td>
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</table>

Control ID | Program
--- | ---
4.3.1 | Compliance

**Strategic Goal**

**Goal 4: Decisive Response**

**Strategic Objective**

4.3: Increase the efficiency and speed of recalls of noncompliant and defective products.

**Goal Statement**

Improve timeliness of investigating potential unregulated hazards and negotiating corrective actions

**Performance Measure Statement**

Percentage of all cases for which the preliminary determination is made within 85 business days of the case opening

**Definition of Performance Measure**

The number of cases for which the Preliminary Determination (PD) has been made within the fiscal year or reporting period and it was made within 85 business days of the case opening divided by the number of cases for which a PD has been made within the fiscal year or reporting period

**Explanation or Rationale**

The percentage of cases that result in PDs within 85 business days of the case opening is a measure of the timeliness of CPSC case work, and it contributes to the efficiency and speed of recalls for noncompliant and defective products.

<table>
<thead>
<tr>
<th>Measure Targets and Prior Year Actuals</th>
<th>2010 Actual</th>
<th>2011 Actual</th>
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<td>70%</td>
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</table>
### Control ID 4.3.2
#### Program Compliance

**Strategic Goal**

**Goal 4: Decisive Response**

**Strategic Objective**

4.3: Increase the efficiency and speed of recalls of noncompliant and defective products.

**Goal Statement**

Improve timeliness of investigating potential unregulated hazards and negotiating corrective actions

**Performance Measure Statement**

Percentage of cases for which the corrective action is accepted within 60 business days of the preliminary determination

**Definition of Performance Measure**

The number of cases for which the Corrective Action Plan (CAP) is accepted within the fiscal year or reporting period and it was accepted within 60 business days of the Preliminary Determination (PD) divided by the number of cases for which a CAP has been accepted within the fiscal year or reporting period where a PD is made

**Explanation or Rationale**

The percentage of cases that result in a CAP within 60 business days of the PD is a measure of the timeliness of the CPSC’s negotiations of CAPs with companies, and it contributes to the efficiency and speed of recalls for noncompliant and defective products.

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<tr>
<th>Measure Targets and Prior Year Actuals</th>
<th>2010 Actual</th>
<th>2011 Actual</th>
<th>2012 Actual</th>
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<tr>
<td></td>
<td>96%</td>
<td>95%</td>
<td>98%</td>
<td>80%</td>
<td>80%</td>
</tr>
</tbody>
</table>

### Control ID 4.3.3
#### Program Compliance

**Strategic Goal**

**Goal 4: Decisive Response**

**Strategic Objective**

4.3: Increase the efficiency and speed of recalls of noncompliant and defective products.

**Goal Statement**

Improve timeliness of notifying firms of violative products

**Performance Measure Statement**

Percentage of cases in which the firm is notified of a violation in a timely manner

**Definition of Performance Measure**

The number of cases for which a firm was first notified of a violation within the fiscal year or reporting period and was notified within 30 business days of the date a violation was determined divided by the number of cases for which a firm was first notified of a violation within the fiscal year or reporting period

**Explanation or Rationale**

Increasing the percentage of cases in which firms receive CPSC notification within 30 business days is a measure of increased timeliness of processing violations and contributes to increasing the speed and efficiency of reconditioning and/or recall of violative products.

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<tr>
<th>Measure Targets and Prior Year Actuals</th>
<th>2010 Actual</th>
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<td>Baseline</td>
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</tbody>
</table>
Strategic Goal
Goal 4: Decisive Response

Strategic Objective
4.3: Increase the efficiency and speed of recalls of noncompliant and defective products.

Goal Statement
Reduce time to initiate Fast-Track recalls

Performance Measure Statement
Percentage of Fast-Track cases with corrective actions initiated within 20 business days

Definition of Performance Measure
The number of Fast-Track cases within the fiscal year or reporting period for which a firm initiated a Corrective Action Plan (CAP) within 20 business days of the case opening, divided by the number of Fast-Track cases opened within the fiscal year or reporting period

Explanation or Rationale
The percentage of Fast-Track cases opened that result in a CAP within 20 business days of the case opening is a measure of the timeliness with which these expedited cases move from report to resolution, and contributes to the efficiency and speed of recalls for noncompliant and defective products.

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<th>Measure Targets and Prior Year Actuals</th>
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<th>2011 Actual</th>
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<td>2010 Actual</td>
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<td>95%</td>
<td>99%</td>
<td>90%</td>
<td>90%</td>
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</table>

Strategic Objective
4.4: Reduce the time it takes to inform consumers and other stakeholders of newly identified hazards and the appropriate actions to take.

Goal Statement
Timely release of press releases announcing product recalls

Performance Measure Statement
Average number of days from first draft of recall press release completed to recall press release issued

Definition of Performance Measure
Sum of number of business days it takes to issue each recall press release divided by number of press releases

Explanation or Rationale
Reducing the average time it takes to issue press releases announcing product recalls gets product hazard information to consumers more quickly, thereby reducing the risk of further injuries or deaths.

<table>
<thead>
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<th>Measure Targets and Prior Year Actuals</th>
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<td>Baseline</td>
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</table>
Control ID 4.5.1

Strategic Goal
Goal 4: Decisive Response

Strategic Objective
4.5: Hold violators accountable for hazardous consumer products on the market by utilizing enforcement authorities.

Goal Statement
Improve timeliness of referral to the CPSC's OGC for review of firm's timely reporting pursuant to section 15 (b)

Performance Measure Statement
The percentage of compliance defect investigation cases referred within 10 business days to OGC for review of firms' timely reporting pursuant to Section 15(b)

Definition of Performance Measure
The number of Compliance Defect Investigation cases that are referred to the Office of the General Counsel (OGC) within 10 business days of acceptance of an adequate Corrective Action Plan (CAP) divided by the total number of Compliance Defect Investigation cases referred to the OGC for review. This measure tracks data on Compliance Defect Investigation cases only, and not Compliance Regulatory Enforcement cases.

Explanation or Rationale
Under the Consumer Product Safety Act, stakeholders have certain statutory reporting obligations when a product they produce or distribute contains a defect that presents or could present a significant risk of injury. CPSC Compliance Officers, during the investigation of those reports as well during investigations initiated by staff where there is no report, review the firm's report or non-report. When a CAP is negotiated and accepted, Compliance staff formally refers the case to the OGC when there is reason to believe that a failure by the stakeholder to report in a timely manner has occurred. Compliance Officers refer a Compliance Defect Investigation case to the OGC so that they can review the file and determine whether the firm reported under Section 15(b) as required. Referring cases to the OGC for follow up review in a timely manner contributes to the CPSC's ability to hold violators accountable for hazardous consumer products in the market.

Measure Targets and Prior Year Actuals

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<th>Measure Targets and Prior Year Actuals</th>
<th>2010 Actual</th>
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<tr>
<td>5.1.1</td>
<td>Communications</td>
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**Strategic Goal**

**Goal 5: Raising Awareness**

**Strategic Objective**

5.1: Increase awareness of the CPSC to ensure the public knows where to turn for information on consumer product safety, where to report hazardous incidents, and knows about the enforcement capabilities used to address product dangers.

**Goal Statement**

Increase awareness of the CPSC and its work in improving consumer product safety

**Performance Measure Statement**

Percentage of the population that reports awareness of the CPSC

**Definition of Performance Measure**

The National Awareness Survey (NAS) will collect information about different aspects of consumer awareness of the CPSC and its work. Specific types of awareness will be selected for this performance measure, and respondents who indicate one or more of those types of awareness in their questionnaire responses will be identified as “aware.”

**Explanation or Rationale**

This is a direct measure of consumer awareness of the CPSC and its work in improving consumer product safety. The NAS will be used to gather information about consumer awareness of CPSC messages. Consumer awareness of consumer product safety issues is assumed to have a direct, positive relationship on consumer safety.

<table>
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<tr>
<th>Measure Targets and Prior Year Actuals</th>
<th>2010 Actual</th>
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<td>Baseline</td>
<td>TBD</td>
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</table>
Control ID
5.1.2

Strategic Goal
Goal 5: Raising Awareness

Strategic Objective
5.1: Increase awareness of the CPSC to ensure the public knows where to turn for information on consumer product safety, where to report hazardous incidents, and knows about the enforcement capabilities used to address product dangers.

Goal Statement
Increase the number of consumers who have acted on a CPSC safety message

Performance Measure Statement
Percentage of consumers who report acting on a CPSC safety message

Definition of Performance Measure
Number of respondents who report action based on a CPSC safety message, divided by number of respondents. The National Awareness Survey (NAS) will collect information about consumers who have acted on a CPSC safety message.

Explanation or Rationale
This is a measure of the extent to which consumers take actions based on their awareness of the CPSC and its safety messages. The assumption is that increased consumer awareness leads to increased consumer actions, which, in turn, contributes to improvements in consumer safety.

Measure Targets and Prior Year Actuals

<table>
<thead>
<tr>
<th>Measure Targets and Prior Year Actuals</th>
<th>2010 Actual</th>
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<td>Baseline</td>
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<tr>
<td>Measure Targets and Prior Year Actuals</td>
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### FY 2014 Budget Key Performance Measures Details

#### April 2013

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<th>Control ID</th>
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<tr>
<td>5.2.2</td>
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</table>

#### Strategic Goal

Goal 5: Raising Awareness

#### Strategic Objective

5.2: Provide stakeholders with easily accessible, timely, and useful safety information on consumer product hazards.

#### Goal Statement

Increase access to timely, useful safety information on consumer product hazards

#### Performance Measure Statement

Number of impressions received by consumers of CPSC safety messages (in millions)

#### Definition of Performance Measure

The number of impressions is an estimate of the number of people who are exposed to a particular CPSC safety message. This is tracked for TV viewers, newspaper readers, online and social media viewers, as well as radio listeners, billboards, area traffic, and public event attendees. CPSC safety messages are statements in traditional and new media about CPSC product safety efforts.

#### Explanation or Rationale

Increasing the number of impressions of consumer product safety messages is a measure of consumer awareness. There is a direct relationship between the number of people who are exposed to a safety message and the level of awareness in the general population of the message.

<table>
<thead>
<tr>
<th>Measure Targets and Prior Year Actuals</th>
<th>2010 Actual</th>
<th>2011 Actual</th>
<th>2012 Actual</th>
<th>2013 Target</th>
<th>2014 Target</th>
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#### Strategic Goal

Goal 5: Raising Awareness

#### Strategic Objective

5.3: Deploy targeted outreach campaigns for priority hazards and vulnerable communities.

#### Goal Statement

Improve targeted outreach campaigns conducted for priority hazards and/or vulnerable population groups

#### Performance Measure Statement

Number of impressions of CPSC safety messages on priority hazards received by consumers in vulnerable communities (in millions)

#### Definition of Performance Measure

Number of impressions received by vulnerable communities on priority hazards. “Priority hazards” include pool and spa safety, safe sleep, TV/furniture tip overs, and poison prevention. “Vulnerable communities” include minority and underrepresented population groups, such as low-income and limited English speaking audiences, and “vulnerable groups” such as children.

#### Explanation or Rationale

Increasing the number of impressions of consumer product safety messages is a measure of consumer awareness, and this measure tracks the CPSC’s work with vulnerable communities that might not otherwise receive safety messages. There is a direct relationship between the number of people who are exposed to a safety message and the level of awareness in the general population of the message.

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<thead>
<tr>
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