

About the CPSC

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

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

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

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

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

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

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

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

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

Employees by Location

One-quarter of the CPSC's workforce is stationed in the field, where staff focuses on compliance and enforcement, including inspections of imported shipments and retail establishments to identify harmful consumer products.

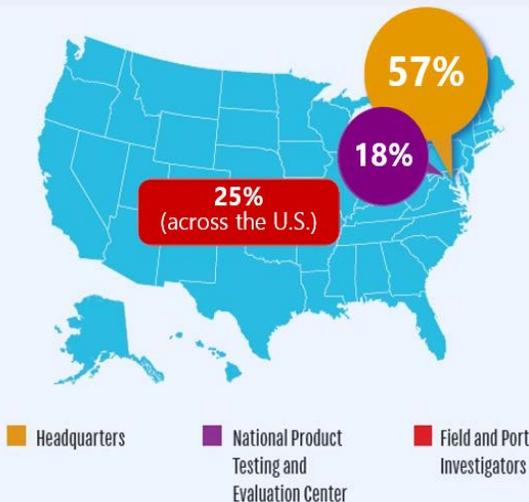


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Proposed Appropriations Language

U.S. Consumer Product Safety Commission Salaries and Expenses

For necessary expenses of the U.S. Consumer Product Safety Commission, including hire of passenger motor vehicles, services as authorized by 5 U.S.C. 3109, but at rates for individuals not to exceed the per diem rate equivalent to the maximum rate payable under 5 U.S.C. 5376, purchase of nominal awards to recognize non-federal officials' contributions to Commission activities, and not to exceed \$4,000 for official reception and representation expenses, \$123,450,000.

Executive Summary

CPSC Budget Priorities

The U.S. Consumer Product Safety Commission (CPSC) requests \$123.45 million for FY 2019. The FY 2019 Performance Budget Request (*Request*) is \$1.65 million less than the FY 2018 Current Estimate level of \$125.1 million. The FY 2019 *Request* supports the CPSC's mission of "Keeping Consumers Safe."

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

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

Summary of Changes

FY 2019 Budget Adjustments

Maintaining Current Levels

- **Pay-Annualization (\$1.6 million):** Funds are being repurposed within the baseline for the annualization of the January 2017 and January 2018 pay raises. The CPSC did not receive baseline adjustments in 2017 and 2018 appropriations to fund directed pay raises.
- **Non-Pay (\$0.9 million):** Funds are being repurposed within the baseline to account for increases in non-pay items, including interagency commitments to maintain financial management services through the Department of Transportation, as well as cost escalations for contracts, travel, rent, supplies and equipment.

Changes to Program

- **Reduce Mission Operations (-\$2.85 million):** Funds are being repurposed within the baseline from mission - related activities to offset inflationary increases in pay and non-pay, as described above. The CPSC plans to analyze and streamline personnel as part of the agency reform initiative proposals and to defer some information technology system enhancements.
- **Future Virginia Graeme Baker Pool and Spa Safety Act (VGB Act) Grants (-\$1.3 million):** The CPSC will continue to manage the VGB Act grant program using the no-year appropriations provided previously in the FY 2017 appropriations process. No future grants are available at the FY 2019 proposed level.

Table 1: Summary of Changes from the FY 2018 Current Estimate
(Dollars in thousands)

	Dollars
FY 2018 Current Estimate*	\$125,100
Maintain Current Levels:	
➤ Pay-Annualization	\$1,600
➤ Non-Pay	\$900
Changes to Program:	
➤ Reduce Mission Operations	-\$2,850
➤ Future VGB Act Grants	-\$1,300
Proposed FY 2019 CPSC Budget	\$123,450

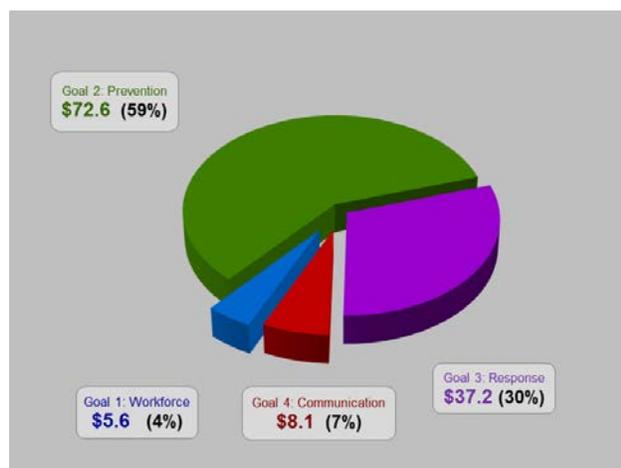
** At the time this document was being prepared, a full-year FY 2018 appropriation was not enacted, and the agency was operating under a continuing resolution. The FY 2018 current estimate in this document reflects the annualized level provided by the Continuing Appropriations Act, 2018 (Division D of Pub. Law No.115-56, as amended).*

Budget Discussion

CPSC Strategic Plan

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.” 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 the agency will implement strategies to achieve the goals outlined in the CPSC’s 2018–2022 Strategic Plan. The strategic goals are:

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



Above: CPSC FY 2019 Request by Strategic Goal (in millions)

The CPSC requests \$123.45 million for FY 2019.

Table 2: FY 2019 Request by Strategic Goal and Program Component
(Dollars in thousands)

Agency Total	FY 2019 Request		=	Goal 1 Workforce	+	Goal 2 Prevention	+	Goal 3 Response	+	Goal 4 Communication
	538 FTEs	\$123,450		\$5,596	\$72,598	\$37,147	\$8,109			
Commissioners	21	\$3,292		\$198		\$2,206		\$658		\$230
Hazard Identification	159	\$31,418		\$0		\$25,395		\$6,023		\$0
Compliance & Field	147	\$23,873		\$0		\$2,009		\$21,864		\$0
Import Surveillance	39	\$6,666		\$0		\$6,666		\$0		\$0
International Programs	7	\$1,762		\$0		\$1,385		\$0		\$377
Communications	10	\$4,217		\$0		\$0		\$0		\$4,217
Information Technology	40	\$20,138		\$976		\$15,142		\$2,956		\$1,064
General Counsel	48	\$7,747		\$476		\$5,054		\$1,587		\$630
Agency Management and Support	60	\$13,595		\$3,364		\$7,497		\$1,970		\$764
Rent/Security	0	\$9,565		\$574		\$6,409		\$1,913		\$669
Inspector General	7	\$1,177		\$8		\$835		\$176		\$158

Strategic Goal 1: Workforce (\$5.6 million)

The FY 2019 *Request* allocates \$5.6 million in support of Strategic Goal 1—**Workforce**, focused on cultivating the most effective consumer product safety workforce. The CPSC’s approach to **Workforce** involves enhancing human capital planning and alignment, increasing opportunities for professional development, and improving recruitment strategies to attract talented, diverse, and committed staff. The strategy also emphasizes increasing employee engagement by promoting and rewarding staff innovation and creativity and increasing managers’ commitment to fostering employee engagement in the workplace.

Significant Accomplishments

In FY 2017, the CPSC accomplished the following:

- Implemented a human capital analytics and reporting tool to enhance the agency’s human capital planning.
- Increased the CPSC’s Federal Employee Viewpoint Survey (FEVS) Employee Engagement Index (EEI) score to 73 percent from the prior fiscal year’s EEI score of 70 percent.
- Trained more than 56 percent of managers on the recruitment process to attract and recruit a talented, diverse, and highly effective workforce.

FY 2019 Budget Initiatives and Activities

The CPSC is a workforce-driven agency that relies on professional and technical expertise to accomplish the full depth and breadth of the agency’s mission. The FY 2019 *Request* supports the CPSC’s efforts to address many workforce challenges. The CPSC will work toward enhancing effective strategic human capital planning and alignment by implementing CPSC’s human capital strategic plan, completed during FY 2017. This will help align skills and competencies of CPSC’s workforce with the agency’s evolving mission-related needs, enabling CPSC’s workforce to perform at ever-higher levels. The agency will also develop custom dashboard reporting for the agency’s needs and train managers and administrative personnel on human capital reporting. The agency will work to achieve a 75 percent rate of hiring managers trained on recruitment; and will also work to achieve a 74 percent score for employee satisfaction with professional development opportunities and a 75 percent score for Employee Engagement Index (EEI), as reported by the Federal Employee Viewpoint Survey (FEVS).

In working toward its objective of fostering a culture of continuous development, the CPSC will establish Individual Development Plans (IDPs) for employees

and will launch an agency mentoring program. For training, the agency will deliver an agency-wide plan based on assessment and focus groups. To attract and recruit a talented and diverse workforce, the agency will increase hiring managers’ participation in the hiring process and implement the agency’s annual plan for attending career fairs. Lastly, the agency plans to increase employee engagement by implementing action plans from the Employee Engagement Initiative, implementing the agency’s maximizing employee performance plan, and providing employees training on diversity and inclusion.

Improving Employee Performance [Reform Initiative Alignment]: Consistent with White House and Office of Management and Budget (OMB) guidance on developing a “Comprehensive Plan for Reforming the Federal Government and Reducing the Federal Civilian Workforce,” the CPSC’s Agency Reform Plan (submitted to OMB in September 2017) included ways to improve the efficiency, effectiveness, and accountability. The CPSC updated its strategic plan to guide improvements to the agency’s performance management system. The new system will clarify the alignment of performance expectations and the agency’s mission, improve the rigor of expectations, and improve the communication of expected results.

Strategic Goal 2: Prevention (\$72.6 million)

The FY 2019 *Request* allocates \$72.6 million to Strategic Goal 2—**Prevention**, focused on stopping hazardous products from reaching consumers. The agency educates manufacturers on safety requirements and collaborates with foreign counterparts to help build safety into consumer products. The CPSC works with standards development organizations (SDOs) to create and strengthen voluntary standards for consumer products. This involves building consensus through engagement among relevant stakeholders outside the agency. The CPSC develops new mandatory regulations, when necessary, and consistent with statutory authority, in response to identified product hazards.

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

Significant Accomplishments

In FY 2017, the CPSC accomplished the following:

- Collaborated with industry leaders, consumer advocates, and other stakeholders on 76 consensus voluntary standard activities to improve consumer product safety practices across a wide range of consumer products.
- Cleared 99.8 percent of imported shipments within 1 business day at U.S. ports of entry to help facilitate legitimate commercial trade.
- Collaborated with manufacturers and other stakeholders to improve high-energy battery safety. Conducted a highly successful battery seminar in Shenzhen, China, attended by 125 representatives of the leading lithium-ion battery makers. Additionally, collaborated on safety information and standards with the Battery Safety Council, Lithium Battery Interagency Coordination Group, industry groups, and voluntary standards developers.
- Delivered consumer product safety seminars for more than 200 key furniture and apparel industry representatives and 90 government product safety officials in Malaysia, Indonesia, and Vietnam.

FY 2019 Budget Initiatives and Activities

The FY 2019 budget initiatives and activities to contribute to consumer product safety funded by this *Request* include:

Risk Assessment Methodology (RAM)/Import Surveillance: The agency will continue to emphasize import surveillance by operating the RAM targeting system to identify and stop noncompliant or defective imported products from entering the U.S. marketplace. Currently, the agency is working with U.S. Customs and Border Protection (CBP) and other federal partners to expand incrementally RAM functionality to include the Participating Government Agencies' (PGAs') two-way messaging features. Two-way messaging enables the CPSC and CBP to coordinate electronically detention requests, examination findings, and disposition results to improve import safety efforts at U.S. ports. We have no additional development or enhancement work on the RAM planned at the FY 2019 *Request* level; we will defer any required development work until future years.

Port Presence: Currently, the CPSC staffs approximately 6 percent of U.S. ports, covering about 62 percent of all consumer product import entry lines. In FY 2019, the CPSC will continue co-locating staff with CBP officers at ports to identify and take action on noncompliant consumer product imports and expedite clearance and entry of compliant consumer product cargo, benefiting compliant industry groups. The CPSC is currently evaluating the percentage of ports where CPSC can provide coverage at the FY 2019 President's Request level.

Informed Compliance Inspection (ICI) Education and Outreach: Providing outreach and education to the trade community continues to be an important part of CPSC's FY 2019 strategy in working toward preventing hazardous products from reaching consumers. As part of this work, the CPSC conducts voluntary ICIs with first-time violators to provide information and resources so that future importations comply with CPSC regulations.

International Outreach and Education: As part of its strategy to address the growing complexity and risk associated with additional global sources of production, the CPSC works to reduce the number of recalls through outreach to, and education of, foreign

manufacturers and regulators. The agency provides education and exchange of best practices to help ensure that foreign suppliers meet U.S. safety requirements. This reduces the need for remedial action or recalls later, benefiting both the U.S. consumer and the manufacturer. In FY 2019, the agency will use its international presence by representing the U.S. government at international forums on product safety, expanding training for international suppliers and buyers on behalf of U.S. importers, collaborating with foreign regulators, bilaterally and multilaterally on current hazards with global significance, and conducting international exchanges with foreign consumer product safety regulatory agencies.

National Electronic Injury Surveillance System

(NEISS): The CPSC collects information on product-related injuries treated in hospital emergency departments (EDs) through the NEISS. This system provides statistically valid national estimates of product-related injuries from a probability sample of hospital EDs and identifies safety issues that may require additional analysis or corrective action. The CPSC collects NEISS data through a national network of healthcare providers under contract with the CPSC and uses the data to identify safety issues that may require additional analysis or corrective action. Other government agencies, consumer advocate organizations, and medical journals also use NEISS data. In FY 2017, the CPSC collected and reviewed 788,736 NEISS reports.

Hazards Research Collaborations and Testing:

The CPSC relies extensively on the data-driven, technical hazards analysis capabilities of the agency to direct national consumer product-safety policy and identify emerging, high-risk, consumer product safety risks. Often, CPSC accomplishes this analysis through research collaborations, working with other government partners, and using the intrinsic technical capabilities of the agency. Applied research projects develop test methods, identify causes for safety incidents, characterize harmful effects, and develop performance requirements to address emerging hazards. The resources to conduct this applied research and analysis are increasingly strained as the pace of new product development has increased, new markets emerge, existing types of products evolve, and consumer interaction behaviors change. At this requested level, there is insufficient resources to conduct applied research and analysis for all known

consumer product categories and some priority work must be deferred to future years.

In addition, the CPSC's National Product Testing and Evaluation Center (NPTEC) provides the technical capability to test and analyze consumer product samples collected by the agency to ascertain whether a risk is present arising from a defect or compliance violation. In FY 2019, a number of key analytical capital equipment items are due for life-cycle replacement, including handheld Fourier Transform Infrared Spectrophotometers (FTIR), deployed both at the NPTEC and at ports, a Gas Chromatograph/Mass Spectrometer (GC/MS) in the chemistry laboratory, an Infrared Camera and Multi-Component Gas Analyzers in the flammability laboratory, a tension tester in the general mechanical lab, and the All-Terrain Vehicle (ATV) Data Acquisition System. The CPSC will also continue testing on rechargeable high-energy density batteries and ATVs. The CPSC will continue supporting nanotechnology research, coordinating with other federal agencies to extend limited agency resources by leveraging other research efforts.

Provide Training and Support Activities in China:

The CPSC works closely with China's businesses and government. Specifically, the CPSC conducts outreach to Chinese consumer product suppliers to the U.S. market and coordinates with the Chinese government's product safety authorities and other industry stakeholders throughout East Asia. In FY 2019, the CPSC's planned work in China includes continuing its series on "Design for Safety" training seminars, producing new episodes of a product safety video series for Chinese manufacturers, and providing training and support for the Chinese government and Chinese industries.

Voluntary Standards: The CPSC participates in the voluntary standards process to reduce the risks associated with hazardous consumer products. The CPSC's statutory authority requires the agency to rely on voluntary standards, rather than promulgate mandatory standards, if compliance with a voluntary standard would eliminate or adequately reduce the risk of injury identified, and it is likely that there will be substantial compliance with the voluntary standard. A consensus process coordinated by SDOs develops voluntary standards for consumer products. For FY 2019, the CPSC plans to participate actively in 71 voluntary standards activities [see Voluntary Standards table on pp. 19-21].

Mandatory Standards: Absent the criteria described above for voluntary standards, the agency has the authority to promulgate mandatory standards. The CPSC will continually evaluate the rulemaking agenda and focus the agency's resources on the highest-priority consumer product safety risks. As part of the mandatory standards work, the CPSIA requires new regulations and mandates to improve consumer product safety. The Danny Keysar Child Product Safety

Notification Act (Section 104 of the CPSIA) requires the Commission to study and develop safety standards for at least two durable infant or toddler products every 6 months. CPSIA-mandated rulemaking is ongoing, and the agency will consider four CPSIA Section 104 draft final rules (FRs) in FY 2019. The CPSC will also consider a draft NPR for crib mattresses [see Mandatory Standards table on pp. 22-23].

Strategic Goal 3: Response (\$37.2 million)

The FY 2019 *Request* allocates \$37.2 million in support of Strategic Goal 3—**Response**, focused on responding quickly to address hazardous consumer products, both in the marketplace and with consumers. The CPSC will continue to prioritize reviewing product safety data and acting quickly to remove hazardous products from the marketplace, as necessary. As part of the **Response** activities, the CPSC works with consumers and other interested parties to increase the number of consumers receiving recall notices directly from the CPSC and with recalling firms and retailers to improve the overall effectiveness of the recall effort.

Significant Accomplishments

In FY 2017, the CPSC accomplished the following:

- Hosted a 1-day Flammable Fabrics Act (FFA) Children's Sleepwear Seminar, bringing together CPSC staff and stakeholders (manufacturers, importers, retailers, designers, suppliers, legal counsel, testing laboratories, and other interested parties) to discuss current requirements, including testing and certification of children's sleepwear products.
- Conducted a public workshop on recall effectiveness with attendance from a variety of stakeholders, including manufacturers, retailers, consumer advocates, industry associations, law firms, and a test laboratory. CPSC plans to use the information from this workshop to evaluate, make recommendations, and improve CPSC processes and procedures to increase recall effectiveness.
- Participated at the Safe Kids Worldwide PREVCON conference with more than 500 attendees, ranging from members of Safe Kids coalitions and global networks, to health, safety and injury prevention professionals. Provided safety exhibit and supplied attendees with CPSC's safety messages and numerous other safety resources.

FY 2019 Budget Initiatives and Activities

The FY 2019 budget initiatives and activities to contribute to effective response funded by this *Request* include:

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

Field Investigations: Currently, the CPSC has field investigators and other field staff located in 37 states. The field staff is responsible for carrying out investigative, compliance, consumer information, and marketplace surveillance activities within their geographic areas. The field staff conducts inspections of manufacturers, importers, wholesalers, and retailers and is a key industry outreach conduit to encourage compliance with the laws and regulations administered by the CPSC. The field staff coordinates with federal, state, and local government offices to identify consumer product-related incidents, conducts on-site investigations of incidents involving serious injuries or deaths, and routinely screens the retail marketplace and Internet websites for dangerous products, new and used. Field investigators also provide support by intermittently covering ports of entry, as resources permit, where the CPSC does not have a permanent physical presence.

Review and Evaluate Workforce Structures

[Reform Initiative Alignment]: As part of the Agency Reform Plan, the CPSC is reviewing business processes, technology enhancements, and staffing alignment between the personnel in the Office of Import Surveillance and the Field Operations Division within the Office of Compliance. The current structure of those organizations is complementary. Field staff is located throughout the United States, responding to reported incidents and investigating incidents when a consumer is injured or a death occurs. The agency's port staff surveils incoming shipments of consumer products using the RAM targeting system and stops noncompliant, hazardous products from entering the United States. The CPSC has a physical presence at approximately 6 percent of ports. As a collateral assignment, field staff on an as-needed basis, investigate imported shipments at ports where the CPSC does not have a physical presence. The agency plans to review and evaluate the workforce structure of the Field and Import staff and assess whether cross-training and strategic geographic placement of domestic compliance investigators could maintain and/or expand port surveillance coverage ratios at the *Request* level. In FY 2019, CPSC will address results from its analysis and review activities.

Recall Effectiveness: Sometimes a product hazard in the marketplace, necessitates a product recall by the manufacturer. To remove hazardous products quickly from the marketplace, the CPSC seeks to reduce the time needed to conduct investigations and negotiate corrective actions, as well as to notify firms of violative or potentially hazardous products. Industry can

participate in the CPSC's streamlined recall process through the Fast-Track recall program. In FY 2019, the CPSC will work toward further improving recall effectiveness by working with stakeholders to explore improved direct-to-consumer communication tools and technologies.

VGB Act Grant Program: The VGB Act Grant Program is intended to support qualifying state and local governments that establish requirements for proper suction outlet covers, back-up anti-entrapment

systems, and fencing for public and residential pools and spas. The FY 2017 Consolidated Appropriations Act included \$1.3 million, available until expended, to fund grants as established by the VGB Act, Public Law No. 11-140, Title XIV. Currently in FY 2018, the CPSC is soliciting for new VGB grant proposals using the unobligated prior years' appropriations, and completing work on grants awarded in FY 2016. The CPSC will not be able to accommodate the issuance of additional VGB grants in FY 2019 at the *Request* level.

Strategic Goal 4: Communication (\$8.1 million)

The FY 2019 *Request* allocates \$8.1 million in support of Strategic Goal 4—**Communication**, focused on communicating useful information quickly and effectively to inform better decision making. The CPSC uses a wide array of communication channels and strategies to provide timely, targeted information about consumer product safety to the public, industry, and other stakeholders. The agency disseminates safety messages through workshops and training sessions; listserv messages; press releases; public service announcements and video news releases; newspaper, radio, and TV interviews; and increasingly, social media. The CPSC will improve the usefulness and availability of safety messages by collecting and analyzing data and designing and applying new and innovative communication tools. Dissemination of more useful and timely consumer product safety information will result in a stronger agency brand, the ability to communicate in mobile environments, and the ability to explore micro-targeting to reach the most at-risk populations. An additional element of the CPSC's **Communication** strategy involves strengthening collaborations with stakeholder groups, including other government agencies and nonprofit organizations. This may include collaboration on information and education campaigns on product safety.

Significant Accomplishments

In FY 2017, the CPSC accomplished the following:

- Expanded the Neighborhood Safety Network (NSN), a grassroots communications outreach program targeted towards hard-to-reach and underserved consumers, from its member base of 3,000 organizations in FY 2009 to 8,000 in FY 2017.
- Received more than 76,000 consumer calls in FY 2017 to the CPSC Hotline (800-638-2772). Consumers can contact the CPSC directly to speak with live operators at the Hotline for information and assistance related to consumer product safety issues and to file incident reports.
- Conducted 24 public information campaigns on targeted consumer product safety hazards and four campaigns on priority hazards. Among the campaigns were *Pool Safely*, a national public education campaign that works with partners around the country to reduce child drownings and entrapments in swimming pools and spas, and *Anchor It!*, a national campaign to educate parents and caregivers about TV and furniture tip-over dangers in the home.
- Increased Web traffic with more than 11,500 views in FY 2017 of the "Regulatory Robot," an interactive resource to help small businesses identify important product safety requirements launched by CPSC in FY 2016.*

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

FY 2019 Budget Initiatives and Activities

The FY 2019 budget initiatives and activities to contribute to Communication funded by this *Request* include:

Public Information and Education Campaigns:

Consumers, safety advocates, industry, and state and local government agencies need high-quality information about consumer product safety. Consumers need safety information to make 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. State and local government agencies need high-quality information to establish new safety requirements that advance consumer safety. In FY 2019, CPSC will strive to provide our stakeholders with high-quality information and accurate data.

Small Business Ombudsman (SBO): In FY 2019, the CPSC will continue with its outreach to small businesses to help guide them through federal product safety laws and rules. These outreach efforts are an important component of the agency's education and compliance strategy. The CPSC's SBO is the dedicated contact for small businesses and provides information and guidance tailored to small businesses. The SBO continues to develop "plain English" regulatory guidance, webinar series, in-person presentations, and technology enhancements in an easy-to-understand format for manufacturers and retailers. To help address questions from small businesses that were previously handled through individualized phone calls to CPSC staff, in January 2016, the CPSC released the "Regulatory Robot," an interactive tool to help small businesses determine how to comply with CPSC's safety requirements.

Internet and Social Media: The CPSC uses a variety of platforms to reach the public, including various websites (CPSC.gov, SaferProducts.gov, PoolSafely.gov and AnchorIt.gov); social media; email alerts; and

videos. The CPSC posts recalls and press releases in an RSS feed format, which allows blogs, TV stations, and other media to obtain information from CPSC websites, and, in seconds, have the information posted on their websites. In FY 2019, the CPSC will continue to have a strong social media and Web presence as a key component of achieving CPSC's safety mission.

Media: In FY 2019, the CPSC will continue working to engage the media to generate coverage for major recalls and safety campaigns, including drowning prevention, fireworks injury prevention, holiday toy and decoration safety, residential fires, and furniture and TV tip-over prevention, among others.

Consumer Hotline: The CPSC's customer service Hotline (1-800-638-2772) is a much relied upon service by the public, businesses, and consumers. In FY 2017, the CPSC customer service Hotline received and responded to more than 76,000 calls and approximately 5,000 emails. The Hotline collected more than 1,700 incident reports and processed 156,000 safety material orders. The CPSC will continue to operate the Hotline in FY 2019. Consumers are encouraged to contact the Hotline for information and assistance related to consumer product safety issues and to file incident reports.

Strategic Crosscutting Priorities

The CPSC's 2018–2022 Strategic Plan identified four crosscutting strategic priorities that are integral to enabling the mission: Operation Excellence, Data Collection and Analysis, Information Technology (IT), and Internal and External Collaboration. The themes are fundamental to “the way the CPSC works” and how the agency will achieve the Strategic Plan goals.

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

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

Information Technology: The CPSC's many IT applications and systems automate agency business processes and improve efficiency. The CPSC's IT systems collect and store critical consumer product safety-related data, and facilitate timely retrieval and analysis of data by the agency, as well as by consumers, businesses, and other federal, state, and local agencies. IT projects at the agency support several centralized CPSC database systems that contain information vital to identifying and responding to consumer product hazards and preventing hazardous products from reaching consumers. The CPSC consistently looks for ways to improve the quality, transparency, reliability, and availability of data essential for achieving the agency's strategic objectives, goals, and mission. Improvements to agency-wide data integration and management approaches can create better alignment between hazard identification and the reduction of unreasonable risks to consumers, while also enabling the agency to explore the many types of information available and their interrelationships. Linkages between hazard data and outcomes/interventions can inform predictive modeling to identify the need for interventions sooner. The agency is also exploring data on consumer product use, which is a primary determinant of opportunities for injury or death.

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

Internal and External Collaboration: Improved internal collaboration and working effectively across teams, offices, and projects are essential to CPSC's success in achieving the objectives of the strategic plan. Effective teamwork and internal communication are especially important, given the CPSC's relatively small size (slightly more than 500 employees) and broad responsibilities because agency personnel must often work across offices to accomplish tasks. The CPSC has a history of working effectively and collaboratively with many types of external organizations to achieve strategic outcomes, including consumer advocacy organizations and groups, manufacturers' associations and trade groups, voluntary standards organizations, federal agencies, state and local governments, and foreign governments.

Significant Accomplishments

In FY 2017, the CPSC accomplished the following:

- Received the Certificate of Excellence in Accountability Reporting (CEAR) award for the Agency Financial Report (AFR) for the second year running.
- Published the agency's first Information Resource Management (IRM) Strategic Plan. The IRM Strategic Plan organizes all information technology and information management strategic objectives and operating plan activities into a unified balanced scorecard framework to help align efforts and improve awareness.
- Collaborated internally across organizations to transition successfully from the prior proprietary Risk Assessment Methodology (RAM 1.0) system for import targeting to RAM 2.0, which is an open-source, non-proprietary solution that reduces operational costs, increases functionality, and can more readily be enhanced to provide greater automation and new features.

FY 2019 Budget Initiatives and Activities

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

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

IT Security: CPSC has made steady progress in improving its ability to maintain a secure IT environment and comply with the Federal Information Security Management Act (FISMA) but there is still work to be done. The CPSC will update and approve major applications' security documentation; resolve identified security vulnerabilities; and establish a National Institute of Standards and Technology (NIST) cybersecurity framework that integrates Enterprise Risk Management (ERM).

Consolidate Data Analytics Process [Reform Initiative Alignment]: The CPSC is a data-driven agency. Collection and analysis of high quality data are essential to the successful achievement of the CPSC's mission. The data CPSC collects and the way data are analyzed are largely a product of each

individual organization that collects and uses the data for its mission purpose. This organization-centric approach results in enterprise-level constraints to data management and use and potential duplication of analytic tools. As part of the Agency Reform Plan, the agency established an enterprise data management working group to study compartmentalization of data systems, identify enterprise data analysis tools for use across organizations and program responsibilities, and evaluate the existing organization structures. The working group will make recommendations, and the CPSC will execute an approved plan to optimize the collection, use, and predictive power of its data across the agency.

Expanded Shared Services [Reform Initiative Alignment]: The CPSC already uses administrative shared services to deliver financial management reporting and systems, travel, human resources systems, payroll, and overflow acquisition support services. As part of the reform initiative, the CPSC is analyzing areas to expand the use of shared services to increase efficiency, reduce personnel turnover risk in hard-to-fill positions, reduce technology obsolescence risk, and improve internal controls. Areas where the agency is studying shared services expansion include acquisition systems and support services, integration of acquisition and financial management systems within a single shared services provider, and expanding the use of cloud-based services in lieu of CPSC owned hardware. In FY 2019, CPSC will address results from its analysis and review activities.

Facilities Services: In FY 2019, the CPSC will continue to operate in three General Services Administration- (GSA) leased facilities: the CPSC Headquarters, the National Product Testing and Evaluation Center (NPTEC), and the Sample Storage Warehouse facility. No additional leases are being contemplated for FY 2019.

Table 3

Program and Financing Schedule

(Dollars in millions)

	<u>FY 2017</u> <u>Actuals</u>	<u>FY 2018</u> <u>Estimate</u>	<u>FY 2019</u> <u>Request</u>
Obligations by Program Activity:			
Consumer Product Safety Commission	\$125	\$125	\$123
Direct program activities, subtotal	\$125	\$125	\$123
Reimbursable program	\$3	\$3	\$3
<i>Total new obligations</i>	\$128	\$128	\$126
Budgetary Resources:			
Unobligated balance:			
Unobligated balance brought forward, Oct 1	\$1	\$2	\$2
Budget authority:			
Appropriations, discretionary:			
Appropriation	\$126	\$125	\$123
Spending authority from offsetting collections, discretionary:			
Collected	\$3	\$3	\$3
Budget authority (total)	\$129	\$128	\$126
<i>Total budgetary resources available</i>	\$130	\$130	\$128
Change in Obligated Balance:			
Obligated balance, start of year (net):			
Unpaid obligations, brought forward, Oct 1 (gross)	\$37	\$35	\$34
Obligations incurred, unexpired accounts	\$128	\$128	\$126
Obligations incurred, expired accounts	\$1		
Outlays (gross)	-\$129	-\$128	-\$126
Recoveries of prior year unpaid obligations, expired	-\$2		
Obligated balance, end of year (net):			
<i>Unpaid obligations, end of year (gross)</i>	\$35	\$35	\$34
Budget Authority and Outlays, net:			
Discretionary:			
Budget authority, gross	\$129	\$128	\$126
Outlays, gross:			
Outlays from new discretionary authority	\$101	\$102	\$101
Outlays from discretionary balances	\$28	\$26	\$26
Outlays, gross (total)	\$129	\$128	\$127
Offsets against gross budget authority and outlays:			
Offsetting collections (collected) from:			
Federal sources	-\$3	-\$3	-\$3
<i>Budget authority, net (total)</i>	\$126	\$125	\$123
<i>Outlays, net (total)</i>	\$126	\$125	\$124

Table 4

Object Classification Schedule and Personnel Summary

(Dollars in millions)

	<u>FY 2017</u>	<u>FY 2018</u>	<u>FY 2019</u>	
	<u>Actuals</u>	<u>Estimate</u>	<u>Request</u>	
Direct Obligations:				
11	Personnel Compensation	\$61	\$61	\$61
12	Personnel Benefits	18	18	18
21	Travel and Transportation of Persons	1	1	1
23	Rent, Communications, and Utilities	10	10	10
24	Printing and Reproduction	0	0	0
25	Other Services	32	31	30
26	Supplies and Materials	1	1	1
31	Equipment	2	2	2
41	Grants	0	1	0
99	<i>Subtotal, Direct Obligations</i>	<u>\$125</u>	<u>\$125</u>	<u>\$123</u>
Reimbursable Obligations:				
		<u>\$3</u>	<u>\$3</u>	<u>\$3</u>
Total Obligations:				
99.9	Total Obligations	<u><u>\$128</u></u>	<u><u>\$128</u></u>	<u><u>\$126</u></u>
Personnel Summary:				
Total Direct Compensable Work Years:				
	Full-Time Equivalent Employment	552	545	538

Table 5
CPSC FTEs by Organization

	<u>FY 2017</u> <u>Actuals</u>	<u>FY 2018</u> <u>Estimate</u>	<u>FY 2019</u> <u>Request</u>
Chairman & Commissioners	21	21	21
Hazard Identification and Reduction	163	159	159
Compliance and Field Operations	155	151	147
Import Surveillance	42	42	39
International Programs	7	7	7
Communications	10	10	10
Information Technology	40	40	40
General Counsel	48	48	48
Agency Management and Support *	59	60	60
Inspector General	7	7	7
Total	552	545	538

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

Table 6

Inspector General Budget Request

(Dollars in thousands)

In compliance with the Inspector General Act, as amended, the following information is presented:

<u>Resource</u>	<u>FY 2017 Actuals</u>	<u>FY 2018 Estimate</u>	<u>FY 2019 Request</u>
FTEs	7	7	7
Salaries & Expenses	\$1,008	\$1,022	\$1,041
Contracts & Operating Expenses	\$111	\$121	\$121
Training	\$15	\$15	\$15
Total Amount	\$1,134	\$1,158	\$1,177

The CPSC Inspector General (IG) certifies that the amount requested for training satisfies all known IG training requirements for FY 2019 and that, in accordance with procedures developed by the Council of the Inspectors General on Integrity and Efficiency (CIGIE), the sum of \$2,622.40 will be set aside out of "Contracts and Operating Expenses" to provide the resources necessary to support CIGIE through the annual dues paying process.

Voluntary Standards Summary

Definition

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

CPSC’s Statutory Requirement

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

Voluntary Standards Process & CPSC Participation

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

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

FY 2019 Activities

The table on the next page lists voluntary standards activities for FY 2019.

Key to Table
<ul style="list-style-type: none"> • Denotes active participation in related voluntary standards activities.

Voluntary Standards Table

Product		FY 2018 Op Plan	FY 2019 Request
Voluntary Standards Activities Related to Existing CPSC Regulations Issued Under the CPSIA, as amended by Pub. L. No. 112-28, and including the Danny Keysar Child Product Safety Notification Act (Section 104 of the CPSIA)			
1	ATVs (All-Terrain Vehicles)	•	•
2	Bassinets/Cradles	•	•
3	Bed Rails (Children's)	•	•
4	Bedside Sleepers	•	•
5	Carriages and Strollers	•	•
6	Child Frame Carriers	•	•
7	Children's Folding (Youth) Chairs and Stools	•	•
8	Commercial Cribs	•	•
9	Full-Size Cribs	•	•
10	Handheld Infant Carriers	•	•
11	Infant Bath Seats	•	•
12	Infant Bath Tubs	•	•
13	Infant Bouncers	•	•
14	Infant Slings (Sling Carriers)	•	•
15	Infant Swings	•	•
16	Infant Walkers	•	•
17	Non-Full-Size Cribs and Play Yards	•	•
18	Portable Hook-on Chairs	•	•
19	Soft Infant and Toddler Carriers	•	•
20	Toddler Beds	•	•
21	Toys	•	•
Voluntary Standards Activities Related to Existing CPSC Regulations			
22	Child-Resistant Packaging	•	•
23	Fireworks	•	•
24	Gasoline Containers, Child Resistance	•	•
25	Swimming Pools/Spas Drain Entrapment	•	•
26	Swimming Pools/Spas Safety Vacuum Relief System	•	•
Voluntary Standards Activities Related to Petitions			
27	Adult Portable Bed Rails	•	
28	Candles and Candle Accessories	•	•
29	Torch Fuel Containers	•	
Voluntary Standards Activities Related to Ongoing Rulemakings Under CPSIA, as amended by Pub. L. No. 112-28, and including the Danny Keysar Child Product Safety Notification Act (Section 104 of the CPSIA)			
30	Booster Seats	•	•
31	Changing Tables	•	•
32	Crib Bumpers (Infant Bedding)	•	•
33	Crib Mattresses (include Supplemental and Aftermarket Mattresses)	•	•
34	High Chairs	•	•
35	Infant Gates and Other Enclosures	•	•
36	Infant Inclined Sleep Products	•	•
37	Stationary Activity Centers	•	•
Voluntary Standards Activities Related to Ongoing or Potential Rulemaking Activities			
38	Flame Mitigation Devices (FMDs) on Disposable Fuel Containers (formerly "Flammable Liquids (Material Handling) (now includes Fuel Gels)")	•	•
39	Furnaces (CO Sensors)	•	•
40	Furniture Tip-overs	•	•
41	Portable Fireplaces	•	•
42	Portable Generators	•	•
43	Power Equipment (Table Saws)	•	•
44	Recreational Off-Highway Vehicles (ROVs)	•	•
45	Upholstered Furniture	•	•
46	Window Coverings	•	•

Product		FY 2018 Op Plan	FY 2019 Request
Other Planned Voluntary Standards Activities			
47	Bath Tubs (Adult)	•	•
48	Batteries, Fire (High Energy Density)	•	•
49	Batteries, Ingestion (Button)	•	•
50	Carbon Monoxide (CO) Alarms	•	•
51	Clothes Dryers	•	•
52	Electric Fans		•
53	Flammable Refrigerants	•	•
54	Gasoline Containers FMDs	•	•
55	Inflatable Play Devices	•	
56	Laundry and Dishwasher Packets	•	•
57	LP Gas Outdoor Fire Pit	•	•
58	Methylene Chloride Labeling Task Group under F15	•	
59	Nanotechnology	•	•
60	National Electrical Code	•	•
61	Non-Integral Firearm Locking Devices	•	•
62	Phthalate Testing Methods	•	
63	Playground Equipment (Home)	•	•
64	Playground Equipment (Public)	•	•
65	Playground Surfacing	•	•
66	Pools, Portable Unprotected (Child Drowning)	•	•
67	Pressure Cookers	•	•
68	Recreational Headgear	•	•
69	Safety Locks and Other Household Child-inaccessibility Devices	•	•
70	Self-balancing Scooters and Light Electric Vehicles	•	•
71	Smoke Alarms	•	•
72	Sports Protective Gear	•	•
73	Spray Polyurethane Foam Insulation	•	•
74	Tents	•	
75	Trampoline Parks and Adventure Attractions	•	•
76	Washing Machines	•	•
77	Youth-Resistant Firearm Security Containers	•	•
Grand Total		76	71

Mandatory Standards Summary

Definition

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

CPSC's Statutory Requirement

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

FY 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.

Note: The terms ANPR, NPR, FR, and 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.

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

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

Mandatory Standards Table

Items by Major Categories		FY 2018 Op Plan	FY 2019 Request
CPSIA, as amended by Pub. L. No. 112-28, and including Section 104, the Danny Keysar Child Product Safety Notification Act			
	ATVs – Conspicuity	FR	
	ATVs – Other	DA/TR	DA/TR
	Booster Seats	FR	
	Changing Tables	FR	
	Children’s Folding (Youth) Chairs and Stools	FR	
	Consumer Registration Requirement for Crib Bumpers and Crib Mattresses (include Supplemental and Aftermarket)	NPR	FR
	Crib Bumpers	NPR	FR
	Crib Mattresses (include Supplemental and Aftermarket)	DA/TR	NPR
	Gates and Other Enclosures	NPR	FR
	High Chairs	FR	
	Infant Inclined Sleep Products	FR	
	Stationary Activity Centers	NPR	FR
Rule Review			
	Fireworks	FR	
	Lead	DA/TR	DA/TR
Other Ongoing or Potential Rulemaking-Related Activities			
	Adjudicative Rules (OGC ⁴)		FR
	Adult Portable Bed Rails Petition	BP	
	Bedclothes Flammability	DA/TR	BP
	Burden Reduction/Assure Compliance	FR	
	F963 Toys	BP, DFR	
	Furnaces (CO Sensors)		ANPR
	Furniture Tip-Over	NPR	FR
	Garage Door Operators	DFR	
	Magnet Sets	DA/TR	
	Methylene Chloride Petition	BP	
	Organohalogens Petition	DA/TR	DA/TR
	Portable Fireplaces	DA/TR	DA/TR
	Portable Generators	DA/TR	FR
	Recreational Off-Highway Vehicles (ROVs)		DA/TR
	Substantial Product Hazard List – 15(j) Rule	DA/TR	DA/TR
	Table Saws	DA/TR	FR
	Upholstered Furniture	DA/TR	BP
	Window Coverings	DA/TR	BP
Number of candidates for rulemaking (ANPR, NPR, DFR and FR)		15	10

⁴ OGC: Office of the General Counsel.

Annual Performance Plan

2018–2022 Strategic Plan Summary

The CPSC’s FY 2019 Performance Budget Request and the included FY 2019 Annual Performance Plan are aligned to the 2018–2022 Strategic Plan.⁵ The CPSC’s 2018–2022 Strategic Plan will set the framework for all subsequent agency planning, communication, management, and reporting. The strategic plan will provide direction for resource allocation, program design, and management decisions. The strategic plan will define the evidence and performance data used to monitor and assess program effectiveness.

The CPSC has formulated the objectives within each strategic goal, and these objectives reflect the key component outcomes necessary to achieve each of the strategic goals. The strategic objectives are underpinned by performance goals and strategic initiatives, which define additional outcomes, outputs, and activities that the CPSC will implement and pursue within each strategic objective. The FY 2019 key performance measures are identified for monitoring and reporting on FY 2019 progress toward achieving the strategic objectives. An overview summary of the key measures is listed on pp. 25–26. Annual Performance Plan (APP) details by strategic goal can be found on pp. 27–36 and include discussion of agency strategies and approaches toward achieving the strategic goals; FY 2018 and FY 2019 annual targets for each key measure, where applicable; actual data for FY 2015, FY 2016, and FY 2017 for each key measure, where applicable; and FY 2019 priority activity alignment to the CPSC’s strategic initiatives.

Mission: Keeping Consumers Safe
Vision: A nation free from unreasonable risks of injury and death from consumer products



⁵ Note that the CPSC’s FY 2017 Annual Performance Report, which is being issued concurrently with the FY 2019 Performance Budget Request, is aligned to the former 2016-2020 Strategic Plan, which was in effect for fiscal year 2017.

Key Performance Measure Summary

Below is an overview summary of the CPSC's key performance measures for FY 2019.

Strategic Objective (SO) ⁶	Key Performance Measure (KM)	Lead Office	FY 2018 Target	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	95%	95%
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)		73%	74%
SO 1.3 Attract and recruit a talented and diverse workforce	2019KM1.3.01 Percentage of hiring managers trained on recruitment		75%	75%
SO 1.4 Increase employee engagement	2019KM1.4.01 Federal Employee Viewpoint Survey Employee Engagement Index Score		74%	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%	25%
	2019KM2.1.02 Number of hazard characterization annual reports completed on consumer product-related fatalities, injuries, and/or losses for specific hazards		11	11
	2019KM2.1.03 Percentage of consumer product-related injury cases correctly captured at NEISS hospitals		90%	90%
	2019KM2.1.04 Number of collaborations established or maintained with other organizations to work on nanotechnology research or issues affecting consumer products		3	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	76	71
	2019KM2.2.02 Number of candidates for rulemaking prepared for Commission consideration		15	10
	2019KM2.2.03 Violation rate of targeted repeat offenders	Import	TBD ⁷	
	2019KM2.2.07 Percentage of firms that are engaged with a timely establishment inspection after being identified as a repeat offender			TBD ⁸
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	85%	80%
	2019KM2.3.02 Percentage of import shipments processed through the Risk Assessment Methodology (RAM) system that are cleared within 1 business day		99%	99%
	2019KM2.3.03 Percentage of consumer product import entries that are risk-scored by the CPSC		4%	4%
	2019KM2.3.04 Number of import examinations completed		35,000	32,000

⁶ Progress toward each SO is measured by its corresponding KMs.

⁷ For FY 2019, 2019KM2.2.03 is being replaced with 2019KM2.2.07, which is a better indicator of the agency's progress toward achieving SO 2.2.

⁸ "Baseline" data for this newly established measure are being collected in FY 2018 and will be used to establish annual targets for FY 2019 and future fiscal years.

Strategic Objective (SO) ⁶	Key Performance Measure (KM)	Lead Office	FY 2018 Target	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	70%	70%
SO 3.1 (continued)	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%	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%	85%
	2019KM3.2.03 Percentage of Fast-Track cases with corrective actions initiated within 20 business days		90%	90%
	2019KM3.2.04 Percentage of cases for which a corrective action is accepted within 90 business days of preliminary determination ⁹		60%	60%
SO 3.3 Improve consumer response to consumer product recalls	2019KM3.3.01 Recall effectiveness rate for all consumer product recalls	Compliance	25%	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	2019KM4.1.01 Percentage of positive responses about usefulness of information received from CPSC communication channels	Communications	82%	85%
	2019KM4.1.02 Number of engagements with CPSC safety messaging on social media channels by stakeholders ¹⁰ (in thousands)		300	300
SO 4.2 Increase dissemination of useful consumer product safety information	2019KM4.2.01 Number of impressions of CPSC safety messages (in millions)	Communications	4,430	5,900
	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		18.5	18
SO 4.3 Increase and enhance collaboration with stakeholders	2019KM4.3.01 Number of collaboration activities initiated with stakeholder groups	Communications	28	35

⁹ The number of business days changed from 60 to 90 business days.

¹⁰ "Engagements" refer to the number of interactions (likes, shares, comments) with CPSC social media content.

Annual Performance Plan Details

Agency Strategy, Performance Measures, and Targets

Strategic Goal 1: Workforce

Cultivate the most effective consumer product safety workforce

Agency Strategy

Having a highly trained, diverse, and engaged workforce is critical to meeting the dynamic challenges of the consumer product safety landscape and to 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 mission possible. The FY 2019 APP will address the following key workforce challenges:

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

Strategic Objective (SO)	Key Performance Measure (KM)	Lead Office	FY 2015 Actual	FY 2016 Actual	FY 2017 Actual	FY 2018 Target	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 Resources				95%	95%
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)				72.5%	73%	74%
SO 1.3 Attract and recruit a talented and diverse workforce	2019KM1.3.01 Percentage of hiring managers trained on recruitment				56.1%	75%	75%
SO 1.4 Increase employee engagement	2019KM1.4.01 Federal Employee Viewpoint Survey Employee Engagement Index Score		66%	70%	73%	74%	75%

CPSC’s Approach to Workforce

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

2018-2022 Strategic Plan Performance Goals (PG) and 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: Benchmark best practices at other federal agencies and private sector organizations • SI2: Implement change management in human capital infrastructure <p>PG1.1.2 Enhance human capital resource allocation reporting</p> <ul style="list-style-type: none"> • SI3: Train supervisors on making a business case for position management • SI4: Improve human capital resource tracking and reporting 	<p>Human Resources</p> <ul style="list-style-type: none"> • 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"> • SI5: Perform best practice research across other federal and private sector organizations • SI6: Develop and implement individual development plans • SI7: Implement coaching and mentoring programs <p>PG1.2.2 Deliver high-quality, targeted development opportunities</p> <ul style="list-style-type: none"> • SI8: Conduct training needs assessment • SI9: Develop and implement agency-wide training plan 	<p>Human Resources</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 	
SO 1.3 Attract and recruit a talented and diverse workforce		
<p>PG1.3.1 Improve targeted assessments to recruit talent</p> <ul style="list-style-type: none"> • SI10: Research best practices at other federal agencies and private sector organizations in developing assessment tools • SI11: Establish a manager training program on developing and utilizing assessment tools <p>PG 1.3.2 Increase targeted outreach to increase diversity</p> <ul style="list-style-type: none"> • SI12: Create a new and enhanced marketing/outreach strategy • SI13: Advance relationships with colleges and universities and other recruitment sources 	<p>Human Resources</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"> • SI14: Research, develop, and implement a performance management policy that encourages and recognizes excellence • SI15: 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"> • SI16: Implement agency employee engagement initiative • SI17: Provide diversity and inclusion training to the workforce <p>PG1.4.3 Promote work-life balance</p> <ul style="list-style-type: none"> • SI18: Develop and provide training and informational opportunities on work-life balance to the workforce • SI19: Provide wellness and safety activities for the workforce 	<p>Human Resources</p> <ul style="list-style-type: none"> • Train managers on effective performance management • Increase work-life employee satisfaction • Develop a robust agency wellness program <hr/> <p>Equal Employment Opportunity</p> <ul style="list-style-type: none"> • Develop process to ensure complaints are closed within the required timeframes 	

Strategic Goal 2: Prevention

Prevent hazardous products from reaching consumers

Agency Strategy

The CPSC is charged with protecting the public from unreasonable risks of injury and death from a vast array of consumer products supplied through expanding global markets. Efforts to increase manufacturing of safe consumer products, combined with improved mechanisms to identify hazardous products before they enter the marketplace, are the most effective ways to prevent hazardous products from reaching consumers. The FY 2019 APP will address key challenges to preventing consumer product-related injuries, including:

- Providing surveillance of the myriad of consumer products imported and domestically manufactured under the CPSC's jurisdiction;
- Advancing data analysis and research capabilities to identify existing and potential emerging 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 product hazards;
- 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 (SO)	Key Performance Measure (KM)	Lead Office	FY 2015 Actual	FY 2016 Actual	FY 2017 Actual	FY 2018 Target	FY 2019 Target
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%	25%	25%
	2019KM2.1.02 Number of hazard characterization annual reports completed on consumer product-related fatalities, injuries, and/or losses for specific hazards		10	11	11	11	11
	2019KM2.1.03 Percentage of consumer product-related injury cases correctly captured at NEISS hospitals		91.6%	91%	92.4%	90%	90%
	2019KM2.1.04 Number of collaborations established or maintained with other organizations to work on nanotechnology research or issues affecting consumer products				7	3	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	81	71	76	76	71
	2019KM2.2.02 Number of candidates for rulemaking prepared for Commission consideration		20	10	18	15	10
	2019KM2.2.03 Violation rate of targeted repeat offenders	Import			17.3%	TBD ¹¹	
	2019KM2.2.07 Percentage of firms that are engaged with a timely establishment inspection after being identified as a repeat offender						TBD ¹²
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			88.5%	85%	80%
	2019KM2.3.02 Percentage of import shipments processed through the Risk Assessment Methodology (RAM) system that are cleared within 1 business day		99.6%	99.8%	99.8%	99%	99%
	2019KM2.3.03 Percentage of consumer product import entries that are risk-scored by the CPSC				4.2%	4%	4%
	2019KM2.3.04 Number of import examinations completed		35,122	36,523	38,726	35,000	32,000

¹¹ For FY 2019, 2019KM2.2.03 is being replaced with 2019KM2.2.07, which is a better indicator of the agency's progress toward achieving SO 2.2.

¹² "Baseline" data for this newly established measure are being collected in FY 2018 and will be used to establish annual targets for FY 2019 and future fiscal years.

CPSC’s Approach to *Prevention*

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

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

2018-2022 Strategic Plan Proposed Performance Goals (PG) and 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: Research and implement methods for improving completeness of data submitted to the CPSC SI4: Research and implement methods to increase the number of incident samples available for analysis SI5: Promote a universal product identifier to improve product traceability <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>Hazard Identification</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
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: Identify and target top consumer product hazards, based on risk 	<p>Hazard Identification</p> <ul style="list-style-type: none"> Focus on preventing hazards by collaborating with businesses and stakeholders through training and seminars to better design safety into consumer products from the outset Enhance capabilities and collaborations on testing and standard development for rechargeable high-energy density batteries, including lithium-ion cells, battery packs, and end-products, as well as Internet of Things, wearable technology, and 3-D printing Submit for Commission consideration four final rules on products under Section 104 of the CPSIA

<p style="text-align: center;">2018-2022 Strategic Plan</p> <p style="text-align: center;">Proposed Performance Goals (PG) and Strategic Initiatives (SI)</p>	<p style="text-align: center;">FY 2019 Priority Activity</p>
<p>and addressability</p> <ul style="list-style-type: none"> • SI11: Develop a process to facilitate the frequent monitoring and assessment of the effectiveness of standards and mandatory regulations • SI12: Conduct research, as appropriate, to enable development and improvement of consumer product voluntary standards and mandatory regulations • SI13: Enhance training and internal operations to improve the voluntary consensus standards development process <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>Import Surveillance</p> <ul style="list-style-type: none"> • Identify and examine shipments likely to contain consumer products in violation of CPSC’s requirements • Engage import community, including training of first-time violators • Collaborate with and train partner federal agencies <p>International Programs</p> <ul style="list-style-type: none"> • Train foreign-based 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 European authorities on product safety policy • Continue overseas training of U.S. product safety requirements for buyers and sourcing professionals representing U.S. importers • Support activities of CPSC Beijing Office in providing a full program of product safety training for industry and effective coordination with Chinese government product safety authorities • Provide the agency’s product safety messaging at international forums in which the CPSC represents the U.S. government • Produce three new episodes of the product safety video series for Chinese manufacturers
<p>SO 2.3 Increase capability to identify and stop imported hazardous consumer products</p>	
<p>PG2.3.1 Fully implement the CPSC’s RAM</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>Import Surveillance</p> <ul style="list-style-type: none"> • 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 • Implementation of the Trade Facilitation and Trade Enforcement Act (TFTEA) via the established Import Safety Working Group • Adapt to the reorganization of CBP’s new business processing and targeting functionality, including coordination with CBP’s Center of Excellence and Expertise (CEE) <p>Information Technology</p> <ul style="list-style-type: none"> • Operate and maintain RAM 2.0

Strategic Goal 3: Response

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

Agency Strategy

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

The FY 2019 APP will address the following key response challenges:

- 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

Strategic Objective (SO)	Key Performance Measure (KM) (Proposed)	Lead Office	FY 2015 Actual	FY 2016 Actual	FY 2017 Actual	FY 2018 Target	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			74%	70%	70%
	2019KM3.1.02 Percentage of cases for which a compliance determination of a regulatory violation is made within 35 business days of sample collection				87%	85%	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			86%	85%	85%
	2019KM3.2.03 Percentage of Fast-Track cases with corrective actions initiated within 20 business days		97.3%	99.1%	98%	90%	90%
	2019KM3.2.04 Percentage of cases for which a corrective action is accepted within 90 business days of preliminary determination				Baseline	60%	60%
SO 3.3 Improve consumer response to consumer product recalls	2019KM3.3.01 Recall effectiveness rate for all consumer product recalls	Compliance			41%	25%	25%

CPSC’s Approach to *Response*

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

2018-2022 Strategic Plan Performance Goals (PG) and 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: Review current processes and identify opportunities to refine sample analysis priorities and reduce processing time • SI2: Determine the feasibility of implementing an e-filing process for manufacturers, importers, retailers, distributors, and third party platform providers to submit incident data and/or Section 15(b) reports 	<p>Compliance & Field</p> <ul style="list-style-type: none"> • Audit casework activity associated with recalls and the existing data case management system for accuracy and efficiency data and/or Section 15(b) reports • Review current processes and identify opportunities to streamline efforts and ensure a consistent approach to product recalls
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: Review the CPSC corrective action monitoring process to address priority recalls and achieve operational efficiencies • 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>Compliance & Field</p> <ul style="list-style-type: none"> • Explore the feasibility of an expedited approach to recalls/CAPs for lower-level consumer product hazards • Review the CPSC corrective action monitoring process to address priority recalls and achieve operational efficiencies • Assess CPSC Recall Effectiveness Workshop outcomes and develop next steps for improving consumer-level recall notification
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>Compliance & Field</p> <ul style="list-style-type: none"> • Request firms to use enhanced notification to consumers • Enhance interagency collaboration on best practices to increase consumer response <hr/> <p>International Programs</p> <ul style="list-style-type: none"> • Provide timely information about recalls directly to foreign regulators and via the OECD for <i>GlobalRecalls</i> portal

Strategic Goal 4: Communication

Communicate useful information quickly and effectively to better inform decisions

Agency Strategy

Consumers, safety advocates, industry, and government regulators need high-quality information about consumer product safety. Consumers need safety information to make more-informed decisions for themselves and their families. Safety advocates rely on accurate data to shape their policy recommendations. Industry needs information to stay in compliance with safety requirements. Foreign regulators and state and local government agencies also need high-quality information to establish new safety requirements that advance consumer safety. These diverse audiences have different information needs and respond to different methods of communication. The FY 2019 APP will address key challenges to the agency’s communication strategy, which are:

- 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

Strategic Objective (SO)	Key Performance Measure (KM)	Lead Office	FY 2015 Actual	FY 2016 Actual	FY 2017 Actual	FY 2018 Target	FY 2019 Target
Goal 4: Communication Communicate useful information quickly and effectively to better inform decisions							
SO 4.1 Improve usefulness and availability of consumer product safety information	2019KM4.1.01 Percentage of positive responses about usefulness of information received from CPSC communication channels	Communications			92.3%	82%	85%
	2019KM4.1.02 Number of engagements with CPSC safety messaging on social media channels by stakeholders ¹³ (in thousands)					300	300
SO 4.2 Increase dissemination of useful consumer product safety information	2019KM4.2.01 Number of impressions of CPSC safety messages (in millions)	Communications			6,314.8	4,430	5,900
	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		16	17.8	17.5	18.5	18
SO 4.3 Increase and enhance collaboration with stakeholders	2019KM4.3.01 Number of collaboration activities initiated with stakeholder groups	Communications			28	28	35

¹³ "Engagements" refer to the number of interactions (likes, shares, comments) with CPSC social media content.

CPSC’s Approach to *Communication*

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

2018-2022 Strategic Plan Performance Goals (PG) and 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: Identify best practices from federal and private sectors for assessing the utility of safety information • SI2: Assess the utility of CPSC safety messages using best practices from federal and private sectors <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>Communications</p> <ul style="list-style-type: none"> • Conduct an overview of best practices by federal and private sector for assessing the utility of CPSC safety information • Assess the utility of CPSC safety messages to improve Anchor It! campaign messaging • Design and develop new online and social media communication • Engage service for stock video footage to utilize on CPSC social media and websites <hr/> <p>Information Technology</p> <ul style="list-style-type: none"> • Operate and maintain agency websites
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>Communications</p> <ul style="list-style-type: none"> • Count media impressions of and social media engagement with CPSC safety messages and recalls • Develop a plan to rebrand publications and alerts • Conduct community outreach events to reach at-risk consumers aimed at raising awareness and preventing injuries from four priority hazard areas—child drownings, child poisonings, furniture/TV tip-overs, and Safe to Sleep® • Track timeliness of recall press releases • Develop one communications activity on an emerging hazard • Expand CPSC’s <i>Pool Safely</i> outreach onto new social media site • Make SaferProducts.gov mobile compatible • Expand CPSC outreach onto new social media sites <hr/> <p>International Programs</p> <ul style="list-style-type: none"> • Participate in the annual OECD global consumer information campaigns
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>International Programs</p> <ul style="list-style-type: none"> • Administer International Training Exchange Program with foreign counterpart regulators <hr/> <p>Communications</p> <ul style="list-style-type: none"> • Continue with CPSC-wide collaboration plan across agency divisions to increase and enhance collaborations with stakeholders

Appendix A: Unfunded Priorities previously submitted by the Commission

- **Mission Operations (+\$2.85 million):** Restore mission operation reductions as described on p. 3, Summary of Changes.
- **Virginia Graeme Baker Pool and Spa Safety Act (VGB Act) Grant Program (+\$1.3 million):** The FY 2017 Consolidated Appropriations Act included \$1.3 million, available until expended, to fund grants as established by the VGB Act, Public Law No. 11-140, Title XIV. Given that the FY 2017 appropriation for VGB grant funding was received near the end of the third fiscal quarter, and given that the funding was available until expended, the CPSC planned to execute that grant funding throughout FY 2017 and FY 2018. Consequently, the CPSC's FY 2018 President's Request to Congress did not include additional funding for VGB grants, as adequate FY 2017 funds were available. However, the Financial Services

House Subcommittee on Appropriations has subsequently proposed report language directing CPSC to fund an additional \$1.3 million in VGB grants in FY 2018, but the House appropriation bill does not provide the necessary appropriations and administrative guidance to execute the VGB grant direction. The CPSC cannot accommodate the issuance of VGB grants at the baseline level of \$123 million. Accordingly, the CPSC is requesting \$1.3 million in VGB grant funding in FY 2019 to be responsive to the Financial Services House Subcommittee's direction so that the CPSC can accommodate the issuance of additional VGB grants. If VGB grant funding above the \$123 million baseline is ultimately provided as part of the FY 2018 final appropriation, the CPSC will incorporate those funds into the FY 2019 baseline going forward.

- **Collaboration, Education, and Outreach (+\$1.0 million):** Consumers, safety advocates, industry, and government regulators need accurate and timely information about consumer product safety. Consumers need safety information to make 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. State and local government agencies need high-quality information to establish new safety requirements that advance consumer safety. To further the agency's priority of collaboration, education, and outreach, and Strategic Plan objectives to improve communication with consumers and stakeholders, the CPSC requests an additional \$1 million in funding. This additional funding will add new capabilities specifically to improve direct-to-consumer notification using cloud-based communication tools. Using this new tool, the CPSC will have the capability to target safety messages and information to the consumers who need the information, improve consumer response to safety information, and thereby, improve the return on our communication investment. In addition, the CPSC will use the additional funding to expand our existing education campaigns (*e.g., Pool Safely, Anchor It!, Safe to Sleep®*), including funding to assess the effectiveness of those campaigns so that the agency can refine and target its spending to the most effective channels. Lastly, the agency will use increased funding for direct stakeholder engagement and education. The CPSC recently hosted a recall effectiveness workshop attended by government, safety advocates and industry where many important, useful ideas were put forward. The CPSC plans to build upon that success with additional engagement forums using the requested funding.

Unfunded Priorities	In \$1,000s
➤ Mission Operations	\$2,850
➤ VGB Grants	\$1,300
➤ Collaboration, Education, and Outreach	\$1,000
➤ Hazard Research Collaborations and Data Analysis	\$1,550
➤ IT Security	\$500
➤ Data Analysis Expansion	\$500
➤ Internet Surveillance	\$950
➤ Enhance Voluntary Standards Coordination	\$150
➤ All-Terrain Vehicles	\$1,000
➤ Enhance Detection Capabilities	\$3,000
Total Unfunded Priorities	\$12,800

- **Hazard Research Collaborations and Data Analysis (+\$1.55 million):** The CPSC relies extensively on the data-driven, technical hazards analysis capabilities of the agency to direct national consumer product safety policy and to identify emerging consumer product safety risk. This analysis is often accomplished through collaborative research, working with other government agencies and private sector partners, and using the intrinsic technical capabilities of the agency. Applied research projects develop test methods, identify causes for safety incidents, characterize harmful effects, and develop performance requirements to address emerging hazards. This is existing, critical work that is foundational to achieving the agency's life-saving mission. Unfortunately, the resources to conduct this applied research and analysis have been increasingly strained, as the pace of new product development has increased, new markets emerge, existing types of products evolve, and consumer interaction behaviors change. The result is that research on known, priority hazards is repeatedly deferred to future years and the CPSC is increasingly reactive rather than proactive in assessing emerging consumer product safety issues (*e.g.*, lithium-ion battery fires). The CPSC requests an additional \$1.55 million to address existing shortfalls in critical, deferred, collaborative hazard research and data analysis.
- **IT Security (+\$0.5 million):** The CPSC Inspector General has previously identified compliance with the Federal Information Security Management Act (FISMA) as an agency management challenge. The agency has made sustained progress in addressing FISMA noncompliances, but still has substantial gaps, particularly in federal records and privacy. The CPSC requests \$0.5 million in additional funding to accelerate FISMA compliance work related to the agency's privacy program to meet the agency's responsibilities to safeguard information collected, used, and managed in support of mission functions. Funding would be used to create the necessary privacy policies, conduct and inventory the agency's personally identifiable information (PII) data sources, update System of Record Notices (SORN), and evaluate the program resources required for a compliant privacy program going forward.
- **Data Analysis Expansion (+\$0.5 million):** Currently, incident data from urgent care centers that typically treat non-life threatening injuries are not collected by the CPSC. Adding data from urgent care centers could enhance the CPSC's detective data analysis capabilities in identifying emerging consumer product hazards. The CPSC requests an additional \$0.5 million to further explore and enhance collection of incident data to include treatment of product-related injuries at urgent care centers to improve the agency's data analysis capabilities.
- **Internet Surveillance (+\$0.95 million):** The CPSC staff conducts extensive marketplace surveillance of consumer products by routinely scanning Internet websites for dangerous violative and recalled products. The request provides for three additional FTE who will be assigned and dedicated to Internet surveillance and utilizing any additional automated surveillance tools. These FTEs will concentrate efforts on monitoring online sales and working closely with website management of retail and resale sites to improve the methods that companies use to identify and address improper listings. These FTEs will also assist in responding to complaints from consumer or industry involving recalled or banned products being sold on websites. This request also provides additional funding for data analytics, including the automated collection and analysis of additional product safety information, including but not limited to information from publicly available product reviews and social media.
- **Enhance Voluntary Standards Coordination (+\$0.15M):** The CPSC participates in the voluntary standards process for identified products to reduce the risks associated with hazardous consumer products by working with organizations that coordinate the development of voluntary standards. The CPSC is required 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. This funding adds an FTE to support the CPSC's voluntary standards coordination work and enables increased CPSC staff participation generally in voluntary standards efforts.
- **All-Terrain Vehicles (ATVs) (+\$1.0M):** The CPSC has a multi-year research project plan to analyze ATV rider safety to inform potential Commission policy. The identified research plan is unfunded. This request provides

resources to fund identified agency work on ATV mandatory standards in accordance with the multi-year project plan. The CPSC will research and develop performance test methods to address three major hazard patterns associated with ATVs: (1) unnecessary instability; (2) access by children; and (3) passengers on ATVs.

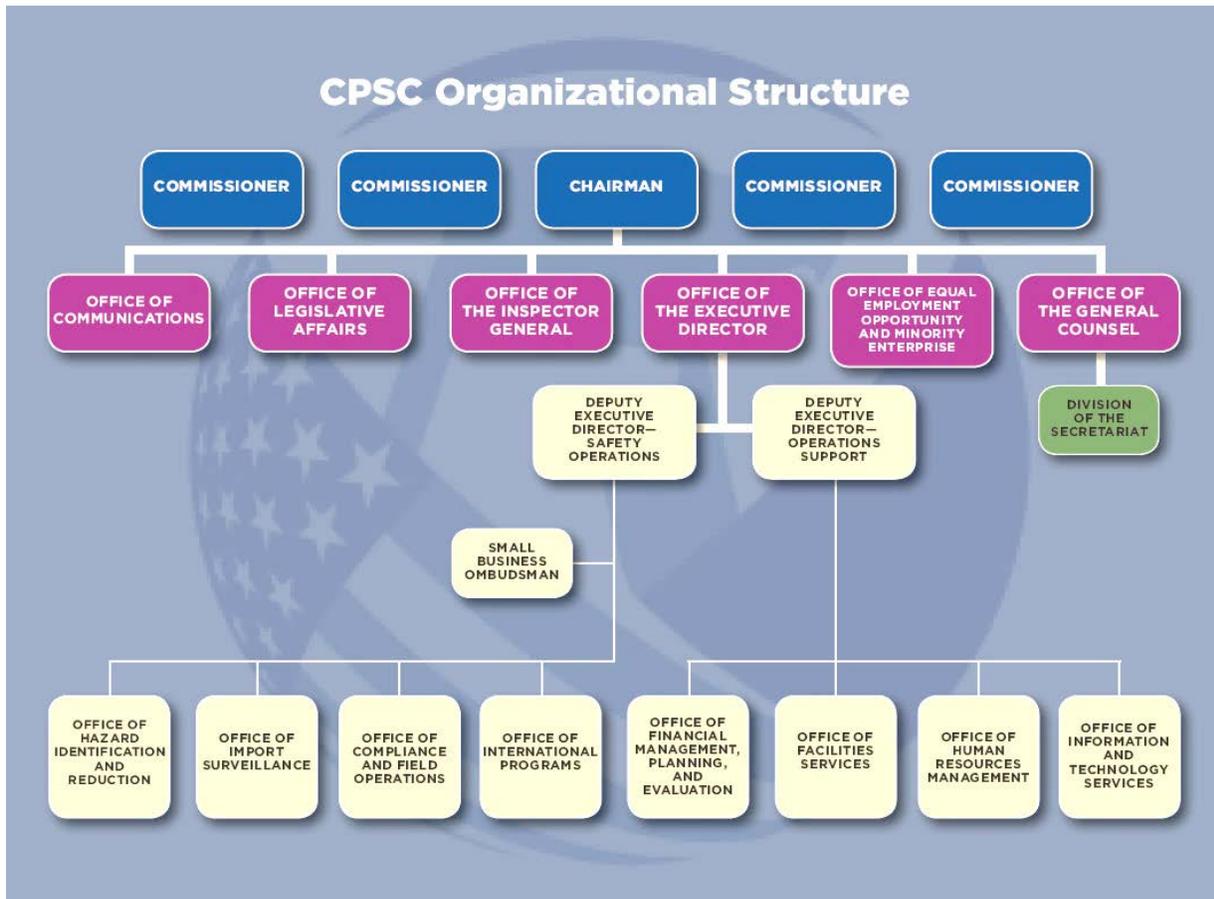
- **Enhance Detection Capabilities (+\$3.0 million):** The CPSC analyzes data and relies upon domestic investigators and port inspectors to detect dangerous and noncompliant products before they reach consumers. The CPSC proposes to expand and enhance these existing detection capabilities. This would include significant increases to marketplace surveillance.

Appendix B: Acronyms

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

Appendix C: Organizational Structure

The following chart depicts the organizational structure of the CPSC:



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