

Fiscal Year 2014
Performance Budget Request

CPSC Stands for Safety



UNITED STATES OF AMERICA
CONSUMER PRODUCT
SAFETY COMMISSION

Submitted to Congress

April 10, 2013

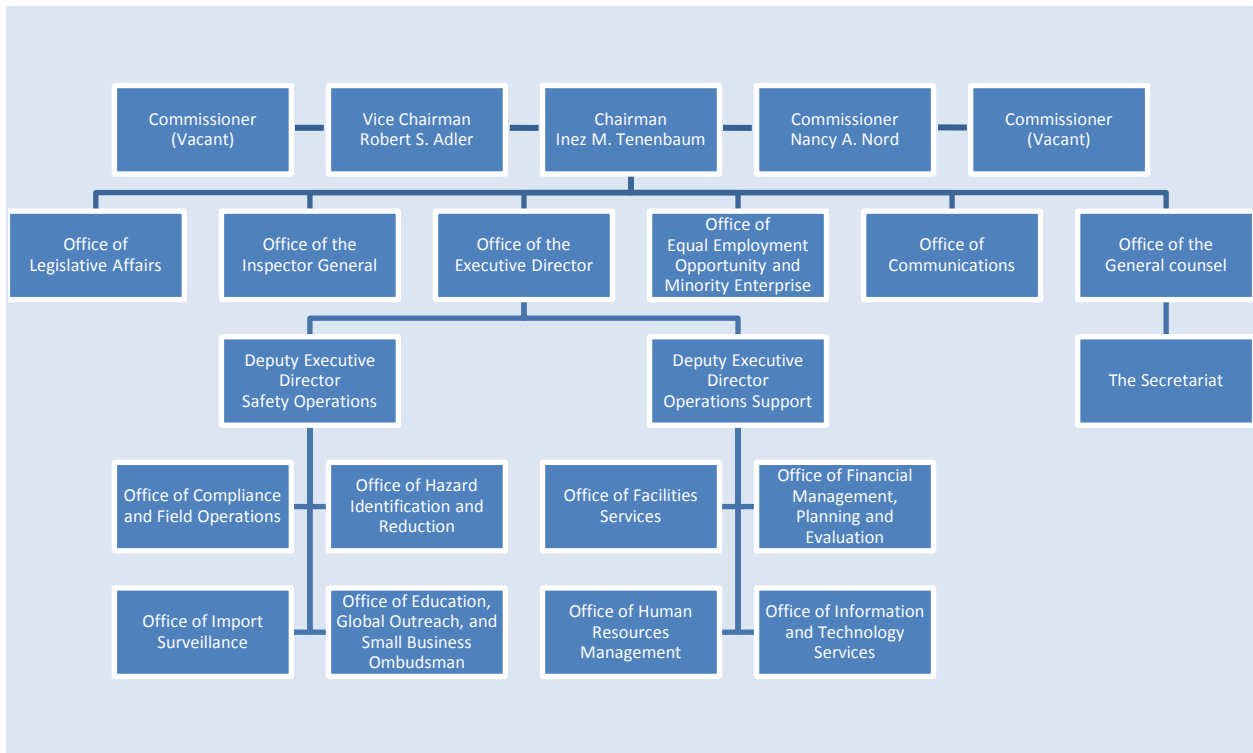
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U.S. CONSUMER PRODUCT SAFETY COMMISSION FY 2014 PERFORMANCE BUDGET REQUEST

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CPSC ORGANIZATION CHART

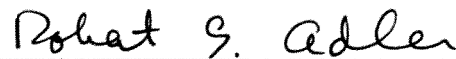


COMMISSIONERS' TRANSMITTAL STATEMENT

This Performance Budget Request for Fiscal Year (FY) 2014 is submitted by the Commissioners of the U.S. Consumer Product Safety Commission (CPSC).



Inez M. Tenenbaum
Chairman



Robert S. Adler
Vice Chairman

Nancy A. Nord
Commissioner

APPROPRIATIONS LANGUAGE (PROPOSED)

**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 nonfederal officials' contributions to Commission activities, and not to exceed \$4,000 for official reception and representation expenses, \$117,000,000. Note: A full-year 2013 appropriation for this account was not enacted at the time the budget was prepared; therefore, the budget assumes this account is operating under the Continuing Appropriations Resolution, 2013 (P.L. 112-175). The amounts included for 2013 reflect the annualized level provided by the continuing resolution.

KEY PERFORMANCE MEASURES AND TARGETS SUMMARY

	ID	Program	Performance Measure Statement	FY2013 Target	FY2014 Target
Strategic Goal 1: Leadership in Safety					
	1.2.1	Global	Number of training or outreach seminars for foreign manufacturers conducted by CPSC staff	1	3
	1.2.2	Global	Number of staff exchanges with foreign counterparts undertaken as part of the Extended Training Exchange Program	6	4
	1.2.3	Global	Number of new collaborations undertaken with domestic nongovernment organizations (NGOs) and universities	2	3
	1.4.1	Global	Number of products on which CPSC had consultations with foreign counterparts	3	4
	1.6.1	Personnel	Employee retention rate	85%	85%
	1.6.2	Personnel	Average hiring time (recruitment time using OPM's End-to-End hiring process) (days)	80	80
	1.6.3	Personnel	Training participation rate	80%	85%
Strategic Goal 2: Commitment to Prevention					
	2.1.1	Hazard	Number of voluntary standards activities supported or monitored by CPSC staff	71	69
	2.1.2	Hazard	Number of collaborations established or maintained with other organizations to work on nanotechnology research or issues affecting consumer products	8	8
	2.1.3	Hazard	Number of reports produced on the results of collaboration on nanotechnology issues affecting consumer products	5	7
	2.2.1	Hazard	Number of candidates for rulemaking prepared for Commission consideration	25	13 ¹
	2.3.1	Global	Number of training activities made available to industry stakeholders	12	25
Strategic Goal 3: Rigorous Hazard Identification					
	3.1.1	Hazard	Percentage of National Electronic Injury Surveillance System (NEISS) member hospitals evaluated at least once a year	98%	98%
	3.1.2	Hazard	Percentage of consumer product-related injury cases correctly captured at NEISS hospitals	90%	90%
	3.2.1	Hazard	Time from incident report received to adjudication of incident report (days)	10	10
	3.2.2	Hazard	Percentage of priority import regulated samples (excluding fireworks) tested within 30 days of collection	95%	95%
	3.2.3	Hazard	Percentage of priority import fireworks samples tested within 60 days of collection	90%	90%
	3.4.1	Import	Number of import examinations	13,000	20,000
	3.4.2	Import	Sample yield per 100 import entries	26	30
	3.4.3	Import	Percentage of import shipments cleared within 1 business day	Baseline	TBD
	3.4.4	Import	Percentage of CPSC import entry hold requests acted on by	Baseline	TBD

¹ Due to a change in handling notice of requirements rulemaking briefing packages, the target for FY 2014 is not comparable to the targets for FY 2013 and earlier years.

	ID	Program	Performance Measure Statement	FY2013 Target	FY2014 Target
			CBP		
	3.4.5	Import	Establish an ITDS/RAM rule set to target intellectual property violations where a health and safety hazard is suspected in consumer product imports	--	Rule set established
	3.5.1	Compliance	Total number of products screened by CPSC Field staff	Baseline	TBD
	3.5.2	Compliance	Number of consumer products screened by CPSC Field staff through Internet surveillance activities	Baseline	TBD
	3.5.3	Hazard	Number of annual reports completed on consumer product-related fatalities, injuries, and/or losses for specific hazards	11	11
	3.6.1	Compliance	Number of used/resale consumer products screened by CPSC Field staff	Baseline	TBD
Strategic Goal 4: Decisive Response					
	4.1.1	Compliance	Number of establishment inspections conducted by CPSC Field staff	1,000	1,000
	4.1.2	Compliance	Percentage of products screened by CPSC Field staff resulting in violations	Baseline	TBD
	4.1.3	Hazard	Total number of items/component parts from samples tested at NPTEC for specific standards and regulations.	36,000	37,000
	4.3.1	Compliance	Percentage of all cases for which the preliminary determination is made within 85 business days of the case opening	70%	70%
	4.3.2	Compliance	Percentage of cases for which the corrective action is accepted within 60 business days of the preliminary determination	80%	80%
	4.3.3	Compliance	Percentage of cases in which the firm is notified of a violation in a timely manner	Baseline	TBD
	4.3.4	Compliance	Percentage of Fast-Track cases with corrective actions initiated within 20 business days	90%	90%
	4.4.1	Communications	Average number of days from first draft of recall press release completed to recall press release issued	Baseline	TBD
	4.5.1	Compliance	The percentage of compliance defect investigation cases referred within 10 business days to OGC for review of firms' timely reporting pursuant to Section 15(b)	Baseline	TBD
Strategic Goal 5: Raising Awareness					
	5.1.1	Communications	Percentage of the population that reports awareness of the CPSC	Baseline	TBD
	5.1.2	Communications	Percentage of consumers who report acting on a CPSC safety message	Baseline	TBD
	5.2.1	Communications	Number of public information campaigns conducted by CPSC on specifically identified consumer product safety hazards	24	24
	5.2.2	Communications	Number of impressions received by consumers of CPSC safety messages (in millions)	2,635	3,030
	5.3.1	Communications	Number of impressions of CPSC safety messages on priority hazards received by consumers in vulnerable communities (in millions)	210	220

Baseline/TBD (to be determined): Performance measures with Baseline/TBD indicated for performance targets are new measures. Performance data will be collected for these measures and analyzed to establish a baseline for fiscal

year 2013. A performance target for fiscal year 2014 will then be established, grounded in an analysis of the fiscal year 2013 baseline value and the degree of progress the CPSC expects to be able to achieve with requested resources.

Year-End Reporting: Beginning in fiscal year 2013, the key performance measures and associated performance targets included in this budget request are the CPSC's official performance measures for budget and year-end performance reporting purposes.

BUDGET DISCUSSION

SUMMARY OF THE CPSC BUDGET REQUEST

The U.S. Consumer Product Safety Commission (CPSC) requests \$117,000,000 for FY 2014. The \$117,000,000 for FY 2014 request is a 1.6 percent increase above the FY 2013 full-year rate of \$115,200,000 for the continuing resolution (C.R.) enacted on September 22, 2012.

CPSC Strategic Plan and the FY 2014 Funding Request

The CPSC's 2011–16 Strategic Plan guides the performance targets and funding proposals outlined in this request. The CPSC established five strategic goals:

1. Leadership in Safety;
2. Commitment to Prevention;
3. Rigorous Hazard Identification;
4. Decisive Response; and
5. Raising Awareness.

These goals constitute the overarching strategy for how the CPSC is working toward fulfilling its mission to protect the public against unreasonable risks of injury from consumer products through education, safety standards activities, regulation, and enforcement.

FY 2014 PLAN BY STRATEGIC GOAL AND PROGRAM COMPONENT

Organization	FY 2013		FY 2014		FY2014 Plan				
	Enacted	FTE	Request	FTE	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5
Chairman & Commissioners	\$2,934	21	\$3,027	21	\$3,027	\$0	\$0	\$0	\$0
Hazard Identification and Reduction	\$28,990	163	\$30,387	163	\$118	\$13,580	\$11,005	\$5,536	\$148
Compliance and Field Operations	\$23,941	165	\$24,111	161	\$733	\$581	\$5,207	\$17,265	\$325
Import Surveillance	\$4,186	28	\$4,629	30	\$0	\$0	\$4,002	\$627	\$0
Education, Global Outreach, and Small Business	\$1,991	9	\$2,259	9	\$2,259	\$0	\$0	\$0	\$0
General Counsel	\$7,265	50	\$7,472	50	\$332	\$2,708	\$664	\$2,155	\$1,613
Communications	\$4,278	10	\$4,288	10	\$0	\$0	\$893	\$0	\$3,395
Information Technology	\$18,373	37	\$18,444	41	\$1,598	\$2,188	\$10,015	\$3,405	\$1,238
Agency Management, Rent, and Security	\$22,182	58	\$21,288	56	\$4,490	\$3,716	\$4,958	\$5,873	\$2,251
Inspector General	\$1,060	7	\$1,095	7	\$219	\$219	\$219	\$219	\$219
Total	\$115,200	548	\$117,000	548	\$12,776	\$22,992	\$36,963	\$35,080	\$9,189

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

Challenges

Challenge 1: Educating the International Community to Achieve Proactively Compliant Trade

Globalization: The value of U.S. imports under the CPSC's jurisdiction has skyrocketed in recent years. Globalization and technology advances have expanded the range of products available to consumers. At the same time, the risks associated with these advancements have also increased, as evidenced by the fact that four out of five consumer product recalls involve an imported product. As a result, the CPSC has had to adopt an ever-increasing global view of consumer product safety.

Challenge 2: Prudent and Timely Implementation of Congressional Requirements

CPSIA 2008: The CPSIA has increased the mission requirements of the CPSC, requiring new regulations and mandates to improve consumer product safety. CPSIA-mandated rulemaking is ongoing, and the CPSC will continue to be challenged by the accelerated pace of rulemaking required by the CPSIA. The Danny Keysar Child Product Safety Notification Act within the CPSIA requires the Commission to study and develop safety standards for two durable infant or toddler products every six months through 2016. In 2014, the CPSC will propose new safety standards for children's and toddler folding chairs, frame-back infant carriers, infant bouncer seats, and high chairs.

Public Law 112-28: This law provides the CPSC with greater flexibility in enforcing consumer product safety laws, and it establishes new mandates and requirements for the Commission. It requires that the Standards Development Organization (SDO) responsible for voluntary standards for durable infant or toddler products notify the Commission when a voluntary standard that has been incorporated by reference into a mandatory consumer product safety standard is revised. Effective 180 days after notification, the revised voluntary standard shall be considered a consumer product safety standard unless within 90 days of notification, the CPSC notifies the SDO that the proposed

revision does not improve the safety of the consumer product covered by the standard and that the Commission is retaining the existing consumer product safety standard. By 2014, more than one dozen voluntary standards for durable infant or toddler products will have been incorporated by reference, and with each voluntary standard being revised less than every three years, on average, the CPSC can expect to evaluate five voluntary standards and update the regulations, as appropriate, in 2014.

Challenge 3: Identifying Emerging Hazards and Protecting the Public

Talent: An increase in imported products, coupled with additional regulatory requirements, has resulted in expanding work requirements for the CPSC. The fiscally austere budget environment is making it increasingly difficult to maintain the necessary staffing levels to ensure that the CPSC employs sufficient engineers, scientists, and investigators to identify emerging hazards and enforce safety regulations. In the coming years, as the CPSIA is implemented more substantially, work will shift toward increased enforcement activity and expanded efforts to educate the regulated community on complying with consumer product rules and regulations.

Reporting Systems: Another challenge the CPSC will continue to face in 2014 is the need to improve the analysis from numerous hazard-reporting systems so that Integrated Product Teams can identify emerging hazards earlier. Statutorily directed to evaluate consumer products post market, the CPSC considers that data regarding injuries and deaths resulting from consumer products will remain the most effective tool to identify, evaluate, assess, and respond to consumer products that present unreasonable risks to the public. Improving the quantity and the quality of the data from systems, including the National Electronic Injury Surveillance System (NEISS), the death certificate file, and the Injury/Potential Injury Incident file (IPII) are important steps to earlier identification of emerging hazards, which will likely contribute to further reductions in injuries and deaths.

Goal 1: Leadership in Safety (\$12.8 million)

Quick Facts:

- Trained more than 17,000 executive, quality control, and manufacturing professionals throughout the world in 2011 and 2012.
- Sponsored key international summits on consumer product safety in FY 2012, including a bilateral summit with China and a trilateral summit with China and the European Union.
- Hosted staff from counterpart regulatory agencies in Canada and Australia for three-month training exchanges during FY 2012 to promote regulatory cooperation and share expertise.
- Supported a training webinar in FY 2012 for state and local officials on consumer product safety issues affecting states.

The request for FY 2014 allocates \$12.8 million to work on education and outreach with international and domestic stakeholders, including foreign governments, manufacturers, retailers, resellers, small businesses, and consumers to advance product safety. As part of a strategy for addressing the growing complexity and risk entailed within additional global sources of production, the CPSC's Global Outreach program works to reduce the number of recalls through outreach and education for foreign manufacturers and regulators. Global Outreach programs include outreach and capacity building to ensure that manufactured products meet U.S. safety requirements. Also, included are training partnerships and capacity-building work with entities such as state and federal authorities, and colleges and universities. The CPSC works with U.S. trading partners at the outset of the manufacturing process to increase their ability to produce products that comply with U.S. safety requirements. This proactively reduces the need for remedial action or recalls later. The Small Business Ombudsman (SBO) is another important component of this strategic goal. This position is the dedicated CPSC contact for small businesses and provides information and guidance tailored to them. The

SBO continues to develop regulatory summaries and plain English regulatory guidance in easy-to-understand formats for manufacturers and retailers.

The FY 2014 budget request will support four fellowship exchanges involving technical staff with other nations' consumer product safety regulatory agencies. These exchanges will benefit both the United States and the participating nations, providing valuable information and different perspectives on processes, test procedures, analysis, and enforcement. The CPSC also plans to support a U.S.–E.U.–China Trilateral Safety Summit in Europe and a North American



Consumer Product Safety Summit in Ottawa in summer 2014. Funds will also be used to support ongoing training opportunities through the Organization of American States.

Goal 2: Commitment to Prevention (\$23.0 million)

Quick Facts:

- *Ninety-six CPSIA-related rulemaking activities since CPSIA passage in 2008, including 30 final rules and 21 accreditation requirements.**
- *Worked with other federal agencies in FY 2012 to sponsor research and data collection to identify release of nanoparticles from selected consumer products and determine the potential health effects from exposure to such materials.*
- *Held the first CPSC Safety Academy in FY 2012 for more than 100 representatives of manufacturers, retailers, distributors, associations, and government organizations to provide training and discussion of CPSC's regulations.*

* Source: Federal Register documents relevant to the CPSIA, as amended by Public Law 112-28 and other laws administered by the CPSC during the period of January 1, 2008 to September 30, 2012.

The request for 2014 allocates \$23.0 million to analyze, research, develop, and implement safety standards. CPSIA-mandated rulemaking will continue for years to come. At least 10 ongoing or potential rulemaking activities in addition to those required by the CPSIA will be addressed in FY 2014. [See Mandatory Standards Summary table on pages 28–29]. Mandatory standards are federal rules set by statute or regulation that define requirements for consumer products. Mandatory standards 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. The CPSC participates in the voluntary standards process in its effort to reduce the risks associated with hazardous consumer products. The CPSC's statutory authority requires the agency to rely on voluntary standards rather than promulgate mandatory standards, if compliance with a voluntary standard would eliminate or adequately reduce the risk of injury identified, and it is likely that there will be substantial compliance with the voluntary standard.

Voluntary standards for consumer products are developed through a consensus process coordinated by Standards Development Organizations (SDOs). In FY 2014, the CPSC has a goal of supporting or monitoring 69 voluntary standards activities. [See Voluntary Standards Summary table on pages 26–27].

Implementing the CPSIA (P.L. 110-314): The CPSIA Public Law 110-314 (enacted on August 14, 2008), as amended by Public Law 112-28 (enacted on August 12, 2011), mandates a number of new regulations and new requirements. The majority of the required actions have been completed, including:

- rules for third party testing and certification;
- requirements for the accreditation of third party conformity assessment bodies;
- mandatory standards for toy safety ;
- rules to reduce lead content limits in children's products; and
- establishment of a public database.

Risk Assessment and Project Prioritization

Much of the CPSC's work on consumer product hazards is mandatory and specified by Congress, including identification of specific product types that the CPSC must address. CPSC staff uses risk assessment to help identify and prioritize critical consumer product hazards, which will guide the Commission's work on addressing consumer product hazards. Factors considered in the risk assessment include: risks of death and injury from a hazard, such as the relative severity of injuries associated with a product; the probability of consumers' exposure to a hazard; analysis of the population at risk, including children or the elderly; and whether the hazard can be addressed through CPSC authorities. These assessment factors are weighted to derive an overall assessment of the risk posed. As a result, in addition to the statutorily-mandated projects that the CPSC is working on, in 2014, the CPSC also plans to work on projects with high-risk profiles:

- *firepots and gel fuels*
- *portable generators*
- *upholstered furniture*
- *recreational off-highway vehicles*
- *table saws*
- *bed rails (adult)*

Several actions are ongoing, including:

- the Chronic Hazard Advisory Panel to study the effects of phthalates on children's health;
- the Danny Keysar Child Product Safety Notification Act, which requires the CPSC to promulgate standards for two categories of durable infant or toddler products every six months;
- notices of requirements for the accreditation of third party conformity assessment bodies; and
- periodic reviews of the mandatory toy safety standards.

Public Law 112-28 amended certain sections of the CPSIA, including:

- a requirement to adopt revisions to voluntary standards for durable infant or toddler products, unless a proposed revision does not improve the safety of the consumer product covered by the standard;
- mandates to issue guidance for an exclusion for inaccessible component parts that contain phthalates; and
- establishing a completion date for a final rule on all-terrain vehicles.

In FY 2013, subsequent to fulfilling Public Law 112-28's requirement that the Commission solicit and review comments regarding potential opportunities to reduce the cost of third party testing requirements consistent with assuring compliance, the Commission chose to direct staff to develop a Request for Information (RFI) on four such potential opportunities. As warranted, the Commission may undertake additional activities to reduce any burdens identified consistent with assuring compliance with any applicable consumer product safety rule, ban, standard, or regulation.

Major Investments

Nanotechnology (\$2,000K): Nanotechnology is an emerging science that is expected to have a significant impact on consumer products in the future. Nanotechnology enables scientists to

produce a wide array of materials in the size range of 1–100 nanometers (nm) with unique physical and chemical properties that can be incorporated into products to improve performance in areas such as greater strength, flexibility, stain resistance, or cleaning ability. Since 2003, the CPSC has participated in the U.S federal government's \$2 billion per year National Nanotechnology Initiative (NNI), a collaborative effort among agencies with scientific missions, such as the National Science Foundation and the U.S. Department of Energy, among others (see www.nano.gov). The CPSC has been identified as a key agency in addressing environmental, health, and safety (EHS) issues associated with nanomaterial use and is collaborating with other federal agencies within the initiative to support the development of exposure and risk assessments of nanomaterials, to collect information on products reported to contain nanomaterials, and to flag reports of incidents that involve nanotechnology and consumer products. The CPSC's proposed investment will enable the CPSC to continue to participate in this interagency initiative and will support the development of methods and quantitative data on exposure and potential health risks of nanomaterials in consumer products.

Laboratory Sciences (\$1,100K): The National Product Testing and Evaluation Center (NPTEC), which opened in June 2011, enhances the CPSC's ability to protect families and consumers from harm by expanding the CPSC's testing capabilities, increasing the efficiency of agency staff and equipment, and allowing more testing to be done faster. The CPSC plans \$1.1 million in FY 2014 for the safe and efficient operation of NPTEC. This investment will help to ensure that laboratory equipment is maintained and replaced to support ongoing analysis of samples collected by CPSC investigators. Key equipment supported by this budget request include: life cycle replacement of an infrared camera system, upgrades and replacements for an x-ray fluorescence analyzer, life cycle replacement of an inductively coupled plasma optical emission spectrometer, and combustion emissions testing gas analyzers and dividers.

Goal 3: Rigorous Hazard Identification (\$37.0 million)

Quick Facts:

- Collected more than 400,000 National Electronic Injury Surveillance System (NEISS) reports and more than 10,000 death certificates and medical examiner and coroner reports in FY 2012.
- In FY 2012, registered 1,331 businesses through www.SaferProducts.gov, and posted 7,194 reports of harm on www.SaferProducts.gov.
- Received 92,180 calls to the CPSC Hotline in FY 2012.
- Screened more than 18,000 models of imported consumer products at U.S. ports in FY 2012.
- Received approximately 1.8 million visits to www.SaferProducts.gov in FY 2012.

The request for FY 2014 allocates \$37.0 million to help ensure the timely and accurate detection of consumer product safety risks. The CPSC uses a systematic approach to enhance the quality of crucial product hazard data and reduce the time required to identify trends. It does this by improving collection and assessment of hazard data, scanning the marketplace regularly, expanding import surveillance efforts, and increasing surveillance of used consumer products offered for resale. The CPSC has made significant investments in information technology to enhance and streamline hazard detection processes and improve analytic capabilities. This includes development of the CPSIA-mandated public database (www.SaferProducts.gov), which allows consumers and others to submit reports of harm to the CPSC and view publicly reported incident information in a Web-based, searchable format. The agency developed the Consumer Product Safety Risk Management System (CPSRMS) to standardize how data are captured and to enable expanded and expedited collection and analysis. By FY 2014, the CPSC will have completed the systems development phase of the CPSRMS, and the requested funding is for ongoing operations and maintenance.

Major Investments

NEISS (\$2,150K): Each year, the CPSC collects information about product-related injuries treated in hospital emergency rooms through NEISS. This unique system provides statistically valid national estimates of product-related injuries from a probability sample of hospital emergency rooms (www.cpsc.gov/library/neiss.html). The FY

2014 budget request for NEISS will fund the following activities: collection and review of data from approximately 100 hospitals; technical and statistical support to ensure appropriate data collection and statistically valid estimates; coordination of NEISS activities funded by other federal agencies through reimbursable agreements; and travel to hospitals for training, quality control, and recruitment of hospitals into NEISS. The NEISS data are a critically important component in the CPSC's data-driven approach to identifying emerging trends and product hazards.

Consumer Product Safety Risk Management System (\$2,715K): In FY 2014, the CPSRMS will shift completely into operations and maintenance (O&M). The O&M work includes providing technical support for the technologies deployed in the development of the CPSRMS system since work started in FY 2009.

Consumer Hotline (\$865K): The CPSC's toll-free Hotline, (800) 638-2772, will enter its fortieth year of service in 2014. In FY 2012, 92,180 calls were received, 3,680 incidents were reported, 452,281 publications requests fulfilled, and 6,297 e-mails were processed. Consumers are encouraged to contact the Hotline for any consumer product safety issue.

Import Surveillance Pilot System–Risk Assessment Methodology (\$1,870K): The proposed investment will continue to fund a pilot to determine the effectiveness of targeting potentially violative shipments of consumer products entering the United States. [See pages 14–15 for a complete description].

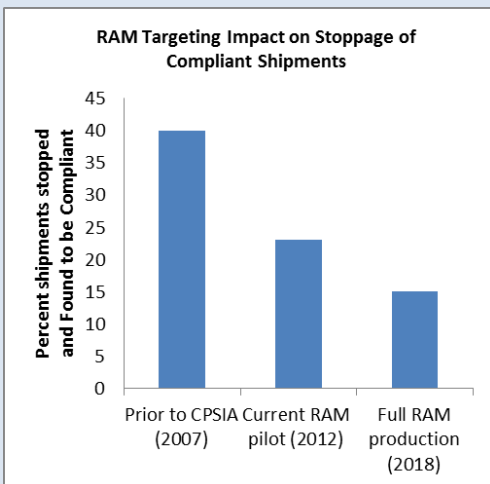


IMPORT SURVEILLANCE PROOF-OF-CONCEPT PILOT PROTECTING THE PUBLIC AND SUPPORTING COMPLIANT TRADE

Consumer Product Import Problem: American consumers run a higher risk of injury and death, and domestic manufacturers are at a competitive disadvantage due, in part, to product imports entering the United States that do not comply with federal safety standards or intellectual property laws. Each day in 2011, nearly \$3.8 billion worth of products under the U.S. Consumer Product Safety Commission’s jurisdiction entered the United States at 327 U.S. ports. Four out of five product recalls in the United States involve an imported product.

Status Quo: To monitor consumer product import compliance, the CPSC currently has 20 federal inspectors colocated with U.S. Customs and Border Protection (CBP) at 15 major U.S. ports. With this small workforce, the CPSC was limited to inspecting approximately 18,000 products in FY 2012.

Limited Proof-of-Concept Pilot Program—Risk Assessment Methodology: The Consumer Product Safety Improvement Act of 2008 directed the CPSC to create a Risk Assessment Methodology (RAM) to identify products imported into the United States that are most likely to violate consumer product safety statutes and regulations and contain defects. As a part of this effort, a pilot RAM targeting system has been implemented. The pilot system uses existing data collected by U.S. Customs and Border Protection (CBP) and then integrates that data with CPSC surveillance systems. High-risk imports are targeted based on a predetermined rule set and stopped at the port for inspection. If a violation is found, the shipment is denied entry into the United States, resolving a public safety concern before the product enters the marketplace. The intent of the pilot program is to make a modest investment to gather and analyze data for fiscal years 2012 to 2014, to ascertain whether this risk-based approach results in increased effectiveness in our import enforcement efforts.



Initial Results: Use of the RAM system was initiated in October 2011, at seven U.S. ports where CPSC staff is colocated with CBP. It was expanded to 15 ports in April 2012. Results of the pilot program have been positive. In 2012, 3.6 million potentially hazardous consumer products were stopped from entering commerce, more than twenty times the products identified by CPSC five years ago (FY2007, 0.17M). In 2007, approximately 40 percent of the shipments stopped by CPSC for further testing were ultimately determined to be compliant. Since the introduction of the RAM pilot CPSC has seen a 17% percent reduction in the amount of compliant cargo held. This improvement occurred while increasing the number of shipments detained at the port by 190%. This increase in productivity is a direct result of the visibility that the RAM

provides to colocated investigators performing risk-based targeting. In addition to providing details about the types of products and parties involved in an importation, the RAM analyzes each shipment's risk, based on criteria developed by the CPSC.

Threshold Pilot Success Criteria: The CPSC has established four threshold criteria to gauge the success of the pilot program. Achieving these levels of performance in FY 2014 would constitute significant improvement over the pre-pilot baseline.

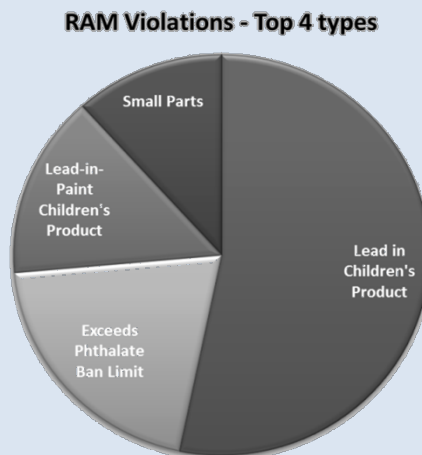
Goal 1: Improve import surveillance targeting effectiveness Measure: Sample yield per 100 import entries (FY 2013 Target = 26, FY 2014 Target = 30)

Goal 2: Facilitate legitimate trade Measure: Percentage of import shipments cleared within 1 business day (FY 2013 Target = establish baseline, FY 2014 Target is TBD)

Goal 3: Improve working effectiveness with U.S. Customs and Border Protection (CBP) to harness existing federal port resources in the interdiction of noncompliant consumer product imports Measure: Percentage of CPSC import entry hold requests acted on by CBP (FY 2013 Target = establish baseline, FY 2014 Target is TBD)

Goal 4: Protect U.S. intellectual property consistent with the CPSC's safety mission

Measure: Establish an ITDS/RAM rule set to target intellectual property violations where a health and safety hazard is suspected in consumer product imports (implement in FY 2014)



Early Success Stories

Investigators in San Francisco targeted and examined a shipment of hair dryers. The hair dryers lacked the immersion protection plug, a violation that increases the risk of serious injury or death when the product is used near water. The hair dryers were seized by CBP.

Investigators in Newark inspected a target shipment of toy doll sets where the doll was suspected to contain banned phthalates, as the importer had a previous violation for phthalates. The shipment was seized by CBP after it was determined to contain such phthalates.

The pilot program has also identified several Intellectual Property Rights (IPR) violations that have been referred to CBP for action. Investigators in Savannah targeted and examined a shipment of jewelry. While the shipment was compliant with CPSC regulations, the exam revealed items containing the U.S. Marine Corps Emblem. The importer did not have the authority to use the emblem, and the products were seized.

In a February 26, 2013 letter to U.S. Consumer Product Safety Commission Chairman Inez Tenenbaum, the Toy Industry Association (TIA) commended "the CPSC team, homeland security, and other agencies involved in enforcement activities at the ports and in the marketplace," to stop unsafe or counterfeit toys from entering the United States. TIA offered its continued assistance as the CPSC and other government agencies develop and refine procedures at the ports.

Next Steps

The limited proof-of-concept pilot is currently funded within the CPSC baseline, and no additional funds are being requested in this budget. The CPSC intends to collect data through fiscal year 2014 to refine how the RAM approach materially improves program performance relative to the status quo import interdiction approaches. These pilot results will inform future budget requests for the CPSC and our stakeholders. For the full staff report, go to: www.cpsc.gov/cpsc/pub/pubs/reports/cpsia222.pdf.

Goal 4: Decisive Response (\$35.0 million)

Quick Facts:

- Conducted 439 recalls since FY 2012 involving more than 91 million units from around the world.
- Sent 2,320 letters of advice and negotiated 411 corrective action plans to address safety in consumer products in FY 2012.
- Negotiated \$7.654 million in civil penalties through out-of-court settlements in FY 2012.
- Completed 1,184 establishment inspections of firms in FY 2012 to determine compliance with CPSC's laws and regulations.

The request for FY 2014 allocates \$35.0 million for CPSC enforcement of CPSIA-mandated and other safety standards. Most substantially, this funding allocation supports the 110 CPSC Compliance Field Investigators and support staff located across the country who are CPSC's first responders when a product is associated with an injury or fatality. Ongoing regulatory compliance activities include data analysis, investigations, and assessments of the level of compliance with new regulations. Regulatory areas include public pool and spa requirements—there are more than 300,000 public pools and spas across the nation. Additional areas include: fire hazards, fireworks, all-terrain vehicles (ATVs), and durable children's products; CPSIA-mandated requirements for cribs, toddler beds, play yards, bed rails, strollers, and swings; and Federal Hazardous Substances Act (FHSA) regulations for toys, bath seats, rattles, pacifiers, infant pillows, refuse bins, and refrigerators.

Major Investments

Field Investigator Workforce (\$16,200K):

Fiscal year 2014 funds are being requested for CPSC Compliance Field Investigators and support staff located in 38 states and Puerto Rico and covering various ports. Compliance Field Investigators are responsible for carrying out investigative, compliance, consumer information, and marketplace surveillance activities within their geographic areas. They conduct inspections of manufacturers, importers, wholesalers, and retailers to encourage voluntary industry compliance with the laws and regulations administered by the Commission and

to investigate the illegal distribution of hazardous, banned, or previously recalled consumer products. Field staff coordinated with appropriate federal, state, and local government offices to identify consumer product-related incidents and conduct on-site investigations of incidents involving serious injuries or deaths. Field Investigators routinely screen the retail marketplace and Internet websites for dangerous products, new and used, and they expand the CPSC's import surveillance capabilities by covering many additional ports where the CPSC does not have a permanent presence.

Virginia Graeme Baker (VGB) Pool and Spa Safety Act Grant Program (\$500K):

The CPSC requests funding in FY 2014 for the VGB Grant Program to reduce the number of injuries and deaths associated with pools and spas. The VGB Grant Program was established in the Virginia Graeme Baker Pool and Spa Safety Act P.L. 110-140, Title XIV and has been funded by two-year appropriations. The CPSC has yet to award grants under the Virginia Graeme Baker Pool and Spa Safety Act Grant Program. The legislation authorizing the grants inadvertently contained certain requirements that potential state, local and municipal applicants were unable to meet. Accordingly, the CPSC did not request funding for VGB grants in FY 2013 while the agency worked with Congress on a legislative solution. Based on discussions with Congressional staff, it is our understanding that legislation clarifying the grant requirements may be enacted prior to FY 2014. If the clarifying legislation is enacted in time to meet the FY 2014 grant funding cycle, the CPSC will restore VGB grant funding in FY 2014.

Goal 5: Raising Awareness (\$9.2 million)

Quick Facts:

- 2.55 billion impressions of CPSC safety messages received by consumers in FY 2012, including 255 million impressions for pool and spa safety, 124 million impressions for safe sleep, and 23 million impressions for minority outreach efforts.
- 17,550 estimated followers of CPSC safety messages on Twitter in FY 2012; currently exceeds 20,000.
- Conducted numerous outreach activities to highlight the new mandatory crib standards that child care centers and hotels must meet by December 28, 2012, including a teleconference with more than 300 child care state licensing groups, partnering with retailers and parent publications and websites through social media efforts, and distributing materials through national conferences.

This request allocates \$9.2 million to inform the public through timely and targeted information about consumer product safety issues, helping empower individual citizens with information. This includes notifying the public about recalls, new safety requirements implemented by the Commission, and proactive outreach on major drivers of death and injury. The CPSC uses a variety of new media platforms to reach the public, including the CPSC website (www.cpsc.gov); Web pages hosted by consumers and other organizations that provide real-time recall information via the CPSC's free recall widget; e-mail alerts; tweets; and the recalls "app" created by the U.S. General Services Administration for the Android.™ The CPSC posts recalls and press releases in a RSS feed format that allows blogs, TV stations, and other media to obtain information from the CPSC's website and, in seconds, have the

information posted on their websites. A strong Web presence is a key component of successfully achieving the CPSC's safety mission.

Major Investment

Pool and Spa Safety Act Information and Education (\$1,000K): In accordance with the VGB Act, the CPSC continues to manage national and grassroots *Pool Safely* campaign, a safety information and education program designed to reduce child drownings and near-drowning injuries and maintain a zero fatality rate for drain entrapments. The multifaceted initiative includes consumer and industry education efforts, press events, partnerships, outreach, and advertising.

CPSC's Crosscutting Investments

Information Technology Infrastructure (\$8,100K): The Information Technology (IT) work includes operations and maintenance services, such as telecom for voice and data, hardware and software maintenance, information systems support, cyber security, Continuity of Operations Plan/disaster recovery, and document and records management. In addition, funds will be used to replace outdated hardware; improve cyber security; and evaluate, select, and implement technology to address controlled unclassified information, *i.e.*, technology for identifying unclassified information that requires

safeguarding or dissemination controls). Ongoing support will be provided for Commission information systems and applications, including the CPSC Intranet and for public website maintenance and design.

Rent, Security, and Utilities (\$9,500K): The rent estimate includes leases for the CPSC's headquarters locations at the Bethesda Tower offices, the National Product Testing and Evaluation Center (NPTEC) in Rockville, and new Gaithersburg warehouse space. In FY 2013, the CPSC requested \$6 million above the

operating request level, available for two years, to fund a potential relocation of the CPSC's Bethesda, MD, headquarters space. The headquarters lease expires in August 2013. The solicitation of a prospectus lease replacement is an open competition conducted by the U.S. General Services Administration (GSA); thus, it is possible that another lessor could win the competitive bidding process, and GSA could select a different location for the CPSC's headquarters. The FY 2014 rent estimate assumes that the CPSC will pay rent for a headquarters facility at the market lease rate for suburban Maryland, and this is subject to change, pending the outcome of the solicitation and negotiation process.

TABLE 1
SUMMARY OF CHANGES
FROM FY 2013 ENACTED BUDGET
(DOLLARS IN THOUSANDS)

	Dollars	FTE
FY 2013 Full-Year Continuing Resolution	\$115,200	548
Reduction from Prior Year Request:		
Consumer Product Safety Risk Management System: Transition to operations and maintenance	\$ (1,985)	
Maintain Current Levels from Prior Year:		
Salaries & Expenses: Adjustment to meet mandatory S&E increases	\$ 2,200	
Financial Accounting: Adjustment to maintain financial operations support provided by DOT	\$ 150	
Import Surveillance: Risk Assessment Methodology operations and maintenance	\$ 270	
Program Adjustments:		
Safety Operations: Laboratory equipment and project support	\$ 350	
International: Exchange visits, Beijing office expenses	\$ 230	
Information Technology: Document/records management system and application support	\$ 585	
Proposed FY 2014 Budget	\$117,000	548

SUMMARY OF CHANGES DISCUSSION

Reductions from Prior Year Request

Consumer Product Safety Risk Management System (CPSRMS) (-\$1,985K): Funding to support the project development of CPSRMS is planned to conclude in FY 2013. Accordingly, the FY 2014 appropriations request for CPSRMS is reduced by \$1,985K, resulting in a total funding request of \$2,715K to support ongoing operations and maintenance of the system.

Maintain Current Levels from Prior Year

Salary and Expenses (+\$2,200K): The total FY 2013 salary and expense (S&E) estimate is \$73.2M, funding 548 FTEs. Based on actual financial execution in FY 2012, the CPSC is projecting a 2 percent cost increase in our S&E for FY 2014 above the FY 2013 estimate, due to career ladder promotions, within grade increases, and inflationary increases to benefits, such as health insurance and public transit subsidies. An additional 1 percent increase is due to a proposed pay raise for FY 2014. These are mandatory increases, and they amount to an estimated S&E budget of \$75.4M for FY 2014.

Financial Accounting Operations (+\$150K): The CPSC estimates that there will be increases for operational accounting services provided by the U.S. Department of Transportation's (DOT) Enterprise Service Center (ESC). The CPSC does not own a financial system, and it relies instead on a shared service partner to provide both the financial system and the operational accounting work on behalf of the agency. The CPSC is required to reimburse DOT for the full cost of services provided under the shared service agreement. These incremental changes estimated for FY 2014 are specific to the level of effort estimated to maintain the agency's operational financial cycles, including revenue and accounts receivable, disbursements, and financial reporting.

Import Surveillance (+\$270K): The CPSC is making two significant updates to the Risk Assessment Methodology pilot system in FY 2013. The first update modifies the system to allow for the ongoing creation, update, monitoring, and execution of National Operations rules within the system to align with National Operations CBP coordinated hold requests. The second update integrates the Import Exam Logbook and the ITDS/RAM system to allow for a single source of data entry and bookkeeping. This allows for better reporting and analytics of the actual results of targeting using the RAM. The increased funding in FY 2014 provides for the higher level of operations and maintenance for the RAM pilot system that is required, due to the enhancements made in FY 2013.

Program Adjustments

Program Support

Safety Operations–Laboratory Equipment and Project Support (+\$350K): The safety operations mission of the CPSC includes the core mission functions of Compliance and Hazard Identification. To support ongoing hazard identification and safety analysis projects at the CPSC National Product Testing and Evaluation Center, the CPSC is planning scientific equipment upgrades that include an x-ray fluorescence analyzer, an inductively coupled plasma optical emission spectrometer, and gas analyzers and dividers. In addition, this funding supports contracted project work associated with Safety Operations.

International Exchange Visits and the Beijing Office (+\$230K): The total number of foreign-manufactured products has increased significantly over the last decade. CPSC is committed to working proactively with U.S. trading partners to educate them about U.S. safety requirements, enabling them to integrate those requirements into their manufacturing processes. To advance CPSC's prevention goal, this funding supports an exchange program to learn best practices of the hosting foreign country, and at the

same time, to impart U.S. best practices. In addition to the exchange program, the CPSC has an employee stationed in Beijing, China, to support compliant trade. The U.S. State Department requires tuition reimbursement for school-age dependents of federal employees stationed in foreign countries, which is included in this requested increment.

Information Technology: Document/records management system and application support (+\$585K): The CPSC requests this increase to comply with the National Archives and Records Administration requirements for electronic document and records management outlined in the Presidential Memorandum – Managing Government Records and OMB Memorandum M-12-18, Managing Government Records Directive. The CPSC intends to develop a plan and to implement a system to operationalize the requirement to have electronic records. In addition, funds are requested to maintain and operate native CPSC applications that require programming updates.

TABLE 2
PROGRAM AND FINANCING SCHEDULE
(DOLLARS IN THOUSANDS)

	<u>2012</u> <u>Actual</u>	<u>2013</u> <u>Enacted</u>	<u>2014</u> <u>Request</u>
Obligations by program activity:			
Leadership in Safety.....	14,539	12,674	12,776
Commitment to Prevention	24,112	22,998	22,992
Rigorous Hazard Identification	35,041	36,817	36,963
Decisive Response.....	30,785	33,926	35,080
Raising Awareness	8,716	8,785	9,189
Headquarters Relocation	0	0	0
Direct program activities, subtotal	113,193	115,200	117,000
Reimbursable program	3,055	3,500	3,500
Total new obligations.....	116,248	118,700	120,500
Budgetary resources:			
Unobligated balance:			
Unobligated balance brought forward, Oct. 1	998	500	0
Budget authority:			
Appropriations, discretionary			
Appropriation	114,500	115,200	117,000
Spending authority from offsetting collections, discretionary:			
Collected	3,074	3,500	3,500
Budget authority, gross (total).....	117,574	118,700	120,500
Total budgetary resources available.....	118,572	119,200	120,500
Memorandum (non-add) entries:			
Unobligated balance expiring	826	0	0
Unexpired unobligated balance, end of year.....	500	0	0
Change in obligated balance:			
Obligated balance, start of year (net):			
Unpaid obligations, brought forward, Oct. 1(gross)	34,219	29,214	27,153
Obligations incurred, unexpired accounts.....	116,248	119,200	120,500
Obligations incurred, expired accounts	427		
Outlays (gross).....	-120,559	-121,261	-125,835
Change in uncollected customer payments from Federal Sources.....	6	0	0
Recoveries of prior year unpaid obligations, expired	-1,127	0	0
Obligated balance, end of year (net):			
Unpaid obligations, end of year (gross).....	29,214	27,153	21,818
Budget authority and outlays, net:			
Discretionary:			
Budget authority, gross.....	117,574	118,700	120,500
Outlays, gross:			
Outlays from new discretionary authority.....	94,737	94,969	101,398
Outlays from discretionary balances	25,822	26,293	24,437
Outlays, gross (total)	120,559	121,262	125,835
Offsets against gross budget authority and outlays:			
Offsetting collections (collected) from:			
Federal sources.....	-3,080	-3,500	-3,500
Budget authority, net (discretionary)	114,500	115,200	117,000
Outlays, net (discretionary)	117,479	117,761	122,335
Budget authority, net (total)	114,500	115,200	117,000
Outlays, net (total)	117,479	117,761	122,335

TABLE 3 OBJECT CLASSIFICATION SCHEDULE AND PERSONNEL SUMMARY

		<u>2012</u> <u>Actual</u>	<u>2013</u> <u>Enacted</u>	<u>2014</u> <u>Request</u>
Direct Obligations:				
Personnel Compensation:				
11.1	Full-Time Permanent	\$49,982	\$52,234	\$53,935
11.3	Other than Full-Time Permanent	3,683	4,215	4,215
11.5	Other Personnel Compensation	713	868	868
11.8	Special Person Services Payment	73	0	0
11.9	Total Personnel Compensation	<u>54,451</u>	<u>57,317</u>	<u>59,018</u>
Personnel Benefits:				
12.1	Civilian	15,203	15,886	16,403
12.7	Federal Employees Compensation Act	161	0	0
13	Benefits for Former Personnel	0	10	10
	Subtotal, Compensation and Benefits.....	<u>69,815</u>	<u>73,213</u>	<u>75,431</u>
21	Travel and Transportation of Persons	1,224	1,565	1,565
22	Transportation of Things	94	95	95
23.1	Rental Payments to GSA	8,142	8,106	8,106
23.2	Rental Payments to Others	10	1	1
23.3	Communication, Utilities, and Miscellaneous Charges	1,390	685	685
24	Printing and Reproduction	543	301	301
25.1	Advisory and Assistance Services	654	202	202
25.2	Other Services	20,570	23,436	22,788
25.3	Purchases from Other Federal Agencies	1,723	2,444	2,674
25.4	Operation and Maintenance of Facilities	1,523	333	333
25.5	Research and Development	1,980	2,000	2,000
25.7	Operation and Maintenance of Equipment	2,107	731	731
26	Supplies and Materials	739	577	577
31	Equipment	2,669	1,507	1,507
42	Insurance Claims and Indemnities	11	4	4
99	Subtotal, Direct Obligations	<u>113,193</u>	<u>115,200</u>	<u>117,000</u>
Reimbursable Obligations:				
11.1	Full-Time Permanent	305	0	0
11.3	Other than Full-Time Permanent	23	0	0
12.1	Civilian	88	0	0
21	Travel and Transportation of Persons	35	0	0
25	Other Services	2,603	3,500	3,500
31	Equipment	1	0	0
	Subtotal, Reimbursable Obligations.....	<u>3,055</u>	<u>3,500</u>	<u>3,500</u>
99.9	Total Obligations	116,248	118,700	120,500

Personnel Summary

Direct:

Total Compensable Work Years:

Full-Time Equivalent Employment	537	548	548
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TABLE 4 CPSC FTES BY ORGANIZATION

Organization	2012 <u>Actual</u>	2013 <u>Enacted</u>	2014 <u>Request</u>
Commissioners.....	19	21	21
General Counsel.....	42	50	50
Compliance and Field Ops.....	167	165	161
Hazard Identification & Reduction.....	162	163	163
Import Surveillance.....	26	28	30
Education, Global Outreach, and Small Business.....	9	9	9
Information Technology	36	37	41
Financial Management.....	26	28	27
Small Offices (up to 10 FTEs)	50	47	46
Total	537	548	548

TABLE 5 INSPECTOR GENERAL BUDGET REQUEST

In compliance with P.L. 110-409, the Inspector General Reform Act of 2008, the following information is presented:

Resource	<u>2012 Enacted</u>	<u>2013 Enacted</u>	<u>2014 Request</u>
FTEs.....	7	7	7
Compensation	\$910.1	\$935.2	\$963.6
Contracts & Operating Expenses	54.7	109.2	116.0
Training.....	7.9	16.0	16.0
Total Amount	<u>\$972.7</u>	<u>\$1,060.4</u>	<u>\$1,095.6</u>

The CPSC Inspector General certifies that the amount requested for training satisfies all known IG training requirements for fiscal year 2014.

VOLUNTARY STANDARDS SUMMARY

A consumer product voluntary standard 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.

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 there will be substantial compliance with the voluntary standard. 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 one year or over multiple years, and such activity may continue in subsequent years, depending on the activities of the voluntary standards committees and the priorities of the Commission.

Key to Table

- * A check mark (✓) in the "2012 Actual" column indicates that a support or monitoring activity occurred. Details of the 2012 voluntary standards activity will be reported in the biannual V-STAR report.
- Denotes support or monitoring activities. Support may include, among other things, providing injury data and hazard analyses, encouraging the development of a voluntary safety standard, identifying specific risks of injury, performing research, developing health science data, performing laboratory technical assistance, and/or taking other actions that the Commission, in a particular situation, determines may be appropriate. A list of these activities is found at 16 C.F.R. §1031.7.

RECOMMENDATION IN THE GAO REPORT ON VOLUNTARY STANDARDS

A recent Government Accountability Office (GAO) report titled, A More Active Role in Voluntary Standards Development Should Be Considered (GAO-12-0339), provides a comprehensive review of the CPSC's voluntary standards program. In response to the recommendation in this report, during 2013, CPSC staff will review the agency's policies regarding staff participation in the voluntary standards development process to determine whether it is advisable for staff to take a more active role in the process, such as voting on standards or holding leadership positions on voluntary standards committees. If it is determined to be advisable for CPSC staff to take a more active role in voluntary standards activities, staff will begin the process of amending any relevant rules and directives. The level of support provided by the CPSC for standards development and monitoring in 2014 will depend on available resources.

CPCSC staff plans to provide support for or monitor voluntary standards work for the products below.				
Voluntary Standards Summary				
Sugg	Product	2012 Actual*	2013 Op Plan	2014 Request
1	air cleaners (ozone-generating)	✓	•	•
2	amusement rides (portable)	✓	•	•
3	architectural glazing		•	
4	baby monitors		•	•
5	bassinets/cradles	✓	•	•
6	bath seats	✓	•	•
7	batteries (e.g., lithium, electronic devices, toy, button)	✓	•	•
8	bed rails (children's and adult)	✓	•	•
9	beds (bunk)	✓	•	•
10	beds (toddler)	✓	•	•
11	bedside sleepers	✓	•	•
12	bicycles	✓	•	•
13	booster seats	✓	•	•
14	building materials and furnishings		•	
15	cabinet heaters/cylinders	✓		
16	candles	✓	•	•
17	chairs (high)	✓	•	•
18	chairs (youth)	✓	•	•
19	changing tables	✓	•	•
20	child-resistant packaging	✓	•	•
21	children's metal jewelry	✓	•	•
22	clothes dryers	✓	•	•
23	CO alarms	✓	•	•
24	cookers, pressure	✓	•	•
25	cooktops		•	•
26	cribs (commercial)	✓	•	•
27	cribs (full-size)	✓	•	•
28	cribs (non-full-size/play yards)	✓	•	•
29	drywall	✓	•	•
30	fireworks	✓	•	•
31	fuel tanks (leakage)	✓	•	•
32	furnaces		•	•
33	furniture, upholstered			•
34	garage doors/gate operators	✓	•	•
35	gasoline containers (child-resistant closures, flame arrestors)	✓	•	•
36	glass front gas fireplaces	✓	•	•
37	headgear (recreational)	✓	•	•
38	heaters	✓	•	•
39	infant bedding/accessories	✓	•	•
40	infant bouncers	✓	•	•
41	infant carriers (frame)	✓	•	•
42	infant carriers (handheld)	✓	•	•
43	infant carriers (soft)	✓	•	•
44	infant gates	✓	•	•
45	infant hammocks/infant inclined sleep products	✓	•	•
46	infant slings	✓	•	•
47	infant swings	✓	•	•
48	infant tubs	✓	•	•
49	infant walkers	✓	•	•
50	inflatable play devices		•	•
51	ladders	✓	•	•
52	lighters, cigarette	✓	•	•
53	mattresses	✓		
54	mattresses, inflatable air		•	•
55	mowers	✓	•	•
56	nanotechnology		•	•
57	National Electrical Code	✓	•	•
58	off-highway vehicles	✓	•	•
59	phthalates	✓	•	•
60	playground equipment (children under 2 yrs)	✓	•	•
61	playground equipment (home)	✓	•	•
62	playground equipment (public)	✓	•	•
63	portable generators	✓	•	•
64	power equipment (table saws)	✓	•	•
65	ranges (tip over)	✓	•	•
66	scooters (motorized)	✓		
67	smoke alarms	✓	•	•
68	soccer goals	✓	•	•
69	sprinklers	✓		
70	stationary activity centers	✓	•	•
71	strollers	✓	•	•
72	swimming pools/spas	✓	•	•
73	toys	✓	•	•
74	trampolines	✓	•	•
75	trampoline centers			•
76	tree stands (hunting)	✓	•	
77	window coverings (blind cords)	✓	•	•
	Total	67	71	69

MANDATORY STANDARDS SUMMARY

Mandatory standards 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 in order to be imported, distributed, or sold in the United States.

The CPSC may set a mandatory standard 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.² The Commission may also promulgate a mandatory ban of a hazardous product when it determines that no feasible voluntary or mandatory standard would adequately protect the public from an unreasonable risk of injury.

CPSC staff plans to work on the projects in the table below. 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 in support of ongoing or potential future rulemaking activities.

Key to Table	
*	The terms ANPR, NPR, and FR in the columns below indicate that a briefing package with a draft ANPR, a draft NPR or a draft FR was or will be submitted to the Commission. It does not indicate the final action of the Commission.
**	In 2014, proposed and draft final notices of requirements will be included within the rulemaking briefing package for the applicable product; they will not be submitted to the Commission in a separate rulemaking briefing package and therefore are not listed separately.
NPR	Notice of proposed rulemaking
FR	Final rule
BP	Briefing package
NR	Notice of requirement
DA/TR	Data analysis and/or technical review
ANPR	Advance notice of proposed rulemaking

²The CPSIA requires the promulgation of mandatory standards for some products by adopting existing voluntary standards (in whole or in part), such as durable infant products, children's toys, and all-terrain vehicles. For a complete list, please refer to the CPSIA at: www.CPSC.gov/cpsia.pdf.

Items by Major Categories	2012 Actual *	2013 OP Plan *	2014 Request *
CPSIA, including Danny Keysar Child Safety Notification Act			
ATVs: Revision to Voluntary Standard	FR		
Bassinets		FR	
Bassinet Attachments in Play Yards	NPR	FR	
Bed Rails (Children's Portable)	FR		
Bedside Sleepers		NPR, FR	
Booster Seats			DA/TR
Folding Chairs		DA/TR	NPR
Full-Size Cribs: Revision to Voluntary Standard	FR		
Gates and Other Enclosures		DA/TR	DA/TR
High Chairs		DA/TR	NPR
Infant Bath Seats: Revision to Voluntary Standard	FR		
Infant Bath Tubs		DA/TR	DA/TR
Infant Bouncer Seats		DA/TR	NPR
Infant Carriers - Frame		DA/TR	NPR
Infant Carriers - Handheld		NPR, FR	
Infant Carriers - Soft		NPR, FR	
Infant Hammocks / Inclined Sleep Products		DA/TR	DA/TR
Infant Slings		NPR	FR
Infant Swings	NPR,FR		
Phthalates or Phthalate Substitutes		DA/TR	DA/TR
Play Yards	FR		
Registration Card Rule	FR		
Stationary Activity Centers			DA/TR
Strollers		NPR, FR	
Toddler Beds: Revision to Voluntary Standard	BP		
Toys: Revision to Voluntary Standard	BP		
Accreditation Requirements **			
Bassinets		FR	
Bed Rails	NR		
Bedside Sleepers		FR	
Infant Carriers (Handheld)		FR	
Infant Carriers (Soft)		NPR, FR	
Infant Slings		NPR	
Play Yards	NR		
Strollers		NPR, FR	
Implementation of Public Law 112-28			
ATVs--Rulemaking		DA/TR	BP
Burden Reduction/Assuring Compliance	BP		
Exceptions from Lead Content Limits	BP		
Phthalates Inaccessibility	BP		
Representative Samples	NPR/FR		
Tracking Label Requirements	FR		
Rule Review			
Rule Review Plan	BP		
Animal Testing Regulations	NPR	FR	
Bicycles	DA/TR	DA/TR	DA/TR
Caps Intended for Use with Toy Guns	NPR		FR
Mattresses			DA/TR
Other Ongoing or Potential Rulemaking Activities			
Bedclothes Flammability			DA/TR
Bed Rails (Adult)			DA/TR
Cigarette Ignition Risk	DA/TR		
Crib Bumper Petition	DA/TR	BP	
Durable Nursery Products Exposure Survey	DA/TR	DA/TR	DA/TR
Firepots and Gel Fuels	ANPR	DA/TR	NPR
Fireworks	DA/TR	DA/TR	DA/TR
Glass Front Fireplace Petition	DA/TR	BP	
Poison Prevention Packaging Act - Hydroxides		DA/TR	NPR
Poison Prevention Packaging Act - Imidazolines	NPR	FR	
Portable Generators	DA/TR	DA/TR	NPR
Rare Earth Magnet Sets	NPR	FR	
Recreational Off-Highway Vehicles (ROVs)	DA/TR	NPR	FR
Revisions to FHA definition of "strong sensitizer"		NPR	FR
Surrogate Smoldering Ignition Source		DA/TR	DA/TR
Table Saws	DA/TR	DA/TR	NPR
Upholstered Furniture	DA/TR	DA/TR	DA/TR
Virginia Graeme Baker Act: Unblockable Drains	BP		
Voluntary Recall Rule		NPR	FR

Following is a list of CPSIA final rules promulgated and accreditation standards established in reverse chronological order since passage of the CPSIA in 2008:

Final Rules

1. Final Rule on “Safety Standard for Play Yards” 77 FR 52220 (August 29, 2012)
2. Final Rule on “Revisions to Safety Standards for Durable Infant or Toddler Products: Infant Bath Seats and Full-Size Cribs” 77 FR 45242 (July 31, 2012)
3. Final Rule on “Audit Requirements for Third Party Conformity Assessment Bodies,” 77 FR 31074 (May 24, 2012)
4. Final Rule on “Standard for All-Terrain Vehicles,” 77 FR 12197 (February 29, 2012)
5. Final Rule on “Safety Standard for Portable Bed Rails,” 77 FR 12182 (February 29, 2012)
6. Final Rule on “Requirements for Consumer Registration of Durable Infant or Toddler Products,” 77 FR 9522 (February 17, 2012)
7. Final Rule on “Testing and Labeling Pertaining to Product Certification,” 76 FR 69482 (November 8, 2011)
8. Final Rule on “Conditions and Requirements for Relying on Component Part Testing or Certification, or Another Party’s Finished Product Testing or Certification, to Meet Testing and Certification Requirements,” 76 FR 69546 (November 8, 2011)
9. Final Rule on “Substantial Product Hazard List: Children’s Upper Outerwear in Sizes 2T to 12 With Neck or Hood Drawstrings and Children’s Upper Outerwear in Sizes 2T to 16 With Certain Waist or Bottom Drawstrings,” 76 FR 42502 (July 19, 2011)
10. Final Rule on “Substantial Product Hazard List: Hand-Supported Hair Dryer” 76 FR 37636 (June 8, 2011)
11. Final Rule on “Safety Standard for Toddler Beds,” 76 FR 22019 (April 20, 2011)
12. Final Rule on “Revocation of Requirements for Full-Size Baby Cribs and Non-Full-Size Baby Cribs,” 75 FR 81766 (December 28, 2010)
13. Final Rule on “Safety Standards for Full-Size Baby Cribs and Non-Full-Size Baby Cribs,” 75 FR 81766 (December 28, 2010)
14. Final Rule on “Publicly Available Consumer Product Safety Information Database,” 75 FR 76832 (December 9, 2010)
15. Final Rule on “Interpretation of Children’s Product,” 75 FR 63067 (October 14, 2010)
16. Final Rule on “Safety Standard for Infant Walkers,” 75 FR 35266 (June 21, 2010)
17. Final Rule on “Revocation of Regulations Banning Certain Baby Walkers,” 75 FR 35279 (June 21, 2010)
18. Final Rule on “Safety Standard for Infant Bath Seats: Final Rule,” 75 FR 31691 (June 4, 2010)
19. Final Rule on “Civil Penalty Factors,” 75 FR 15993 (March 31, 2010)
20. Final Rule on “Guidelines and Requirements for Mandatory Recall Notices,” 75 FR 3355 (January 21, 2010)
21. Final Rule on “Children’s Products Containing Lead; Exemptions for Certain Electronic Devices,” 75 FR 3154 (January 20, 2010)
22. Final Rule on “Requirements for Consumer Registration of Durable Infant or Toddler Products,” 74 FR 68668 (December 29, 2009)
23. Final Rule on “Children’s Products Containing Lead; Determinations Regarding Lead Content Limits on Certain Materials or Products,” 74 FR 43031 (August 26, 2009)
24. Final Rule on “Children’s Products Containing Lead; Interpretative Rule on

- Inaccessible Component Parts,” 74 FR 39535 (August 7, 2009)
25. Final Rule on “Children’s Products Containing Lead; Final Rule; Procedures and Requirements for a Commission Determination of Exclusion,” 74 FR 10475 (March 11, 2009)
 26. Final Rule on “Ban of Lead-Containing Paint and Certain Consumer Products Bearing Lead-Containing Paint,” 73 FR 77492 (December 19, 2008)
 27. Final Rule on “Information Disclosure Under Section 6(b) of the Consumer Product Safety Act,” 73 FR 72334 (November 28, 2008)
 28. Final Rule on “Certificates of Compliance,” 73 FR 68328 (November 18, 2008)
 29. Final Rule on “Labeling Requirement for Toy and Game Advertisements; Final Rule,” 73 FR 67730 (November 17, 2008)
 30. “Final Rule: Standard for All-Terrain Vehicles,” 73 FR 67385 (November 14, 2008)

Accreditation Requirements

1. “Third Party Testing for Certain Children’s Products; Notice of Requirements for Accreditation of Third Party Conformity Assessment Bodies to Assess Conformity with the Limits on Phthalates in Children’s Toys and Child Care Articles, 76 FR 49286 (August 10, 2011)
2. “Third Party Testing for Certain Children’s Products; Toys: Requirements for Accreditation of Third Party Conformity Assessment Bodies,” 76 FR 46598 (August 3, 2011)
3. “Third Party Testing for Certain Children’s Products; Clothing Textiles: Revisions to Terms of Acceptance of Children’s Product Certifications Based on Third Party Conformity Assessment Body Testing Prior to Commission’s Acceptance of Accreditation,” 76 FR 22608 (April 22, 2011)

4. “Third Party Testing for Certain Children’s Products: Toddler Beds; Requirements for Accreditation of Third Party Conformity Assessment Bodies,” 76 FR 22030 (April 20, 2011)
5. “Third Party Testing for Certain Children’s Products; Notice of Requirements for Accreditation of Third Party Conformity Assessment Bodies – Lead Paint,” 76 FR 18645 (April 5, 2011)
6. “Third Party Testing for Certain Children’s Products: Full-Size and Non-Full-Size Cribs; Requirements for Accreditation of Third Party Conformity Assessment Bodies,” 75 FR 81789 (December 28, 2010)
7. “Third Party Testing for Certain Children’s Products: Children’s Sleepwear; Requirements for Accreditation of Third Party Conformity Assessment Bodies,” 75 FR 70911 (November 19, 2010)
8. “Third Party Testing for Certain Children’s Products: All-Terrain Vehicles; Requirements for Accreditation of Third Party Conformity Assessment Bodies,” 75 FR 52616 (August 27, 2010)
9. “Third Party Testing for Certain Children’s Products: Mattresses, Mattress Pads, and/or Mattress Sets; Requirements for Accreditation of Third Party Conformity Assessment Bodies,” 75 FR 51020 (August 18, 2010)
10. “Third Party Testing for Certain Children’s Products: Clothing Textiles; Requirements for Accreditation of Third Party Conformity Assessment Bodies,” 75 FR 51016 (August 18, 2010)
11. “Third Party Testing for Certain Children’s Products: Vinyl Plastic Film; Requirements for Accreditation of Third Party Conformity Assessment Bodies,” 75 FR 42311 (July 21, 2010)
12. “Third Party Testing for Certain Children’s Products: Carpets and Rugs; Requirements for Accreditation of Third Party Conformity Assessment Bodies,” 75 FR 42315 (July 21, 2010)

13. "Third Party Testing for Certain Children's Products; Infant Walkers; Requirements for Accreditation of Third Party Conformity Assessment Bodies," 75 FR 35282 (June 21, 2010)
14. "Third Party Testing for Certain Children's Products; Infant Bath Seats: Requirements for Accreditation of Third Party Conformity," 75 FR 31688 (June 4, 2010)
15. "Third Party Testing for Certain Children's Products; Notice of Requirements for Accreditation of Third Party Conformity Assessment Bodies To Assess Conformity With Part 1505 and/or § 1500.86(a)(5) of Title 16, Code of Federal Regulations," 75 FR 22746 (April 30, 2010)
16. "Third Party Testing for Certain Children's Products; Notice of Requirements for Accreditation of Third Party Conformity Assessment Bodies to Assess Conformity with the Limits on Total Lead in Children's Products," 74 FR 55820 (October 29, 2009)
17. "Third Party Testing for Certain Children's Products; Notice of Requirements for Accreditation of Third Party Conformity Assessment Bodies to Assess Conformity with Parts 1203, 1510, 1512, and/or 1513 and Section 1500.86(a)(7) and/or (a)(8) of Title 16, Code of Federal Regulations," 74 FR 45428 (September 2, 2009)
18. "Third Party Testing for Certain Children's Products; Notice of Requirements for Accreditation of Third Party Conformity Assessment Bodies To Test To the Requirements for Lead Content in Children's Metal Jewelry as Established by the Consumer Product Safety Improvement Act of 2008," 73 FR 78331 (December 22, 2008)
19. "Third Party Testing for Certain Children's Products; Notice of Requirements for Accreditation of Third Party Conformity Assessment Bodies to Assess Conformity With Part 1501 of Title 16, Code of Federal Regulations," 73 FR 67838 (November 17, 2008)
20. "Third Party Testing for Certain Children's Products; Notice of Requirements for Accreditation of Third Party Conformity Assessment Bodies To Assess Conformity With Part 1508, Part 1509, and/or Part 1511 of Title 16, Code of Federal Regulations," 73 FR 62965 (October 22, 2008)
21. "Third Party Testing for Certain Children's Products; Notice of Requirements for Accreditation of Third Party Conformity Assessment Bodies To Assess Conformity With Part 1303 of Title 16, Code of Federal Regulations," 73 FR 54564 (September 22, 2008)

PERFORMANCE PLAN

2011–2016 STRATEGIC PLAN SUMMARY

Vision: The CPSC is the recognized global leader in consumer product safety.



Objectives for Strategic Goal One: Leadership in Safety

- 1.1 Determine the most critical consumer product hazards and issues to define the Commission's annual priorities consistent with the agency's regulatory requirements.
- 1.2 Create and strengthen partnerships with stakeholders aimed at improving product safety throughout the supply chain.
- 1.3 Collaborate with partners ranging from state and federal authorities, colleges and universities, and other stakeholders to expand the CPSC's effectiveness and reach.
- 1.4 Work toward harmonizing global consumer product standards or developing similar mechanisms to enhance product safety.
- 1.5 Promote and recognize innovation and advancements in consumer product safety.
- 1.6 Attract, retain, and collaborate with leading experts to address consumer product hazards.

Objectives for Strategic Goal Two: Commitment to Prevention

- 2.1 Minimize hazardous defects early in the manufacturing process through increased participation in voluntary standards activities.
- 2.2 Improve the safety of consumer products by issuing mandatory standards, where necessary and consistent with statutory authority, in response to identified product hazards.
- 2.3 Facilitate the development of safer products by training industry stakeholders on the CPSC's regulatory requirements and hazard identification best practices.
- 2.4 Develop programs that provide incentives for manufacturers and importers to implement preventive actions that enable the safety of their products.
- 2.5 Engage foreign product safety regulators and foreign manufacturers to reduce the production of unsafe consumer products that may enter the U.S. market.

Objectives for Strategic Goal Three: Rigorous Hazard Identification

- 3.1 Improve the quality and comprehensiveness of crucial product hazard data.
- 3.2 Reduce the time it takes to identify hazard trends by improving the collection and assessment of hazard data.
- 3.3 Establish a transparent, risk-based methodology to consistently identify and prioritize hazards to be addressed.
- 3.4 Expand import surveillance efforts to reduce entry of unsafe products at U.S. ports.
- 3.5 Scan the marketplace regularly to determine whether previously identified significant hazards exist in similar products.
- 3.6 Increase surveillance of used and resale consumer products to identify and remove recalled products and substantial product hazards.

Objectives for Strategic Goal Four: Decisive Response

- 4.1 Expand the CPSC's ability to conduct a full range of inspections to monitor for noncompliant and defective products.
- 4.2 Use a risk-based methodology to prioritize the CPSC's targeted response to addressable product hazards.
- 4.3 Increase the efficiency and speed of recalls of noncompliant and defective products.
- 4.4 Reduce the time it takes to inform consumers and other stakeholders of newly identified hazards and the appropriate actions to take.
- 4.5 Hold violators accountable for hazardous consumer products on the market by using enforcement authorities.

Objectives for Strategic Goal Five: Raising Awareness

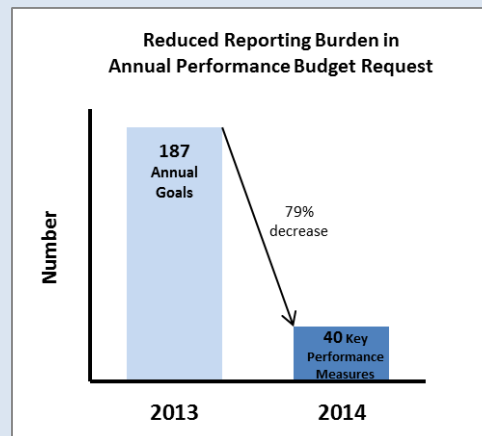
- 5.1 Increase awareness of the CPSC to ensure the public knows where to turn for information on consumer product safety, where to report hazardous incidents, and is aware of the enforcement capabilities used to address product dangers.
- 5.2 Provide stakeholders with easily accessible, timely, and useful safety information on consumer product hazards.
- 5.3 Deploy targeted outreach campaigns for priority hazards and vulnerable communities.
- 5.4 Increase access to consumer product safety information for industry and small businesses.

Use of Data, Evidence, and Evaluation

New Performance Measures

New Set of Key Performance Measures

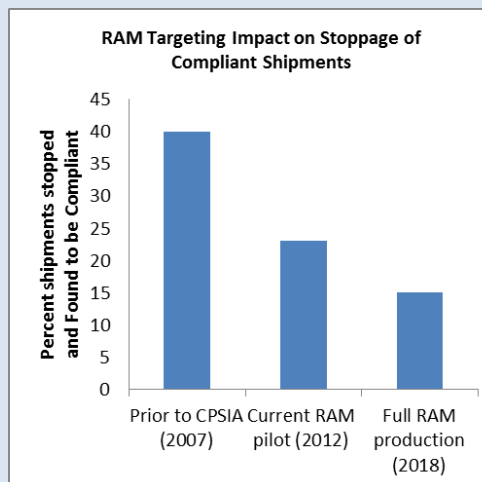
This past year, CPSC staff conducted an extensive review of the more than 180 existing annual goals and measures reported in the 2013 Performance Budget Request. The agency identified for the 2014 Performance Budget Request a core set of 40 key performance measures that quantitatively describe progress in implementing the strategic plan. The new key performance measures are more focused and describe better our progress in achieving the strategic plan goals and objectives. The 40 key performance measures will facilitate the use of evidence in management and resource decisions across the agency.



Import Surveillance

Use of Evidence to Improve Productivity

Through the Risk Assessment Methodology (RAM) targeting program, the CPSC analyzes import data provided by U.S. Customs and Border Protection (CBP) to identify high-risk imports effectively and to target them proactively for inspection at the ports before the products can be sold in the U.S. marketplace. The RAM program enables the CPSC to select more accurately shipments having a product safety violation or defect. In 2007, approximately 40 percent of the shipments stopped by CPSC for further testing were ultimately determined to be compliant. Since the introduction of the RAM pilot CPSC has seen a 17 percent reduction in the amount of compliant cargo held. This improvement occurred while increasing the number of shipments detained at the port by 190 percent.



Using Data on Injuries and Deaths to Guide CPSC Decisions

CPSC is a data-driven agency, using injury and death incident data from across the country to guide decisions. CPSC systematically reviews and analyzes data through its National Electronic Injury Surveillance System (NEISS), and from death certificates, Medical Examiner and Coroners Alert Project (MECAP) reports, incident reports, and www.SaferProducts.gov. The NEISS system provides statistically valid national estimates of product-related injuries. The data set is the foundation for many CPSC activities, providing the means for estimating the magnitude of consumer product-related injuries in the United States and serving as a source for gathering information on the nature and probable cause of injury incidents.

In FY 2014, the CPSC has budgeted for work on several rulemaking projects that were initiated because analysis of death and injury data showed an emerging or potential hazard.

Firepots and Gel Fuels

Injuries involving firepots and gel fuels were identified in 2011 as an emerging hazard based on CPSC's statistical analysis. Fire pots were relatively new products just entering the market. As of August 2012, CPSC identified 165

firepot-related incidents that resulted in 2 deaths and 114 injuries. The injuries caused were serious and were primarily second- and third-degree burns, requiring hospitalization. Based on the data, the agency initiated assessments of firepot design, the flammability of the gel fuel, the market for firepots and gel fuels, and the patterns of consumer use. This culminated in a staff recommendation to the Commission to publish an advance notice of proposed rulemaking (ANPR). An ANPR was published in 2012, and the CPSC staff plans to submit to the Commission for its consideration a draft notice of proposed rulemaking (NPR) in 2014, consistent with this budget request.

Portable Generators

Analysis of data also revealed an upward trend in carbon monoxide (CO) poisoning incidents between 1999 and 2010, related to the use of portable generators. CPSC initiated research to evaluate the performance of a prototype low CO-emission portable generator that would give the consumer more time to recognize the CO poisoning risk and to escape. In addition to this research, CPSC issued press releases and educational information, especially during weather-related power outages when portable generators are used frequently, to educate consumers on the dangers of CO poisoning when using portable generators in homes and garages. Based on recently completed CPSC research and the continued increasing trend in portable generator CO poisoning fatalities, the CPSC anticipates Commission deliberations on a draft NPR in 2014, consistent with this budget request.

Recreational Off-Highway Vehicles

Compared to all-terrain vehicles, recreational off-highway vehicles (ROVs) are a relatively new product category with a significant number of injuries. The Commission received more than 181 reports of ROV-related injury and fatality incidents occurring between January 2003 and August 2009. More than 30 percent of the reported incidents involved more than one victim either killed or injured. Nonfatal injuries have also been traumatic, often involving amputation, degloving, or other severe injuries to the extremities resulting in permanent disfigurement. The CPSC published an ANPR to communicate that it was assessing whether there may be an unreasonable number of deaths and injuries associated with ROVs that ultimately might need to be addressed through rulemaking. Subsequent analysis and evaluation has focused on rollover propensity and the performance of occupant protection systems. The CPSC anticipates Commission deliberations on a draft NPR in 2014, consistent with this budget request.

PERFORMANCE MEASURES AND TARGETS

LEADERSHIP IN SAFETY

STRATEGIC GOAL 1: Take a leadership role in identifying and addressing the most pressing consumer product safety priorities and mobilizing action by our partners.

As globalization and technological advances expand the range of products on the market, the risks and opportunities associated with these advancements make the challenge of overseeing and regulating the thousands of product types under the CPSC's jurisdiction more complex. Product safety can suffer in countries where domestic regulation is not effective and quality control systems are lacking. Regulatory agencies, standards organizations, and consumer and industry groups worldwide are working to address consumer product safety across multiple geographies and priorities.

The CPSC is at the forefront of advancing the agenda for consumer product safety. Working with key global and domestic stakeholders, the CPSC seeks to mitigate the most pressing product safety hazards by establishing a clearly defined leadership agenda to address consumer product safety hazards and by working with key global and domestic stakeholders. CPSC staff uses a risk assessment tool to determine the most critical consumer product hazards and suggest priorities for agency work on hazard reduction. CPSC staff collaborates with international and domestic stakeholders to improve product safety throughout the supply chain, and staff provides training and guidance to foreign manufacturers and consumer product safety regulators. The CPSC also works to harmonize global consumer product standards, promotes and recognizes innovation and advancements in consumer product safety, and recruits and retains leading experts to help accomplish its mission.

Key Strategies

Collaborate with Stakeholders and Engage Foreign Regulators and Manufacturers: By collaborating with domestic and international stakeholders, the CPSC can effectively leverage

its limited resources to improve product safety. CPSC staff, through the Office of Education, Global Outreach, and Small Business Ombudsman, provides education and outreach activities to manufacturers, retailers, resellers, small businesses, and foreign governments. This office facilitates the transfer of knowledge to industry and ultimately contributes to creating safer products through better-educated manufacturers both large and small. Domestic outreach includes training sessions on CPSC regulations through in-person participation at trade shows, Internet-based webinars, and direct-access online/telephone support. The Small Business Ombudsman works closely with trade associations to ensure that their members are aware of the benefits of registering as a small batch manufacturer and to resolve industry issues of concern. The CPSC works to encourage foreign product safety regulators and foreign manufacturers to take action to reduce the production of unsafe products that may enter the U.S. market and to cooperate with U.S. product compliance efforts. CPSC staff tries to increase the capacity of foreign governments and regulatory bodies to develop product surveillance strategies, product testing methods, and product safety standards. CPSC staff conducts or facilitates training sessions for foreign product safety regulators to try to increase the chances for effective bilateral cooperation and sponsors extended training exchanges for staff of foreign regulatory agencies. The CPSC also conducts or facilitates training for industry representatives in China, Southeast Asia, and Latin America. The focus of this manufacturing outreach is on economies that account for most of the hazardous and noncompliant imported products, as well as emerging economies whose exports of high-risk consumer products to the United States are increasing. The programs, which include both

in-person and Internet-based training, emphasize the need to follow CPSC testing requirements and to rely on proven international best practices. The CPSC also promotes innovation and advancements in consumer product safety through the Chairman's Commendation Circle Award, which recognizes substantial contributions in support of the CPSC's mission.

The CPSC also collaborates with state and federal authorities, colleges, and universities to expand the agency's effectiveness and reach. An area of emphasis is supply chain integrity. The CPSC continues to work with two major universities to educate domestic and Chinese corporations on supply chain integrity issues, with the end goal of a reduction in recalls. CPSC staff collaborates with federal agencies and universities in training and capacity-building work with foreign jurisdictions, and staff also works cooperatively with state and local officials.

Harmonize Global Standards: The CPSC works to harmonize global consumer product

standards as a way to improve consumer product safety. CPSC staff plays a leadership role in an international pilot alignment initiative involving the central consumer product safety regulatory authorities of Australia, Canada, the European Union, and the United States. The pilot involves trying to seek consensus positions on hazards to children and potential solutions for hazards associated with some consumer products.

Promote Expertise: In order to accomplish its mission and to play a leadership role in advancing the agenda for consumer product safety, the CPSC has taken steps to improve its recruitment and retention of expertise and to develop employees through enhanced training. The CPSC also seeks to have a workforce reflective of the diverse populations served by the agency, by implementing targeted recruitment efforts for minorities, women, and individuals with disabilities, and through staff training in diversity awareness and Equal Employment Opportunity responsibilities.

Performance Measures: Beginning in FY 2013, the CPSC will report on progress toward achievement of Strategic Goal 1, using the following key performance measures:

Performance Measure Statement		FY2010 Actual	FY2011 Actual	FY2012 Actual	FY2013 Target	FY2014 Target
Goal: Increase training aimed at improving consumer product safety						
1.2.1	Number of training or outreach seminars for foreign manufacturers conducted by CPSC staff	3	3	8	1	3
1.2.2	Number of staff exchanges with foreign counterparts undertaken as part of the Extended Training Exchange Program	--	--	2	6	4
Goal: Create and strengthen collaborations aimed at improving consumer product safety						
1.2.3	Number of new collaborations undertaken with domestic nongovernment organizations (NGOs) and universities	--	--	--	2	3
Goal: Increase engagement of foreign counterparts in alignment discussions for consumer product safety standards						
1.4.1	Number of products on which CPSC had consultations with foreign counterparts	--	--	--	3	4
Goal: Recruit, retain, and develop a high-performing workforce						
1.6.1	Employee retention rate	86%	85%	85%	85%	85%
1.6.2	Average hiring time (recruitment time using OPM's End-to-End hiring process) (days)	92	75	75	80	80
1.6.3	Training participation rate	--	72%	74%	80%	85%

-- Data not available.

COMMITMENT TO PREVENTION

STRATEGIC GOAL 2: Engage public and private sector stakeholders to build safety into consumer products.

The number of products available to U.S. consumers has grown exponentially, and many of those products come directly from trading partners outside of the country. The challenge is that the majority of consumer product hazards and safety defects arise in the very early stages of the supply chain, including product design and the selection and use of raw materials. Additionally, given the range of products faced by domestic and international regulatory agencies, enforcement activities alone are unlikely to succeed in completely preventing product hazards from occurring.

Preventing hazardous products from entering the marketplace is one of the most effective ways the CPSC can protect consumers. The CPSC participates in the development of new safety standards, creates regulations, and educates manufacturers on those safety requirements so that safety is built into consumer products. The CPSC works with the consumer product community to create voluntary standards. The CPSC has also made significant progress toward successfully creating stronger mandatory standards pursuant to the CPSIA and will continue additional rulemaking, as appropriate. CPSC staff provides guidance and educational documents to explain the CPSIA and other federal safety regulations, and they conduct training and outreach events. The CPSC develops incentive programs to assist and encourage industry to build safer consumer products. Finally, the CPSC engages with foreign product safety regulators and foreign manufacturers to reduce the production of unsafe consumer products that may enter U.S. markets.

Key Strategies

Develop Voluntary Standards: The CPSC participates in the voluntary standards process in its effort to reduce the unreasonable risks associated with hazardous consumer products. The statutes that the CPSC administers require

the agency to rely on a voluntary consumer product safety standard if compliance with a voluntary standard would eliminate or adequately reduce the identified risk of injury and if it is likely that there will be substantial and timely compliance with such voluntary standard. Voluntary safety standards for consumer products generally are developed through a consensus process coordinated by Standards Development Organizations (SDOs). The SDOs form technical groups, which are comprised of industry, government, and consumer representatives, among others. When CPSC staff members identify the need for a voluntary standard based on the analysis of consumer product injury data, they submit a recommendation to an SDO to develop a national consensus safety standard. Typically, an SDO will organize a group that subsequently performs a technical assessment and prepares a draft standard. CPSC staff provides expert advice, technical assistance, and clarifying analyses. After evaluating and incorporating comments received on the proposal, the group developing the standard's provisions votes on the final voluntary standard (the CPSC does not vote on the standard), which will generally undergo additional reviews and approvals based on SDO procedures. Once the voluntary standard is approved, it usually becomes the recognized norm for that industry group and product type.

Develop Mandatory Standards: Mandatory standards are federal rules set by statute or regulation that define requirements for consumer products. Mandatory standards 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. The CPSC may set a mandatory standard when it determines that compliance with a voluntary standard would not eliminate or adequately reduce a risk of injury or it finds that it is unlikely that there will be substantial compliance with a voluntary

standard.³ The Commission may also promulgate a mandatory ban of a hazardous product when it determines that no feasible mandatory standard would adequately protect the public from an unreasonable risk of injury. If the CPSC determines that a mandatory standard or ban is necessary, the Commission uses a highly participatory process to create the standard or ban, by soliciting comments from consumers, industry groups, government partners, and any other interested stakeholders. When a mandatory standard is promulgated by the CPSC, the standard applies across the entire chain of distribution, including manufacturers, distributors, and retailers. Mandatory standards and bans are enforceable by the CPSC. This allows the agency to stop products at the ports that do not meet federal requirements. In addition, the CPSC may seek civil or criminal penalties for violations of the mandatory standards or bans.

Increase Industry Training: To help industry comply with CPSC regulations, CPSC staff develops and disseminates guidance documents for industry stakeholders to explain safety regulations, policies, and procedures. This includes focus on specific product types, such as chemical hazards and types of businesses, including small businesses and importers. CPSC staff also trains domestic and foreign industry stakeholders in addition to foreign consumer product safety regulators.

³The CPSIA requires the promulgation of mandatory standards for some products with existing voluntary standards, such as durable infant or toddler products, children's toys, and all-terrain vehicles. For a complete list, please refer to the CPSIA at: www.CPSC.gov/cpsia.pdf.

Performance Measures: Beginning in FY 2013, the CPSC will report on progress toward achievement of Strategic Goal 2, using the following key performance measures:

Performance Measure Statement		FY2010 Actual	FY2011 Actual	FY2012 Actual	FY2013 Target	FY2014 Target
Goal: Increase technical support or monitoring for voluntary standards activities						
2.1.1	Number of voluntary standards activities supported or monitored by CPSC staff	61	60	70	71	69
Goal: Increase collaboration on nanotechnology issues affecting consumer products						
2.1.2	Number of collaborations established or maintained with other organizations to work on nanotechnology research or issues affecting consumer products	4	8	8	8	8
2.1.3	Number of reports produced on the results of collaboration on nanotechnology issues affecting consumer products	1	1	9	5	7
Goal: Prepare rulemaking candidates for Commission consideration as required						
2.2.1	Number of candidates for rulemaking prepared for Commission consideration	26	22	28	25	13*
Goal: Improve availability of training and guidance for industry stakeholders (domestic and foreign)						
2.3.1	Number of training activities made available to industry stakeholders	--	--	--	12	25

-- Data not available.

* Due to a change in handling notice of requirements rulemaking briefing packages the target for FY 2014 is not comparable to the targets for FY 2013 and earlier years.

RIGOROUS HAZARD IDENTIFICATION

STRATEGIC GOAL 3: Ensure timely and accurate detection of consumer product safety risks to inform agency priorities.

The CPSC must determine quickly and accurately which product hazards represent the greatest risks to consumer safety. Information on injuries, deaths, and other consumer product safety incidents comes from a wide range of sources, including consumers and consumer groups, hospitals and clinics, industry, and the press. The CPSC also analyzes economic and hazard exposure information on products under its jurisdiction. Used and resale consumer products must also be monitored, which presents unique challenges. Staff routinely reviews and analyzes this large volume of data to identify patterns and trends that reflect a potential emerging hazard. Staff investigates specific injury cases to gain additional knowledge about injuries or hazards and to learn about how the reported product was involved. The volume and diversity of information make it challenging to monitor, standardize, and compare safety data to track known hazards and identify new ones. Moreover, the CPSC has to determine which hazards represent the greatest addressable risks on which the agency should focus its limited resources.

The CPSC uses a systematic approach to enhance the quality of crucial product hazard data and reduce the time it takes to identify trends. It does this by improving collection and assessment of hazard data, scanning the marketplace regularly, expanding import surveillance efforts, and increasing surveillance of used consumer products offered for resale. The CPSC has made significant investments in information technology to enhance and streamline hazard detection processes and improve analytic capabilities. This includes development of the CPSIA-mandated public database (www.SaferProducts.gov), which allows consumers and others to submit reports of harm to the CPSC and view publicly reported incident information in a Web-based, searchable format. The agency developed the Consumer Product Safety Risk Management System (CPSRMS) to standardize how data are captured and to enable expanded and expedited collection

and analysis. CPSC surveillance of used consumer products offered for resale also has been increased.

Key Strategies

Improve Quality of Incident Data: The CPSC works to improve the quality and comprehensiveness of crucial product hazard data by continuing to upgrade and improve information technology systems and supporting business processes. CPSC staff updates econometric models and economic information, including the injury cost model, to analyze impacts of CPSC actions. Death and injury incident data are received and analyzed from medical examiners and coroners, news clips, and the National Electronic Injury Surveillance System (NEISS). NEISS collects information about product-related injuries that have been treated from a probability sample of hospital emergency rooms and provides statistically valid national estimates of product-related injuries. Audits and evaluation visits to hospitals in the NEISS sample are conducted to ensure that hospitals are adequately capturing reportable cases.

Improve Timeliness of Identifying Hazard Trends: The CPSC continuously tries to improve processes for collection and assessment of hazard data to reduce the time it takes to identify hazard trends. New technologies are reviewed to encourage further development of alternative methods for measuring hazardous substances, such as the CPSC's evaluation of the effectiveness of x-ray fluorescence (XRF) technology for measuring lead in paint. The CPSC also has initiatives to improve information technology processes for data collection, such as automating and consolidating collection of incident reports from businesses. CPSC staff continuously seeks improvements in operating processes that can reduce the time it takes to analyze information and identify hazards, and staff monitors time to complete

various internal procedures and workflows. An example is monitoring the number of days it takes for the agency to process different types of product samples.

Improve Import Surveillance: Improved surveillance of the huge volume of imported consumer products is a key goal of the CPSC. The task is especially challenging given the CPSC's limited resources and that there are 327 ports of entry. The CPSC's strategy has involved coordinating enforcement activities by working with the Department of Homeland Security's Bureau of Customs and Border Protection (CBP) Commercial Targeting and Analysis Center (CTAC). The collaboration with CBP at the ports and with CTAC allows national oversight and optimizes the federal government response to imported consumer product risks to the public. With full implementation, the International Trade Data System/Risk Assessment Methodology (ITDS/RAM) system is designed to enable the CPSC to use data collected by CBP to systematically analyze 100 percent of imported line entries, identify the highest risk shipments, as indicated by targeting

rules, and pursue high-priority shipments to stop at the ports.

Improve Marketplace Surveillance: The CPSC continuously works to improve scans of the marketplace to determine whether previously identified significant hazards exist in similar products. CPSC staff conducts inspections of retail stores and implements an Internet surveillance program. The agency monitors the number of surveillance activities completed by CPSC staff, and prepares annual reports on consumer product-related fatalities, injuries, and/or losses for specific hazards, such as all-terrain vehicles, carbon monoxide, fireworks, nursery products, and many other hazards. As a result of improved surveillance, the number of violative products identified in the marketplace ultimately should decrease.

Increase Surveillance of Used and Resale Consumer Products: Surveillance of used and resale consumer products presents unique challenges. The CPSC's strategy for targeting used and resale consumer products involves inspections and Internet surveillance activities.

Performance Measures: Beginning in FY 2013, the CPSC will report on progress toward achievement of Strategic Goal 3, using the following key performance measures:

Performance Measure Statement	FY 2010 Actual	FY 2011 Actual	FY 2012 Actual	FY 2013 Target	FY 2014 Target	
Goal: Ensure range and quality of consumer product-related incident data						
3.1.1	Percentage of National Electronic Injury Surveillance System (NEISS) member hospitals evaluated at least once a year	100%	100%	98%	98%	98%
3.1.2	Percentage of consumer product-related injury cases correctly captured at NEISS hospitals	90%	94%	92%	90%	90%
Goal: Reduce time to identify consumer product hazard trends, by improving the collection and assessment of hazard data						
3.2.1	Time from incident report received to adjudication of incident report (days)	--	--	--	10	10
Goal: Improve sample processing throughout the CPSC						
3.2.2	Percentage of priority import regulated samples (excluding fireworks) tested within 30 days of collection	93%	98%	97%	95%	95%
3.2.3	Percentage of priority import fireworks samples tested within 60 days of collection	93%	92%	99.7%	90%	90%
Goal: Improved surveillance at ports						
3.4.1	Number of import examinations	7,011	9,923	18,131	13,000	20,000
Goal: Improve import surveillance targeting effectiveness						
3.4.2	Sample yield per 100 import entries	--	--	26	26	30
Goal: Facilitate legitimate trade						
3.4.3	Percentage of import shipments cleared within 1 business day	--	--	--	Baseline	TBD
Goal: Improve working effectiveness with the U.S. Customs and Border Protection (CBP) to harness existing federal port resources in the interdiction of noncompliant consumer product imports						
3.4.4	Percentage of CPSC import entry hold requests acted on by CBP	--	--	--	Baseline	TBD
Goal: Protect U.S. intellectual property, consistent with CPSC's safety mission						
3.4.5	Establish an ITDS/RAM rule set to target intellectual property violations where a health and safety hazard is suspected in consumer product imports	--	--	--	--	Rule set established
Goal: Increase market surveillance throughout the consumer product supply chain						
3.5.1	Total number of products screened by CPSC Field staff	--	--	--	Baseline	TBD
Goal: Improve surveillance of the Internet marketplace for hazardous consumer products						
3.5.2	Number of consumer products screened by CPSC Field staff through Internet surveillance activities	--	--	--	Baseline	TBD

Performance Measure Statement	FY 2010 Actual	FY 2011 Actual	FY 2012 Actual	FY 2013 Target	FY 2014 Target	
Goal: Complete annual statistical reports characterizing injuries and fatalities associated with specific consumer product categories or hazards						
3.5.3	Number of annual reports completed on consumer product-related fatalities, injuries, and/or losses for specific hazards	13	14	11	11	11
Goal: Increase surveillance of the marketplace for hazardous used or resale consumer products						
3.6.1	Number of used/resale consumer products screened by CPSC Field staff	--	--	--	Baseline	TBD

-- Data not available.

DECISIVE RESPONSE

STRATEGIC GOAL 4: Use the CPSC's full range of authorities to quickly remove hazards from the marketplace.

The longer a hazardous consumer product remains on store shelves and in homes, the greater the potential for that hazard to cause injuries and deaths. Moreover, industry and consumer groups demand that response and enforcement efforts are predictable and carried out in a consistent manner. The passage of the CPSIA expanded the CPSC's rulemaking and regulatory authorities, but it also increased the number of enforcement functions the agency must carry out. Once hazardous products have been identified, the CPSC needs to take action to protect consumers, remove the products from the marketplace, and hold violators accountable.

The CPSC takes a multifaceted approach to addressing incidents and injuries. Field staff investigates reports of incidents and injuries; conducts inspections of manufacturers, importers, and retailers; and identifies potential regulatory violations and product defects that could harm the public. The CPSC also responds to industry-generated reports, and technical staff determines which possible violations and defects warrant corrective action. When a recall is necessary, compliance staff negotiates with the responsible firm to seek a voluntary recall, whenever possible. In 2012, CPSC staff completed 439 recalls (100 percent voluntary), involving millions of consumer product units that either violated mandatory standards or were defective and presented a substantial risk of injury to the public. Industry has an opportunity to participate in a streamlined recall process through the Fast-Track Recall Program to remove hazardous products from the marketplace immediately. This program is designed for firms that file electronic reports and initiate corrective actions within 20 working days of the date of their reports to the CPSC. This expedited recall process removes dangerous products from the marketplace more quickly, and it saves the company and the CPSC time and resources. The CPSC also holds violators accountable for hazardous consumer products on the market by using enforcement authorities.

When companies knowingly fail to report potentially hazardous products, as required, the CPSC can seek civil penalties.

Key Strategies

Expand Inspections: The primary purpose of an on-site field inspection of a manufacturing facility, importer, distributor, or retailer is to gain firsthand knowledge of a particular product or product type to determine whether it complies with federal regulations or contains a defect that could create a substantial product hazard. CPSC field staff conducts hundreds of establishment inspections every year, and they screen many consumer products. The agency tests products and component parts for compliance with specific standards and regulations at the National Product Testing and Evaluation Center (NPTEC).

Improve Timeliness of Recalls: CPSC Compliance officers open product-related investigations of possible defects that could present hazards, based upon reports from manufacturers, importers, or retailers; or they initiate these investigations on their own initiative after following up on consumer complaints, newspaper accounts, or information from CPSC surveillance activity. Each investigation involves a thorough review of information from the company and other sources, as well as analysis by the CPSC's technical experts. Investigations culminate in a staff preliminary determination of whether there is a product defect that presents a hazard requiring further action. If a product is determined to be defective and deemed to present a substantial hazard, the CPSC compliance officer begins negotiating with the responsible company to obtain voluntary corrective action. For a product with a defect that poses a risk of serious injury, the compliance officer seeks a consumer-level recall, which usually involves a free repair, replacement of the product, or refund of the

purchase price. For less serious hazards, the corrective action may involve stopping sale of the product and correcting future production. CPSC staff seeks to reduce the timeframes for making preliminary determinations after case opening dates; completing investigations of potential unregulated hazards and negotiating corrective actions; and notifying firms about violative products. CPSC staff also monitors the extent to which Fast-Track cases are initiated within the 20-day period.

Recall Press Releases: The CPSC issues press releases announcing consumer product recalls

informing consumers and other stakeholders, and it tries to increase the timeliness of releasing this information.

Hold Violators Accountable: The CPSC can use enforcement authorities and seek civil penalties or other appropriate legal action to hold violators accountable for hazardous consumer products on the market. Staff monitors the timeliness with which cases are referred to the CPSC's Office of the General Counsel for review.

Performance Measures: Beginning in FY 2013, the CPSC will report on progress toward achievement of Strategic Goal 4, using the following key performance measures:

Performance Measure Statement		FY2010 Actual	FY2011 Actual	FY2012 Actual	FY2013 Target	FY2014 Target
Goal: Increase market surveillance throughout the consumer product supply chain						
4.1.1	Number of establishment inspections conducted by CPSC Field staff	616	1,116	1,252	1,000	1,000
4.1.2	Percentage of products screened by CPSC Field staff resulting in violations	--	--	--	Baseline	TBD
Goal: Maintain and enhance capabilities for increased sample processing at the NPTEC by Laboratory Sciences						
4.1.3	Total number of items/component parts from samples tested at NPTEC for specific standards and regulations	30,845	32,705	40,066	36,000	37,000
Goal: Improve timeliness of investigating potential unregulated hazards and negotiating corrective actions						
4.3.1	Percentage of all cases for which the preliminary determination is made within 85 business days of the case opening	--	--	--	70%	70%
4.3.2	Percentage of cases for which the corrective action is accepted within 60 business days of the preliminary determination	96%	95%	98%	80%	80%
Goal: Improve timeliness of notifying firms of violative products						
4.3.3	Percentage of cases in which the firm is notified of a violation in a timely manner	--	--	--	Baseline	TBD
Goal: Reduce time to initiate Fast-Track recalls						
4.3.4	Percentage of Fast-Track cases with corrective actions initiated within 20 business days	95%	95%	99%	90%	90%
Goal: Timely release of press releases announcing product recalls						
4.4.1	Average number of days from first draft of recall press release completed to recall press release issued	--	--	--	Baseline	TBD
Goal: Improve timeliness of referral for OGC's review of firm's timely reporting pursuant to section 15 (b)						
4.5.1	The percentage of compliance defect investigation cases referred within 10 business days to OGC for review of firms' timely reporting pursuant to Section 15(b)	--	--	--	Baseline	TBD

-- Data not available.

RAISING AWARENESS

STRATEGIC GOAL 5: Promote a public understanding of product risks and CPSC capabilities.

Raising awareness is crucial to empowering consumers to make informed safety choices. Useful, timely information allows consumers to make informed choices about the products they purchase, learn how to use products safely, and be aware of more robust safety requirements manufacturers and distributors. It also can make consumers aware of hazardous products in the marketplace and instruct them to act quickly if they own a recalled product. Industry, safety advocates, and partner government agencies also need high quality information about consumer product safety issues. However, the diverse audiences have different information needs, and they respond best to different methods of communicating information. Each year, the CPSC must inform the public about hundreds of new recalls and various emerging hazards. In addition, the CPSC needs to reach minority, vulnerable, and underserved groups who might not otherwise receive safety messages or who may be affected disproportionately by particular product-related hazards. With the rapid increase in the use of social media, Web-based communications, and mobile communications, the options for conveying consumer product safety information continue to grow.

The CPSC uses a wide array of communication channels and strategies, including an increasing presence on the Internet and via social media, to provide the public with timely and targeted information about safety issues and CPSC capabilities. CPSC staff also conveys safety messages to the public through specific information and education campaigns about pool and spa safety, safe sleep environments for babies, and outreach targeted specifically to minority consumers.

A strong Web presence is a key component of successfully achieving the CPSC's safety mission. In addition to tens of millions of consumers logging on to CPSC.gov, the agency is also driving consumer traffic to

SaferProducts.gov to report an incident, search for incidents, or check for recalls.

Key Strategies

Increase Awareness: The CPSC seeks to increase awareness of the CPSC to ensure that the public knows where to turn for information on consumer product safety and how to report hazardous incidents. In addition, the CPSC seeks to influence consumers to take informed actions based on CPSC safety messages. The CPSC will conduct field surveys to assess consumers' awareness of the agency and consumers' knowledge of the safety issues addressed by the CPSC and the level of consumer response to recalls and safety hazards communicated by the agency.

Increase Access to Timely, Useful Safety Information: The CPSC disseminates safety messages through newspaper stories, radio stories, social media outreach, TV appearances, and video broadcasts. CPSC public information efforts employ different media and entail working with a variety of partners. Examples include collaborations with other government agencies and use of their websites; issuing press releases; tweeting; posting YouTube videos; disseminating public safety announcements; conducting a school poster contest; and conducting TV and radio interviews. The CPSC conducts public information campaigns on a wide variety of consumer product-related hazards and issues, including, but not limited to: all-terrain vehicles, pool safety, bicycle/helmet safety, carbon monoxide and smoke alarms, fireworks, furniture tip-over incidents, window-covering cords, and special hazards associated with Halloween and other seasonal holidays. The CPSC tracks the number of public information campaigns conducted on specific, identified consumer product safety hazards; it also tracks the number of impressions received by consumers of CPSC safety messages.

Deploy Targeted Outreach: In response to a U.S. Government Accountability Office (GAO) study on disparities and the risk and incidence of preventable injuries and deaths among certain racial minority children, the CPSC continues to implement a grassroots-based Minority Outreach Campaign aimed at increasing awareness among minority and underserved consumers about critical safety hazards in the home. The program involves working with organizations and events (such as community events and media efforts) that serve minority audiences, and it focuses primarily on delivering safety messages regarding safe sleep, poison prevention,

TV/furniture tip over dangers, and drowning prevention. In addition, the CPSC implements the Neighborhood Safety Network (NSN) grassroots outreach program, which provides timely information to member organizations and individuals who, in turn, share CPSC safety posters and news alerts with underserved consumers who otherwise might not ever hear or receive information from the CPSC. CPSC staff will track and report on the number of impressions of CPSC safety messages on priority hazards that are received by consumers in these vulnerable communities.

Performance Measures: Beginning in FY 2013, the CPSC will report on progress toward achievement of Strategic Goal 5, using the following key performance measures:

Performance Measure Statement		FY2010 Actual	FY2011 Actual	FY2012 Actual	FY2013 Target	FY2014 Target
Goal: Increase awareness of the CPSC and its work in improving consumer product safety						
5.1.1	Percentage of the population that reports awareness of the CPSC	--	--	--	Baseline	TBD
Goal: Increase number of consumers who have acted on a CPSC safety message						
5.1.2	Percentage of consumers who report acting on a CPSC safety message	--	--	--	Baseline	TBD
Goal: Increase access to timely, useful safety information on consumer product hazards						
5.2.1	Number of public information campaigns conducted by CPSC on specifically identified consumer product safety hazards	23	24	23	24	24
5.2.2	Number of impressions received by consumers of CPSC safety messages (in millions)	3,903	1,929	4,209	2,635	3,030
Goal: Improve targeted outreach campaigns conducted for priority hazards and/or vulnerable population groups						
5.3.1	Number of impressions of CPSC safety messages on priority hazards received by consumers in vulnerable communities (in millions)	206	751	437	210	220

-- Data not available.

ENSURING THE QUALITY OF PERFORMANCE DATA

The CPSC has several processes and criteria in place to ensure that data used to measure progress toward performance goals are reasonably accurate and reliable. Clearance procedures involving review by agency managers, the Office of the Executive Director, and the Office of the General Counsel are required to ensure the accuracy of information to be provided to the public, including data on performance measures. In addition, senior managers must submit annual letters of assurance on the integrity of internal controls for programs, which includes providing reasonable assurance on the reliability and completeness of performance data. Most importantly,

information on the quality of performance data reported for the agency's set of budget key performance measures is maintained in a Performance Management Database. This system was designed to document detailed information on agency performance measures, including notes on data sources, definitions, and collection procedures. Notes on data accuracy and validity are also stored in the database, in addition to information on limitations of data quality and procedures for verifying data. Additional information on the agency's key performance measures will be provided on the CPSC's website.

ACRONYMS

ANPR	Advance Notice of Proposed Rulemaking
ATV	All-Terrain Vehicle
CBP	U.S. Customs and Border Protection
CPSA	Consumer Product Safety Act
CPSC	U.S. Consumer Product Safety Commission
CPSIA	Consumer Product Safety Improvement Act of 2008
CPSRMS	Consumer Product Safety Risk Management System
CTAC	Commercial Targeting and Analysis Center
DA/TR	Data analysis/technical review
DOT	Department of Transportation
EHS	Environmental, Health, and Safety
FOIA	Freedom of Information Act
FR	Final Rule
FHSA	Federal Hazardous Substances Act
FTE	Full-Time Equivalent
FY	Fiscal Year
GAO	U.S. Government Accountability Office
GSA	U.S. General Services Administration
IG	Inspector General
IPERA	Improper Payments Elimination and Recovery Act
IRB	Investment Review Board
IT	Information Technology
ITDS	International Trade Data System
MTIPS	Managed Trusted Internet Protocol Service
NEISS	National Electronic Injury Surveillance System
NGO	Nongovernmental Organization
NNI	National Nanotechnology Initiative
NPR	Notice of Proposed Rulemaking
NPTEC	National Product Testing and Evaluation Center
NR	Notice of Requirements
NSN	Neighborhood Safety Network
OGC	Office of the General Counsel
OMB	Office of Management and Budget
RAM	Risk Assessment Methodology
SDO	Standards Development Organization
SES	Senior Executive Service
TIC	Trusted Internet Connection
VGB Act	Virginia Graeme Baker Pool and Spa Safety Act
XRF	X-Ray Fluorescence

**U.S. CONSUMER PRODUCT SAFETY COMMISSION
BETHESDA, MD 20814**