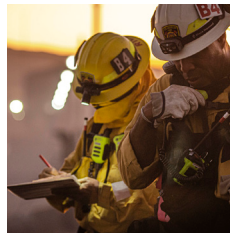
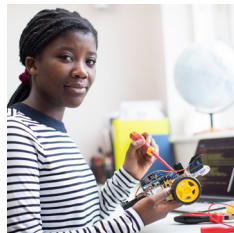
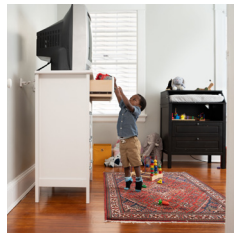




# United States Consumer Product Safety Commission

## Performance Budget Request to Congress

**FISCAL YEAR 2023**



**March 28, 2022**



# About the Consumer Product Safety Commission (CPSC)

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

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

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

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

The CPSC accomplishes its mission to protect consumers against the unreasonable risks of injury and death associated with consumer products by using analysis, regulatory policy, compliance and enforcement, and education to identify and address product safety hazards. This important work includes:

- Hazard Identification and Assessment—collecting information and developing injury and death statistics regarding the use of products under the CPSC's jurisdiction;
- Voluntary Standards<sup>2</sup> and Mandatory Regulations<sup>3</sup>—participating in the development and strengthening of voluntary standards and developing mandatory regulations;
- Import Surveillance—using a Risk Assessment Methodology (RAM) to analyze import data to identify and interdict violative consumer products before they enter commerce in the United States;
- Compliance and Enforcement—enforcing compliance with mandatory regulations and removing defective products through compliance activities, such as recalls or other corrective actions, and litigating, when necessary;
- Public Outreach—educating consumers, families, industry, civic leaders, and state, local, and foreign governments about safety programs, alerts and recalls, emerging hazards, mandatory regulations, voluntary standards, and product safety requirements in the United States;
- Intergovernmental Coordination—coordinating work on product safety issues with other federal government stakeholders; and
- Cooperation with Foreign Governments—leveraging work with foreign government safety agencies, bilaterally and multilaterally, to improve safety for U.S. consumers.

## Employees by Location

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



<sup>1</sup> Different federal agencies regulate other product categories, such as automobiles; boats; alcohol, tobacco, and firearms; foods, drugs, cosmetics, and medical devices; and pesticides.

<sup>2</sup> A "voluntary standard" is a consensus product standard and/or safety standard. See: [www.cpsc.gov/Regulations-Laws--Standards/Voluntary-Standards](http://www.cpsc.gov/Regulations-Laws--Standards/Voluntary-Standards) for a description of CPSC Voluntary standards activities.

<sup>3</sup> A "mandatory regulation" is a mandatory standard and called a technical regulation.

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# Summary of Changes

## FY 2023 Budget Adjustments

### Maintain Current Levels

- **Pay (+\$4.6 million):** The CPSC requests an additional \$4.6 million for personnel salary and benefits for 598 full-time equivalents (FTEs), consistent with the staffing level supported in the FY 2022 *Request*. This *Request* will cover the 2023 pay raise of 4.6% directed by the Office of Management and Budget (OMB) and other payroll costs.
- **Non-Pay (+\$1.5 million):** The CPSC requests an additional \$1.5 million for non-pay inflation items to maintain current levels. The CPSC applied a standard inflation rate of 2.0% for existing recurring contracts and agreements.

### Changes to Program

- **Emphasize Robust Import Surveillance (+\$3.7 million):** The CPSC requests an additional \$3.7 million and 19 FTEs to continue implementing requirements related to the CPSC import surveillance program set forth in the Consolidated Appropriations Act, 2021 (Pub. L. No. 116-260), Division FF, Title XX, and for enhancing targeting, surveillance, and screening of consumer products. The additional request funds efforts in the following areas:
  1. **Expand Presence at eCommerce Ports (+\$2.3 million):** The CPSC is requesting an additional 12 FTEs for FY 2023 to support the eCommerce Team that was established in FY 2021. The commerce landscape has been changing rapidly, with online shopping becoming routine for people in the United States and around the world. Consumers can easily purchase items directly from overseas manufacturers, retailers, and other consumers, resulting in a tremendous increase in low-value and direct-to-buyer shipments being imported into the United States. The CPSC is responsible for protecting the American public from unreasonable risks of injury and death from consumer products, including those purchased from the online marketplace. The value of eCommerce shipments<sup>4</sup> under CPSC's jurisdiction entering the United States is growing steadily. As illustrated in Figure 1, the value of eCommerce shipments the CPSC regulates is estimated to reach \$415 billion by Calendar Year 2023 (CY 2023), representing nearly 38 percent of the total value of imports under the agency's jurisdiction.

Table 1: Summary of Changes from the FY 2022 *Request* (Dollars in millions)

	Dollars
<b>FY 2022 <i>Request</i></b>	<b>\$170.0</b>
<b>Maintain Current Levels:</b>	
➤ Pay	\$4.6
➤ Non-Pay	\$1.5
<b>Changes to Program:</b>	
➤ Emphasize Robust Import Surveillance	\$3.7
➤ Expand Hazard Identification Portfolio	\$4.7
➤ Pursue Vigorous Compliance	\$4.3
➤ Enhance Communications	\$0.2
➤ Bolster and Modernize Agency Support	\$6.2
➤ Inspector General Support	\$0.3
<b>Proposed FY 2023 CPSC Budget</b>	<b>\$195.5</b>

<sup>4</sup> As outlined in the [CPSC eCommerce Assessment Report](#), the number of "shipments" is calculated based on the number of [House Bills of Lading](#) (HBL) filed with U.S. Customs and Border Protection (CBP) for shipments at or under \$800, plus the number of [filed Entries](#) for shipments over \$800. Issued by the carrier, an HBL is a proof of receipt of goods from the shipper. An HBL is submitted by trade participants, such as carriers, freight forwarders, agents, or consolidators, and contains commercial shipment level data. An Entry is necessary for CBP to assess duties, collect import data, and determine whether legal requirements have been met.

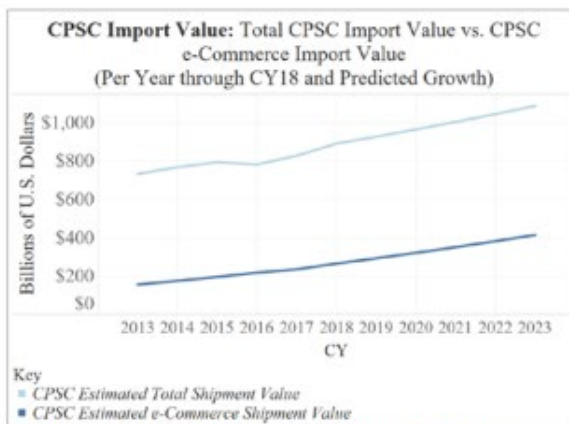


Figure 1: Import Value under CPSC's Jurisdiction

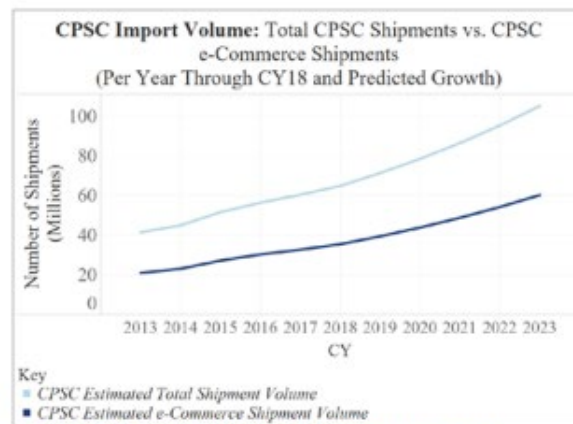


Figure 2: Import Volume under CPSC's Jurisdiction

The [CPSC eCommerce Assessment report](#) estimates that 65 million shipments under CPSC's jurisdiction entered the United States in CY 2018. Additionally, it is estimated that 36 million of those 65 million shipments were eCommerce purchases, as illustrated in Figure 2. That number is expected to increase to 60 million by CY 2023, which represents approximately 57 percent of the total volume of imports under CPSC's jurisdiction. Additional staffing will enable the CPSC's eCommerce Team to expand its physical presence at ports with a high volume of *de minimis*<sup>5</sup> shipments. This expansion will enable the CPSC to physically examine *de minimis* shipments at ports where approximately 83 percent of total *de minimis* shipments are imported into the United States.

2. **Lab, Compliance, and Technology Support (+\$1.4 million):** The addition of port investigators to the eCommerce Team creates the need for supplementary resources to support the increase in shipments to be sampled. Each sample requires technical staff to analyze and/or test the sample for compliance. For samples found to be violative, CPSC staff works with companies to implement appropriate corrective actions or pursue enforcement actions where cooperative resolution does not occur. To address the expected increase in sample testing and enforcement, as well as the technology demands resulting from CPSC's expansion of its eCommerce Team, the CPSC is requesting 7 FTEs, which includes 3 FTEs for lab support, 3 FTEs for compliance and enforcement efforts, and 1 FTE for IT support.
- **Expand Hazards Identification Portfolio (+\$4.7 million):** The CPSC requests an additional \$4.7 million, including 12 FTEs, for critical data analysis and chronic hazards research. The additional request funds efforts in the following areas:
    1. **Invest Significantly in Artificial Intelligence (AI) (+\$3.3 million):** The agency requests an additional \$3.3 million, including 5 FTEs, to enhance its enterprise analytic capabilities with a cloud-based, machine-learning capable software. Investments in this AI capability will enable the agency to make significant strides in data analysis. Specifically, this will provide funds for adding staff to apply AI techniques to enhance the integration and analysis of data, as well as contract resources to procure further assistance in the development of the infrastructure, modeling, and methodologies needed. Initial steps will focus on ensuring the quality of existing incident data, as well as better coding, with longer term efforts focusing on integrating new data sources and developing anomaly detection and pattern/trend detection capabilities. This request is in line with the agency's Enterprise Data Analytics Strategy (EDAS) for consumer product safety.
    2. **Expand Epidemiology (+\$0.8 million):** The CPSC is requesting 4 FTEs to expand critical work in collecting and analyzing data on injuries and deaths associated with consumer products. The agency's ability to identify hazards and analyze ever-expanding pools of data has been constrained

<sup>5</sup> *De minimis* shipments are low-value, direct-to-buyer shipments valued at \$800 or less. Because *de minimis* shipments may enter the United States with minimal data requirements, the risks associated with these shipments are largely unknown.

by the small size of its epidemiology staff. Expanding the staff will allow for enhanced acquisition of diverse data sources, providing resources to find, acquire and integrate new sources of information on consumers, consumer products and safety. In turn, this will enable better identification of hazard trends, emerging hazard evaluation, and corresponding data analysis.

3. **Focus on Chronic Hazards (+\$0.6 million):** The CPSC's request for 3 FTEs will increase staffing to support CPSC's Chronic Chemical Hazards efforts, which focus on chronic hazards from chemicals in consumer products, such as carcinogens, reproductive and developmental toxicants, and neurotoxicants. Additional FTEs are needed to provide strategic management of projects to deal with these hazards, which will bolster expertise in reproductive/developmental toxicology, risk assessment, toxicokinetics, as well as computational toxicology, read-across,<sup>6</sup> and bioinformatics that are critical to addressing risk assessment in the 21<sup>st</sup> century. Additional staffing for FY 2023 will be critical for effective use of the data and research conducted via contract to support both ongoing work on organohalogens (OFRs) and nanotechnology. This funding also will help support new initiatives, such as those focusing on indoor environmental quality.
- **Pursue Vigorous Compliance (+\$4.3 million):** The CPSC requests an additional \$4.3 million and 19 FTEs for expanding capabilities in eCommerce enforcement, civil penalties enforcement, and defect investigations:
    1. **Expand eCommerce Capabilities (+\$1.8 million):** Vigorous enforcement of safety requirements for consumer products sold on eCommerce platforms is one of the biggest challenges facing the agency. Consumers are increasingly purchasing products exclusively online,<sup>7</sup> and the CPSC is diligently addressing this shift in the eCommerce marketplace.
      - **Internet Surveillance (+\$0.6 million):** The CPSC is requesting an additional 3 FTEs to support the efforts by the eSAFE<sup>8</sup> Team (previously known as the Internet Surveillance Unit [ISU]) to address the increased volume of compliance work related to eCommerce. The eSAFE Team monitors consumer products offered for sale online; this is an increasingly important function, given the rise in eCommerce and online shopping in recent years. To address the risk of imported products being offered for sale, the eSAFE staff conducts targeted online surveillance to identify violative imported products based on historical data on products with the highest number of violations at importation.
      - **eCommerce Enforcement (+1.2 million):** Expansion of the eSAFE Team and CPSC's increased presence at ports with high volume of *de minimis* shipments results in a significant increase in samples found to be violative and the agency's regulated casework. The CPSC is requesting 6 FTEs—3 Compliance Attorneys and 3 Compliance/Technical Officers—to ensure a more robust eCommerce enforcement program that enables staff to focus fully on eCommerce cases to protect vulnerable populations most at-risk of exposure to violative online products.
    2. **Expand Defect Investigations Capabilities (+\$1.3 million):** Conducting investigations of potential product defects and pursuing enforcement work through civil penalties are critical in protecting American consumers. The CPSC requests 4 FTEs to enable product investigations to occur more quickly, and at a higher volume. This will help increase CPSC's capability in removing defective products from commerce. An expansion of the agency's defect investigations capabilities would also result in more on-site firm inspections, recall checks, and oversight of recall activities to help ensure that more dangerous products are removed from consumers' homes and from the stream of commerce. In addition, to support the expanded defect capabilities, the CPSC will increase staff's access to critical document exchange programs and legal case law search engines by acquiring additional licenses and contractor support.

<sup>6</sup> "Read-across" is a term in toxicology that describes the process of using the already-available data of a data-rich substance (source substance) as a basis in safety assessment of a data-poor substance (target substance) that is considered similar enough to the source substance.

<sup>7</sup> The number of Americans shopping online increased nearly fourfold from 22 percent to 79 percent between 2000 and 2018. Reference:

[www.cbp.gov/sites/default/files/assets/documents/2018-Mar/CBP-E-CommerceStrategicPlan\\_0.pdf](http://www.cbp.gov/sites/default/files/assets/documents/2018-Mar/CBP-E-CommerceStrategicPlan_0.pdf)

<sup>8</sup> "eSAFE" stands for "eCommerce, Surveillance, Analysis, Field, and Enforcement."

- 3. Expand Civil Penalties Enforcement (+\$0.8 million):** The CPSC performs compliance and civil penalties work related to violative or defective products in the marketplace. The CPSC requests 4 FTEs to expand its civil penalties work. The additional staff will focus on civil penalties investigations for products recalled through eCommerce, defect case investigations, and regulated product violations. Expanding civil penalties staff would increase the number of penalty cases the agency could pursue, and would send a strong message that the agency is dedicated to protecting consumers and penalizing violators or offenders.
- 4. Development of Compliance Systems (+\$0.4 million):** Overhauling the internal systems for the Office of Compliance will improve the agency's ability to work more efficiently and effectively. Improvements are needed for database systems of critical, statutorily required data collection from regulated entities. The CPSC requests 2 FTEs to support efforts in developing an overarching Compliance-wide system, which will include: product sample identification and tracking; case management functionality; and incident and defect investigations support. Additional staffing will also support efforts to migrate existing systems from in-house support to cloud-based platforms.
- Enhance Communications (+\$0.2 million):** The CPSC is requesting 1 FTE to maximize in-house capabilities to meet the increased demand for visual assets in safety campaigns. The agency will focus on the production of videotaped and live TV programs, and livestreaming; live and prerecorded radio broadcasts; broadcast-type, closed-circuit teleconferences; and other similar productions, such as slide shows with sound accompaniments. The CPSC will continue to enhance communications efforts alerting consumers to the dangers of furniture and TV tip-overs, portable generators and carbon monoxide (CO) poisoning, and other high-risk consumer products.
- Bolster and Modernize Agency Support (+\$6.2 million):** Protecting the public has always been at the core of the agency's mission. In the FY 2022 *Request*, the CPSC proposed a budget increase of 26 percent to support the increasing needs and requirements of the agency. To accommodate that growth and the growth outlined in this *Request*, the CPSC requires an increase of \$6.2 million, including 22 FTEs, to bolster and modernize agency support for critical operational functions, which include:

  - 1. CPSC Workforce (+\$0.9 million):** The CPSC is requesting 5 FTEs to for the agency's Human Resources (HR) and the CPSC's Equal Employment Opportunity (EEO) staff to address critical needs in the workforce. A strong and diverse workforce is the key to the success of any agency. Additionally, the workplace is undergoing a rapid shift, requiring appropriate resources to be allocated to recruit, train, and foster employees. Pursuant to [Executive Order 14035, "Diversity, Equity, Inclusion, and Accessibility in the Federal Workforce,"](#) the CPSC requests additional HR Specialists and Analysts to address and promote equity and inclusion in CPSC's workforce. as well as accommodate the projected growth of the agency with adequate staff to recruit, hire, and train employees properly. The CPSC will also leverage data to recruit in underserved communities, and the agency will place newly hired employees in positions in which their skill sets can foster their success. Additionally, the CPSC requests an EEO Analyst to "advance equity in all parts of the agency;" coordinate work fostering diversity and inclusion, such as trainings, seminars, and group activities; and process EEO complaints.
  - 2. IT Modernization (+\$1.7 million):** The CPSC is requesting 9 FTEs to make significant investments in IT infrastructure to correspond with the accelerating modernization of technology. Pursuant to [Executive Order 14028, "Improving the Nation's Cybersecurity,"](#) additional staff is required to address gaps in knowledge and skills in the agency's cybersecurity operations and cyber incident response areas. These areas are of increasing concern, as cyberattacks, such as ransomware and spear phishing, are more targeted, persistent, and complex than in past years. Additionally, the CPSC requires FTEs to ensure agency applications/systems are designed, implemented, and operating in the most secure manner possible. Furthermore, agency applications are facing much more security scrutiny through programs such as the Department of Homeland Security's Vulnerability Disclosure Program (VDP), Web Application Scanning (WAS), and Continuous Diagnostics and Mitigation (CDM). The CPSC also requires FTEs to continue efforts in developing an agency Data Lake to store and provide access to data sets for analytical and reporting purposes. In addition, the CPSC will



continue to build and enhance cloud infrastructure by expanding capabilities to support cloud-based applications. Lastly, the agency requires subject-matter experts to develop and improve applications and data structures to update existing legacy systems. Resources are critical in meeting CPSC's goal to modernize agency applications and securely move into the cloud environment.

- 3. Financial Management and Controls (+\$3.2 million):** The CPSC requests an additional \$3.2 million and 6 FTEs to support CPSC's increased procurement and financial management needs commensurate with the anticipated growth of the agency. These additional resources will also advance the agency's capabilities in the evidence, evaluation, and internal controls areas.
- **Procurement (+\$0.9 million):** The CPSC is requesting 2 FTEs to address acquisition workforce needs to "help ensure the future is made in America by all of America's workers," as set forth in [Executive Order 14005, "Ensuring the Future Is Made in All of America by All of America's Workers."](#) The CPSC is also seeking an additional \$0.5 million for shared-services acquisition support. These resources will help ensure contracts are executed properly and timely to meet mission-critical needs and comply with the Federal Acquisition Regulation (FAR).
  - **Internal Controls (+\$1.1 million):** The CPSC requests 3 FTEs to increase the agency's controls oversight and audit response capacity. To address issues identified in CPSC's Office of the Inspector General's (OIG) [Federal Managers Financial Integrity Act \(FMFIA\) audit](#), the CPSC requires 2 FTEs to strengthen and maintain a robust internal controls environment, as well as contract dollars to assist in reviewing and enhancing program controls. Additionally, the CPSC is experiencing an environment of expanded audit work. Accordingly, the CPSC also requests an audit liaison to coordinate responses and interact with auditors to reduce the impact on mission work.
  - **Financial Management (+\$0.5 million):** The CPSC's expanded resources are expected to increase the agency's workload of executing budgetary resources and formulating budget requests. Financial data will be more critical than ever because accurate projections will be key in making evidence-based decisions. In addition, the CPSC needs to keep stride with new requirements and technology developments in federal financial management systems and reporting, including data visualization, business intelligence, and increased technological and efficiency offerings provided by shared-services providers. The CPSC requests \$0.5 million for financial systems developments and enhancements.
  - **Evidence and Evaluation (+\$0.7 million):** The agency requests 1 FTE and contract support to support CPSC's evidence and evaluation efforts and to implement the need for program evaluations and reliable data in accordance with the Foundations for Evidence-Based Policymaking Act of 2018 (Pub. L. No. 115-435) and OMB Memorandum M-21-27, "[Evidence-Based Policymaking: Learning Agendas and Annual Evaluation Plans.](#)"
- 4. Legal Capacity (+\$0.4 million):** The agency requests 2 FTEs for attorneys to address pressing needs resulting from the increased activity throughout the agency. In particular, the agency's move toward more complex and labor-intensive rulemaking requires additional legal resources. The increased volume of work throughout the agency, as well as the increased public awareness that such work brings, is also expected to result in a corresponding uptick in FOIA requests, requiring additional legal resources.
- **Inspector General Support (+\$0.3 million):** The CPSC requests an additional 1 FTE for the OIG and \$0.1 million for contract support. These additional resources will aid the OIG in providing oversight commensurate with the CPSC's increased funding level for FY 2023.

## Proposed Appropriations Language

### U.S. Consumer Product Safety Commission Salaries and Expenses

For necessary expenses of the U.S. Consumer Product Safety Commission, including hire of passenger motor vehicles, services as authorized by 5 U.S.C. 3109, but at rates for individuals not to exceed the per diem rate equivalent to the maximum rate payable under 5 U.S.C. 5376, purchase of nominal awards to recognize non-federal officials' contributions to Commission activities, and not to exceed \$4,000 for official reception and representation expenses, \$195,500,000.

## Executive Summary



Chair Alexander Hoehn-Saric

### CPSC Budget Priorities

The U.S. Consumer Product Safety Commission requests \$195.5 million for FY 2023. The FY 2023 Performance Budget Request (*Request*) is \$25.5 million above the FY 2022 *Request* level of \$170.0 million. The FY 2023 *Request* supports the CPSC's mission of "Keeping Consumers Safe."

To achieve the agency's Strategic Goals, the CPSC must adapt to the changing consumer product environment of the 21st century and secure agency resources commensurate with this mission. The CPSC must expand program areas across the agency, along with a corresponding investment in additional staff and technology. The CPSC bases this *Request* and overall funding needs on the following priorities and needs:

- **Emphasize Robust Import Surveillance:** The CPSC has long recognized the critical importance of pursuing product safety as shipments enter the United States, if not at an earlier stage in the supply-chain process. In cooperation with CBP, CPSC has stretched its budget for traditional port surveillance to expand inspections, and we will continue to increase port staff stationed throughout the country. However, the rise in eCommerce requires a corresponding increase in our efforts to monitor port environments that receive low-value, direct-to-buyer shipments of consumer products. Along with these efforts, CPSC will be developing an eFiling Program to enhance targeting capability at traditional ports and in the emerging eCommerce arena. We also will be working to modify and update the Risk Assessment Methodology (RAM) system to expand capabilities related to eFiling, *de minimis* shipments, and the identification of defective products.
- **Pursue Vigorous Compliance:** The CPSC will vigorously enforce compliance with mandatory regulations and work actively to remove defective products through recalls or other corrective actions. When necessary, the CPSC will litigate to secure a mandatory recall. And CPSC will monitor recall implementation, to ensure that recalled products are removed from the marketplace and that hazards do not remain in homes.

Compliance activities will focus on the timely investigation of reports of hazardous consumer products and also will entail marketplace surveillance, including a heightened emphasis on eCommerce activity to ensure that hazardous products do not enter or remain in the distribution chain. Indeed, given the increasing role of eCommerce in our lives, enforcement of the sale and distribution of goods on eCommerce platforms will be a major focus of the agency's enforcement activities. eCommerce has evolved, and it is now central to the way American consumers and sellers interact. The CPSC is committed to addressing this new paradigm in a number of ways, including expanding its regulatory and legal staff devoted to investigating reports of hazardous and violative products on third party platforms and increasing the agency's Internet surveillance capabilities.

The CPSC also remains committed to pursuing civil penalties, where warranted. The agency has correctly prioritized recall and enforcement efforts to protect consumers as a first principle, by ensuring removal of hazardous products. Simultaneously, we remain committed not only to protecting consumers, but also to penalizing violators and offenders, and we will use all of our statutory authorities to do so.

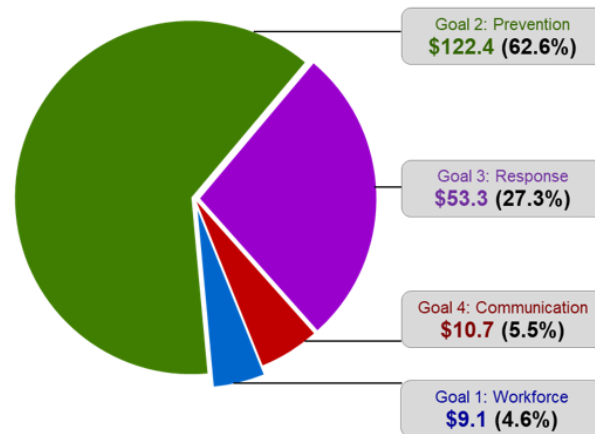
- **Expand Hazard Identification:** The collection and analysis of data to identify hazards and hazard patterns, particularly emerging hazards, is central to CPSC's mission to protect consumers from unreasonable risks of injury or death associated with consumer products. To address these issues effectively, we must invest significantly in staff, research, testing capabilities, expanded laboratory facilities, and, most significantly, high-quality data that informs CPSC's decision making. In particular, the CPSC will continue to improve and upgrade the CPSC's National Electronic Injury Surveillance System (NEISS) data system; focus on applied research in hazard identification; gather additional geographic and demographic data to better identify whether hazard patterns are disproportionately impacting particular communities and populations; expand our chronic hazard analysis capability; and ensure that the agency keeps pace with technology, advances in machine learning, artificial intelligence, and evolving methods of data collection and analysis.
- **Build Diversity and Seek Product Safety Equity:** The CPSC will enhance recruitment efforts, analysis of workforce data, and proactive programs that seek to foster inclusion, equity, and diversity. The CPSC will serve vulnerable, diverse, and underserved communities better through targeted communications and outreach. This will be accomplished by the enhanced ability to micro-target proven safety messaging that can help reduce existing safety disparities in the marketplace. The agency will develop robust agency data collection and analysis of product safety incidents, injuries, and deaths reflecting potential safety disparities among diverse populations and allocate safety work to address these disparities.
- **Enhance Communications Capabilities and Reach:** Effective public health and safety communications require specialized skill sets to reach the American public in the 21<sup>st</sup> century. CPSC's safety campaigns, recall work, and press engagements must expand, and the communications infrastructure must be equipped to handle known and emerging product safety hazards, and to develop novel approaches for effectuating behavior change. Effective safety messaging requires the agency to meet consumers where they are—that is, online. This means we must develop and maintain a robust Internet presence, including traditional social media, CPSC websites, and apps to track product safety developments.
- **Invest in Technology:** The CPSC has significant needs related to the overhaul of internal systems (including critical, statutorily required data collection from regulated entities), such as the Dynamic Case Management system (DCM), the Consumer Product Safety Risk Management System (CPSRMS), and the creation of a regulated products case management system. A substantial commitment and investment to IT development and modernization will allow the agency to keep pace with continuing advances in technology.



# Budget Discussion by Strategic Goal

## CPSC Strategic Plan

The CPSC’s mission of “Keeping Consumers Safe” is grounded in the statutes that authorize the work of the agency. The agency’s overarching vision is “A nation free from unreasonable risks of injury and death from consumer products.” The CPSC has four Strategic Goals designed to realize the agency’s vision and achieve its mission. The CPSC’s programs align with these Strategic Goals, and the agency implements them to achieve the goals outlined in CPSC’s *2018–2022 Strategic Plan*<sup>9</sup>. The Strategic Goals are:



Above: CPSC FY 2023 Request by Strategic Goal (in millions)

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

The CPSC requests \$195.5 million for FY 2023.

**Table 2:** FY 2023 Request by Strategic Goal and Program Component

(Dollars in thousands)

Agency Total	FY 2023 Request	Goal 1 Workforce	Goal 2 Prevention	Goal 3 Response	Goal 4 Communication
	\$195,500	\$9,073	\$122,405	\$53,291	\$10,731
Commissioners	\$3,867	\$193	\$2,398	\$1,044	\$232
Hazard Identification	\$59,405	\$0	\$52,119	\$7,286	\$0
Compliance & Field	\$36,234	\$0	\$9,317	\$26,917	\$0
Import Surveillance	\$15,136	\$0	\$15,136	\$0	\$0
International Programs	\$1,985	\$0	\$1,985	\$0	\$0
Communications	\$6,498	\$0	\$0	\$0	\$6,498
Cross-Cutting	\$72,375	\$8,880	\$41,450	\$18,044	\$4,001

<sup>9</sup> The CPSC is working on updating the agency’s strategic plan for FYs 2023–2026.



## Strategic Goal 1: Workforce (\$9.1 million)

The FY 2023 *Request* allocates \$9.1 million for Strategic Goal 1—**Workforce**—focused on cultivating the most effective consumer product safety workforce. The CPSC’s approach to **Workforce** involves enhancing human capital planning and alignment, increasing opportunities for professional development, and improving recruitment strategies to attract talented, diverse, and committed staff. The strategy also emphasizes increasing employee engagement by promoting and rewarding staff innovation and creativity, strengthening leadership competencies, and increasing managers’ commitment to fostering employee engagement in the workplace.

### Mission Delivery for Workforce

The CPSC *cultivates the most effective consumer product safety workforce* through the following:

		2021 Actual	2022 Estimate	2023 Estimate
<b>Human Capital Planning &amp; Alignment</b>	Percentage of full-time equivalents (FTEs) utilized	97%	96%	96%
<b>Recruiting a talented &amp; diverse workforce</b>	Percentage of hiring managers trained on recruitment	97%	85%	90%

### FY 2023 Budget Initiatives and Activities

The CPSC is a workforce-driven agency that relies on professional and technical expertise to accomplish the breadth of the agency’s mission. The FY 2023 *Request* supports CPSC’s efforts to address many workforce challenges. To enhance effective strategic human capital planning, in FY 2023, the agency will complete implementation of its human capital strategic plan, which conforms to CPSC’s *Strategic Plan*. This will help align skills and competencies of the agency’s workforce with CPSC’s evolving mission-related needs, enabling performance at higher levels. The agency will continue to train managers and administrative personnel on human capital reporting.

To attract and recruit a talented and diverse workforce, the agency will work on improving targeted recruitment and providing hiring managers with a diverse pool of highly qualified applicants. The agency will train 90 percent of managers responsible for hiring on recruitment techniques. The agency also will continue using the Pathways Recent Graduates program to establish and grow technical professional staff.

To foster a culture of ongoing development, the CPSC will continue supporting Individual Development Plans (IDPs) for employees and will maintain the agency’s coaching program, which was launched in FY 2020. For FY 2023, the CPSC will work to achieve a 70 percent score for employee satisfaction with professional development opportunities. The CPSC will solicit



The CPSC recruits college students for summer internships to build a future generation of safety professionals.

input for future employee trainings, by requesting training participants to complete course surveys after each training session and will work to ensure that every employee has at least one developmental activity identified.

The agency will work toward its objective of increasing employee engagement through enhanced recognition programs and improved work-life balance flexibilities. For example, in FY 2021, the agency implemented a plan that increased informational opportunities for work-life issues. Additionally, the agency developed and implemented an annual plan for wellness activities and developed an Employee Engagement Initiative. For FY 2023, the CPSC will work to achieve a 70 percent score for the Employee Engagement Index (EEI), as reported by the FEVS. To increase employee engagement in FY 2023, the CPSC will offer an expanded telework policy, provide specialized training for technical positions, use recruitment and retention incentives, reward

the agency's highest performers, and develop new initiatives for CPSC's Health and Wellness Program.

The CPSC will continue to attract and recruit a talented and diverse workforce, while providing the necessary equipment and training for new employees. For FY 2023, the agency is requesting an increase of 74 FTEs, or 12 percent, from the FY 2022 *Request* to accomplish the CPSC's mission in the changing consumer product environment of the 21<sup>st</sup> century, and to support the recurring requirements outlined in the American Rescue Plan Act (ARPA) (Pub. L. No. 117-2). The additional allocation of FTEs to the agency provides an opportunity for resources in mission-critical work. However, with a highly technical and specialized workforce, hiring top talent can be challenging and resource intensive. In addition to targeted outreach, innovative advertising, and other efforts to expand CPSC's applicant pools, the agency employs the human capital tools available, including the full range of available hiring authorities, recruitment incentives, and

employment flexibilities. Hiring at the entry-level has enabled the agency to onboard new talent, but it also requires a significant investment in specialized formal training and staff resources for mentoring and transferring knowledge. As a small agency, competing with other federal agencies and the private sector for top talent often requires the use of incentives, such as pay-setting flexibility, recruitment/relocation bonuses, and annual leave service credit.

For FY 2023, the CPSC plans to use contract support to initiate diversity-targeted recruitment programs and endeavor to conduct a deep data analysis of the inclusion, equity, and diversity in the agency. Additionally, funds will be expended for critical training to assist selecting officials to foster inclusion, equity, and diversity in the agency's workforce. The CPSC will also continue to bolster incentive programs to support recruitment efforts. Lastly, the agency will increase staff in the Equal Employment Opportunity (EEO) office to support diversity management.



## Strategic Goal 2: Prevention (\$122.4 million)

The FY 2023 *Request* allocates \$122.4 million to Strategic Goal 2 —**Prevention**— focused on stopping hazardous products from reaching consumers. The agency educates manufacturers on safety requirements and works with foreign counterparts to help build safety into consumer products. The CPSC collaborates with standards development organizations (SDOs) to create and strengthen voluntary standards for consumer products.

This involves building consensus through engagement among relevant stakeholders outside the agency. The CPSC develops new mandatory regulations, when necessary, and consistent with statutory authority, in response to identified product hazards.

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

Mission Delivery for <i>Prevention</i>				
The CPSC <i>prevents hazardous products from reaching consumers</i> through the following activities:				
		2021 Actual	2022 Estimate	2023 Estimate
<b>Data Analysis &amp; Statistics</b>	Incident data cases received from Hospitals	331,000	400,000	450,000
<b>Laboratory</b>	Potentially hazardous products tested	24,899	30,000	35,000
<b>Voluntary Standards Activities</b>	Number of voluntary standards in which CPSC actively participates, in collaboration with SDOs	78	83	81
<b>Import Surveillance</b>	Number of ports with CPSC presence	23	25	28

### Safety Standards: Voluntary & Mandatory

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

The CPSC devotes significant resources under the *Prevention* Strategic Goal to work on voluntary standards.

This effort helps to minimize consumer product hazards by integrating safety into the product design and manufacturing stages.

The agency collaborates with SDOs to develop voluntary consensus standards among relevant external stakeholders. The CPSC develops new mandatory regulations only when necessary and when consistent with statutory authority.

### Import Surveillance

Two key elements of the CPSC’s Import Surveillance program are:

- **CPSC port investigators** are co-located with U.S. CBP at U.S. ports of entry. Port investigators identify and interdict violative consumer products from entering the United States.
- **Risk Assessment Methodology (RAM)**, required by Section 222 of the CPSIA, enables the CPSC to identify products imported into the United States that are most likely to violate consumer product mandatory regulations.



Given that imports represent slightly more than half of available consumer products in the United States, and more than two-thirds of consumer products identified as noncompliant, import surveillance is a crucial part of the CPSC’s Prevention work.



## FY 2023 Budget Initiatives and Activities

The FY 2023 budget initiatives and activities that contribute to effective *Prevention* funded by this *Request* include:

### Data Collection and Analysis

The CPSC is a data-driven agency. The CPSC collects and analyzes a wide range of data from multiple sources and uses that information to provide a factual basis for identifying emerging hazards, characterizing the number and types of hazards presented by a consumer product or product class, developing voluntary and mandatory standards, and testing products to evaluate safety and compliance with established standards. To meet current and future needs, the CPSC will focus on developing and deploying capabilities to address mission success, including expanded data sources, automated data intake and coding, enhanced anomaly and trend detection, and improved data analytics. In FY 2023, the agency will continue to expand its analysis of data for evidence of areas where diversity and equity safety issues can be addressed, including analyzing hazard patterns in expanded data from the FY 2022 imputation of demographic equity factors in incident and injury data. For FY 2023, the agency is requesting 3 FTEs for the Directorate of Epidemiology to improve CPSC's ability to collect and analyze data on injuries and deaths associated with consumer products, and then disseminate the information. Additionally, the agency is requesting 5 FTEs and \$2.3 million in contract funds to invest in artificial intelligence to improve the agency's ability to use machine learning to improve data collection and analysis.

**Enterprise Data Analytics:** In FY 2020, the CPSC and the General Services Administration's (GSA) IT Modernization Centers of Excellence (CoE) formulated an Enterprise Data Analytics Strategy (EDAS) for consumer product safety. The strategy describes and informs future agency direction for data management and analytics in business and technical terms. In FYs 2020 and 2021, as a part of the overall Enterprise Data Analytics efforts, the CPSC completed a pilot initiative to test and evaluate artificial intelligence and machine learning methods and technologies to streamline and improve the ability to identify products and injury severity. The CPSC will implement best practices gleaned from the pilot.

In FY 2023, the agency will continue populating its Data Lake, with a target of migrating all data by FY 2024. As data are migrated, the agency will leverage the FY 2022 addition of a cloud-based, machine-learning capable software to improve data integration capabilities, including data quality control, and strengthen the detection of emerging hazard patterns and trends. These efforts will be the backbone of the overall enterprise strategy.

**National Electronic Injury Surveillance System (NEISS):** The CPSC collects information on product-related injuries treated in hospital emergency departments (EDs) through the NEISS. The system uses a stratified sample of hospitals nationwide that are under contract with the CPSC, and it enables probabilistic national estimates of product-related injuries to identify safety issues that may require additional analysis or corrective action. Other government agencies, consumer advocate organizations, and medical journals also use NEISS data. In FY 2021, the CPSC collected and reviewed 707,000 NEISS cases, 7,800 death certificates, and 2,900 medical examiner and coroner reports. The CPSC will be updating the sample of hospitals used as the basis for NEISS. In FY 2023, CPSC will obtain information from newly recruited hospitals, as well as the legacy hospitals, to enable calibration of trends. This will maintain continuity with historical information. It will require a larger-than-typical overall sample of hospitals in FY 2023.

### Port Presence

CPSC co-locates investigators at select U.S. ports of entry to work side-by-side with CBP to identify and interdict shipments that are at high risk of not complying with CPSC requirements. In FY 2023, the CPSC will continue to expand work to stop violative eCommerce shipments by placing investigators at additional ports of entry, building upon the eCommerce Team established in FY 2021. Staff at the ports also expedite clearance and entry of compliant consumer product cargo, benefiting compliant industry groups.

The CPSC is requesting 12 FTEs for FY 2023 to increase its workforce to address evolving eCommerce needs at various port environments that receive *de minimis* or low-value (\$800 or less), direct-to-buyer shipments of consumer products imported into the United States. These additional FTEs would be responsible for inspecting and taking appropriate action on potentially hazardous eCommerce imports, thereby protecting consumers in furtherance of the agency's mission. This project continues CPSC's multiphased strategy to identify and interdict the substantial number of incoming eCommerce shipments. This *Request* also

includes 6 FTEs for lab and compliance support, as well as 1 FTE for operational support.

### **Risk Assessment Methodology (RAM)/Import Surveillance**

The agency will continue to emphasize import surveillance by operating the RAM targeting system to identify and stop violative imported products from entering the U.S. marketplace. In FY 2023, the CPSC will enhance the RAM system, expand its capabilities related to eFiling, and explore possibilities for identification of defective products. In FY 2023, the CPSC will continue the development of the Global Data Synchronization Network (GDSN) integration into the CPSC's RAM system. This process is the first part of fully implementing the Global Trade Item Number (GTIN) project that is foundational for establishing an eFiling program. This effort is designed to provide linkage to products via GTIN barcode at the time of importation, a process that, in turn, will support and enhance risk research. The CPSC will continue efforts to create and fund an eFiling program, conduct an eFiling Beta Pilot, and initiate rulemaking.

### **Informed Compliance Inspection (ICI) Education and Outreach**

Providing outreach and education to the trade community continues to be an important part of CPSC's FY 2023 strategy in working toward preventing hazardous products from reaching consumers. As part of this work, the CPSC conducts ICIs with first-time violators to provide information and resources so that future importations comply with U.S. consumer product laws and regulations.

### **International Outreach and Education**

The CPSC works to improve compliance with U.S. voluntary and mandatory standards through outreach and education aimed at foreign manufacturers and regulators. The agency provides education and exchange of best practices to help ensure that foreign suppliers or manufacturers meet U.S. consumer product safety requirements. This reduces the need for remedial action or recalls later, benefiting the U.S. consumer and the foreign manufacturer or supplier.

### **Hazards Research Collaborations and Testing**

The CPSC's National Product Testing and Evaluation Center (NPTEC) provides the agency with technical capability to test and analyze consumer product samples the agency collects to

determine whether risks exist from defects or the presence of regulatory violations. FY 2022 starts a 5 to 6-year period where a large number of capital equipment items totaling approximately \$400,000 annually are scheduled for life-cycle replacement. These items include several gas analyzers to measure carbon monoxide (CO) emissions from fuel-burning appliances and heat release from fires, and inertial measurement equipment used during testing of off-highway vehicles (OHV).

The agency will continue to implement the research and assessment recommendations proposed by the National Academy of Sciences (NAS) in its 2019 report, "A Class Approach to Hazard Assessment of Organohalogen Flame Retardants." In FY 2023, this project will continue with toxicity assessments and exposure assessment of consumer products for two OFR subclasses. The CPSC is collaborating with the National Toxicology Program (NTP) of the U.S. Department of Health and Human Services (HHS) on literature searches for toxicity, exposure, and risk data, which will inform CPSC assessments. Over the next several years, work will continue on the remaining subclasses. The early NAS cost estimate to complete toxicity assessments for the first 10 subclasses is \$13 million, with an additional \$5.6 million required for the final four subclasses. The NAS report expects the data likely will be insufficient to support assessment of these four subclasses. Therefore, additional research of similar scope, beyond the toxicity assessment of the 14 subclasses, will be needed to determine exposure and complete risk assessments for the subclasses and specified types of consumer products. The research for the exposure and risk assessment would require additional funding beyond the proposed \$18.6 million for the toxicity assessment, and the cost to complete all work depends on availability of data.

In addition, the CPSC will continue to focus on Chronic Hazards from other chemicals in other consumer products, such as carcinogens, reproductive and developmental toxicants, and neurotoxicants. The agency is requesting 3 FTEs in the Division of Toxicology & Risk Assessment to increase staff expertise in reproductive/developmental toxicology, risk assessment, toxicokinetics, as well as computational toxicology, read-across, and bioinformatics that are critical to addressing risk assessment in the 21<sup>st</sup> century.

The agency will continue to conduct research to identify safe sleep parameters for all infant sleep products. This would provide baseline information pertaining to infant sleep, enabling the evaluation of potential new sleep products and standards. The research will evaluate traditional infant sleep environment and sleep product characteristics, and characteristics of other infant products in which infants sleep. Mortality data will be reviewed and analyzed to evaluate product involvement and propose recommendations for voluntary standards renewals or development.

**Voluntary Standards**

The CPSC participates in the voluntary standards process to reduce the risks associated with hazardous consumer products. In many cases, CPSC's statutory authority requires the agency to rely on voluntary standards, rather than promulgate

mandatory standards, if compliance with a voluntary standard is likely to eliminate or adequately reduce the risk of injury or death identified, and it is likely that there will be substantial compliance with the voluntary standard. The agency details its proposed voluntary standards participation work on pp. 24–26.

**Mandatory Standards**

Absent the criteria described above, requiring the agency to rely on voluntary standards, the agency has the authority to promulgate mandatory standards. The CPSC will continually evaluate the rulemaking agenda and focus the agency's resources on the products presenting the highest consumer product safety risks. The agency details its proposed mandatory standards work on pp. 27–28.



## Strategic Goal 3: Response (\$53.3 million)

The FY 2023 *Request* allocates \$53.3 million in support of Strategic Goal 3—**Response**—focused on timely investigation of reports of hazardous consumer products and marketplace surveillance and ensuring that hazardous products do not enter or remain in the distribution chain.

The CPSC's Office of Compliance and Field Operations ("Compliance & Field") is CPSC's Goal Leader for Strategic Goal 3—Response. The Compliance & Field office has Field Investigators located across the country and staff located at headquarters to assess compliance and conduct enforcement.

Essential elements under **Response** that are led by Compliance and Field are: (1) identifying hazardous products that are in the marketplace and consumers' hands by investigating reported incidents and conducting marketplace surveillance; (2) removing products determined to be hazardous or in violation of mandatory safety requirements by negotiating voluntary corrective actions and pursuing mandatory recalls, when necessary; and (3) working with firms to improve consumer response to consumer product recalls.

### Mission Delivery for Response

The CPSC responds quickly to address hazardous consumer products through the following:

	2021 Actual	2022 Estimate	2023 Estimate
Fast-Track Recalls	159	160	160
Regulatory Recalls	40	40	40
Defect Recalls	34	35	35
In-depth Investigations	4,408	3,800	3,800
Non-Internet Inspections	904	1,000	1,000
Internet Site Takedown Requests	17,142	40,000	48,000

### Identify Hazardous Products

CPSC Field Investigators identify hazardous consumer products through:

- **Investigating reported incidents and injuries:** To pursue possible defective product leads, CPSC field investigators analyze various incident and injury reports made by medical examiners, fire/police officials, consumers, and state and local governments.
- **Conducting inspections of establishments:** To identify potential regulatory violations of products under CPSC's jurisdiction, as well as product defects that could be harmful, CPSC field investigators conduct inspections of various marketplace establishments, including those of manufacturers, importers, and retailers and distributors.

One-fourth of CPSC's workforce is stationed in the field, where field staff focuses on *identifying hazardous consumer products*.

A *hazardous consumer product* is a consumer product that could harm the public and is defective or not compliant with CPSC's regulations.

### Address Hazardous Products to Protect Consumers

When the agency determines that a product is hazardous, the CPSC seeks to protect consumers by working with the recalling firm to devise a corrective action plan (CAP) to address the product hazard. Typically, the CPSC negotiates a CAP with a firm before a recall notice is published.

**CPSC's Fast-Track Program:** Allows an eligible firm to promptly implement a consumer-level voluntary recall after immediately stopping sale and distribution of the potentially hazardous product without CPSC assessing whether the product is hazardous.

**Consumer Response to Recall:** The CPSC's Strategic Plan outlines performance goals and initiatives to focus on improving consumer response to recalls. Examples include:

- Requesting direct notice to consumers
- Requesting firms to use social media, as a way to enhance the recall notice

After determining that a product is hazardous, the CPSC works to protect consumers by collaborating with firms to address the product hazard.

- **Removing harmful products from the Marketplace:** Once the CPSC issues a recall, the recalling firm implements its CAP, which involves addressing as many harmful products as possible in the distribution chain.
- **Addressing harmful products with Consumers:** In addition to removing products from the marketplace, and as part of a corrective action, the recalling firm also collaborates with CPSC to address harmful products in consumers' possession by notifying consumers of the recall and providing information on specific remedies that consumers may pursue. The success of this remedial action depends on consumer response rates to recalls. The CPSC strives to achieve its strategic objective of improving consumer response to consumer product recalls, by maximizing direct notice to consumers, conducting recall checks, and, where necessary, working with the recalling firm to provide additional notifications.



## FY 2023 Budget Initiatives and Activities

The FY 2023 budget initiatives and activities that contribute to effective *Response* funded by this *Request* include:

### Investigations

The Office of Compliance and Field Operations investigates product hazards to determine compliance with mandatory safety standards and identify substantial product hazards. CPSC investigations include nationwide marketplace and port surveillance; inspections, analysis of information provided by manufacturers, importers, wholesalers, and retailers; Internet surveillance; and detailed technical analysis of potential hazards. A critical function of CPSC's Field Investigation team involves performing comprehensive reviews of incidents, including evaluating human and environmental incident factors and reporting on specific details required for evaluating product risks.

The burgeoning eCommerce marketplace has created a need for the CPSC to have an increased role in the surveillance of the sale and distribution of goods on the Internet. This rapid growth of eCommerce requires a corresponding increase in Internet surveillance to identify and remove violative products offered for sale online, including counterfeit products that present a safety issue. For FY 2023, the CPSC is requesting 12 FTEs to hire compliance officers who will process regulated and product defect cases concerning online products; product safety investigators to conduct more thorough online surveillance, using improved technology and on-the-ground investigations of incidents involving online products; and lab and compliance support employees to help test and process, respectively, the additional product samples anticipated to be collected from online marketplaces. These resources will contribute to a safer eCommerce marketplace and will serve as a strong signal of how seriously the agency is taking eCommerce issues.

### Enforcement

The CPSC seeks corrective action when product safety investigations determine that a product violates mandatory safety standards or creates a substantial product hazard. When an appropriate corrective action cannot be achieved as part of a

voluntary CAP, the CPSC, through litigation, pursues a mandatory corrective action. The CPSC also offers firms the opportunity to recall products without an investigation or preliminary determination of a violation through its Fast-Track Recall program, which aims to expedite corrective action in the marketplace. In FY 2022, the CPSC launched a new online portal for the Fast-Track Recall program to make it easier for businesses to report hazardous products.<sup>10</sup> Firms that conduct recalls submit Monthly Progress Reports to provide CPSC with updates on recall participation and any additional incidents or injuries identified after the firm issued the recall. For FY 2023, the CPSC is requesting 4 FTEs to increase the focus on civil penalty investigations for products recalled through eCommerce work, defects cases, and regulated product violations. An increase in civil penalty work would underscore the priority that the CPSC places on deterrence and penalizing violators or offenders.

### Industry Guidance

Communicating safety responsibilities, and educating industry on its safety obligations, are cost-effective methods of achieving compliance and reducing injuries and deaths. The State and Local Program, managed by CPSC's Compliance and Field office, works with state and local governments nationwide and conducts compliance, outreach, and education activities to increase dissemination of consumer product safety information and improve consumer response to product recalls. This program also helps states build capacity in adopting safety initiatives and monitoring recall notifications to keep consumers safe from dangerous or defective products.

### Compliance Technology Systems

The Office of Compliance and Field Operations will work to improve internal database systems for critical, statutorily required data collection from regulated entities. Examples of the systems include the Dynamic Case Management system (DCM), CPSRMS, regulated products case management system, the Sample Tracking System, and customized connections with the existing Integrated Field System (IFS). The agency will begin developing an overarching Compliance-wide system to handle all needs, including: product sample identification and tracking, case management functionality, incident and defect

<sup>10</sup> <https://cpsc.gov/Newsroom/News-Releases/2022/CPSC-Launches-New-Online-Tool-to-Make-it-Easier-for-Businesses-to-Report-Hazards-and-to-Protect-Consumers-Mandatory-for-Fast-Track-Program-in-January-2022>

investigations, case follow-ups, Section 15 Reports<sup>11</sup>, and connections to existing systems within the Office of Hazard Identification and Reduction (EXHR) for Age Determinations, Small Parts determinations, and overall product testing. Existing systems also need to migrate from in-house support to cloud-based platforms so the new Compliance-wide system can conduct two-way information sharing. The CPSC requests 4 FTEs to support this effort.

### **VGB Act Grant Program**

Through the VGB Act grant program, the CPSC provides eligible state and local governments that

meet certain requirements with assistance to implement education and training programs. The grant program also helps state and local governments enforce certain pool safety requirements (e.g., having proper suction outlet covers and backup anti-entrapment systems and proper fencing/barrier for public and residential pools and spas). The CPSC's *Request* level for FY 2023 does not include new funds for awarding and administering VGB Act grants. The CPSC will continue to award VGB Act grants using the existing unobligated no-year appropriations provided in prior appropriations.

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<sup>11</sup> Per 15 U.S.C. § 2064(b), Section 15 (b) of the Consumer Product Safety Act (CPSA) requires manufacturers, importers, distributors, and retailers to report to the CPSC within 24 hours of obtaining information which reasonably supports the conclusion that a product does not comply with a safety rule issued under the CPSA, or contains a defect which could create a substantial risk of injury to the public or presents an unreasonable risk of serious injury or death.



## Strategic Goal 4: Communication (\$10.7 million)

The FY 2023 *Request* allocates \$10.7 million in support of Strategic

Goal 4—**Communication**—focused on communicating useful information quickly and effectively to inform better decision making. The CPSC uses a wide array of communication channels and strategies to provide timely, targeted information about consumer product safety to the public, industry, and other stakeholders.

### Mission Delivery for *Communication*

The CPSC *communicates with consumers quickly and effectively* through the following:

		2021 Actual	2022 Estimate	2023 Estimate
<b>Campaigns</b>	Focused public information campaigns	2	2	2
<b>Social Media</b>	Engagements with the public on social media	9,339,985	3,700,000	8,000,000
<b>Small Business Ombudsman</b>	Inquiries from industry stakeholders	2,834	2,400	2,500

## Serving as the go-to source of life-saving consumer product safety information for the public and businesses

The CPSC strives to be the primary source of consumer product safety information for consumers, businesses, and fellow regulators.

Parents concerned about the safety of a product, small business owners looking for guidance on safety regulations, and large-scale manufacturers navigating the complexities of international trade all benefit from the CPSC’s outreach and education resources.

The agency strives to improve the usefulness and availability of safety messages through critical assessment of the CPSC’s outreach efforts and investment in new and innovative tools.

For instance, the agency is continuously evaluating its website infrastructure to identify areas for improvement and optimizing its digital content to reach a broader audience with accurate and actionable information, with a focus on underserved communities.

The CPSC measures the usefulness of its messaging through evaluative tools. Examples include tracking visits to CPSC websites and downloads of CPSC safety information and monitoring social media engagement and the reach of CPSC messages through media monitoring services.

## Disseminating information through targeted approaches

The CPSC works to increase dissemination of consumer product information through targeted approaches, including:

- **Leveraging technology to enhance and expedite the agency’s communication of safety information.** Example: Keeping CPSC’s website infrastructure updated to reflect best practices.
- **Conducting outreach campaigns on priority hazards.** Example: Conducting the *Pool Safely* campaign to reduce childhood drownings and the *Anchor It!* campaign to prevent TV and furniture tip-overs.
- **Strategically expanding communications.** Example: Micro-targeting vulnerable and at-risk communities (such as minority groups, low-income families, children, and the elderly) and communities in areas affected by natural disasters (e.g., hurricanes, blizzards, flooding, and tornados).

The agency uses a variety of communication mediums to disseminate safety information to the public in multiple languages to ensure it reaches diverse audiences. Examples include:

- Website content for product safety information and business education, available in multiple languages;
- Print and electronic safety education materials, some of which are available in Spanish;
- Tweets in English and Spanish languages;
- Videos on safety tips; and
- Webinar videos for small businesses.

## FY 2023 Budget Initiatives and Activities

The FY 2023 budget initiatives and activities that contribute to effective *Communication* funded by this *Request* include:

### Public Information and Education Campaigns

Consumers, safety advocates, industry, and state and local government agencies need high-quality information about consumer product safety. Consumers need safety information to make informed decisions for themselves and their families. Safety advocates rely on accurate data to shape their policy recommendations. Industry needs information to stay in compliance with safety requirements. State and local government agencies need high-quality information to establish new safety requirements that advance consumer safety. In FY 2023, the CPSC will strive to provide its stakeholders with high-quality information and accurate data. The CPSC will conduct information and education (I&E) campaigns with the aim of preventing injuries and deaths. The campaigns will



"Anchor It!" is the CPSC's national public education campaign aimed at preventing furniture and TV tip-overs from killing and seriously injuring children.

address various hazards, including child drownings (*Pool Safety* campaign); furniture and TV tip-overs (*Anchor It!* campaign); and carbon monoxide (CO) poisoning associated with power outages from blizzards, severe storms, and hurricanes. In addition, the CPSC will continue its campaign outreach to high school-age teens and college-age young adults from vulnerable populations. The CPSC will continue email outreach efforts,

leveraging a more complete email marketing tool with an existing database of 5 million email subscribers and improved data analytic capabilities, to better target consumers with CPSC safety messages. In addition to hiring a social media expert and an audiovisual expert in FY 2022 to meet the growing demands of social media and visual media communications, the CPSC is requesting 1 FTE for FY 2023 to maximize in-house capabilities to meet the increased demand for visual assets in safety campaigns. The agency will focus on the production of videotaped and live television programs, and livestreaming; live and prerecorded radio broadcasts; broadcast-type, closed-circuit teleconferences; and other similar productions, such as slide shows with sound accompaniments.

### Small Business Ombudsman (SBO)

In FY 2023, the CPSC will continue its multifaceted outreach to small businesses to help guide them through federal consumer product safety rules and requirements. These outreach efforts are an important component of the agency's education and compliance strategy. The CPSC's SBO Team serves as the dedicated contact for small businesses and provides plain language guidance and information tailored to small entities. The SBO Team manages and updates CPSC's Regulatory Robot tool – a multilingual online tool designed to give industry stakeholders customized guidance about the likely requirements in place for their consumer product. The SBO Team continues to develop plain language regulatory guidance, Webinars, and other presentations and videos, for manufacturers, importers, and retailers.



## Consumer Ombudsman

CPSC's Consumer Ombudsman is dedicated to helping the public understand how the CPSC works. The Consumer Ombudsman acts as a liaison between consumers and the CPSC, helping to provide information and transparency about the regulatory process. The Consumer Ombudsman also serves as an educator for consumers wishing to become more involved in the regulatory process, and as a guide for victims who wish to collaborate with the agency on specific product concerns. The Consumer Ombudsman also works closely with the Voluntary Standards Coordinator to identify consumers who can participate in the voluntary standards development process.

## Internet and Social Media

The CPSC uses a variety of platforms to reach the public, including websites (e.g., [cpsc.gov](https://www.cpsc.gov), [SaferProducts.gov](https://www.SaferProducts.gov), [PoolSafely.gov](https://www.PoolSafely.gov), and [AnchorIt.gov](https://www.AnchorIt.gov)); social media; email alerts; and videos. The CPSC posts recalls to its websites and its recalls app, and safety education and other news releases, both in Really Simple Syndication (RSS) news feed format; this enables users to access updates to online content in a standardized, computer-readable format. This allows the media and others to obtain information from CPSC websites, and, in seconds, have the information posted on their websites from the RSS feed. In FY 2023, the CPSC will continue to have a strong social media and Web presence as key components of achieving its safety mission.

## Media

In FY 2023, the CPSC will continue working to engage the media to generate coverage for major recalls and safety campaigns, including furniture and TV tip-over prevention, drowning prevention, fireworks injury prevention, holiday toy and

decoration safety, and CO poisoning, among others.

## Consumer Hotline

The CPSC's Consumer Hotline and General Information number (1-800-638-2772) provides a much relied-upon service to the public, businesses, and consumers.

In FY 2021, the CPSC's Hotline services received 25,237 calls. The Hotline processed 3,955 emails; and 1,019 consumer product incident reports were collected in phone calls and emails. The CPSC will continue to operate the Hotline and General Information number in FY 2023. The CPSC encourages consumers to contact the Hotline for information and assistance on product safety issues and to file incident reports.

## About the "Regulatory Robot"

The CPSC's Regulatory Robot is an online, interactive, free resource for industry stakeholders that manufacture or import consumer products into the United States. The Web-based tool asks the user a series of questions to determine the likely applicable requirements in place for their consumer product.



The CPSC continues to improve and grow the content available in the Regulatory Robot. In FY 2021, the CPSC added entries for COVID-19-related products and upholstered furniture.

Currently, the Regulatory Robot is available in six foreign languages for certain categories of products: Chinese (simplified), Chinese (traditional), Spanish, Vietnamese, Bahasa Indonesian, and Korean. In FY 2021, the number of Regulatory Robot users was 23,051. This is 1,767 more users than in FY 2020 – demonstrating an increased interest in the resource for industry stakeholders.

## Strategic Crosscutting Priorities

### Crosscutting Priorities

The CPSC's *Strategic Plan* identified four crosscutting strategic priorities that are integral to enabling the mission: Operational Excellence, Data Collection and Analysis, Information Technology (IT), and Internal and External Collaboration. These priorities are fundamental to the agency's achievement of the Strategic Plan goals.

Crosscutting Priorities Summary	
	FY 2023 (\$ in millions)
<b>Information Technology</b>	
Mission Applications	\$ 8.3
Network Management & Infrastructure	\$ 1.5
User Support	\$ 3.7
IT Security	\$ 1.6
Capital Replacement	\$ 2.5
Telecommunications (Voice & Data)	\$ 1.7
Website Management	\$ 1.0
<b>Other Administrative Functions</b>	
Financial Management & Related Shared Services	\$ 3.0
Rent, Security, & Utilities:	
CPSC Headquarters	\$ 5.2
NPTEC	\$ 4.7
Warehouse	\$ 0.6
<b>Crosscutting Priorities<sup>12</sup> Total</b>	<b>\$ 33.8</b>

### FY 2023 Budget Initiatives and Activities

#### Information Technology

The agency supports the operations, maintenance, and development of mission delivery IT systems. This includes the Consumer Product Safety Risk Management System (CPSRMS), the import surveillance RAM system, and the Dynamic Case Management system (DCM), among others. These mission applications are the backbone of CPSC's data and analytical capabilities. The CPSC categorizes its IT functions as follows:

- **Mission Applications:** Providing programming support for the agency's IT applications and administering databases.

These include, but are not limited to, the Integrated Field System (IFS), the NEISS applications, the CPSRMS, the RAM system, the DCM, [SaferProducts.gov](https://www.saferproducts.gov), and the Sample Tracking System. The agency will continue to maintain and support these applications in FY 2023, and will incrementally modernize these and legacy platform applications.

- **Network Management and Infrastructure:** Supporting management of the agency's IT infrastructure, which includes the operation and maintenance of networks, servers, and other IT equipment and systems. The agency will continue to migrate core technology services to the cloud, including email, file storage, desktop services, and internal collaboration platforms. In FY 2023, the agency will fund part 1 of a 2-part project to upgrade the virtual desktop infrastructure (VDI) through cloud-based solutions. Transition of core technology services would significantly improve systems availability, resiliency, and efficiency.
- **User Support:** Supporting end users of the agency's equipment, software, systems, and services (e.g., Help Desk support, software licensing, and printer maintenance). In FY 2023, the agency will support users by providing hardware and software; maintaining laptops, printers, mobile and landline telephones, and other devices; and enhancing end-user Help Desk and office automation software.
- **IT Security:** Maintaining a secure information environment throughout the CPSC and ensuring information systems' confidentiality, integrity, and availability. In FY 2023, the agency will continue to address internal controls deficiencies and upgrade security Consumer systems to detect and mitigate cybersecurity threats better. These efforts include expansion of the agency's IT security assessment to improve capabilities in vulnerability scanning, monitoring, and alerting.
- **Capital Replacement:** Upgrading hardware and software assets and replacing aging systems, such as user laptops and computer

<sup>12</sup> Crosscutting Priorities listed in this section include only Information Technology and administrative functions over \$1 million in non-payroll costs.

monitors, server hardware, routers, switches, and Network Attached Storage (NAS) systems. In FY 2023, the CPSC will replace the most critical equipment at or approaching end of life.

- **Voice/Data Telecommunications:** Providing voice (telephonic), cellular, wide area network (WAN), local dedicated data lines, domain, and Web streaming services; telecommunications equipment; and maintenance and repairs. In FY 2023, the CPSC will complete the transition to the U.S. GSA's new enterprise telecommunications and networking solution.
- **Website Management:** Operating and maintaining CPSC's websites to meet the needs of the agency, consumers, businesses, and other stakeholders who seek relevant information about CPSC activities.

## Other Administrative Functions

- **Financial Management and Related Shared Services:** In FY 2023, the CPSC will continue to leverage administrative shared services through the Department of Treasury's Administrative Resource Center (ARC), within the Bureau of Fiscal Service, and the Department of the Interior's (DOI) Interior Business Center (IBC). ARC will continue providing financial management reporting and systems, travel management, and overflow acquisition support services. Additionally, the CPSC will seek to keep stride with new requirements in federal financial management systems and reporting, including data visualization, business intelligence, and increased technological and efficiency offerings. IBC will continue providing payroll and related human resources system services.
- **Rent, Security, and Utilities:** In FY 2023, the CPSC will operate in three GSA-leased facilities: CPSC Headquarters (Bethesda, MD), the National Product Testing and Evaluation Center (NPTEC) (Rockville, MD), and the Sample Storage Warehouse facility (Gaithersburg, MD). The CPSC expects rent, security, and utility expenses at the three locations to be \$10.5 million in FY 2023. The CPSC does not contemplate any additional leases for FY 2023.

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## Voluntary Standards Summary

### Definition

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

### CPSC’s Statutory Requirement

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

### Voluntary Standards Process & CPSC Participation

CPSC staff works with organizations that coordinate the development of voluntary standards.

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

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

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### FY 2023 Activities

The table on the next page lists voluntary standards activities for FY 2023.

**Voluntary Standards Table**

Product		FY 2022 Op Plan	FY 2023 Request
<b>Voluntary Standards Activities Related to Existing CPSC Regulations</b>			
1	ATVs (All-Terrain Vehicles)	•	•
2	Bassinets/Cradles	•	•
3	Bedside Sleepers	•	•
4	Bicycles	•	•
5	Booster Seats	•	•
6	Carriages and Strollers	•	•
7	Changing Products	•	•
8	Chemical Test Methods	•	•
9	Child-Resistant Packages	•	•
10	Children's Folding Chairs and Stools	•	•
11	Commercial Cribs	•	•
12	Fireworks	•	•
13	Frame Child Carriers	•	•
14	Full-Size Cribs	•	•
15	Gasoline Containers, Child Resistance	•	•
16	Gates and Expandable Enclosures	•	•
17	Handheld Infant Carriers	•	•
18	High Chairs	•	•
19	Infant Bath Seats	•	•
20	Infant Bath Tubs	•	•
21	Infant Bouncer Seats	•	•
22	Infant Swings	•	•
23	Infant Walkers	•	•
24	Non-Full-Size Cribs and Play Yards	•	•
25	Portable Bed Rails (Children's)	•	•
26	Portable Hook-on Chairs	•	•
27	Sling Carriers (Infant and Toddler)	•	•
28	Soft Infant and Toddler Carriers	•	•
29	Stationary Activity Centers	•	•
30	Swimming Pools/Spas Drain Entrapment	•	•
31	Swimming Pools/Spas Safety Vacuum Relief System	•	•
32	Toddler Beds	•	•
33	Toys	•	•
<b>Voluntary Standards Activities Related to Petitions</b>			
34	Adult Portable Bed Rails	•	•
35	Candles and Candle Accessories	•	•
36	Flooring (Slips, Trips, and Falls)	•	•
37	Magnet Sets	•	•
38	Torch Fuel and Lamp Oil	•	•
<b>Voluntary Standards Activities Related to Ongoing or Potential Rulemaking Activities</b>			
39	Clothing Storage Units Tip-overs	•	•
40	Crib Bumpers (Infant Bedding)	•	•
41	Crib Mattresses (include Supplemental and Aftermarket Mattresses)	•	•
42	Fire Safety of Portable Fuel Containers and Gasoline Cans	•	•
43	Gas Appliances – CO Sensors	•	•
44	Infant Sleep Products	•	•
45	Portable Generators	•	•
46	Recreational Off-Highway Vehicles (ROVs)	•	•
47	Table Saws	•	•
48	Upholstered Furniture	•	•



Product		FY 2022 Op Plan	FY 2023 Request
49	Window Coverings	•	•
<b>Other Planned Voluntary Standards Activities</b>			
50	Additive Manufacturing/3D Printing	•	•
51	Amusement Rides, Trampoline Parks, and Adventure Attractions	•	•
52	Artificial Intelligence (AI)	•	•
53	Bath Tubs (Adult)	•	•
54	Batteries, Fire (High-Energy Density)	•	•
55	Batteries, Ingestion (Button)	•	•
56	Building Codes	•	•
57	Carbon Monoxide (CO) Alarms	•	•
58	Electric Heaters	•	
59	Flammable Refrigerants	•	•
60	Gas Ranges	•	•
61	Indoor Air Quality	•	•
62	Infant Support Pillows and Nursing Support Products	•	•
63	Internet of Things (IoT) / Connected Products	•	•
64	Liquid Laundry Packets	•	•
65	LP Gas Appliances	•	•
66	Market Umbrellas / Beach Umbrellas	•	•
67	Mowers	•	•
68	Nanotechnology	•	•
69	National Electrical Code	•	•
70	Playground Equipment (Home)	•	•
71	Playground Equipment (Public)	•	•
72	Playground Surfacing	•	•
73	Pools, Portable Unprotected (Child Drowning)	•	•
74	Pressure Cookers	•	•
75	SCIEE Robots	•	•
76	Self-balancing Scooters and Light Electric Vehicles / Micromobility Devices	•	•
77	Smoke Alarms	•	•
78	Sports/Recreational Head Gear/Helmets and Sensors	•	•
79	Tents	•	•
80	Treadmills	•	•
81	Warnings and Instructions	•	•
82	Washing Machines	•	
83	Wearables	•	•
<b>Grand Total</b>		<b>83</b>	<b>81</b>

**Key to Table**

- Denotes active participation in related voluntary standards activities.

## Mandatory Standards Summary

### Definition

Mandatory regulations, established by statute, or promulgated by the Commission, set forth requirements for consumer products. Typically, the requirements take the form of performance requirements that consumer products must meet, or warnings they must display for these products to be imported, distributed, or sold in the United States.

### CPSC's Statutory Requirement

When CPSC can make the required statutory determinations, mandatory regulations may be adopted. The Commission may also ban a hazardous product when it determines that no feasible mandatory standard would adequately protect the public from an unreasonable risk of injury or death.

### FY 2023 Activities

CPSC staff plans to work on the projects listed in the table on the next page. This work will involve continuing rulemaking activities related to the CPSIA, as well as other laws, and it will include data analysis and technical activities supporting ongoing or potential future rulemaking activities.

Note: The terms ANPR, NPR, FR, and DFR indicate submission of a briefing package with a draft ANPR, draft NPR, draft FR, or draft DFR to the Commission. It does not indicate how the Commission voted on the briefing package.

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

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

**Mandatory Standards Table**

Items by Major Categories		FY 2022 Op Plan	FY 2023 Request
<b>CPSIA, as amended by Pub. L. No. 112-28, and including Section 104 of the CPSIA</b>			
	ATVs (All-Terrain Vehicles) – Other	DA/TR	DA/TR
<b>Rule Review</b>			
	Expand Scope of Infant Pillow Ban		FR
	General Wearing Apparel 16 CFR Part 1610 Rule Amendments	NPR	FR
	Lead	DA/TR	
	Mattress 16 CFR 1632, ANPR Follow-up Rule Review (Ticking Substitution, Recordkeeping)	DA/TR	NPR
	Small Parts Regulation Updates		FR
<b>Petitions</b>			
	Adult Portable Bed Rails Petition	BP	DA/TR
	Aerosol Duster Petition	BP	DA/TR
	Commercially Bred Dogs Campylobacter Infection Warning Petition	BP	
	PPPA Exemption Petition	FR	DA/TR
<b>Other Ongoing or Potential Rulemaking-Related Activities</b>			
	Battery Ingestion	NPR	FR
	Clothing Storage Units Tip-Over	FR	
	Furnaces (CO Hazards)	DA/TR	FR
	Magnet Sets	FR	
	Off-Highway Vehicle (OHV) Debris Penetration Hazards	NPR	FR
	Off-Highway Vehicle (OHV) Fire Hazards	DA/TR	NPR
	Organohalogens Petition	DA/TR	DA/TR
	Phthalates Additional Analysis	BP	
	Portable Fuel Container Safety Act	BP	DA/TR
	Portable Generators	BP	NPR
	Table Saws	FR	
	Window Coverings	FR	
<b>Number of candidates for rulemaking (ANPR, NPR, FR, and DFR)</b>		<b>8</b>	<b>9</b>

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# Annual Performance Plan (APP)

## Strategic Plan Summary

The CPSC's FY 2023 Performance Budget Request and the included FY 2023 Annual Performance Plan (APP) align with the current 2018-2022 Strategic Plan. The Request sets the framework for all subsequent agency planning, communication, management, and reporting. The Strategic Plan provides direction for resource allocation, program design, and management decisions. The Strategic Plan defines the evidence and performance data used to monitor and assess program effectiveness. The CPSC is working on updating the agency's strategic plan for FYs 2023–2026.

The CPSC has formulated strategic objectives within each Strategic Goal, and these objectives reflect the key component outcomes necessary to achieve each of the Strategic Goals. Performance goals and strategic initiatives underpin the strategic objectives. The goals and initiatives define additional outcomes, outputs, and activities that the CPSC will implement and pursue within each strategic objective. The CPSC has identified the FY 2023 key performance measures for monitoring and reporting on progress toward achieving the strategic objectives. We list an overview of the key measures on pp. 31–32. We describe APP details by Strategic Goal on pp. 33–42. Included is a discussion of agency strategies and approaches for achieving strategic objectives; FY 2022 and FY 2023 annual targets for each key measure, where applicable; and actual data for FY 2018, FY 2019, FY 2020, and FY 2021 for each key measure, where applicable.

### Mission: Keeping Consumers Safe

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



## Key Performance Measure Summary

Below is an overview of the CPSC's key performance measures for FY 2023.

Strategic Objective (SO)	Key Performance Measure (KM)	Lead Office	FY 2022 Target	FY 2023 Target
<b>Goal 1: Workforce</b> Cultivate the most effective consumer product safety workforce				
<b>SO 1.1</b> Enhance effective strategic human capital planning and alignment	<b>2023KM1.1.02</b> Percentage of full-time equivalents (FTEs) utilized	Human Resource	96%	96%
<b>SO 1.2</b> Foster a culture of continuous development	<b>2023KM1.2.01</b> Percentage of employees satisfied with opportunities to improve their skills (as reported in the Federal Employee Viewpoint Survey)		70%	70%
<b>SO 1.3</b> Attract and recruit a talented and diverse workforce	<b>2023KM1.3.01</b> Percentage of hiring managers trained on recruitment		85%	90%
<b>SO 1.4</b> Increase employee engagement	<b>2023KM1.4.01</b> High-performing Federal Workforce - Employee Engagement Index Score		70%	70%
<b>Goal 2: Prevention</b> Prevent hazardous products from reaching consumers				
<b>SO 2.1</b> Improve identification and assessment of hazards to consumers	<b>2023KM2.1.02</b> Number of hazard characterization annual reports completed on consumer product-related fatalities, injuries, and/or losses for specific hazards	Hazard Identification	12	18
	<b>2023KM2.1.03</b> Percentage of consumer product-related injury cases correctly captured at NEISS hospitals		90%	90%
<b>SO 2.2</b> Lead efforts to improve the safety of consumer products before they reach the marketplace	<b>2023KM2.2.01</b> Number of voluntary standards activities in which CPSC actively participates	Hazard Identification	83	81
	<b>2023KM2.2.02</b> Number of candidates for rulemaking prepared for Commission consideration		8	9
	<b>2023KM2.2.07</b> Percentage of firms that are engaged with a timely establishment inspection after being identified as a repeat offender	Import	75%	75%
	<b>2023KM2.2.08</b> Recalls per Billion Dollars in Consumer Product Imports for Top 50 Import Sources, Countries or Administrative Areas	International	< 0.33	< 0.33
<b>SO 2.3</b> Increase capability to identify and stop imported hazardous consumer products	<b>2023KM2.3.01</b> Percentage of consumer product imports, identified as high-risk, examined at import	Import	80%	80%
	<b>2023KM2.3.02</b> Percentage of import shipments processed through the Risk Assessment Methodology (RAM) system that are cleared within 1 business day		99%	99%
	<b>2023KM2.3.04</b> Number of import examinations completed		40,000	45,000



Strategic Objective (SO)	Key Performance Measure (KM)	Lead Office	FY 2022 Target	FY 2023 Target
<b>Goal 3: Response</b> Respond quickly to address hazardous consumer products both in the marketplace and with consumers				
<b>SO 3.1</b> Rapidly identify hazardous consumer products for enforcement action	<b>2023KM3.1.01</b> Percentage of cases for which a preliminary determination is made within 85 business days of the case opening (Hazard Priorities A, B, and C)	Compliance	70%	70%
	<b>2023KM3.1.02</b> Percentage of cases for which a compliance determination of a regulatory violation is made within 35 business days of sample collection (excludes fireworks)		85%	Replaced with KM3.1.04
	<b>2023KM3.1.03</b> Percentage of fireworks cases for which a compliance determination of a regulatory violation is made within 70 business days of sample collection		85%	Replaced with KM3.1.04
	<b>2023KM3.1.04</b> Percentage of cases for which a compliance determination is made within 5 business days of completed sample evaluation		N/A	Baseline <sup>13</sup>
<b>SO 3.2</b> Minimize further exposure to hazardous consumer products	<b>2023KM3.2.02</b> Percentage of cases for which a firm is notified of a regulatory violation within 40 business days from sample collection (excludes fireworks)	Compliance	85%	Replaced with KM3.2.07
	<b>2023KM3.2.03</b> Percentage of Fast-Track cases with corrective actions initiated within 20 business days of case opening		90%	90%
	<b>2023KM3.2.05</b> Percentage of fireworks cases for which a firm is notified of a regulatory violation within 75 business days from sample collection		85%	Replaced with KM3.2.07
	<b>2023KM3.2.06</b> Percentage of cases for which a corrective action plan (CAP) is accepted or public notice of hazard is issued within 90 business days of a Preliminary Determination (Hazard Priorities A, B, and C)		60%	60%
	<b>2023KM3.2.07</b> Percentage of cases in which a firm is notified of a violation within 5 business days of compliance violation determination		N/A	Baseline <sup>14</sup>
<b>SO 3.3</b> Improve consumer response to consumer product recalls	<b>2023KM3.3.01</b> Recall effectiveness rate for all consumer product recalls	Compliance	25%	25%
<b>Goal 4: Communication</b> Communicate useful information quickly and effectively to better inform decisions				
<b>SO 4.1</b> Improve usefulness and availability of consumer product safety information	<b>2023KM4.1.02</b> Number of engagements with CPSC safety messaging on social media channels by stakeholders <sup>15</sup> (in millions)	Communications	3.7	8.0
<b>SO 4.2</b> Increase dissemination of useful consumer product safety information	<b>2023KM4.2.04</b> Number of national media placements of CPSC stories	Communications	15	17
	<b>2023KM4.2.06</b> Percentage of recall press releases cycled through the Office of Communications in 2 days or less once received from the Office of Compliance & Field Operations		80%	85%
<b>SO 4.3</b> Increase and enhance collaboration with stakeholders				

<sup>13</sup> The new key measure, which now includes fireworks, better tracks CPSC’s Division of Compliance Regulatory Enforcement’s efforts by removing uncertainties stemming from shipping and lab processing delays, as well as incentives to work on less complicated matters over more complicated matters that often have a more significant safety impact.

<sup>14</sup> Ibid.

<sup>15</sup> “Engagements” refers to the number of interactions (likes, shares, comments) with CPSC social media content.

# Annual Performance Plan Details

## Agency Strategy, Performance Measures, and Targets

### Strategic Goal 1: Workforce

Cultivate the most effective consumer product safety workforce

#### Agency Strategy

A highly trained, diverse, and engaged workforce is critical to meeting the dynamic challenges of the consumer product safety landscape and to achieving CPSC’s life-saving mission. CPSC staff’s knowledge about product safety, its commitment to the agency’s mission, and a proactive attitude make achieving the mission possible. The FY 2023 APP will address the following key *Workforce* challenges:

- Recruiting and retaining a workforce with the knowledge, skills, and abilities to meet new, innovative, and emerging product safety challenges;
- Aligning personnel resources with agency priorities;
- Maintaining a global presence to address worldwide marketplace issues;
- Increasing employee engagement; and
- Strengthening knowledge transfer through succession planning.

**STRATEGIC OBJECTIVE 1.1**  
Enhance effective strategic human capital planning and alignment

**STRATEGIC OBJECTIVE 1.2**  
Foster a culture of continuous development

**STRATEGIC OBJECTIVE 1.3**  
Attract and recruit a talented and diverse workforce

**STRATEGIC OBJECTIVE 1.4**  
Increase employee engagement

Strategic Objective (SO)	Key Performance Measure (KM)	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Target	FY 2023 Target
<b>Goal 1: Workforce</b> Cultivate the most effective consumer product safety workforce							
<b>SO 1.1</b> Enhance effective strategic human capital planning and alignment <b>Lead Office:</b> Human Resource	<b>2023KM1.1.02</b> Percentage of full-time equivalents (FTEs) utilized	97%	98%	95%	97%	96%	96%
<b>SO 1.2</b> Foster a culture of continuous development <b>Lead Office:</b> Human Resource	<b>2023KM1.2.01</b> Percentage of employees satisfied with opportunities to improve their skills (as reported in the Federal Employee Viewpoint Survey)	68%	66%	74%	Not Avail	70%	70%
<b>SO 1.3</b> Attract and recruit a talented and diverse workforce <b>Lead Office:</b> Human Resource	<b>2023KM1.3.01</b> Percentage of hiring managers trained on recruitment	83%	86%	90%	97%	85%	90%
<b>SO 1.4</b> Increase employee engagement <b>Lead Office:</b> Human Resource	<b>2023KM1.4.01</b> High-Performing Federal Workforce - Employee Engagement Index Score	69%	66%	75%	Not Avail	70%	70%

## CPSC's Approach to *Workforce*

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

### Goal 1 Performance Goals (PG) and Strategic Initiatives (SI)

#### Strategic Objective 1.1

Enhance effective strategic human capital planning and alignment

**PG1.1.1** Improve human capital infrastructure

**SI1:** Implement change management in human capital infrastructure

**PG1.1.2** Enhance human capital resource allocation reporting

**SI2:** Train supervisors on making a business case for position management

**SI3:** Improve human capital resource tracking and reporting

#### Strategic Objective 1.2

Foster a culture of continuous development

**PG1.2.1** Encourage and support professional development

**SI4:** Implement individual development plans

**SI5:** Implement coaching and mentoring programs

**PG1.2.2** Deliver high-quality, targeted development opportunities

**SI6:** Conduct training needs assessment

**SI7:** Develop and implement agency-wide training plan

**SI8:** Develop and implement plan to strengthen leadership competencies through training on accountability, decision making, and maximizing workforce performance

#### Strategic Objective 1.3

Attract and recruit a talented and diverse workforce

**PG1.3.1** Improve targeted assessments to recruit talent

**SI9:** Establish a manager training program on developing and utilizing assessment tools

**PG1.3.2** Increase targeted outreach to increase diversity

**SI10:** Implement a new and enhanced marketing/outreach strategy

**SI11:** Advance relationships with colleges and universities and other recruitment sources

#### Strategic Objective 1.4

Increase employee engagement

**PG1.4.1** Promote and recognize performance excellence

**SI12:** Research, develop, and implement a performance management policy that encourages and recognizes excellence

**SI13:** Train supervisors and Human Resources staff on managing employee performance and conduct

**PG1.4.2** Build commitment to employee engagement

**SI16:** Implement agency employee engagement initiative

**SI17:** Provide diversity and inclusion training to the workforce

**PG1.4.3** Promote work-life balance

**SI18:** Develop and provide training and informational opportunities on work-life balance to the workforce

**SI19:** Provide wellness and safety activities for the workforce

## Strategic Goal 2: Prevention

Prevent hazardous products from reaching consumers

### Agency Strategy

The CPSC's charge is to protect the public from unreasonable risks of injury and death from a vast array of consumer products increasingly supplied through expanding global markets. Efforts to ensure the manufacture of safe consumer products, combined with improved mechanisms to identify hazardous products before they enter the marketplace, are the most effective ways to prevent hazardous products from reaching consumers. The FY 2023 APP will address key challenges to *Prevention* of consumer product-related injuries, including:

- Providing surveillance of the myriad consumer products under CPSC's jurisdiction;
- Advancing data analysis and research capabilities to identify existing and potential emerging consumer product hazards that pose the greatest risks;
- Addressing changes in traditional manufacturing methods, such as additive manufacturing using 3-D printers;
- Keeping pace with evolving injury data collection, manufacturer-to-consumer supply chain, and technology associated with consumer products;
- Evaluating implications of eCommerce sales and evolving distribution methods;
- Working with affected stakeholders to address product hazards;
- Helping develop voluntary standards and adopting mandatory regulations; and
- Identifying, researching, and informing the public about chemical or chronic hazards in consumer products.



Strategic Objective (SO)	Key Performance Measure (KM)	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Target	FY 2023 Target
<b>Goal 2: Prevention</b> Prevent hazardous products from reaching consumers							
<b>SO 2.1</b> Improve identification and assessment of hazards to consumers <b>Lead Office:</b> Hazard Identification	<b>2023KM2.1.02</b> Number of hazard characterization annual reports completed on consumer product-related fatalities, injuries, and/or losses for specific hazards	10	11	11	11	12	18
	<b>2023KM2.1.03</b> Percentage of consumer product-related injury cases correctly captured at NEISS hospitals	93%	90%	91%	91%	90%	90%
<b>SO 2.2</b> Lead efforts to improve the safety of consumer products before they reach the marketplace <b>Lead Offices:</b> Hazard Identification, Import Surveillance	<b>2023KM2.2.01</b> Number of voluntary standards activities in which CPSC actively participates	77	74	78	78	83	81
	<b>2023KM2.2.02</b> Number of candidates for rulemaking prepared for Commission consideration	19	14	14	13	8	9
	<b>2023KM2.2.07</b> Percentage of firms that are engaged with a timely establishment inspection after being identified as a repeat offender	73%	90%	83%	100%	75%	75%
	<b>2023KM2.2.08</b> Recalls per Billion Dollars in Consumer Product Imports for Top 50 Import Sources, Countries or Administrative Areas			0.21	0.21	<0.33	<0.33
<b>SO 2.3</b> Increase capability to identify and stop imported hazardous consumer products <b>Lead Office:</b> Import Surveillance	<b>2023KM2.3.01</b> Percentage of consumer product imports, identified as high-risk, examined at import	89%	86%	80%	82%	80%	80%
	<b>2023KM2.3.02</b> Percentage of import shipments processed through the Risk Assessment Methodology (RAM) system that are cleared within 1 business day	99.8%	99.8%	99.9%	99.8%	99%	99%
	<b>2023KM2.3.04</b> Number of import examinations completed	41,117	39,010	18,561	36,375	40,000	45,000

## CPSC’s Approach to *Prevention*

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

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

## Goal 2 Performance Goals (PG) and Strategic Initiatives (SI)

### Strategic Objective 2.1

#### Improve identification and assessment of hazards to consumers

<p><b>PG2.1.1</b> Increase agency capacity to analyze hazard data</p>	<p><b>SI1:</b> Enhance IT solutions and data-mining techniques to improve data collection and analysis</p>
<p><b>PG2.1.2</b> Improve quality and specificity of hazard information</p>	<p><b>SI2:</b> Identify alternative sources of data that will assist in hazard analysis and monitoring</p>
<p><b>PG2.1.3</b> Improve agency capacity to identify and assess emerging hazards</p>	<p><b>SI3:</b> Research and implement methods for improving completeness of data submitted to the CPSC</p>
<p><b>PG2.1.4</b> Improve agency capacity to identify and assess chronic hazards</p>	<p><b>SI4:</b> Research and implement methods to increase the number of incident samples available for analysis</p>
	<p><b>SI5:</b> Promote a universal product identifier to improve product traceability</p>
	<p><b>SI6:</b> Develop a plan to enhance the identification and characterization of emerging hazards</p>
	<p><b>SI7:</b> Enhance coordination with relevant federal agencies, standards development organizations, and other stakeholders working on emerging hazards</p>



### Strategic Objective 2.2

Lead efforts to improve the safety of consumer products before they reach the marketplace

<b>PG2.2.1</b> Increase manufacturers', importers', and retailers' use of consumer product safety best practices	<b>SI8:</b> Work to align CPSC's Trusted Trader Program with CBP's One U.S. Government Trusted Trader Program
	<b>SI9:</b> Deliver training events and collaborate on consumer product safety best practices with foreign manufacturers and domestic manufacturers, importers, and retailers
<b>PG2.2.2</b> Participate actively in the development of consumer product voluntary standards and develop mandatory regulations for products that pose an unreasonable risk of injury	<b>SI10:</b> Identify and target top consumer product hazards, based on risk and addressability
	<b>SI11:</b> Develop a process to facilitate the frequent monitoring and assessment of the effectiveness of standards and mandatory regulations
	<b>SI12:</b> Conduct research, as appropriate, to enable development and improvement of consumer product voluntary standards and mandatory regulations
	<b>SI13:</b> Enhance training and internal operations to improve the voluntary consensus standards development process
<b>PG2.2.3</b> Engage federal, state and foreign governments on product safety	<b>SI14:</b> Deliver targeted federal, state, and foreign government outreach, (e.g., summits, trainings, staff exchanges, and best practice exchanges)
	<b>SI15:</b> Improve international information-sharing capability
<b>PG2.2.4</b> Increase efforts to drive the discovery and innovation of safety solutions	<b>SI16:</b> Develop initiatives to drive the discovery and innovation of safety solutions for hazards, emerging technologies, and product trends with potential to affect consumer product safety

### Strategic Objective 2.3

Increase capability to identify and stop imported hazardous consumer products

<b>PG2.3.1</b> Fully implement the CPSC's risk assessment methodology	<b>SI17:</b> Incrementally develop the RAM surveillance system to align with the U.S. government's "Single Window" initiative
	<b>SI18:</b> Incrementally develop and improve the RAM targeting system to identify noncompliant and defective products at ports of entry
<b>PG2.3.2</b> Decrease time required to process imported products subject to inspection	<b>SI19:</b> Develop and uniformly implement enforcement guidelines for admissibility determinations for imported products
	<b>SI20:</b> Streamline compliance notification to importers of noncompliant products

### Strategic Goal 3: Response

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

#### Agency Strategy

The CPSC learns about potential consumer product hazards from many sources, including incident reports, consumer complaints, the agency’s Hotline (1-800-638-2772), [www.SaferProducts.gov](http://www.SaferProducts.gov), Internet surveillance, and firm reports. Additionally, field staff investigates reports of incidents and injuries; conducts inspections of manufacturers, importers, and retailers; and identifies potential regulatory violations and product hazards. When staff identifies potential product defects, the CPSC must act quickly to address the most hazardous consumer products that have entered the marketplace or gotten into the hands of consumers. The FY 2023 APP will address the following key *Response* challenges:

- Addressing trends in retailing and eCommerce, such as the prevalence of online sellers or other direct manufacturer-to-consumer marketing and sales, as well as sales through third party platform providers;
- Working within a global supply chain, which creates complex monitoring challenges;
- Collecting, integrating, and analyzing data to identify high-risk hazards for appropriate action; and
- Improving the monitoring and effectiveness of consumer product recalls.

**STRATEGIC OBJECTIVE 3.1**  
Rapidly identify hazardous consumer products for enforcement action

**STRATEGIC OBJECTIVE 3.2**  
Minimize further exposure to hazardous consumer products

**STRATEGIC OBJECTIVE 3.3**  
Improve consumer response to consumer product recalls

Strategic Objective (SO)	Key Performance Measure (KM)	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Target	FY 2023 Target
<b>Goal 3: Response</b> Respond quickly to address hazardous consumer products both in the marketplace and with consumers							
<b>SO 3.1</b> Rapidly identify hazardous consumer products for enforcement action  <b>Lead Office:</b> Compliance	<b>2023KM3.1.01</b> Percentage of cases for which a preliminary determination is made within 85 business days of the case opening (Hazard Priorities A, B, and C)	75%	13%	83%	64%	70%	65%
	<b>2023KM3.1.02</b> Percentage of cases for which a compliance determination of a regulatory violation is made within 35 business days of sample collection (excludes fireworks) <i>*Fireworks cases were disaggregated from this measure in FY 2020 and captured by a new measure—KM 3.1.03.</i>	89%	85%	89%*	86%	85%	Replaced with 3.1.04
	<b>2023KM3.1.03</b> Percentage of fireworks cases for which a compliance determination of a regulatory violation is made within 70 business days of sample collection			43%	100%	85%	Replaced with 3.1.04
	<b>2023KM3.1.04</b> Percentage of cases for which a compliance determination is made within 5 business days of completed sample evaluation						Baseline <sup>16</sup>
<b>SO 3.2</b> Minimize further exposure to hazardous consumer products  <b>Lead Office:</b> Compliance	<b>2023KM3.2.02</b> Percentage of cases for which a firm is notified of a regulatory violation within 40 business days from sample collection (excludes fireworks) <i>*Fireworks cases were disaggregated from this measure in FY 2020 and captured by a new measure—KM 3.2.05.</i>	87%	86%	86%*	83%	85%	Replaced with 3.2.07
	<b>2023KM3.2.03</b> Percentage of Fast-Track cases with corrective actions initiated within 20 business days of case opening	96%	97%	97%	95%	90%	90%
	<b>2023KM3.2.05</b> Percentage of fireworks cases for which a firm is notified of a regulatory violation within 75 business days from sample collection			43%	100%	85%	Replaced with 3.2.07
	<b>2023KM3.2.06</b> Percentage of cases for which a corrective action plan (CAP) is accepted or public notice of hazard is issued within 90 business days of a Preliminary Determination (Hazard Priorities A, B, and C)				75%	60%	60%
	<b>2023KM3.2.07</b> Percentage of cases in which a firm is notified of a violation within 5 business days of compliance violation determination						Baseline <sup>17</sup>
<b>SO 3.3</b> Improve consumer response to consumer product recalls	<b>2023KM3.3.01</b> Recall effectiveness rate for all consumer product recalls	17%	21%	33%	32%	25%	25%

<sup>16</sup> The new key measure, which now includes fireworks, better tracks CPSC’s Division of Compliance Regulatory Enforcement’s efforts by removing uncertainties stemming from shipping and lab processing delays, as well as incentives to work on less complicated matters over more complicated matters that often have a more significant safety impact.

<sup>17</sup> Ibid.

## CPSC's Approach to *Response*

To decrease the time required to identify and remove potentially hazardous products from the marketplace, the CPSC will redesign the procedures used to process and analyze incoming product hazard-related data. The CPSC strives to improve its ability to act upon information and quickly remove potentially hazardous products from the marketplace. The CPSC will improve its recall monitoring process and work with industry to increase consumer awareness of product recalls as they occur. Improving the consumer response to consumer product recalls is critical to success in achieving this Strategic Goal. The CPSC will work with consumers and other interested parties to increase the number of consumers receiving recall notices directly from the CPSC and recalling firms and retailers. CPSC will seek to improve the effectiveness of product recalls by expanding CPSC's and firms' use of social media to broaden the awareness of recalls and by conducting consumer focus group research on why and when consumers respond to recalls.

### Goal 3 Performance Goals (PG) and Strategic Initiatives (SI)

#### Strategic Objective 3.1

Rapidly identify hazardous consumer products for enforcement action

**PG3.1.1** Improve collection, prioritization, and assessment of data on potential consumer product hazards

**SI1:** Review current processes and identify opportunities to refine sample analysis priorities and reduce processing time

**SI2:** Determine the feasibility of implementing an eFiling process for manufacturers, importers, retailers, distributors, and third party platform providers to submit incident data and/or Section 15(b) reports

#### Strategic Objective 3.2

Minimize further exposure to hazardous consumer products

**PG3.2.1** Increase speed of corrective actions

**SI3:** Explore the feasibility of an expedited approach to CAPs for lower-level consumer product hazards

**PG3.2.2** Improve effectiveness of corrective actions

**SI4:** Regularly publish electronic submissions of progress reports from recalling firms

**SI5:** Review the CPSC corrective action monitoring process to address priority recalls and achieve operational efficiencies

**SI6:** To the limits of the CPSC's authorities, inform foreign product safety regulators about interventions undertaken in the United States and encourage them to take appropriate steps

#### Strategic Objective 3.3

Improve consumer response to consumer product recalls

**PG3.3.1** Increase consumer motivation

**SI7:** Request firms to use enhanced notices and an effectiveness evaluation as part of a CAP

**PG3.3.2** Improve direct contact with consumers

**SI8:** Increase the number of consumers signed up for recall updates via email

**PG3.3.3** Improve understanding of consumer response

**SI9:** Meet with industry, consumer groups, and other government agency stakeholders to discuss how to increase response rates

**SI10:** Enhance domestic interagency collaboration on best practices to increase consumer response

## Strategic Goal 4: Communication

Communicate useful information quickly and effectively to better inform decisions

### Agency Strategy

Consumers, safety advocates, industry, and government regulators need high-quality information about consumer product safety. Consumers need safety information to make informed decisions for themselves and their families. Safety advocates rely on accurate data to shape their policy recommendations. The regulated community needs information to stay in compliance with safety requirements. Foreign regulators and state and local government agencies also need high-quality information to establish new safety requirements that advance consumer safety. These diverse audiences have different information needs and respond to different methods of communication. The FY 2023 APP will address key challenges to the agency’s *Communication* strategy, which include:

- Strengthening CPSC’s collaboration with stakeholders to improve communication;
- Updating knowledge management strategies and adopting advanced communication tools and channels to improve consistency, reliability, accessibility, and timeliness of information provided to stakeholders and internally among CPSC staff; and
- Improving CPSC messaging and outreach to affected populations, including underserved, low-income, and minority communities and families.

**STRATEGIC OBJECTIVE 4.1**  
Improve usefulness and availability of consumer product safety information

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**STRATEGIC OBJECTIVE 4.2**  
Increase dissemination of useful consumer product safety information

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**STRATEGIC OBJECTIVE 4.3**  
Increase and enhance collaboration with stakeholders

Strategic Objective (SO)	Key Performance Measure (KM)	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Target	FY 2023 Target
<b>Goal 4: Communication</b> Communicate useful information quickly and effectively to better inform decisions							
<b>SO 4.1</b> Improve usefulness and availability of consumer product safety information	<b>2023KM4.1.02</b> Number of engagements with CPSC safety messaging on social media channels by stakeholders <sup>18</sup> (in millions)	0.8	1.5	12.1	9.3	3.7	4.0
<b>SO 4.2</b> Increase dissemination of useful consumer product safety information <b>Lead Office:</b> Communications	<b>2023KM4.2.04</b> Number of national media placements of CPSC stories			12	16	15	17
	<b>2023KM4.2.06</b> Percentage of recall press releases cycled through the Office of Communications in 2 business days or less once received from the Office of Compliance & Field Operations				96%	80%	85%
<b>SO 4.3</b> Increase and enhance collaboration with stakeholders <b>Lead Office:</b> Communications							

<sup>18</sup> “Engagements” refer to the number of interactions (likes, shares, comments) with CPSC social media content.

## CPSC’s Approach to *Communication*

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

### Goal 4 Performance Goals (PG) and Strategic Initiatives (SI)

#### Strategic Objective 4.1

Improve usefulness and availability of consumer product safety information

<p><b>PG4.1.1</b> Implement evaluation tools to measure message usefulness</p>	<p><b>SI1:</b> Identify best practices from federal and private sectors for assessing the utility of safety information</p>
<p><b>PG4.1.2</b> Implement enhanced tools to increase availability of safety information</p>	<p><b>SI2:</b> Assess the utility of CPSC safety messages using best practices from federal and private sectors</p> <p><b>SI3:</b> Design and develop new communication materials</p>

#### Strategic Objective 4.2

Increase dissemination of useful consumer product safety information

<p><b>PG4.2.1</b> Expand and enhance the CPSC “brand”</p>	<p><b>SI4:</b> Identify and implement specific strategies to enhance the CPSC “brand”</p>
<p><b>PG4.2.2</b> Expand communications with targeted audiences</p>	<p><b>SI5:</b> Explore strategies to communicate and interact directly with the most at-risk consumers (micro-targeting strategies)</p>
<p><b>PG4.2.3</b> Increase use of enhanced communication technology to advance consumer safety</p>	<p><b>SI6:</b> Enhance CPSC websites to maintain online best practices</p>
<p><b>PG4.2.4</b> Increase timeliness of CPSC information dissemination</p>	<p><b>SI7:</b> Develop new and enhanced safety alerts, posters, blogs, and toolkits that can be disseminated quickly to respond to known and emerging consumer product hazards</p>

#### Strategic Objective 4.3

Increase and enhance collaborations with stakeholders

<p><b>PG4.3.1</b> Increase agency-wide collaboration capacity</p>	<p><b>SI8:</b> Increase the number of collaborations</p>
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## Appendix A: Good Accounting Obligation in Government Act Report

### Summary

The Good Accounting Obligation in Government Act (GAO-IG Act) requires each federal agency, in its annual budget justification, to include a report on:

- (1) each public recommendation of the Government Accountability Office (GAO) that is designated as "open" or "closed, unimplemented" for a period of at least 1 year preceding the date on which such justification is submitted;
- (2) each public recommendation for corrective action from the agency's Office of the Inspector General (OIG) that was published at least 1 year before the justification is submitted for which no final action was taken; and
- (3) the implementation status of each such recommendation.

[The CPSC's report](#) includes GAO and OIG reports issued since March 2021 for which CPSC has open or closed, unimplemented recommendations.

The report has four (4) parts:

Part 1: GAO recommendations and their implementation status.

Part 2: OIG recommendations and their implementation status.

Part 3: Reconciliation of CPSC's records to the OIG's Semi-Annual Report to Congress (SAR) (FY 2021 Fall issue).

Part 4: Acronyms



## Appendix B: OMB Technical Budget Tables

### Table 3

#### Program and Financing Schedule

(Dollars in millions)

	FY 2021	FY 2022	FY 2023
	<u>Actual</u>	<u>Continuing Resolution</u>	<u>Request</u>
<b>Obligations by Program Activity:</b>			
Consumer Product Safety Commission	\$138	\$162	\$201
Direct program activities, subtotal	\$138	\$162	\$201
Reimbursable program	\$4	\$5	\$5
Total new obligations	\$142	\$167	\$206
<b>Budgetary Resources:</b>			
Unobligated balance:			
Unobligated balance brought forward, Oct 1	\$2	\$50	\$23
Budget authority:			
Appropriations, discretionary:			
Appropriation	\$135	\$135	\$196
Appropriations, mandatory:			
Appropriation	\$50	\$0	\$0
Spending authority from offsetting collections, discretionary:			
Collected	\$5	\$5	\$5
Budget authority (total)	\$190	\$140	\$201
Total budgetary resources available	\$192	\$190	\$224
<b>Change in Obligated Balance:</b>			
Obligated balance, start of year (net):			
Unpaid obligations, brought forward, Oct 1 (gross)	\$50	\$23	\$18
Obligations incurred, unexpired accounts	\$142	\$167	\$206
Obligations incurred, expired accounts			
Outlays (gross)	-\$135	-\$171	-\$212
Recoveries of prior year unpaid obligations, expired			
Obligated balance, end of year (net):			
Unpaid obligations, end of year (gross)	\$49	\$45	\$39
<b>Budget Authority and Outlays, net:</b>			
Discretionary:			
Budget authority, gross	\$140	\$140	\$201
Outlays, gross:			
Outlays from new discretionary authority	\$102	\$112	\$161
Outlays from discretionary balances	\$33	\$39	\$40
Mandatory:			
Budget authority, gross	\$50	\$0	\$0
Outlays, gross:			
Outlays from new mandatory authority	\$4	\$0	\$0
Outlays from mandatory balances	\$0	\$20	\$11
Outlays, gross (total)	\$139	\$171	\$212
Offsets against gross budget authority and outlays:			
Offsetting collections (collected) from:			
Federal sources	-\$4	-\$5	-\$5
Budget authority, net (total)	\$185	\$135	\$196
Outlays, net (total)	\$131	\$166	\$207

## Table 4 Object Classification Schedule and Personnel Summary

(Dollars in millions)

	FY 2021 <u>Actual</u>	FY 2022 <u>Continuing Resolution</u>	FY 2023 <u>Request</u>
<b>Direct Obligations:</b>			
11 Personnel Compensation	\$63	\$77	\$90
12 Personnel Benefits	22	27	31
21 Travel and Transportation of Persons	0	1	1
23 Rent, Communications, and Utilities	10	10	10
24 Printing and Reproduction	0	0	0
25 Other Services	37	42	63
26 Supplies and Materials	1	1	1
31 Equipment	4	4	5
41 Grants	1	1	0
99 <i>Subtotal, Direct Obligations</i>	\$138	\$162	\$201
<b>Reimbursable Obligations:</b>	\$4	\$5	\$5
<b>Total Obligations:</b>			
99.9 Total Obligations	\$142	\$167	\$206
<b>Personnel Summary:</b>			
Total Direct Compensable Work Years:			
Full-Time Equivalent Employment	520	597	672

## Appendix C: CPSC FTEs by Organization

**Table 5**  
CPSC FTEs by Organization

	<b>FY 2021</b> <b><u>Actual</u></b>	<b>FY 2022</b> <b><u>Request</u></b>	<b>FY 2023</b> <b><u>Request</u></b>
Chair & Commissioners	14	21	21
Hazard Identification and Reduction	160	176	191
Compliance and Field Operations	145	168	190
Import Surveillance	42	59	71
International Programs	7	7	7
Communications	10	14	15
Information Technology	40	43	53
General Counsel	34	38	40
Agency Management and Support *	61	64	75
Inspector General	7	8	9
<b>Total</b>	<b>520</b>	<b>598</b>	<b>672</b>

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

## Appendix D: Inspector General Budget Request

### Table 6

#### Inspector General Budget Request

(Dollars in thousands)

The information presented below complies with the Inspector General Act, as amended:

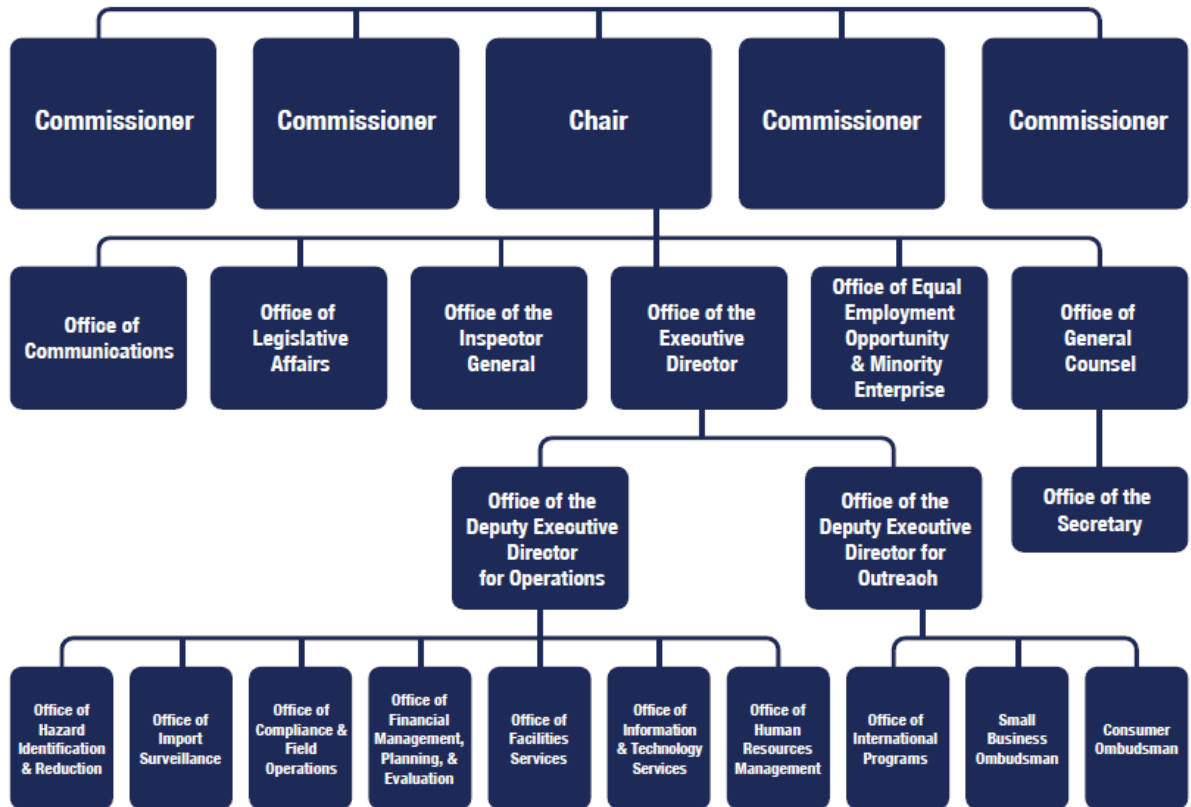
Resource	FY 2021 <u>Actual</u>	FY 2022 <u>Request</u>	FY 2023 <u>Request</u>
FTEs	7	8	9
Salaries & Expenses	\$1,191	\$1,347	\$1,589
Contracts & Operating Expenses	\$500	\$548	\$678
Training	\$11	\$17	\$19
Total Amount	\$1,702	\$1,912	\$2,286

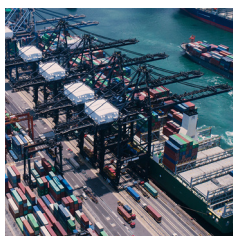
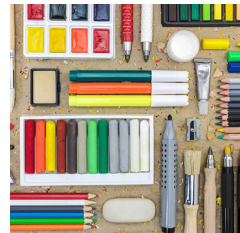
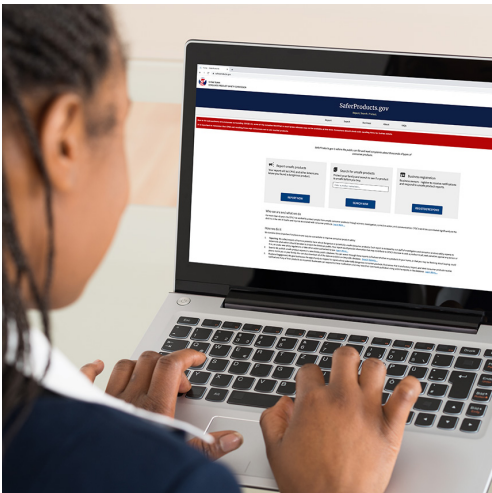
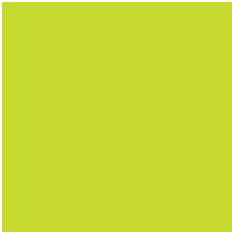
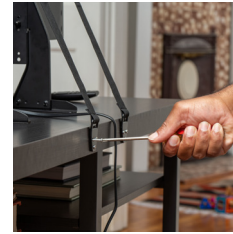
The CPSC's Inspector General (IG) certifies that the amount requested for training satisfies all known IG training requirements for FY 2023. The IG further certifies that in accordance with procedures developed by the Council of the Inspectors General on Integrity and Efficiency (CIGIE), the sum of \$8,143.20 will be set aside out of "Contracts and Operating Expenses" to provide the resources necessary to support CIGIE through the annual dues-paying process.

## Appendix E: Acronyms

APP	Annual Performance Plan
ARPA	American Rescue Plan Act of 2021
CBP	U.S. Customs and Border Protection
CPSC	U.S. Consumer Product Safety Commission
CPSIA	Consumer Product Safety Improvement Act
CPSRMS	Consumer Product Safety Risk Management System
E EI	Employee Engagement Index
ERM	Enterprise Risk Management
FEVS	Federal Employee Viewpoint Survey
FOIA	Freedom of Information Act
FTE	Full-time Equivalent
FY	Fiscal Year
IT	Information Technology
IoT	Internet of Things
KM	Key Performance Measure
NEISS	National Electronic Injury Surveillance System
NPTEC	National Product Testing and Evaluation Center
PG	Performance Goal
RAM	Risk Assessment Methodology
SBO	Small Business Ombudsman
SDO	Standards Development Organization
SI	Strategic Initiative
SO	Strategic Objective
VGB Act	Virginia Graeme Baker Pool and Spa Safety Act

## Appendix F: Organizational Structure





**U.S. CONSUMER PRODUCT SAFETY COMMISSION**  
 4330 East West Highway | Bethesda, MD 20814  
 Consumer Hotline and General Information:  
 (800) 638-2772 | TTY (800) 638-8270  
 CPSC.gov