Safety
Reduce Aviation and Commercial Space Transportation-Related Fatalities and Serious Injuries in Commercial and General Aviation.

Systemic Safety Approach
Mitigate risks and encourage infrastructure and behavior change by using a data-driven systemic safety approach to identify risks, enhance standards and programs, and evaluate effectiveness.

Initiative: Educate and Inform the Public
Conduct proactive outreach activities aimed at providing the public with accurate and timely access to information needed to operate in the NAS safely and to obtain other aviation safety related information.

Activity: Media Coverage
Increase digital media coverage that positively highlights agency safety initiatives.

Target: Activity Target 1
Respond to media requests and/or acknowledge receipt of media inquiries within 1 hour and coordinate with the digital teams for accurate and timely responses.

Infrastructure
Invest in Infrastructure to Ensure Safety, Mobility, and Accessibility and to Stimulate Economic Growth, Productivity and Competitiveness for American Workers and Businesses.

System Operations and Performance
Enhance reliable and efficient movement of people and goods by promoting effective management and ensuring leadership in securing data and in sharing information across the transportation system.

Initiative: Educate and Inform the Public
Conduct proactive outreach activities aimed at providing the public with accurate and timely access to information needed to operate in the NAS safely and to obtain other aviation safety related information.

Activity: Media Coverage
Increase positive digital media coverage of FAA efficiency and capacity enhancements.

Target: Activity Target 1
Respond to media requests and/or acknowledge receipt of media inquiries within 1 hour and coordinate with the digital teams for accurate and timely responses.
Target: Activity Target 2
Implement strategies to successfully launch 25 public education campaigns, 15 of which will be related to New Entrants (UAS and Commercial Space), to inform the public.

Target: Activity Target 3
Provide customer service on a daily basis through timely and accurate responses by answering questions from the media, public, and key stakeholders.

Initiative: Proactively Inform the Public and Stakeholders
Conduct proactive outreach activities to provide the public with accurate and timely access to information needed to operate in the NAS safely and to obtain other aviation safety related information.

Activity: Social Media Coverage
Increase public, Congressional, Industry and pilot awareness by 50% from FY18 levels on various social media platforms about safety initiatives and how to operate safely in the National Airspace System by distributing information and assets on FAA.gov and on social media platforms. Due 9/30/19

Target: Activity Target 1
Respond to social media requests and/or acknowledge receipt of social media requests within 1 hour and coordinate with public affairs to ensure accurate and timely responses.

Target: Activity Target 2
Partner with individuals and offices to develop 25 strategies to successfully launch public awareness campaigns to educate and inform the public.

Target: Activity Target 3
Provide customer service no less than 365 times in one year, through timely and accurate responses by answering questions from the media, public, and key stakeholders.

Innovation
Lead in the Development and Deployment of Innovative Practices and Technologies that improve the Safety and Performance of the Nation’s Aviation System.

Development of Innovation
Encourage, coordinate, facilitate, and foster world-class research and development to enhance the safety, security, and performance of the Nation’s transportation system.
Initiative: Support Open Government Initiative

Support the Open Government Initiative to Streamline Service Delivery, Improve Customer Service (EO 13571), and leverage technology to increase productive and timely collaboration with citizens, stakeholders and other government agencies through crowdsourcing, web 2.0, and frequent updates on FAA.gov by 50% from FY18 public engagement metrics by creating a new information architecture using FAA Social Media platforms to educate the public about at least 5 FAA Safety related activities and initiatives per month.

Activity: Support Open Government Initiative

Support the Open Government Initiative, the President's Executive Order on Streamlining Service Delivery and Improving Customer Service (EO 13571) and the 21st Century Digital Government directive by leveraging technology to make data available, improve web service efficiencies and increase productive collaboration with citizens, stakeholders and other government agencies while reducing duplicative efforts.

Target: Activity Target 1

Ensure FAA's website exceeds DOT's Section 508 compliance rates for FY18 and FY19. (With monthly reporting.)

Initiative: Improve Internal Communication

Use a variety of internal communications vehicles to publish at least 3 news stories and/or broadcast messages each week to increase employee understanding of agency programs and activities. Using on-line print, audio and video vehicles to deliver employees news and information to increase employees understanding of agency programs and activities. Will use interactive media (Web 2.) to engage employees (Your Two Cents feedback, Blogs and/or other social media).

Activity: FocusFAA

Increase employee awareness of aviation news and information through continuous, up-to-date dissemination of agency updates and communications products. Produce official agency-wide updates including the FAA Daily Broadcast, a summary of relevant safety, technical and administrative content created exclusively for FAA employees. AOC will repurpose internal-facing news and information content for external (public-facing) stakeholder audiences. Success will be measured by increased views of and interactions with content and employee feedback.

Target: Activity Target 1

Publish daily news items during the Fiscal Year.

Target: Activity Target 2

Read and evaluate all employees feedback and respond to feedback within 24 hours.
Activity: Employee Interviews
Produce one monthly written interview profile featuring FAA managers and employees.

Target: Activity Target 1
Conduct a series of employee interviews (no fewer than 52) each year with executives, managers, program specialists, and other employees.

Activity: Employee Website
Update the employee homepage every business day.

Target: Activity Target 1
Update the employee homepage every business day.

Activity: Communicate Strategic Initiatives
Communicate the goals of Strategic Initiatives to the FAA employees and aerospace community and gain feedback that helps the FAA meet their needs.

Target: Activity Target 1
Regularly share information on Strategic Initiatives to FAA employees and the aerospace community.

Activity: Communications Working Group
Ensure cross-agency collaboration on communications issues and projects through the Communications Working Group.

Target: Activity Target 1
Chair monthly meetings of Communications Working Group and ensure active collection of data on communications activities from all LOBs/SOs. Share data with AOA.

Activity: Innovation Culture
AOC-700 will work closely with other AOC staff, the Innovation Council, DOT and other relevant stakeholders to enable and encourage a robust culture of innovative problem solving at the FAA.

Target: Activity Target 1
AOC-700 will work with at least 3 FAA organizations/programs to enable effective problem solving and programmatic success through innovative processes (workshops, innovation contests, idea challenges, etc).

Target: Activity Target 2
AOC-700 will provide at least 6 innovation-focused communication tools (executive talking points, draft emails, newsletter segments, etc.) to Innovation Council executives.
**Target: Activity Target 3**
AOC-700 will conduct outreach through Focus FAA, MyFAA and other communications vehicles, and collaboration with the Innovation Council members to identify and celebrate innovative activities throughout the agency and share them through at least 35 communications.

**Activity: Social Collaboration**
AOC-700 will work in close coordination with AIT to identify user requirements for an FAA Enterprise-wide social collaboration tool.

**Target: Activity Target 1**
AOC will collaborate on at least a monthly basis with AIT on the development of user requirements and governance for an agency-wide social collaboration platform.

**Initiative: Creative Services**
Use creative communications products (graphics/video/live events) in support of improving internal communications.

**Activity: Creative Services**
Use creative communications products (graphics/video/live events) in support of improving internal communications.

**Target: Activity Target 1**
Produce 15 creative communications products (graphics/video/live events) in support of improving internal communications.

**Initiative: AOC ACSI FAA Web Survey**
Maintain the annual average of FAA surveys on the American Customer Satisfaction Index (ACSI) at or above the average Federal Regulatory Agency score. Review customer requirements annually and measure customer satisfaction more broadly for FAA service.

**Activity: AOC ACSI FAA Web Survey**
Conduct monthly surveys of FAA website users for their satisfaction levels using the American Customer Satisfaction Index (ACSI) survey instrument and to sustain at the annual overall FAA score to at least 5% better than the rising, regulatory website average. Improvements are made monthly based upon survey feedback. Due 9/30/19

**Target: Activity Target 1**
Review customer feedback and provide monthly reporting to management with actionable steps taken on iterative improvements. (With monthly reporting.)

**Activity: AOC Action Plan for ACSI FAA Web survey**
Sustain the overall score on the Web Customer Satisfaction Index to 74 or better.
Target: Activity Target 1
Sustain the annual overall score on the web customer satisfaction index to 74 or better. (With monthly reporting.)

Target: Activity Target 2
Maintain the annual average of FAA surveys on the ACSI at or above the average federal regulatory agency score. (With quarterly reporting.)

Accountability
Serve that Nation with Reduced Regulatory Burden and Greater Efficiency, Effectiveness and Accountability.

Regulatory Reform
Reduce current regulatory burdens and bureaucracy to ensure a safe, efficient, accessible, and convenient transportation system for people and commerce.

Initiative: EEO/Diversity and Inclusion Action Committee (EAC)
Utilize the EEO/Diversity and Inclusion Action Committee (EAC) to create, oversee and support a diverse and inclusive workplace.

Activity: AOC Ensure a Diverse and Inclusive Workforce
• AOC will complete activities that will foster a diverse and inclusive workplace and improve the Reasonable Accommodation interactive process.

• Assist in development of a diverse workforce at all levels. Increase the representation of Persons with Targeted Disabilities (PWTD), Hispanics, and Women in the workforce as compared to the civilian labor workforce (CLF).

• Provide EEO training to managers and employees.

• Managers engage in the mediation/facilitation process.

Target: Reasonable Accommodations (RA)/Reasonable Accommodations Management System (RAMS) Training
Ninety percent (90%) of all new managers and supervisors must complete Reasonable Accommodations (RA) and Reasonable Accommodations Management System (RAMS) training within one year of newly appointed supervisory position. This goal will be tracked on a bi-monthly basis through the EEO Action Committee (EAC) for Diversity and Inclusion.

Target: Reasonable Accommodations
Ensure 90% of AOC reasonable accommodation requests are processed within 25 business days or less. Workgroup.
Target: Improve Participation/Outreach
Develop strategies to improve the representation of Persons with Targeted Disabilities (PWTD), Hispanics, and Women by providing resources and data analysis to LOB/SOs to increase the workforce as compared to the civilian labor workforce (CLF) and/or MD-715, Part J. These strategies will address hiring, training, career progression opportunities and will be deployed and tracked through the EAC Workgroups.

Target: EEO Training
Monitor the delivery of EEO training to 70% of AOC managers and 20% of AOC employees.

Target: Mediation
Ensure that 75% of all AOC managers engage in mediation when requested by employees.

Mission Efficiency and Support
Support mission requirements by efficiency and effectively planning for and managing human capital, finances, procurement, sustainable operations, information technology, emergency preparedness, and other mission support services.

Initiative: Contracting Opportunities for Small Businesses
Support small businesses and job creation by providing opportunities for small businesses to attain FAA contracts and purchase orders, with special emphasis on procurement opportunities for socially and economically disadvantaged small businesses (including 8(a) certified firms), service-disabled veteran-owned small businesses, and women owned small businesses.

Activity: Awarding of Procurement Dollars (AOC)
Award procurement dollars to small businesses, with special emphasis on procurement opportunities for small disadvantaged businesses, service-disabled veteran-owned small businesses, and women owned small businesses.

Target: Awarding of Procurement Dollars Target
Award at least 25 percent of the total AOC direct procurement dollars to small businesses.

Initiative: 1: Shared Services
Initiative Description: AHR will work internally and in collaboration with DOT and other federal agencies on efforts to establish shared service models for the delivery of crucial processes and systems to improve customer service.

Activity: Business Partner Review
Refine model for delivery of HR activities across the agency to improve the efficient utilization of resources.
Target: Review, Staff Performance - AOC
Complete initial review of LOB/SO staff performing HR functions and time spent.
Document recommendations for further process improvement analysis across various HR disciplines. (AHR-100) (ALL LOB/SOs)

Initiative: Educate and Inform the Public
Conduct proactive outreach activities to provide the public with accurate and timely access to information needed to operate in the NAS safely and to obtain other aviation safety related information.

Activity: Media Coverage
Communicate the FAA’s role in using an integrated, data-informed approach that shapes global standards and enhances collaboration and harmonization.

Target: Activity Target 1
Respond to media requests and/or acknowledge receipt of media inquiries within 1 hour and coordinate with the digital teams for accurate and timely responses.

Target: Activity Target 2
Implement strategies to successfully launch 15 public awareness campaigns to educate and inform the public.

Target: Activity Target 3
Provide customer service on a daily basis through timely and accurate responses by answering questions from the media, public, and key stakeholders