

FY 2020 AOC Business Plan



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.

FY 2020 AOC Business Plan



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.

Target: Validate FAA.gov Content

Work with LOB and Staff office web liaisons to validate 90% of faa.gov web content is reviewed and updated annually.

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 awareness on social media platforms about safety initiatives and how to operate safety in the National Airspace System.

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.

Target: Improved Quality of Applications (AOC) for UAS Waivers and Authorizations (OSI/M)

Through education and outreach based on trending data provided through the FAA DroneZone to AOC, increase the approval rate of operational waiver and airspace authorization applications, and decrease processing time and agency assessment burden by 10-15%. Due September 30, 2020.

Innovation

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

FY 2020 AOC Business Plan



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: Data Access and Management

Effective management of enterprise data will enable the seamless flow and access of timely, reliable, and relevant information, which supports evidence-based decision-making and innovation for the FAA workforce and aviation stakeholders.

Activity: Accelerate adoption of transformational technologies to enhance innovation.

Accelerate adoption of advanced analytical methods, machine learning and artificial intelligence, to bring innovative solutions to business problems throughout the FAA.

Target: Revamped Portal For External Data Access (AOC)

Deploy a revamped data.faa.gov portal for external data access that spurs innovation by providing consistent API access to API enabled data sets. Prepare a plan to align existing data.faa.gov material and related initiatives, with the future vision embodied in the revamped site

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 collaboration with citizens, stakeholders and other government agencies by creating a new information architecture for FAA.gov, and using FAA Social Media channels to promote at least 5 FAA Safety related activities and initiatives.

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).

FY 2020 AOC Business Plan



Activity: FocusFAA

Publish agency news in FocusFAA daily during Fiscal Year.

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.

Target: Increase Employee Understanding of Agency Programs (Employee Engagement)

Increase employee understanding of agency programs and activities and/or highlight employee innovations and ideas by 33% from FY19 levels. Communications items may leverage videos, graphics, audio and written story formats to deliver news/information and engage employee audiences.

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.

FY 2020 AOC Business Plan



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, FAA executive bodies, 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 conduct outreach through Focus FAA, MyFAA and other communications vehicles to identify and celebrate innovative activities throughout the agency and share them through at least 35 communications.

Activity: Aviation Workforce Steering Committee

Coordinate agency-wide activities related to attracting new people to aviation careers.

Target: Activity Target 1

Provide programmatic leadership and support for all aspects for the Aviation Workforce Steering Committee work, including oversight of the Aviation Workforce Action Committee and associated working groups.

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.

FY 2020 AOC Business Plan



Activity: AOC ACSI FAA Web Survey

Continue to survey FAA website users for their levels of satisfaction with FAA website using the American Customer Satisfaction Index (ACSI) survey instrument.

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 the 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 Action Committee (EAC) to collaborate and support a diverse and inclusive workplace with existing employee workgroups, LOBs/SO, to create an inclusive work environment.

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.

FY 2020 AOC Business Plan



Target: Improve Participation/Outreach

Develop strategies to improve the representation of Persons with Targeted Disabilities (PWTB), 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 (LOB/SO) managers and 20% of (LOB/SO) employees.

Target: Mediation

Ensure that 75% of all (LOB/SO) managers engage in mediation when requested by employees.

Target: Reasonable Accommodations

Ensure 90% of (LOB/SO) reasonable accommodation requests are processed within 25 business days or less.

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: Contracting with Small Businesses

Utilize market analysis and acquisition strategies to provide opportunities for small businesses to compete for and 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.

Target: AOC - Support ACQ's Small Business efforts

Support ACQ's efforts to ensure 25% of the Agency's total direct procurement dollars are awarded to small businesses.

FY 2020 AOC Business Plan



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

Activity: Public Education of NAS Safety Initiatives (STI)

Increase public, congressional, industry and pilot education and understanding of the National Air System initiatives.

Target: Increase awareness on digital media platforms (STI)

Increase public, Congressional, Industry and pilot awareness by 50% from FY19 levels on various digital media platforms about safety initiatives and how to operate safely in the National Airspace System. Due September 30, 2020

Target: Increase live digital events (STI)

Exceed number of live digital events hosted in 2019 by 25%, through FY20, to provide the general public and key stakeholders with safety information and opportunity to engage with FAA subject matter experts. Due September 30, 2020