



Safety

Oversee and operate the safest aerospace system in the world, all with a culture of continuous improvement

Safety and Security Risk Management

Ensure a formalized and proactive approach to aviation safety by identifying, monitoring, assessing, and managing safety and security risks through enhanced access to data and analytics, informed risk-based decision making, improved safety metrics and security measures, and increased system safety awareness and performance.

Initiative: Plan and Execute Proactive Communications Activities

Plan and execute proactive communications activities about operating safely in the NAS.

Activity: Educate and Inform the Public

Provide the aviation industry, its stakeholders, and the traveling public with accurate and timely information needed to operate in the NAS safely and obtain pertinent and convenient aviation safety-related information.

Target: Implement Proactive Communications Strategies

Implement communication strategies by establishing relationships with journalists; pitching aviation safety story ideas and updates to local and national media outlets; and developing communications campaigns that support the FAA's safety mission. Each team member has metrics within their performance plans to help the division execute at least 30 pitches and communications campaigns to convey information about the FAA's priorities and safety programs to the public.

Target: Earned Media Coverage

Creating and executing monthly initiatives to earn media coverage for agency safety initiatives.

Target: Produce and Promote Pilot Safety Informational Products (Creative/Web)

Produce video and web-based content with airport-specific and general topic safety information products for pilot audiences. Promote the availability of pilot safety products through FAA social media channels, partnerships with aviation stakeholders and media outreach. Develop and publish no less than 12 new From the Flight Deck safety videos and associated airport handbook web page content on faa.gov.

People

Strengthen our current and future aviation workforce by holding ourselves accountable, developing our people and planning for the aviation workforce of the future

Diversity, Equity, Inclusion, and Accessibility

Ensure a more conscious and inclusive culture that embraces the diverse talents of employees, ensures fair and equitable treatment, and advances broader gains in diversity, equity, inclusion, and accessibility.

Initiative: EEO/Diversity and Inclusion Action Committee (EAC)

Utilize the EEO Action Committee (EAC) to enhance, collaborate and support a diverse and inclusive workplace with existing employee workgroups and LOBs/SO. Collaborate with AHR's Corporate Recruitment Council to develop an annual outreach plan, targeting underrepresented groups within the agency.

Activity: Ensure a Diverse and Inclusive Workforce - Reasonable Accommodations

Support the FAA's corporate goal to process 90% of the agencies Reasonable Accommodation request within 25 days or less.

Target: AOC - Reasonable Accommodations

Support the FAA's corporate goal to process 90% of the agencies Reasonable Accommodation request within 25 days or less.

Activity: Ensure a Diverse and Inclusive Workforce - Mediation

Managers engage in the mediation/facilitation process when requested.

Target: AOC - Mediation

Ensure that 70% of managers engage in mediation when requested by employees.

Initiative: Train Managers and Employees across the Agency in Diversity, Equity, Inclusion, and Accessibility (DEIA)

ACR will lead collaboration with LOBs/SOs to train managers and employees in DEIA.

Activity: ACR will Lead Collaboration with LOBs/SOs to Train Managers and Employees in DEIA.

The Office of Civil Rights will provide LOB/SOs with a list of DEIA training courses approved by ACR and will provide monthly completion totals to support their efforts in achieving the goal that 75% of managers and 25% of employees attend one training course each fiscal year.

Target: AOC - Train Managers and Non-Managerial Employees in a Minimum of One DEIA Training Course

Ensure at least 75% of managers and 25% of employees attend a minimum of one training course from a menu of DEIA training courses.

Human Capital Management

Enhance FAA's human capital management capabilities to support innovation and collaboration that will empower a synergetic, data-driven workplace. Leverage data and technology to continuously identify and address human capital management opportunities and efficiencies. Position the FAA as an employer of choice by promoting career opportunities to attract the workforce of the future, while maintaining a culture that enhances employee engagement and accountability. Ensure that the FAA retains a diverse and high performing workforce by providing varied learning opportunities and workplace flexibilities.

Initiative: Small Business Opportunities

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, economically disadvantaged women-owned small businesses, and historically underutilized business zone 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.

Activity: Contracting with Small Disadvantaged Business (SDB)

Utilize market analysis and acquisition strategies to provide opportunities for Small Disadvantaged Businesses (SDB) to compete for and attain FAA contracts and purchase orders.

Target: AOC - Support ACQ's Small Disadvantaged Business efforts

Ensure at least 14% of the Agency's total direct procurement dollars are awarded to Small Disadvantaged Businesses (SDB).

Initiative: Improve Internal Communication

Use a variety of internal communications vehicles to publish at least 5 news stories and/or broadcast messages each week to increase employee understanding and knowledge of agency programs and activities.

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 if platform is stable and functioning.

Target: Activity Target 3

Depending on availability, provide FAA SO/LOBs with the opportunity to use GovDelivery for email distribution communications products for 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 agency goals to the FAA workforce

Target: Activity Target 1

Communicate agency goals to the FAA workforce and provide regular updates on progress.

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.

Operational Excellence

Operate the world's most efficient aerospace system through daily execution, continuous improvement and infrastructure investment.

Mission Efficiency and Support

Optimize efficiency and support mission requirements through daily execution, continuous improvement, planning, infrastructure resiliency, and investment. Effectively plan for and manage finances, procurement, information technology, and other mission support services.

Initiative: AOC ACSI FAA Web Survey

Maintain the annual FAA.gov customer satisfaction survey score at or above the average Federal Regulatory Agency ACSI score. Review customer requirements annually and measure customer satisfaction more broadly for FAA service.

Activity: AOC ACSI FAA Web Survey

Continue to survey FAA website users for their levels of satisfaction with FAA website and ensure ease of use and task completion ratings are on par or exceed similar industry benchmark scores.

Target: Activity Target 1

Review customer feedback and provide monthly reporting to management with actionable steps taken on iterative improvements.

Target: Activity Target 2

Measure FAA.gov ease of use and ensure that it performs as well or better than similar web sites and industries.

Target: Activity Target 3

Measure FAA.gov task completion rates and ensure that it performs as well or better than similar web sites and industries.

Initiative: Creative Services

Use creative communications products (graphics/video/live events) to improve internal and external communications.

Activity: Creative Services

Use digital communications products to improve education and outreach about the NAS.

Target: Activity Target 1

Produce 15 creative communications products to educate stakeholders about aviation safety and/or operating safely in the NAS.

Initiative: Educate and Inform the Public

Plan and execute communications activities to provide stakeholders and the traveling public with accurate and timely information.

Activity: Public Information

Establish credibility with media by providing timely and accurate information.

Target: Activity Target 1

Respond to media requests and/or acknowledge receipt of media inquiries within 1 hour and coordinate accurate and timely responses.

Target: Activity Target 2

Advise agency leadership on strategies to effectively and creatively communicate with the public. Coordinate agency-wide projects to ensure that information delivered to the public is consistent and that public events are transparent and inclusive.

Target: Activity Target 3

Respond to social media requests and/or acknowledge receipt of social media requests during core business hours Monday-Friday and coordinate with media relations for awareness and to ensure accurate and timely responses.

Target: Activity Target 5

Increase user engagement and participation from FY23 by 10% through FY24 by making information and data available to a wider and non-traditional audience, including social media posts, blogs, live events, podcasts, and outreach with social media influencers, on digital and social media platforms.

Initiative: 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 collaboration with the public, stakeholders and other government agencies while reducing duplicative efforts.

Activity: Effectively communicate as “one FAA”

Establish consistent and unified messaging from the top down across all lines of business.

Target: Activity Target 1

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

Activity: Content Management Modernization: Modernize www.FAA.gov content management

Optimize www.FAA.gov search

Target: Activity Target 1

Measure performance of Search on FAA.gov. Based on website metrics, implement keywords, best bets, and other strategies to achieve search result relevancy ratings on par with similar websites and industries.

Initiative: Proactively Inform the Public and Stakeholders

Conduct outreach activities to provide the public, Congress, industry and pilots with accurate and timely access to information needed to operate in the National Airspace System safely.

Activity: Social Media Coverage

Increase public, Congress, industry and pilot engagement by 10% from FY23 levels on digital media platforms by providing safety information and opportunities to engage with FAA subject matter about safety initiatives and how to operate safely in the NAS.

Target: Activity Target 1

Exceed user participation and engagement via questions and comments for live digital events hosted in FY23 by 15% through FY24 by providing information and opportunities to engage with FAA subject matter experts about safety initiatives and how to operate safely in the NAS.

Target: Activity Target 2

Provide communications support to cover Advanced Air Mobility milestones that engages and informs the public as the FAA makes steady progress certifying aircraft and pilots, planning for integration of these aircraft into the airspace, and collaborating internationally.

Initiative: Increase Awareness for Airspace Efficiency

Support executive level initiatives to improve customer service and digital government by leveraging technology to make more data available to the public.

Activity: Increase Data Awareness

Support executive level initiatives and orders on improving customer service and digital government by leveraging technology to make more data available, improve web service efficiencies and increase collaboration with citizens, stakeholders and other government agencies while reducing duplicative efforts.

Target: Activity Target 1

Develop new data visualizations to support the FAA data culture and better connect stakeholders with information they can use.