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**Services**



**AIR FORCE CONSUMER AFFAIRS PROGRAM**

**COMPLIANCE WITH THIS PUBLICATION IS MANDATORY**

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This instruction implements DdD Directive 5030.56, *DoD Consumer Affairs Program*, August 12, 1982 and AFR 34-1, *Air Force Services Patron Eligibility and Program Management*. Examples of consumer-related activities are attached.

***Section A—Program Purpose***

**1. Purpose of the Program.** The program covers all consumers eligible for goods and services offered by DoD and those who are affected by DoD consumer-related activities. The purpose of the program is to:

- Improve consumer-related programs.
- Ensure consumers have the opportunity to present their views, and that these views are considered in the decision-making process.
- Consolidate feedback of consumers' views, to include pertinent data from CORPORATE PRISM.

**2. Definition of "Consumer."** "Consumer" is any individual who uses, purchases, acquires, attempts to purchase or acquire or is offered or furnished any real or personal property, tangible or intangible goods, services, or credit for personal, family, or household purposes.

***Section B—What People Do***

**3. Air Force Responsibilities.** Consumer Affairs representatives will ensure their organizations:

- Consider consumer concerns in the course of decision making.
- Coordinate with the public affairs office on matters significantly affecting consumers of Air Force products and services, or of interest to a large number of Air Force people, or any information provided to the general public.

- Are responsive to the needs and concerns of the customers. Subjects will include, but not be limited to, advising management on product selection; adequacy of service; hours of operation; consumer education programs; responsiveness to consumer requirements, suggestions, or complaints; and consumer oversight and evaluation.

**4. Air Staff Responsibilities.** The Director of Services (HQ USAF/SV) has primary responsibility for consumer affairs, and selects a consumer affairs representative.

4.1. The HQ USAF/SV consumer affairs representative obtains information requested by the Office of the Secretary of Defense Consumer Affairs Advisor, regarding the DOD Consumer Affairs Program. Such information addresses:

- The organization and staffing structure within the Air Force consumer affairs program, highlighting any changes.
- Chief accomplishments in consumer related programs.
- Examples of consumer benefits from regulatory relief activities.
- Primary areas of consumer complaints and actions taken to resolve these.
- Major meetings, activities, or contacts with consumers and consumer-related organizations.

4.2. Other Air Staff offices responsible for the consumer activities in their functional areas will provide information for the consumer affairs program to HQ USAF/SV.

4.3. Other staff agencies within the Air Force that will be contacted for consumer affairs related information when gathering information for the Secretary of Defense are:

- Office of Public Affairs (SAF/PAC)
- Office of Legislative Liaison (SAF/LLI)
- Manpower and Personnel (HQ USAF/MPXE/MPXH)
- Air Force Services Agency (HQ AFSVA/CC)
- Director of Services (HQ USAF/SV)
- Judge Advocate General, Preventive Law & Legal Aid (AFLSA/JACA)
- Inspector General (AFISC/CSS)
- Surgeon General (HQ USAF/SGI)
- Transportation (HQ USAF/LETX)
- Supply Policy & Systems Branch (HQ USAF/LEYSP)
- Chaplain (HQ USAF/HCB)
- Defense Commissary Service Agency (DCA)
- Army and Air Force Exchange Service (HQ AAFES/PA-R)
- Air Force Civil Engineering Support Agency (AFCESA)
- Air National Guard Readiness Center (ANGRC/CE)

**5. Major Command (MAJCOM), Air National Guard Readiness Center (ANGRC), Air Force Reserve (AFRES), and United States Air Force Academy (USafa) Responsibilities.** MAJCOMs,

AFRES, ANGRG, and USAFA ensure consumer-related activities at bases have a program for consumers to voice their needs or complaints, obtain referral assistance, and receive responsive action.

5.1. MAJCOMs, AFRES, AFNGRC, and USAFA will designate a consumer affairs representative to help plan and monitor base programs.

5.2. Analyses of inputs received from installations on entitlements, benefits, and changes should be considered for inclusion into policy development.

**6. Installation Commander Responsibilities.** Through their consumer affairs program, installation commanders will:

- Let consumers know how to propose changes.
- Respond to valid consumer requirements and concerns.
- Identify gaps in services provided and recommend new services to meet consumer needs.
- Convey concern about entitlements, benefits, and changes to the proper base agency or the next higher headquarters.
- Establish a liaison with the off-base community in concert with the base community relations program to keep the base personnel advised of consumer related programs and opportunities.
- Educate consumers through commanders' calls, base intro, installation newspapers, "hotlines," books, pamphlets, fact sheets, films, and American Forces Radio and Television Services programs overseas.

6.1. Inform consumers about issues and pending final decisions that significantly affect them by means of publication in the Federal Register, internally disseminated information, service press, local press, and legislature releases, as appropriate.

6.2. Ensure that written comments from consumers receive a direct response. Local officials should respond to individual or group consumer suggestions. Moreover, local commanders or their representatives will participate in base consumer group activities, such as advisory councils and clubs, to discuss the development and status of consumer suggestions of general interest.

6.3. Ensure personnel who deal with consumers receive training on proper complaint handling and other consumer affairs responsibilities. The training should be provided by the functional activity and cover courtesy and attitude in dealing with customers, proper procedures for responding to inquiries and complaints, and disclosure of policies regarding pending DOD or functional matters.

**7. How the Air Force Will Carry Out the Program.** Any formal groups or committees created under the Consumer Affairs Program will be established according to the provisions of this AFI, which implements Public Law 92-463, the Federal Advisory Committee Act. Here are some suggested information sources:

- Base advisory council
- Consumer advisory groups
- Base Exchange council (where established)
- Consumer participation conferences
- Patron purchase panels

- Military community service organizations
- Direct contact by consumers with local responsible officials
- Written correspondence
- Suggestion boxes
- Consumer "want" slips
- Inspector General's interview and complaint systems
- Commissary advisory council (where established)

NORMAND G. LEZY, Brig General, USAF  
Director of Services

## **Attachment 1**

### **EXAMPLES OF CONSUMER-RELATED ACTIVITIES**

#### **A1.1. DOD Products and Services Provided to the Defense Community:**

Accounting and Finance

Dormitories

Military Family Housing

Adult Continuing Education Programs

Educational Services

Passenger and Dependent Travel

Base Exchanges

Family Services

Personnel Customer Assistance

Bus and Taxi Service

Family Support

Refuse and Trash Collection

Casualty Affairs

Four Seasons Stores

Restaurants and Cafeterias

Chaplain Services

Gas Stations

Services Activities and Facilities

Civil Engineer Service Call Desks

Housing Referral Service

Shoe Repair

Combined Federal Campaign

Judge Advocate Services

Snack Bars

Commissaries

Laundry and Dry Cleaning Services

Social Counseling Services

Clothing Sales Stores

Linen Exchanges

Space "A" Travel Program

Concessionaires

Locator Services

Supply Consumer Support

Convenience Stores

Medical and Dental Services

Transportation of Household Goods and Automobiles

**A1.2. DOD Products, Services, and Facilities Provided to All or Part of the General Public:**

Activities in Building and Facilities to Which the General Public Has Access

Agricultural Outleases

Air Shows and Open Houses

Cemeteries and Interment Services Programs

Comprehensive Educational Training Act Programs

Contracting Services

Emergency Use of Military Airfields

Grazing Leases

Military Assistance to Safety and Traffic Program

National Historic Properties and Landmark Programs

Natural Resources Educational Programs

Nonmilitary Use of Ranges, Firing and Other Public Transit Through Military Danger Zones

Public Access to Military Installations, Properties, and Facilities

Sale of Utility Services

Timber and Timber Product Sales

Use of Material Recycling Centers

Use of Military Medical Facilities for Emergency Care