

**BY ORDER OF THE SECRETARY  
OF THE AIR FORCE**

**DEPARTMENT OF THE AIR FORCE  
INSTRUCTION 34-103**



**22 JULY 2022**

**Services**

**CONSUMER AFFAIRS PROGRAM**

**COMPLIANCE WITH THIS PUBLICATION IS MANDATORY**

---

**ACCESSIBILITY:** Publications and forms are available for downloading or ordering on the e-Publishing website at [www.e-Publishing.af.mil](http://www.e-Publishing.af.mil)

**RELEASABILITY:** There are no releasability restrictions on this publication

---

OPR: A1SOS

Certified by: SAF/MR

Supersedes: AFI34-103, 12 June 2018

Pages: 9

---

This publication implements Department of the Air Force Policy Directive (DAFPD) 34-1, *Air Force Services*. It provides directive guidance on Department of the Air Force (DAF) Consumer Affairs Program. Ensure all records generated as a result of processes prescribed in this publication adhere to Air Force Instruction (AFI) 33-322, *Records Management and Information Governance Program*, and are disposed in accordance with the Air Force Records Disposition Schedule, which is located in the Air Force Records Information Management System. Refer recommended changes and questions about this publication to the Office of Primary Responsibility using DAF Form 847, *Recommendation for Change of Publication*; route DAF Form 847 from the field through the appropriate functional chain of command. In collaboration with the Chief of Air Force Reserve (AF/RE) and the Director of the Air National Guard (NGB/CF), and the Deputy Chief of Space Operations for Personnel (SF/S1), the Deputy Chief of Staff for Manpower, Personnel, and Services (AF/A1) develops policy for the DAF Consumer Affairs Program. This publication applies to all DAF civilian employees and uniformed members of the Regular Air Force (RegAF), United States Space Force (USSF), Air Force Reserve, and Air National Guard. This publication does not apply to deployed, OCONUS locations. This publication may be supplemented at any level, but all supplements that directly implement this publication must be routed to the Office of Primary Responsibility for coordination, and all Major Command (MAJCOM) and Field Command level supplements must be approved by the Human Resource Management Strategic Board (HSB) prior to certification and approval. The authorities to waive wing, unit, delta or garrison level requirements in this publication are identified with a Tier (“T-0, T-1, T-2, T-3”) number following the compliance statement. See Department of the Air Force Manual (DAFMAN) 90-161, *Publishing Processes and Procedures*, for a description of the authorities associated with the tier numbers. Submit requests for waivers through the chain of command to the appropriate

Tier waiver approval authority, or alternately, to the publication OPR for non-tiered compliance items. The use of the name or mark of any specific manufacturer, commercial product, commodity, or service in this publication does not imply endorsement by the DAF. This Instruction requires the collection and or maintenance of information protected by the Privacy Act of 1974 authorized by Department of Defense Directive (DoDD) 5400.11, *DoD Privacy Program*.

### ***SUMMARY OF CHANGES***

This document has been revised and should be completely reviewed. Changes include incorporating guidance for the inclusion of the USSF.

### *Section A—Program Purpose*

**1. Purpose of the Program.** This program covers all consumers eligible for goods and services offered by Department of Defense (DoD) and those who are affected by DoD consumer-related activities including Morale, Welfare and Recreation programs, Lodging programs, Army and Air Force Exchange Service and Commissary. The purpose of the program is to:

- 1.1. Provide a forum for consumer input to improve consumer-related programs. Examples of consumer-related activities are listed in [Attachment 2](#).
- 1.2. Ensure consumers have the opportunity to present their views, and that these views are considered in the Nonappropriated Fund business decision-making process.
- 1.3. Consolidate feedback of consumers' views captured from consumer surveys.

**2. Definition of a Consumer.** A 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—Roles and Responsibilities*

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

- 3.1. Consider consumer concerns in the course of Nonappropriated Fund business decision-making. **(T-1)**.
- 3.2. Coordinate with the cognizant Public Affairs office on matters significantly affecting consumers of DAF products and services, or of interest to a large number of Air and USSF personnel or any information provided to the general public. **(T-1)**.
- 3.3. Coordinate with Office of the Staff Judge Advocate on allegations of consumer fraud or unfair collections practices within DAF retail operations. **(T-1)**.
- 3.4. Ensure their organizations are responsive to the needs and concerns of the consumers. **(T-1)**. 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 Force Services.** Air Force Services Center (AFSVC) has primary responsibility for Consumer Affairs, and selects a Consumer Advocate.

- 4.1. The Air Force Consumer Affairs representative provides Air Force Consumer Affairs Program information to the Office of the Secretary of Defense Consumer Affairs Advisor when requested. Such information addresses:
  - 4.1.1. The organization and staffing structure within the Air Force Consumer Affairs Program, highlighting any changes.
  - 4.1.2. Chief accomplishments in consumer-related programs.
  - 4.1.3. Examples of consumer benefits from regulatory relief activities.
  - 4.1.4. Primary areas of consumer complaints and actions taken to resolve these.

4.1.5. Major meetings, activities or contacts with consumers and consumer-related organizations.

4.2. Other Air Staff offices responsible for consumer activities in their functional areas will provide information for the Consumer Affairs Program to Air Force Services (AF/A1S).

4.3. Other staff agencies within the Air Force may be contacted for Consumer Affairs-related information when gathering information for the Secretary of Defense to include:

4.3.1. Secretary of the Air Force; Office of Public Affairs.

4.3.2. Secretary of the Air Force; Office of Legislative Liaison.

4.3.3. Secretary of the Air Force; Office of the Deputy Chief Management Officer.

4.3.4. Air Force Directorate of Manpower; Organization and Resources.

4.3.5. AFSVC.

4.3.6. Air Force Civil Law Domain's Legal Assistance Policy Division.

4.3.7. Air Force Inspection Agency.

4.3.8. Air Force Safety Center.

4.3.9. Air Force Surgeon General.

4.3.10. Air Force Transportation.

4.3.11. Air Force Chief of Chaplains.

4.3.12. Defense Commissary Agency.

4.3.13. Army and Air Force Exchange Service.

4.3.14. Air Force Civil Engineer Center.

4.3.15. Air National Guard Readiness Center.

4.3.16. Air Force Installation and Mission Support Center.

**5. MAJCOMs, Field Commands, Air Force Installation and Mission Support Center (AFIMSC), Air Force Reserve Center, Air National Guard Readiness Center, and United States Air Force Academy will.** Ensure consumer-related activities at installations or garrisons have a program for consumers to voice their needs or complaints, obtain referral assistance and receive responsive action. **(T-2).**

5.1. AFIMSC, Air National Guard Readiness Center and United States Air Force Academy will designate a consumer affairs representative to help plan and monitor installation or garrison programs. **(T-1).**

5.2. AFIMSC, Air Force Reserve Center, Air National Guard Readiness Center and United States Air Force Academy will analyze inputs received from installations and garrisons on entitlements. **(T-1).**

## **6. Installation and Garrison Commander Responsibilities.**

6.1. Through their consumer affairs program, installation and garrison commanders will:

6.1.1. Let consumers know how to propose changes. **(T-2).**

6.1.2. Respond to valid consumer requirements and concerns. **(T-2)**.

6.1.3. Identify gaps in services provided and recommend new/revised services to meet consumer needs. **(T-2)**.

6.1.4. Convey concern about entitlements, benefits, and changes to the proper installation or garrison agency or the next higher headquarters. **(T-2)**.

6.1.5. Establish a liaison with the off-base community in concert with the installation or garrison community relations program to keep personnel advised of consumer-related programs and opportunities. **(T-2)**.

6.1.6. Educate consumers through commanders' calls, installation or garrison newcomers orientations, installation or garrison newspapers, websites, social media, "hotlines", books, pamphlets, fact sheets, films and American Forces Network Services programs overseas. **(T-2)**.

6.2. Inform consumers about issues and pending final decisions that significantly affect them. Installation and garrison commanders or their representatives will use the most appropriate means, which may include internally disseminated information, Armed Forces-affiliated publications, local press, legislature releases, or publication in the Federal Register. **(T-2)**.

6.3. Ensure written comments from consumers receive a direct response. This includes comments received via social media, websites, or other digital communication tools utilized by the installation or garrison. Local officials should respond to individual or group consumer suggestions. Moreover, local commanders or their representatives will participate in installation or garrison consumer group activities, such as advisory councils and clubs, to discuss the development and status of consumer suggestions of general interest. **(T-2)**.

6.4. Ensure personnel who deal with consumers receive training on proper complaint handling and other consumer affairs responsibilities. **(T-2)**. 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. **(T-2)**.

### ***Section C—Program Execution***

#### **7. How the DAF Will Execute the Program.**

7.1. Any formal groups or committees created under the Consumer Affairs Program will, if including members that are not uniformed service members, civilian employees, or their family members, comply with Department of Defense Instruction (DoDI) 5105.04, *Department of Defense Federal Advisory Committee Management Program*. **(T-0)**. Per 10 U.S.C. § 1783, any installation advisory groups or councils whose only non-DAF personnel are dependent family members are exempted from Federal Advisory Committee Act (5 U.S.C. App) requirements. Suggested information sources include:

7.1.1. Installation or Garrison Advisory Council.

7.1.2. Consumer Advisory Groups.

7.1.3. Installation Exchange Council (where established).

- 7.1.4. Consumer Participation Conferences.
- 7.1.5. Patron Purchase Panels.
- 7.1.6. Military Community Service Organizations.
- 7.1.7. Direct contact by consumers with local responsible officials.
- 7.1.8. Written correspondence.
- 7.1.9. Suggestion boxes.
- 7.1.10. Consumer “want” slips.
- 7.1.11. Inspector General’s interview and complaint systems.
- 7.1.12. Commissary Advisory Council (where established).
- 7.1.13. Interactive Customer Evaluation.
- 7.1.14. Official Air Force Social Media Sites.

JOHN A. FEDRIGO  
Principal Deputy Assistant Secretary  
(Manpower and Reserve Affairs)

**Attachment 1****GLOSSARY OF REFERENCES AND SUPPORTING INFORMATION*****References***

DoDI 5030.56, *DoD Consumer Affairs Program*, 17 July 2012

DoDI 5105.04, *Department of Defense Federal Advisory Committee Management Program*, 6 August 2007

DoDD 5400.11, *DoD Privacy Program*, 6 May 2021

DAFPD 34-1, *Air Force Services*, 11 October 2018

DAFI 90-160, *Publications and Forms Managements*, 14 April 2022

DAFMAN 90-161, *Publishing Processes and Procedures*, 15 April 2022

AFI 33-322, *Records Management and Information Governance Program*, 23 March 2020

***Prescribed Forms***

*None*

***Adopted Form***

DAF Form 847, *Recommendation for Change of Publication*

***Acronyms and Abbreviations***

**AF/A1**—Deputy Chief of Staff for Manpower, Personnel, and Services

**AF/RE**—Chief of Air Force Reserve

**NGB/CF**—Director of the Air National Guard

**SF/S1**—Deputy Chief of Space Operations for Personnel

**Attachment 2****EXAMPLES OF CONSUMER-RELATED ACTIVITIES****A2.1. DoD Products and Services Provided to the Defense Community:**

- A2.1.1. Dormitories/Barracks
- A2.1.2. Military Family Housing
- A2.1.3. Adult Continuing Education Programs
- A2.1.4. Educational Services
- A2.1.5. Passenger and Dependent Travel
- A2.1.6. Base Exchanges
- A2.1.7. Family Services
- A2.1.8. Personnel Customer Assistance
- A2.1.9. Bus and Taxi Service
- A2.1.10. Family Support
- A2.1.11. Refuse and Trash Collection
- A2.1.12. AAFES Specialty Stores
- A2.1.13. Restaurants and Cafeterias
- A2.1.14. Chaplain Services
- A2.1.15. Gas Stations
- A2.1.16. Force Support Activities and Facilities
- A2.1.17. Housing Referral Service
- A2.1.18. Shoe Repair
- A2.1.19. Combined Federal Campaign
- A2.1.20. Snack Bars
- A2.1.21. Commissaries, not Private Organization-operated thrift stores
- A2.1.22. Laundry and Dry Cleaning Services
- A2.1.23. Social Counseling Services
- A2.1.24. Clothing Sales Stores
- A2.1.25. Linen Exchanges
- A2.1.26. Space "A" Travel Program
- A2.1.27. Concessionaires
- A2.1.28. Supply Consumer Support
- A2.1.29. Convenience Stores



A2.1.30. Transportation of Household Goods and Automobiles

**A2.2. DoD Products, Services, and Facilities Provided to All or Part of the General Public:**

A2.2.1. Activities in Buildings and Facilities to Which the General Public Has Access

A2.2.2. Agricultural Out Leases

A2.2.3. Air Shows and Open Houses

A2.2.4. Cemeteries and Interment Services Programs

A2.2.5. Comprehensive Educational Training Act Programs

A2.2.6. Contracting Services

A2.2.7. Emergency Use of Military Airfields

A2.2.8. Grazing Leases

A2.2.9. Military Assistance to Safety and Traffic Program

A2.2.10. National Historic Properties and Landmark Programs

A2.2.11. Natural Resources Educational Programs

A2.2.12. Non-military Use of Ranges, Firing and Other Public Transit through Military Danger Zones

A2.2.13. Public Access to Military Installations or Garrisons, Properties, and Facilities

A2.2.14. Sale of Utility Services

A2.2.15. Timber and Timber Product Sales

A2.2.16. Use of Material Recycling Centers

A2.2.17. Use of Military Medical Facilities for Emergency Care