

Consumer Financial Protection Bureau Strategic Plan

FY2026 - FY2030

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About the CFPB

The Consumer Financial Protection Bureau (CFPB) was established on July 21, 2010, under Title X of the Dodd-Frank Wall Street Reform and Consumer Protection Act, 12 U.S.C. § 5481 et seq. The CFPB is a bureau within the Federal Reserve System and an Executive agency as defined in Section 105 of Title 5, United States Code (U.S.C.).

The CFPB regulates the offering and provision of consumer financial products or services under the federal consumer financial laws and seeks to educate and empower consumers to make better informed financial decisions.

12 U.S.C. § 5511(b) authorizes the CFPB to exercise its authorities to ensure that, with respect to consumer financial products and services:

- Consumers are provided with timely and understandable information to make responsible decisions about financial transactions;
- Outdated, unnecessary, or unduly burdensome regulations are regularly identified and addressed in order to reduce unwarranted regulatory burdens;
- Federal consumer financial laws are enforced consistently in order to promote fair competition;
- Markets for consumer financial products and services operate transparently and efficiently to facilitate access and innovation; and
- Consumers are protected from unfair, deceptive, or abusive acts and practices and from discrimination.

The CFPB is headed by a sole Director, appointed by the President, approved by and with the advice and consent of the Senate, to a five-year term.

Funding required to support the CFPB's operations is obtained primarily through transfers from the combined earnings of the Federal Reserve System. There is a transfer cap of 6.5% of combined earnings for Fiscal Year 2026, as specified by 12 U.S.C. § 5497 and amended by Pub. L. No. 119-21 § 30001 (2025).

Mission

To promote compliance with federal consumer financial laws and educate consumers about consumer financial products and services.

Vision

To create and support innovative and resilient consumer financial markets where consumers can choose the products and services that meet their individual needs.

Values

To achieve this mission and vision, the CFPB is guided by the following values:

- **Accountability:** We lead with integrity, act with transparency, embrace teamwork, and act with strict adherence to the law and the Constitution in service of the American people.
- **Excellence:** We strive to achieve excellence by delivering results with efficiency and effectiveness, upholding fairness in every decision and outcome, and demonstrating professionalism in how we serve and lead.

Strategic Plan Overview

The CFPB’s FY 2026 - FY2030 Strategic Plan includes three goals arising from and aligning with the President's economic strategy and management agenda. Through the implementation of Goal 1, the CFPB will concentrate its resources on identifying and addressing pressing threats to consumers to ensure that Americans have fair access to markets, products, and services and can participate in a strong economy. Goal 2 aims to reduce regulatory overreach by streamlining existing regulations and reducing unjustified burdens. The initiatives in Goal 3 are internally-focused efforts that support the Bureau in executing the President’s goal of improving the performance and management of the Federal Government.

An overview of the objectives associated with each goal is included below.

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| <p>Goal 1: Address Pressing Threats to Consumers</p> | <p>Obj 1.1: Guarantee fair banking for all Americans</p> <p>Obj 1.2: Detect and assess market risks and trends that present tangible harms to consumers</p> <p>Obj 1.3: Supervise institutions for compliance with federal consumer financial laws focusing on conciliation, correction, and remediation of consumer harm</p> <p>Obj 1.4: Implement and enforce consumer financial law consistently to ensure that markets, products, and services are fair, transparent, and competitive</p> <p>Obj 1.5: Educate and empower consumers to make informed decisions about consumer financial products and services</p> |
| <p>Goal 2: Reduce Unwarranted Regulatory Burdens</p> | <p>Obj 2.1: Systematically identify and address outdated, unnecessary, or unduly burdensome regulations</p> <p>Obj 2.2: Prevent regulatory overreach and ensure effective use of regulatory resources</p> |
| <p>Goal 3: Strengthen our Governance and Culture</p> | <p>Obj 3.1: Ensure accountability, streamline organizational resources, and eliminate waste</p> <p>Obj 3.2: Leverage technology to deliver faster, more secure services</p> <p>Obj 3.3: Foster a merit-based federal workforce</p> |

About the Plan

The Strategic Plan for FY 2026 - FY2030 was drafted in accordance with the applicable requirements of the Government Performance and Results Act of 1993, as amended (GPRA), the GPRA Modernization Act of 2010, and OMB Circular A-11.¹

The most recent version of the CFPB’s Annual Performance Plan and Report can be found on the agency’s website at <https://www.consumerfinance.gov/about-us/budget-strategy/budget-and-performance/>.

External Consultation

In accordance with statute, the CFPB consults with Congress on its Strategic Plan during the drafting process. In addition, the CFPB posts a draft Strategic Plan on its website to give the public the opportunity to provide comments.

¹ Government Performance and Results Act, Pub. L. No. 103–62 (1993); GPRA Modernization Act of 2010 Pub. L. No.111–352 (2011); and Office of Management and Budget, *Circular No. A–11: Preparation, Submission, and Execution of the Budget* (August 2025).

Goal 1: Address Pressing Threats to Consumers

President Trump’s pro-growth agenda is delivering strong economic momentum through tax relief, deregulation, and renewed private-sector investment. These policies not only drive sustained growth, but also expand opportunity, and ensure the American economy remains strong, competitive, and resilient for years to come.

To advance the President’s agenda, the CFPB will concentrate its resources on identifying and addressing pressing threats to consumers, particularly those impacting servicemembers, veterans, and their families. The CFPB will target addressing tangible fraud, where there are identifiable victims with material and measurable damages. Finally, the CFPB will seek to redress tangible harm by getting money back directly to consumers rather than imposing penalties to fill the Bureau’s penalty fund. The CFPB takes these steps in the interest of focusing resources on supporting hard-working American taxpayers, servicemembers, veterans, and small businesses.

In carrying out this agenda, the CFPB will work on areas clearly within its statutory authority in supervising institutions for compliance and in enforcing consumer financial law. The CFPB will also work to ensure that unlawful debanking is not used as a tool to inhibit constitutionally or statutorily protected beliefs, affiliations, or political views, and that banking decisions are instead made on the basis of individualized, objective, and risk-based analyses. Finally, the administration is focused on building financial literacy starting at an early age and continuing through adulthood to provide a pathway to individual financial freedom and security. A key component of the CFPB’s programs to improve financial literacy is equipping consumers with the tools to identify and avoid increasingly sophisticated fraud schemes, helping them protect their personal finances.

The CFPB will attain this goal by achieving the following objectives:

Objective 1.1: Guarantee fair banking for all Americans

STRATEGIES

- Partner with other financial regulators, including the Department of Justice, on its Debanking Task Force to deploy a comprehensive strategy to combat politicized or unlawful debanking activities.²
- Remove the use of reputational risk or equivalent concepts that could result in politicized or unlawful debanking from guidance documents, manuals, and other materials used to regulate or examine financial institutions.
- Review supervisory and complaint data, and create a channel for external feedback, to identify financial institutions subject to the CFPB’s jurisdiction that have had any past or

² Trump, D. (2025). Guaranteeing Fair Banking for All Americans (EO 14331). 90 Fed. Reg. 38925.

current, formal or informal, policies or practices that require, encourage, or otherwise influence such financial institution to engage in politicized or unlawful debanking and to take appropriate remedial action, to the extent authorized and consistent with applicable law.

Objective 1.2: Detect and assess market risks and trends that present tangible harms to consumers

STRATEGIES

- Collect, investigate, and respond to consumer complaints for financial products and services to identify risks to consumers and promote the proper functioning of such markets.
- Implement new measures that identify and remove improper submissions to the Bureau's complaint system thereby focusing attention and resources toward addressable concerns raised by consumers.
- Research, analyze, and report on developments in markets for consumer financial products or services, including emerging market areas of alternative products or services with high growth rates and potential risk to consumers.
- Provide financial institutions, service providers, and other entities with tools and resources to support implementation and compliance with consumer financial protection laws.

Objective 1.3: Supervise institutions for compliance with federal consumer financial laws focusing on conciliation, correction, and remediation of consumer harm

STRATEGIES

- Minimize duplicative supervision or supervision outside of the CFPB's authority, including supervision under novel legal theories that attempt to expand the CFPB's jurisdiction.
- Focus supervision resources on institutions and their product lines that pose the greatest risk to consumers based on the nature of the product, field and market intelligence, and the size of the institution and product line.
- Collaborate with supervised entities to resolve problems so that there are measurable benefits to consumers.
- Shift the focus of supervisory activity to depository institutions, as opposed to non-depository institutions.
- Coordinate exams' timing with prudential regulators and state bank regulatory authorities when feasible to maximize resources and minimize duplicative supervision.

Objective 1.4: Implement and enforce consumer financial law consistently to ensure that markets, products and services are fair, transparent, and competitive

STRATEGIES

- Ensure that the CFPB’s enforcement activities do not go beyond its statutory mandate.
- Provide oversight and enforcement of federal fair lending laws without engaging in or facilitating unconstitutional racial classification or discrimination.
- Prioritize enforcement resources on pressing threats to consumers and on actual consumer harm, where there are identifiable victims with material and measurable consumer damages.
- Focus on protecting servicemembers, their families, and veterans, providing redress for harm.
- Minimize duplicative enforcement, where state regulators, law enforcement authorities, or other federal regulators are currently engaged in or have concluded an investigation into the same matter.
- Promote the use of technology solutions to ensure compliance with federal consumer financial laws.

Objective 1.5: Educate and empower consumers to make informed decisions about consumer financial products and services

STRATEGIES

- Research, analyze, and report on consumer awareness, understanding, and use of disclosures and communications regarding consumer financial products or services as well as consumer behavior with respect to such products or services.
- Facilitate the collection, monitoring, and response to consumer complaints and inquiries regarding consumer financial products and services.
- Develop and implement relevant, effective, and responsive financial education programs and digital resources to improve the financial literacy of consumers.
- Promote financial literacy programs that equip consumers, particularly servicemembers, veterans, and older Americans, with the tools to identify and avoid increasingly sophisticated fraud schemes.

Goal 2: Reduce Unwarranted Regulatory Burdens

In support of the President’s economic strategy, the CFPB has adopted a robust deregulatory agenda focused on reversing instances of regulatory overreach. Regulatory overreach has increased the compliance and liability costs associated with consumer financial products, which financial institutions pass on to consumers in the form of higher prices and reduced product offerings.

Regulatory actions for this administration have been guided by several executive orders, for example, Executive Order 14219, titled “Ensuring Lawful Governance and Implementing the President’s ‘Department of Government Efficiency’ Deregulatory Initiative,” seeks to end federal overreach by rescinding unlawful regulations and regulations that undermine the national interest. Accordingly, the CFPB has embarked on rulemaking efforts to streamline existing regulations and reduce unjustified burdens, as well as rulemakings that would be of particular interest to small businesses.

Furthermore, in Executive Order 13891, titled “Promoting the Rule of Law Through Improved Agency Guidance Documents,” President Trump directed that agencies should not use guidance documents to attempt to create new rights or obligations binding on persons or entities outside of the Federal Government. In response, the CFPB has already rescinded or withdrawn a number of final rules, proposed rules, and guidance documents and continues its review pursuant to that Executive Order. The CFPB will attain this goal by achieving the following objectives:

Objective 2.1: Systemically identify and address outdated, unnecessary, or unduly burdensome regulations

STRATEGIES

- Engage in rulemaking, where appropriate, to address unwarranted regulatory burdens.
- Review individual regulations or parts of regulations to identify opportunities for clarification, modernization, and streamlining.
- Evaluate the potential benefits and costs of contemplated regulations.
- Create meaningful channels for feedback with respect to existing regulations and alternative approaches to regulation.
- Conduct empirical assessments to evaluate the effectiveness of significant CFPB rules in achieving the purposes and objectives of 12 U.S.C. § 5511 and the specific goals stated by the CFPB.

Objective 2.2: Prevent regulatory overreach and ensure effective use of regulatory resources

STRATEGIES

- Minimize regulatory burden by eliminating duplicative supervision or supervision outside of the CFPB’s authority.
- As appropriate, share information, coordinate activity, and promote best practices with fellow supervisory and law enforcement agencies to ensure the most effective use of resources.

Goal 3: Strengthen our Governance and Culture

The President's Management Agenda (PMA) articulates key reform objectives established by the President's Executive Orders and directives to improve the performance and management of the Federal Government. Through implementing the PMA, the CFPB will continue to address structural and cultural challenges to eliminate unlawful diversity, equity, and inclusion initiatives, instead focusing on merit; minimize waste; and ensure accountability, delivering results for Americans.

The CFPB will attain this goal by achieving the following objectives:

Objective 3.1: Ensure accountability, streamline organizational resources, and eliminate waste

STRATEGIES

- Mature and maintain a culture of transparency and continuous improvement to support the highest and best use of resources and minimize the risk of waste, fraud, and abuse.
- Articulate expected outcomes for agency programs during the strategic planning and budget formulation processes, track impact, and report results to the American public, Congress, and the President.
- Ensure contracts go to high performing recipients and hold contractors accountable.
- Assess the CFPB's real estate needs and right size the Bureau's footprint.

Objective 3.2: Leverage technology to deliver faster, more secure services

STRATEGIES

- Ensure the Bureau is implementing secure, digital-first services.
- Consolidate and standardize systems, while eliminating redundancies.
- Maintain agile enterprise systems that enable efficient operations and effective mission delivery.
- Expand the use of Federal shared services to streamline administrative functions and leverage cross-government expertise.
- Assess CFPB's digital footprint to address any confusing government websites.

Objective 3.3: Foster a merit-based federal workforce

STRATEGIES

- Implement all Presidential directives pertaining to employee performance and accountability.
- Revise the Bureau's performance and compensation systems to identify and reward high performers and appropriately address issues of low performers.
- Recruit, hire, and retain employees based on merit and skills and hold employees accountable for results aligned with Bureau priorities.
- Identify and eliminate unlawful diversity, equity, and inclusion practices.
- Realign the organization to eliminate non-essential roles, streamline functions, and optimize resources for core mission delivery.