

INFORMATION COLLECTION SUPPORTING STATEMENT

Aviation Security Customer Satisfaction Performance Measurement Passenger Survey

- 1. Explain the circumstances that make the collection of information necessary. Identify any legal or administrative requirements that necessitate the collection. Attach a copy of the appropriate section of each statute and regulation mandating or authorizing the collection of information. (Annotate the CFR parts/sections affected.)***

As part of the Transportation Security Administration's (TSA) effort to manage operations as a performance-based, constituent-centric organization, TSA is committed to being attentive and responsive to the experiences of its customers, particularly the flying public. Over the past few years, Congress agreed with TSA on the importance of assessing customer satisfaction. In support of this effort, TSA created the Customer Satisfaction Index for Aviation Operations (CSI-A). The CSI-A is a succinct measure that incorporates information gathered from several customer-facing performance measures and is used to describe the success of TSA's aviation security program in providing world-class customer service while providing world-class security. One key component of the CSI-A used to gather information from the flying public is the passenger survey. TSA seeks OMB approval to continue to conduct this passenger survey via a generic clearance. TSA chose to use the generic clearance to allow TSA personnel at different airports around the country to tailor these surveys to collect information that is most relevant to their operations and needs. In this request, TSA also is seeking approval to continue conducting focus groups at airports, as an additional method of customer input. Further, this request seeks approval to continue conducting informal airport surveys.

TSA is conducting these collections in furtherance of our mission to ensure the security of our Nation's commercial aviation system under the authority granted to TSA under the Aviation and Transportation Security Act, Pub. L. 107-71, 115 Stat. 597 (Nov. 19, 2001). TSA issued a required report to Congress on May 19, 2002 entitled "Performance Targets and Action Plan: 180 Day Report to Congress" in which TSA committed to "collecting information to baseline customer satisfaction as well as perceptions of the quality and courteousness of our security operations." Over the past few years, Congress demonstrated a keen interest in the security operations that affect the flying public. For example, in the Conference Report associated with H.R. 4775, "Making Supplemental Appropriations for Further Recovery from and Response to Terrorist Attacks on the United States for the Fiscal Year Ending September 30, 2002, and for Other Purposes," H. Rept. 107-593, Jul. 19, 2002, Congress directed TSA to measure both the "average wait time at passenger screening checkpoint[s]" and the "number of complaints per 1,000 passengers" for airports at which security is federalized." Further, in the General Accountability Office (GAO) report entitled "Transportation Security Administration: Actions and Plans to Build a Results-Oriented Culture," GAO-03-190, Jan. 17, 2003, GAO praised TSA's customer-focused performance measurement programs, including the airport survey. The report recommended that TSA "[c]ontinue to develop and implement mechanisms, such as the customer satisfaction index, to gauge customer satisfaction

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and improve customer service.” In furtherance of this effort, TSA continues to use the CSI-A to measure the effectiveness of the Transportation Security Officer (TSO) workforce.

- 2. Indicate how, by whom, and for what purpose the information is to be used. Except for a new collection, indicate the actual use the agency has made of the information received from the current collection.***

This airport survey represents an important part of TSA’s efforts to collect data on customer satisfaction. We propose to continue conducting airport surveys to gauge customer satisfaction and confidence with TSA’s aviation security procedures. The objective is to capture individuals’ experiences with the passenger security checkpoint, and, where applicable, the baggage security checkpoint. TSA also proposes to continue conducting focus groups at airports and informal airport surveys.

Previous Survey Efforts

TSA has conducted airport surveys at select airports nationwide on an annual basis since September 2003 (OMB No. 2110-0011, and later 1652-0013), the results of which have achieved statistical validity in measuring customer satisfaction and confidence in TSA through the CSI-A, provided key performance data in improving TSA’s goal of providing world-class customer service, and validated the methodology discussed in this document. In 2002 and 2003, TSA conducted focus groups with the public and used a statistical analysis of passenger survey results to validate the findings of these focus groups, thereby gaining a better understanding of how different aspects of the customer experience influence satisfaction and confidence. A discussion of the survey methodology and statistical analysis is contained in the Supporting Statement at Part B of this application. Using lessons learned from previous survey efforts described below, TSA developed the current customer surveys as outlined below.

Current Survey Content

In collaboration with TSA headquarters program offices, airport staffs, focus groups with passengers (see below and Question 8), and industry best practices, TSA developed a list of questions for the survey that meet the needs of evaluating key performance elements of TSA’s mission delivery, providing managers with tangible prescriptions for performance improvement, and coinciding with the areas of service that are most relevant to passengers.

As has been done in the past, we intend to ask approximately seven substantive questions and three demographic questions on each survey. All surveys will contain the questions about overall satisfaction (item 1) and overall confidence (item 2). The

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other five questions will rotate, with the intent of providing individual airports with the most relevant information for their environment, while ensuring that each item is included broadly enough during each evaluation period to compute a statistically-valid system-wide score for that item. For example, relevant information for the environment would deal with wait times at airports with historically long wait times, or with checked baggage screening at airports with checked baggage screening processes that involve customer interaction; while a statistically valid survey would ensure a minimum of ten airports of varying sizes, geographies, and regions. Because TSA is seeking a generic clearance, TSA will submit each survey developed to OMB prior to its distribution.

TSA will also conduct statistical analysis of the results to determine how different areas correlate to overall satisfaction and confidence. We may include different questions during different evaluation periods, depending on customer response and TSA's changing performance measurement and analytical needs.

For example, TSA intends to calculate a CSI-A for FY07. During this evaluation period, we intend to conduct statistically-valid surveys at approximately 30 airports. In addition to the questions about overall satisfaction and confidence, we will select approximately 10 questions about which we wish to obtain system-wide information during this period. Multiple versions of the airport surveys will be used to include approximately five other questions, so that each question is included on the survey at approximately fifteen airports, selected to be representative system-wide. This way, TSA will have statistically-valid information on approximately fifteen items, while each airport will have statistically valid information on the approximately seven items included on its own survey.

For the demographic questions, we found through previous efforts that frequency of travel, age range, and, to a lesser extent, purpose of the day's trip (i.e., business or leisure), and gender were important demographics. We will include approximately three demographic questions on each survey, so that TSA will obtain data that is statistically valid system-wide on all of the demographic questions.

Informal surveys by airports

The airport surveys are used to compute a statistically valid CSI-A system-wide and for individual airports. These surveys are managed by TSA Headquarters using the rigorous intercept methodology described in this document. In addition to these formal, rigorous surveys, we also seek continuation for TSA Customer Service Managers at individual airports to conduct their own smaller-scale, less formal surveys at their discretion. Customer Service Managers have requested this capability, usually to test service improvements that they have implemented. Other uses of this survey are (1) to support industrial-engineering studies (e.g., by conducting a survey with several questions about passenger wait and service times to

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evaluate a change in the checkpoint configuration), or (2) to evaluate process changes (e.g., to evaluate response to a localized media campaign or other public-relations effort or a reduction in staffing at an airport).

Airports use the same superset of questions for the informal surveys as provided for the formal survey content, are given guidance from Headquarters about sampling and survey distribution, and are given limits on the individual and cumulative burden on passengers that they are allowed to impose each year. As with the formal surveys, before airports distribute any of these surveys, TSA will submit each survey as an information collection under this information collection request. Although the results of these surveys are not tabulated or published in any formal way by TSA, they are very useful for individual airports to measure their own customer service.

Use of Survey Results

TSA uses the survey results to measure performance and gauge customer satisfaction and confidence with TSA's aviation security procedures. TSA computes a CSI-A that is intended to be representative of the TSA system, as well as provide each airport with an airport-level CSI-A each year. TSA uses the annual CSI-A as a key performance measure included in our Government Performance Results Act (GPRA) Performance Plan, reports to Congress, and other media. In addition, TSA uses survey results as a basis for changes or improvements of current policies and operations as well as for personnel related issues, such as training. Examples of these uses are outlined below.

TSA uses the results to assess its performance with various components related to customer satisfaction and confidence. In particular, it measures passenger perceptions of the courtesy and professionalism of screeners, wait times, thoroughness of screening, and overall satisfaction. The results of these aspects are examined at the aggregate and airport levels, and examined across time. TSA identifies factors and best practices contributing to higher scores and assesses ways to implement those into operational policies and procedures.

TSA uses the survey results to improve TSO training to include new or updated customer service related themes. The survey results are also used to evaluate the effect of policy and procedural changes as they relate to customer satisfaction and confidence. In December 2005, TSA implemented more thorough procedures for secondary screenings. TSA used the survey results along with other data to evaluate customers' perceptions of these procedural changes and to modify the implementation of these procedures to increase customer satisfaction while maintaining security. Further, TSA uses the survey results to measure the effectiveness of specific programs at reaching the customer base, such as how well TSA communicates with customers using airport signage. After review of survey results, TSA was able to

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determine that airport signage is widely recognized as an effective means of communicating critical information to passengers over other means, such as public service announcements or printed informational pamphlets.

TSA uses the survey results to assess the impacts of organizational changes. Survey results were also used to help TSA determine the effectiveness of the Security Screening Pilot Program (PP5) airports as compared to that of airports with a federalized screener workforce. Each of the PP5 airports was surveyed to generate customer satisfaction and confidence data for those airports. These results were then used as the basis for the examination of customer service—one of the three major areas used in the evaluation. The results demonstrated the success of the PP5 airports in providing customer service comparable to that of airports with federalized screeners. This finding, as well as similar findings found in the areas of security and efficiency, demonstrated the program's success, and allowed the PP5 program to be transformed into the Screener Partnership Program (SPP). All airports using TSA security can now apply to implement a privatized screener workforce under TSA management through the SPP program. Each year these airports are included in the survey program to measure their performance with customer service to ensure that they meet customer satisfaction and confidence standards.

The TSA Office of Strategic Communications and Public Affairs issued press releases to communicate the results of the program to the public. On March 3, 2005, the Department of Homeland Security and the Transportation Security Administration issued a press release entitled "Air Travelers Continue to Express High Confidence and Satisfaction In TSA Security and Customer Service." The accompanying article described the program, methodology, results, and the insight learned and provided question by question and airport scores. In addition, several airports participating in the program were able to issue their own local press releases describing the program and the results seen at their airport.

Focus Groups

As part of this collection request TSA is seeking approval to conduct up to 12 focus groups this fiscal year, and as needed in additional fiscal years. The goal of these efforts are to identify the major factors that contribute to the customer experience, particularly as the memories of 9/11 begin to fade and as TSA, its policies, and its programs continue to evolve to meet the ever-changing security needs of our Nation.

Each Focus Group will be comprised of two sessions at each location - one with frequent travelers (10+ trips per year), the other with infrequent travelers. In both cases, a diverse range of participants will be selected (diverse with respect to age and gender), and their sessions will be observed by TSA headquarters and airport personnel. TSA may provide video and audio tapes of focus group sessions to airports, to provide them qualitative input that will help them better understand

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customer concerns and sensitivities. Before videotaping any focus group session, TSA will obtain permission from each participant and from the TSA Chief Information Officer, in accordance with TSA policy. No personally identifying information will be collected from participants.

A professional moderator hired by TSA will conduct all sessions. At the end, participants will be presented a copy of the TSA CSI-A survey and asked to provide feedback on its content, structure, and methods distribution and collection. TSA will use their comments to fully understand the drivers of satisfaction and confidence of the flying public and refine survey questions accordingly. Focus group sessions will last between 60-90 minutes each.

- 3. Describe whether, and to what extent, the collection of information involves the use of automated, electronic, mechanical, or other technological collection techniques or other forms of information technology, e.g., permitting electronic submission of responses, and the basis for the decision for adopting this means of collection. Also describe any consideration of using information technology to reduce burden. [Effective 03/22/01, your response must SPECIFICALLY reference the Government Paperwork Elimination Act (GPEA), which addresses electronic filing and recordkeeping, and what you are doing to adhere to it. You must explain how you will provide a fully electronic reporting option by October 2003, or an explanation of why this is not practicable.]***

The nature of the data collected in the surveys and focus groups is not well-suited for electronic data collection. TSA believes that it is important to capture customers' perceptions of our operations as soon as possible after the customer undergoes screening at the TSA checkpoint. Hence, an in-person data collection methodology at airports is the most appropriate method. Although the Government Paperwork Elimination Act is not directly implicated in this collection, TSA does provide phone, e-mail, and internet capability for passengers to submit comments or questions to the agency. The contact information is printed on the survey.

- 4. Describe efforts to identify duplication. Show specifically why any similar information already available cannot be used or modified for use for the purpose(s) described in Item 2 above.***

These collections are designed to gather data about a relatively new governmental function. No data of this type currently exists. Some airport administrations (either local Government or private entities) conduct customer surveys at airports; at each site we plan our surveys (both the formal, Headquarters-initiated survey and the informal surveys conducted by airport staff) to be non-duplicative and non-burdensome to passengers. We share data with those airport administrations

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conducting their own surveys to the fullest extent possible and seek to include questions on their instruments to reduce overall public burden through the efforts of individual Federal Security Directors.

These collections differ from the TSA customer comment card, which is designed to give individual airports frequent customer-initiated feedback. The TSA customer comment card is a vehicle for gathering daily feedback at individual airports from passengers who approach TSA personnel at airports to initiate complaints and compliments.

- 5. If the collection of information has a significant impact on a substantial number of small businesses or other small entities (Item 5 of the Paperwork Reduction Act submission form), describe the methods used to minimize burden.***

The proposed surveys and focus groups have no impact on small businesses.

- 6. Describe the consequence to Federal program or policy activities if the collection is not conducted or is conducted less frequently, as well as any technical or legal obstacles to reducing burden.***

The collection of data via surveys and focus groups is essential for TSA to understand its impact on the flying public, and to be able to respond to that impact by improving service, reducing burden on travelers, and improving communication. Given the Congressional mandates to collect this data, it is crucial to TSA's mission to secure the commercial aviation system while maintaining the highest customer service standards. Moreover, GAO and OMB have concurred with TSA on the importance of this element of our performance measurement system. The results from the CSI-A survey are used for annual performance measurement at the surveyed airports, as well as system-wide. The results from the CSI-A survey are statistically significant and can be used to draw conclusions about the traveling population as a whole.

- 7. Explain any special circumstances that require the collection to be conducted in a manner inconsistent with the general information collection guidelines in 5 CFR 1320.5(d)(2).***

These provisions do not apply, and the proposed data collection is minimally burdensome to the public. Customers are asked to fill out their surveys soon after receiving them, and they are given approximately three weeks to return their forms. TSA's efforts, as well as efforts of other industry surveys of this type, have shown that a period of approximately two to three weeks is sufficient to exhaust most of the response rate. Moreover, we seek passengers' opinions as soon after they

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experienced the service as possible, so as to minimize the risk that long lag times between their experiences and completion of the survey make the results less reliable.

Similarly, the Focus Groups we propose to conduct with the flying public (see Question 2) present a minimal paperwork burden. All feedback solicited during focus group is immediate and primarily verbal (except to obtain participants' signatures when seeking permission to record sessions), with no need for participants to complete or submit paperwork after the session. Further, the use of audio and video recording helps mitigate the need for note taking and written summarizations of Focus Group feedback.

- 8. Describe efforts to consult persons outside the agency to obtain their views on the availability of data, frequency of collection, the clarity of instructions and recordkeeping, disclosure, or reporting format (if any), and on the data elements to be recorded, disclosed, or reported. If applicable, provide a copy and identify the date and page number of publication in the Federal Register of the agency's notice, required by 5 CFR 1320.8(d) soliciting comments on the information collection prior to submission to OMB. Summarize public comments received in response to that notice and describe actions taken by the agency in response to these comments. Specifically address comments received on cost and hour burden.***

TSA published a Notice in the Federal Register (71 FR 13990, March 17, 2006) announcing its intent to conduct these surveys and focus groups. To TSA's knowledge, no public comments have been received in response to the notice.

TSA collaborated with experts familiar with statistical intercept survey techniques in order to develop the methodology for the formal survey. TSA engaged BearingPoint, one of the largest management consultancies serving Federal agencies, to support its performance measurement efforts since our inception. BearingPoint helped TSA define the CSI-A. Further, BearingPoint partnered with market research companies with experience in the travel industry and in performing similar intercept surveys at airports on the survey design and administration. Over the years, the airport survey methodology has been validated against surveys conducted by airlines and found a high correlation in responses. BearingPoint advised TSA on the program's pilot test in the fall of 2002 and in each effort since, which provided some additional lessons for TSA. Details about and rationale for our sampling and survey distribution methodology are provided in Supporting Statement Part B.

TSA also collaborated with the Bureau of Transportation Statistics on the survey design.

As part of this collection request but not part of the survey process, we propose to conduct up to 12 focus groups this fiscal year, and as needed in additional fiscal

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years. The goal of these efforts would be to identify the major contributing factors towards the customer experience as the memories of 9/11 begin to fade and as TSA, its policies, and its programs continue to evolve to meet the ever-changing security needs of our nation.

9. Explain any decision to provide any payment or gift to respondents, other than remuneration of contractors or grantees.

TSA will not provide any payment or gift to survey respondents. The response rate that the program has experienced has been much higher than industry standards (20 percent), and we hypothesize that passengers have an interest and are more willing to offer their feedback to the TSA than with other programs seen in the travel industry. TSA will continue to monitor the response rate to ensure that this trend continues. TSA will also study the possibility of offering an incentive in the academic literature and focus groups with passengers, but we do not anticipate an incentive being necessary to obtain a significant response rate nor cost-effective as a means of increasing the response rate.

10. Describe any assurance of confidentiality provided to respondents and the basis for the assurance in statute, regulation, or agency policy.

Survey forms themselves will be anonymous—i.e., will not solicit specific identifying information. Thus, by design, the survey will ensure confidentiality through anonymity. The same is the case for focus group participants; TSA will collect no personally identifiable information from participants. However, no assurances of confidentiality will be provided to any respondent for either the surveys or focus groups.

11. Provide additional justification for any questions of sensitive nature, such as sexual behavior and attitudes, religious beliefs, and other matters that are commonly considered private.

We propose to ask no such questions.

12. Provide estimates of hour burden of the collection of information.

TSA is responsible for security screening at the over 400 federalized airports nationwide. Approximately 80 of those airports are defined by the Federal Aviation Administration and TSA as major airports, generally serving 1,000,000 passengers or more annually. The majority of the 25 federalized airports that are surveyed annually in the formal survey are major airports. The five airports participating in the Screening Partnership Program (privatized screening) are also surveyed annually.

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Therefore, we plan to administer formal surveys annually at a minimum of 30 airports and a maximum of 60 airports nationwide.

At each surveyed airport, we seek approximately 500 survey responses to obtain a statistically valid CSI-A. We expect to conduct two annual surveys at each airport. Thus our maximum possible annual volume for the formal survey would be 30,000 survey responses (30 airports x 500 survey responses = 15,000 x 2 annual surveys at each airport = 30,000 survey responses).

For the informal surveys conducted by TSA airport staff, all airports will have the capability to conduct these surveys, and we estimate that 25-30 airports will conduct such a survey each year.

Based on the pilot test and our own research, we estimate the burden of the data collection using the informal surveys to be five minutes per respondent to fill out and mail the survey. We assume the burden on passengers who choose not to respond to be zero. For the informal survey conducted by TSA airport staff, the same five-minute burden limit per respondent will apply (60 minutes / 5 minutes = 12 respondents per hour), and we will limit each airport to a maximum of 50 cumulative burden-hours, or 600 respondents, per year (12 respondents/hr X 50 hrs = 600 respondents). We estimate the airports that participate in this survey will impose an average of 25 cumulative burden hours, or two 150-respondent surveys per year, on the public (12 respondents/hr X 25 hrs = 300 / 2 (150) respondent surveys).

TSA estimates conducting twelve focus groups annually with 12 respondents. Based on previous focus groups, we estimate that participation in a focus group will be approximately ninety minutes per respondent for a total of 216 burden hours (12x12 = 144 x 90 = 12960 minutes/60 minutes = 216 hours).

The following tables summarize these estimated cumulative burdens for the formal CSI-A survey, focus groups, and the informal survey:

Formal CSI-A survey

Scenario	# of airports surveyed	# of respondents per airport	Burden minutes per respondent	Total burden hours
Annual expected (FY06-FY07)	30	500	5	1,250
Annual maximum (FY06-FY07)	60	500	5	2,500

Focus Groups

Scenario	# of focus groups	# of participants per group	Burden minutes per respondent	Total burden hours
Annual expected	12	12	90	216

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(FY06-07)				
Annual maximum (FY06-07)	12	12	90	216

Informal survey

Scenario	# of airports surveyed	# of respondents per airport	Burden minutes per respondent	Total burden hours
Annual expected (FY06-FY07)	25	200	5	417
Annual maximum (FY06-FY07)	446	200	5	7,433

Thus, the maximum total annual number of respondents is approximately 124,000 ((60 x 500 = 30000) + (12 x 12 = 144) + (446 x 200 = 89200) = 119,344 total) and the maximum total annual cumulative burden is approximately 10,149 hours (2,500 + 216 + 7,433 = 10,149 total) or (60 x 500 x 5 = 150,000 hrs / 60 min = 2500 hrs) + (12 x 12 x 90 = 12,960 hrs / 60 min = 216 hrs) + (446 x 200 x 5 = 446,000 hrs / 60 min = 7433 hrs)

Note: The burden hours for the informal surveys were overstated in the March 17, 2006, Federal Register notice due to a calculation error. The correct maximum total number of burden hours is approximately 10,116 rather than 44,600 hours as reported in the Federal Register notice.

13. Provide an estimate of the total annual cost burden to respondents or recordkeepers resulting from the collection of information.

Respondents will incur no direct cost resulting from this data collection.

14. Provide estimates of annualized cost to the Federal Government. Also, provide a description of the method used to estimate cost, and other expenses that would not have been incurred without this collection of information.

We estimate the Federal Government cost for this data collection to be approximately \$1M annually. These costs include all direct costs of the survey, costs for research and development (such as focus groups), and costs for contractor and technology support to manage the data collection, and produce and analyze the CSI-A measures.

15. Explain the reasons for any program changes or adjustments reported in Items 13 or 14 of the OMB Form 83-I.

The hour burden has changed from the last PRA submission because of a program change. The number of respondents for the airport informal surveys has dropped from 300 to 200 per airport. Based on our experience, TSA officials at most airports

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have the time and resources to gather only 100-200 responses per survey. The annual maximum number of airports surveyed for the formal survey has declined from 70 to 60. Based on previous experience, the greatest number of airports that we have been able to survey in one fiscal year has been 30. Therefore, the maximum of 70 was too generous.

- 16. For collections of information whose results will be published, outline plans for tabulation and publication. Address any complex analytical techniques that will be used. Provide the time schedule for the entire project, including beginning and ending dates of the collection of information, completion of report, publication dates, and other actions.***

The primary purpose of these data collections is to produce TSA's annual CSI-A measures. For FY07, we intend to collect data by September 30 to include in our annual performance reporting by November 30. In subsequent years, we will also report annually on the CSI-A. CSI-A annual reports will include tabulations of the results of all questions by airport and system-wide.

We also anticipate using this data for myriad additional reporting purposes to Congress, OMB, and other Federal agencies. Public and governmental interest in TSA's performance in providing excellent customer service is high, and the results of these collections will be of great interest to many parties.

- 17. If seeking approval to not display the expiration date for OMB approval of the information collection, explain the reasons that display would be inappropriate.***

TSA is not seeking approval to not display the expiration date.

- 18. Explain each exception to the certification statement identified in Item 19, "Certification for Paperwork Reduction Act Submissions," of OMB Form 83-I.***

TSA seeks no exceptions to the certification statement.