

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.)***

TSA is committed to being attentive and responsive to the experiences of the over two million aviation passengers that are screened daily at its airport security checkpoints. In support of this effort, TSA plans to conduct passenger surveys at airports nationwide. TSA conducts these surveys to further its mission of securing the 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). Security at airports is furthered by TSA's ability to survey its passengers as survey responses are used to streamline security processes by, for example, enhancing training of Transportation Security Officers (TSOs), providing feedback to TSA on the best ways to communicate security procedures with passengers so that their experience at the checkpoint are more productive, and in developing policies and procedures that strengthen the checkpoint process.

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 and improve customer service." In furtherance of this effort, TSA wants to continue to use surveys to measure customer satisfaction and confidence with TSA's aviation security procedures.

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- 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.***

Various offices in TSA Headquarters (HQ) or the field (i.e., TSA airport staff) may conduct the surveys. In certain circumstances, surveys may be initiated by TSA HQ, and in other circumstances, surveys will be initiated by TSA at individual airports. For some surveys, TSA will ask 7-8 standard general satisfaction survey questions in addition to 3-4 demographic survey questions so that the individual airport results can be incorporated into national survey efforts. Airports can select additional questions to gather data specific to their needs with no more than 18 total questions asked. TSA is seeking OMB approval for a total of 35 survey questions.

TSA uses the survey results to measure performance and gauge customer satisfaction and confidence with TSA's aviation security procedures. TSA uses survey results as a basis for changes or improvements of current policies and operations as well as for personnel related issues including: to support industrial-engineering studies (e.g., by conducting a survey with several questions about passenger wait and service times to evaluate a change in the checkpoint configuration), 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).

In addition, 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. For example, 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 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.

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TSA uses the survey results to assess the impacts of organizational changes. For example, survey results were 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.

TSA has 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.

TSA uses survey results to support the evaluation of new technologies and processes of security screening in an operational environment (active airport). The relative acceptance or resistance to the introduction of new technology is quantified and analyzed. Where necessary and feasible, procedures are modified to improve passenger acceptance of new technologies. Evaluations are made on both the effectiveness and the suitability of security systems. Effectiveness evaluates how well the technology fulfills its mission or purpose. Suitability evaluates how efficiently the technology performs when integrated with the full range of screening technologies. These evaluations feed into the overall "System Evaluation" which is used to support the acquisition and ultimate deployment of the new technologies. The results of system evaluations are used to modify or reinforce TSO training, signage and passenger engagement relative to the introduction of new technologies.

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- 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.]***

TSA will use response cards or personal interviews to collect survey results. TSA may also use a kiosk to conduct the survey where feasible. The ability to use kiosks is limited to airport configuration and the number of kiosks available at any given time. The method used to collect the information, depends upon the airport and whether TSA is conducting a study for long term trends (such as customer satisfaction) or whether TSA is doing a short study period to evaluate the launch of a new technology (such as Advanced Imaging Technology (AIT)) or screening process. For instances where response cards are used, TSA personnel will deliver paper survey forms to passengers immediately following the passenger's experience with TSA's checkpoint security functions. Passengers are invited, though not required to return and complete the survey via an online portal. Passengers also have the option of returning the survey directly to TSA personnel distributing the survey. TSA will use personal interviews in instances where TSA has launched a new technology or process and TSA seeks immediate feedback from the traveling public on their experiences with the technology or process. Personal interviews are conducted with the passenger immediately after they have completed the security process. When kiosks are available for use, TSA personnel will inform passengers that they have the option of using kiosks for participation in 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.***

Some airport administrations (either local Government or private entities) may conduct customer surveys at airports, but TSA does not sponsor or conduct these surveys. When relevant, TSA may share survey results with those airport administrations conducting their own surveys.

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These collections differ from the TSA customer comment card (OMB control number 1652-0030), 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 survey has 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 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.

- 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).***

There are no circumstances that require the information to be conducted in a manner that is inconsistent with the general information collection guidelines in 5 CFR 1320.5 (d)(2).

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- 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 60 day Notice in the Federal Register (75 FR 11552, March 11, 2010) and a 30 day Notice (75 FR 29567, May 26, 2010), announcing its intent to conduct these surveys. TSA's received public comments from Airport Council International-North America. The comment addressed three concerns: 1) TSA should conduct surveys during high and low volume periods. In response to the comment; We will rely on the strategy of the each airport to allow sufficient survey opportunities to provide a representative sample. We will work closely with airport personnel, including the Federal Security Director (FSD), to ensure the selection of the right people to administer the survey at the right times. 2) TSA should check with the operator to ensure that it is in compliance with local regulations and has obtained the necessary permit. In response to the comment; TSA will work with authorities prior to administering the survey and will following all requirements and restrictions. 3) Due to potential security concerns, we recommend that TSA not publically release airport-specific data to the traveling public. In response to the comment; TSA plans to vet all information through the appropriate channels within TSA prior to release to the public.

TSA collaborated with experts familiar with statistical intercept survey techniques in order to develop the methodology for the formal survey. TSA also engaged a contractor to support its performance measurement efforts since our inception. The contractor helped TSA define the survey. Details about and rationale for our sampling and survey distribution methodology are provided in Supporting Statement Part B.

- 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.

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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.

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 will not ask questions of a sensitive nature.

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

Although all airports have the capability to conduct the survey, TSA estimates that it will conduct the surveys at 35 airports each year. Based on prior survey data and research, TSA assumes that to obtain a sample size of 384, TSA must distribute approximately 1,000 surveys. At an individual airport, TSA estimates that passengers who choose to respond will spend approximately five-minutes each to complete and submit the survey. The total burden at one airport is 384 respondents x 5 minutes = 1,920 minutes or 32 hours per airport. Therefore, 384 respondents x 35 airports = 13,440 respondents a year. Thus, the total annual burden is 13,440 respondents x 5 minutes = 67,200 minutes, or 1120 hours per year.

For more information, please see the accompanying Supporting Statement Part B.

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 \$400,000 annually. These costs include all direct costs of the survey, costs for research and development, and costs for contractor and technology support to manage the data collection, and produce and analyze the survey data

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

TSA has made adjustments to the burden estimates since the previous ICR submission (e.g., adjusted its response rates, estimated number of respondents).

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.

TSA and the public have a significant interest in TSA's performance in providing excellent customer service. TSA potentially may share the survey results externally (for example, to inform the public through press releases).

TSA may include survey results in specific system evaluation reports. These reports are prepared for the purpose of supporting the acquisition of a new security technology or improving current security processes. System evaluation reports are Sensitive Security Information under 49 CFR Part 1520 and are not distributed outside the group of covered persons with a legitimate "need to know."

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.