Request for Approval under the "Generic Clearance for the Collection of Routine Customer Feedback" (OMB Control Number: 1652-0058)

TITLE OF INFORMATION COLLECTION: Passenger Perception Survey for Transportation Security Administration's (TSA) Synect Digital Signage Demonstration

PURPOSE: The Human Performance Branch within the TSA Requirements and Capabilities Analysis aims to support the attainment of high levels of human performance by understanding the physical, behavioral, cognitive, and social characteristics of end-users in the aviation security domain and how they interact with systems, processes, and technologies. TSA's Human Performance Branch will distribute this survey in order to assess the current state of passenger perception of demonstrated digital signage in order to improve passenger experience, operational efficiency, and overall security effectiveness.

DESCRIPTION OF RESPONDENTS: The respondents are passengers who have completed TSA screening at security checkpoints at San Francisco International Airport (SFO).

TYPE OF COLLECTION: (Check one)

[ ] Customer Comment Card/Complaint Form   [X] Customer Satisfaction Survey
[ ] Usability Testing (e.g., Website or Software   [ ] Small Discussion Group
[ ] Focus Group   [ ] Other:_____

CERTIFICATION:

I certify the following to be true:
1. The collection is voluntary.
2. The collection is low-burden for respondents and low-cost for the Federal Government.
3. The collection is non-controversial and does <u>not</u> raise issues of concern to other Federal agencies.
4. The results are <u>not</u> intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of <u>substantially</u> informing <u>influential</u> policy decisions.
6. The collection is targeted to the solicitation of opinions from respondents who have experience with the program or may have experience with the program in the future.

Name: Kristopher T. Korbelak, Ph.D.

To assist review, please provide answers to the following question:

Personally Identifiable Information:
1. Is personally identifiable information (PII) collected? [ ] Yes [X] No
2. If yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974?   [ ] Yes [ ] No
3. If yes, has an up-to-date System of Records Notice (SORN) been published? [ ] Yes [ ] No

Gifts or Payments:
Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? [ ] Yes [X] No

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Individuals of Households	1,000	0.025 hrs. (1.5 minutes)	25 hours
Totals	1,000	0.025 hrs. (1.5 minutes)	25 hours

TSA estimates the annual hour burden cost to the general public by multiplying the annual hour burden times the fully loaded hourly compensation wage for the traveling public. TSA uses a fully loaded compensation wage of $36.32[1] to represent the general public for purposes of this ICR. TSA estimates an annual hour burden cost of $908.00 to the general public for purposes of this ICR (25 annual hours x $36.32 compensation wage).

FEDERAL COST: The estimated annual cost to the Federal Government is $13,107. TSA estimates the annual cost to the Federal Government by summing the total annual contractual expenses for contractors plus the hour burden cost for TSA employees.

TSA estimates the total annual cost for survey administration for the contractors is $6,133. The total annual cost for survey analysis for the contractors is $3,833. TSA estimates an annual cost of $9,966 to the Federal Government for contracting expenses.

TSA assumes a J-band employee will spend 32 hours annually to fulfill duties necessary to carry out the administration portion of this survey, and 10 hours annually to fulfill duties necessary to carry out the analysis portion of this survey. TSA uses a fully loaded hourly compensation wage of $78.65 to represent the TSA employee.[2] Based on this information, TSA estimates an annual hour burden cost of $3,303 for the TSA employee ($78.65 x 42 hours).

TSA estimates a total annual cost of $13,270 to the Federal Government for this ICR ($9,966 contracting expenses + $3,303 TSA employee burden).

---

[1] Employer costs for employee compensation based on average wages and salaries of $24.77/hour plus benefits of $11.55/hour, U.S. Bureau of Labor Statistics. Released June 8, 2018. https://www.bls.gov/news.release/archives/ecec_06082018.htm.

[2] This is the weighted compensation rate for a TSA J-Band employee; total salary of $164.137 divided by the 2,087 work hours in a year. OPM changed the 2,080 work hours for Federal employees to 2,087 by amending 5 U.S.C. 5504(b), the latter is assumed to capture year-to-year fluctuations in work hours. Source: Consolidated Omnibus Budget Reconciliation Act of 1985 (Pub. L. 99-272, 100 Stat. 82, April 7, 1986).

If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:

The selection of your targeted respondents
1. Do you have a customer list or something similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe?

                                    [X] Yes   [ ] No

If the answer is yes, please provide a description of both below (or attach the sampling plan)? If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them?

TSA's potential group of survey respondents will consist of a sample of passengers (e.g., every 10th passenger) traversing the security screening checkpoint at the airport listed above. TSA's survey administrators will approach passengers after the security screening checkpoint to ask them if they would be willing to take a short voluntary survey on an iPad. Additionally, TSA may make the survey available to no more than 1,000 passengers who have traversed the security screening checkpoint via Internet link. In this case, TSA would make postcard sized printed material available to these passengers so that they may choose to complete the survey at a later time (not to exceed 3 months).

Administration of the Instrument
1. How will you collect the information? (Check all that apply)
           [X] Web-based or other forms of Social Media
           [ ] Telephone
           [X] In-person
           [ ] Mail
           [ ] Other, Explain

2. Will interviewers or facilitators be used? [X] Yes [ ] No

Please note that passengers who choose to complete the survey on their own time will not do so with interviewers or facilitators.

Please make sure that all instruments, instructions, and scripts are submitted with the request.