

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

TITLE OF INFORMATION COLLECTION: TSA Pre✓[®] FY19 Creative Concept Survey

PURPOSE: The Transportation Security Administration (TSA), through its contractor, plans to conduct a TSA Pre✓[®] fiscal year 2019 (FY19) Creative Concept Survey to determine the type of advertising campaign idea/approach that resonates the most with TSA Pre✓[®] target audiences. The intent of the TSA Pre✓[®] campaign is to develop the most effective advertising message that could possibly encourage new TSA Pre✓[®] enrollees and increase awareness of the program.

DESCRIPTION OF RESPONDENTS: Respondents will be based on whether an individual meets the following travel criteria and is not based on whether the individuals has or has not enrolled in TSA Pre✓[®]:

- 1) Frequent business traveler--
 - individuals traveling for business 3-15 trips a year
- 2) Frequent leisure traveler--
 - Individuals making 7-15 leisure trips a year
- 3) Road warriors--
 - Individuals traveling for leisure and/or business more than 15 times a year

TYPE OF COLLECTION: (Check one)

- | | |
|---|--|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input checked="" type="checkbox"/> Customer Satisfaction Survey |
| <input type="checkbox"/> Usability Testing (e.g., Website or Software | <input type="checkbox"/> Small Discussion Group |
| <input type="checkbox"/> Focus Group | <input type="checkbox"/> 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 not raise issues of concern to other federal agencies.
4. The results are not intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of substantially informing influential_ 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.

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Meredith Wadeson
Office of the Chief of Operations
TSA Precheck Marketing & Branding Division

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

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 [X] 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? [X] Yes [] No

An incentive will greatly increase the likelihood of participants providing their time and undivided attention to the survey questions. The incentive will include a range of options from bonus points (for loyalty programs), cash incentive, or gift cards. The value will not exceed \$4.50.

BURDEN HOURS

TSA estimates there will be 1,000 respondents to this collection. Each respondent will submit one response and TSA estimates the time burden associated with the response to be 10 minutes (0.1667 hours). TSA estimates a total annual hour burden to the public of 167 hours. TSA estimates that approximately 65 percent of these respondents will be traveling for business purposes and estimates a fully-loaded¹ hourly wage rate of \$36.22.² For the remaining 35 percent of leisure travelers, TSA estimates a fully-loaded hourly wage of \$25.35.³ TSA estimates the annual hour burden cost of the collection to be \$5,403. Table 1 summarizes these calculations.

Table 1. Public Hour Burden and Costs

Population	Number of Respondents	Time Burden per Response	Annual Hour Burden	Hourly Wage Rate	Annual Hour Burden Cost
	A	B	C = A x B	D	E = C x D
Business	650	0.166666667	108.33	\$36.22	\$3,923.83
Leisure	350		58.33	\$25.35	\$1,478.98
Total	1000		166.67		\$5,402.82

¹ A fully loaded wage rate accounts for the non-salary portions of employer costs of employee compensation, such as health and retirement benefits.

² As members of the traveling public, TSA uses the fully-loaded wage rate for all occupations. BLS. Employer Costs for Employee Compensation-June 2018. Table 1. Employer costs per hour worked for employee compensation and costs as a percent of total compensation: civilian workers. Total compensation, All workers. September 18, 2018 (accessed October 29, 2018), https://www.bls.gov/news.release/archives/ecec_09182018.htm.

³ Leisure travelers are assumed to have a lower Value of Travel Time Savings (VTTS). Analysis from the Federal Aviation Administration (FAA) concludes leisure travelers have a VTTS of 70 percent that of business travelers. FAA Policy & Guidance, Benefit-Cost Analysis, Economic Values for Evaluation of FAA Investment and Regulatory Decisions, Section 1: Treatment of Time. Table 1. Recommended Hourly Values of Travel Time Savings (VTTS), Footnote 5. Last modified September 23, 2016 (accessed October 29, 2018), https://www.faa.gov/regulations_policies/policy_guidance/benefit_cost/media/econ-value-section-1-tx-time.pdf.

FEDERAL COST: The estimated annual cost to the Federal government is \$27,230.94.

TSA has awarded a Firm Fixed-Price Contract for the administration of the survey and the analysis of survey results. There are no additional costs to TSA.

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?
 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?

The sampling selection will be done via a third party research firm. For the purposes of this collection the universe of potential respondents will be those adults who may or may not have enrolled in TSA Pre✓[®] and meet the travel criteria categories identified above. Respondents will be recruited online and then be provided a link to the online survey, at which point respondents will be asked one question at a time, which they will click through to completion.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
 Web-based or other forms of Social Media
 Telephone
 In-person
 Mail
 Other, Explain
2. Will interviewers or facilitators be used? Yes No

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

See screener + survey samples attached.