Request for Approval under the "Generic Clearance for Improving Customer Experience: OMB Circular A-11, Section 280 Implementation"
(OMB Control Number:1601-0029)

TITLE OF INFORMATION COLLECTION: TSA Checkpoint Quarterly Trust Survey

PURPOSE OF COLLECTION:

The Transportation Security Administration (TSA) is committed to improving trust among its customers as the agency performs it mission to ensure the security of our Nation's commercial aviation system. In support of this effort, TSA plans to conduct recurring surveys on a quarterly basis at airports nationwide to assess overall trust in TSA Officers ability to keep air travel safe.

The goal of this survey is to collect trust centric feedback at the TSA screening checkpoints and analyze such data as it aligns to the specified A-11 customer experience drivers. Moreover, the data collected in this survey will be used to assess and identify valid and reliable factors influencing various aspects of trust with the agency. As such, the results of this survey will serve as a baseline to identify opportunities for improvement, highlight effective practices and procedures along the trust continuum, and support the realization of the strategic objectives outlined in EO 14058 "Transforming Federal Customer Experience and Service Delivery To Rebuild Trust in Government."

TYPE OF ACTIVITY: (Check one)

[   ] Customer Research (Interview, Focus Groups, Surveys)
[X] Customer Feedback Survey
[   ] Usability Testing of Products or Services

ACTIVITY DETAILS

1. If this is a survey, will the results of this survey be reported to Touchpoints as part of quarterly reporting obligations specified in OMB Circular A-11 Section 280?
   [X] Yes
   [   ] No
   [   ] Not a survey

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

[X] Other, Explain
A QR code will be used that when scanned, will take respondents directly to the TSA checkpoint survey form in touchpoint.

3. Who will you collect the information from?

We will collect anonymous and voluntary information from any and all passengers after they complete the security screening process during a 24-hour period every month at approximately 30 participating airports across the nation. All passengers are welcome to take the survey.

4. How will you ask a respondent to provide this information? *(e.g., after an application is submitted online, the final screen will present the opportunity to provide feedback by presenting a link to a feedback form / an actual feedback form)*

We will use printed QR code signage that will be posted at the end of various security screening checkpoints for 24-hours every month at approximately 30 participating airports across the nation. When the QR code is scanned, passengers will be directed to the URL that is linked directly to the approved trust survey form in touchpoint. During the monthly 24-hour period when QR code signage is posted, TSA employees at designated airports will verbally communicate to passengers navigating the checkpoint that "TSA is currently conducting a 1-minute quarterly trust survey." All passengers are encouraged participate and participation is voluntary and anonymous. Scan the QR code at the end of the security screening process and provide your feedback in the next 48 hours."

5. What will the activity look like? *Describe the information collection activity – e.g. what happens when a person agrees to participate? Will facilitators or interviewers be used? What's the format of the interview/focus group? If a survey, describe the overall survey layout/length/other details? If User Testing, what actions will you observe / how will you have respondents interact with a product you need feedback on?*

As previously stated, the QR code signage will be posted at the end of various checkpoints at approximately 30 participating airports across the nation. At the onset of the 24-hour survey period, a designated TSA representative from each participating airport will physically stage the QR code signage at the end of their respective screening checkpoints and physically remove the QR code signage at the conclusion of the 24-hour survey period. All airports will be directed to conduct the survey on the same day each month.

Each month, the touchpoint URL associated with the QR code will be published (made active) at the beginning of the 24-hour survey period. In order to mitigate risk to the 48-hour post transaction mandate in the OMB A-11 circular, the QR code signage will only be physically posted for a 24-hour period and URL will only be active for 48 hours at which time the URL will be archived until the following month's survey period starts again. This is a recurring process that will take place one day every month and data will be compiled in touchpoint on a quarterly basis to meet reporting requirements.

As passengers are navigating the security screening process, TSA employees at participating airports will verbally communicate to passengers that TSA is currently conducting a quarterly trust survey and all passengers are encouraged to participate. Passengers will be encouraged to scan the QR code when they complete the screening process and provide feedback within 48 hours to ensure their feedback is registered. The survey will take approximately 1 minutes to complete. No formal facilitators or interviewers will be used. However, TSA employees will be available to help passengers scan the QR code or answer questions if passengers chose to complete the survey in the vicinity of the security checkpoint. Furthermore, the survey provides a URL link to the TSA Contact Center (TCC) in the event respondents have additional questions or concerns.

6. Please provide your question list.
Paste here the questions or prompts presented to participants in your activity. If you have an interview / facilitator guide, that can be attached to the submission and referenced here.

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

Screen shots from touchpoint survey attached.
Script to encourage participation attached.

7. When will the activity happen?
   Describe the time frame or number of events that will occur (e.g., We will conduct focus groups on May 13,14,15, We plan to conduct customer intercept interviews over the course of the Summer at the field offices identified in response to #2 based on scheduling logistics concluding by Sept. 10th, or "This survey will remain on our website in alignment with the timing of the overall clearance.")

The survey will take place for one 24-hour period every month on a recurring basis beginning February of Q1FY24.

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

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden Hours
Customers at airports	300	1 min (.016)	5
Totals			

CERTIFICATION:

I certify the following to be true:
1. The collections are voluntary;
2. The collections are low-burden for respondents (based on considerations of total burden hours or burden-hours per respondent) and are low-cost for both the respondents and the Federal Government;
3. The collections are non-controversial;
4. Any 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 near future;
5. Personally identifiable information (PII) is collected only to the extent necessary and is not retained;
6. Information gathered is intended to be used for general service improvement and program management purposes
7. The agency will follow the procedures specified in OMB Circular A-11 Section 280 for the required quarterly reporting to OMB of trust data and experience driver data from surveys.
8. Outside of the quarterly reporting mentioned in the bullet immediately above, if the agency intends to release journey maps, user personas, reports, or other data-related summaries stemming from this collection, the agency must include appropriate caveats around those summaries, noting that conclusions should not be generalized beyond the sample, considering the sample size and response rates. The agency must submit the data summary itself (e.g., the report) and the caveat language mentioned above to OMB before it releases them outside the agency. OMB will engage in a passback process with the agency.

Name and email address of person who developed this survey/focus group/interview:

Name: Niki French

Email address: Nicole.D.French@tsa.dhs.gov

All instruments used to collect information must include:
OMB Control No. 1601-0029
Expiration Date: 12/31/2026

TITLE OF INFORMATION COLLECTION: Provide the name of the collection that is the subject of the request. (e.g. Comment card for soliciting feedback on xxxx)

PURPOSE: Provide a brief description of the purpose of this collection and how it will be used. If this is part of a larger study or effort, please include this in your explanation.

TYPE OF COLLECTION: Check one box. If you are requesting approval of other instruments under the generic, you must complete a form for each instrument.

CERTIFICATION: Please read the certification carefully. If you incorrectly certify, the collection will be returned as improperly submitted or it will be disapproved.

Personally Identifiable Information: Agencies should only collect PII to the extent necessary, and they should only retain PII for the period of time that is necessary to achieve a specific objective.

BURDEN HOURS:
Category of Respondents: Identify who you expect the respondents to be in terms of the following categories: (1) Individuals or Households;(2) Private Sector; (3) State, local, or tribal governments; or (4) Federal Government. Only one type of respondent can be selected per row.
No. of Respondents: Provide an estimate of the Number of respondents.
Participation Time: Provide an estimate of the amount of time required for a respondent to participate (e.g. fill out a survey or participate in a focus group)
Burden: Provide the Annual burden hours: Multiply the Number of responses and the participation time and divide by 60.