

**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: Getting Help from TSA Quarterly Trust Survey

PURPOSE OF COLLECTION:

The Transportation Security Administration (TSA) is committed to improving trust among its customers as the agency performs its mission to ensure the security of our Nation's commercial aviation system. In support of this effort, TSA is updating the surveys for all the channels that are part of the "Getting Help from TSA" designated service: TSA Contact Center (phone/email), AskTSA social media (Facebook, X, Instagram, and SMS/texting), and TSA.gov.

The goal of this survey is to collect trust centric feedback at the various TSA contact channels 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 Executive Order 14058 "Transforming Federal Customer Experience and Service Delivery To Rebuild Trust in Government."

TYPE OF ACTIVITY: (Check one)

- Customer Research (Interview, Focus Groups, Surveys)
- 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?
 - Yes
 - No
 - Not a survey

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

- In-person
- Mail
- Other, Explain

3. Who will you collect the information from?

The primary respondents will be members of the traveling public who have contacted TSA via telephone, email, and social media or visited tsa.gov to obtain information about travel or to provide feedback about a recent travel experience.

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)

Email - The TSA Contact Center (TCC) will automatically send a survey to every person who contacts the TCC via email.

Telephone - Before being transferred to an agent, the caller will hear a message stating a survey will be offered at the conclusion of the call and the caller should remain on the line if they wish to participate. All callers will hear this message and will be offered the survey.

Social Media - AskTSA agents will send a survey to every person who contacts AskTSA directly on X, Facebook, or Instagram, SMS/Text within the capabilities of each platform.

TSA.gov - 30% of tsa.gov users that click or view more than 10 pages will receive a pop-up notification inviting them to provide feedback.

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?

It will vary by channel.

Email: Participant will receive an email from the TSA Contact Center stating "Welcome to the TSA Contact Center Customer Satisfaction Survey. The survey should take 1-2 minutes to complete. Your feedback is invaluable. Please provide your responses to the questions below. Once complete, please select "Submit" to finalize your selections and complete the survey."

The participant will have four questions, an overall customer satisfaction question followed by the three required questions per OMB A-11 Section 280.

Phone: Each caller to the TSA Contact Center will hear the message alerting them to the opportunity to participate in a survey at the completion of the call. Participants are instructed to wait on the line if they would like to provide feedback. Participants will hear: "Thank you for providing feedback. Press 1 to hear the first question." The survey consists of eight questions: an overall customer satisfaction question, followed by the three required OMB A-11 Section 280 questions, which are broken into seven questions due to the nature of phone surveys. There will not be a free text/speech option.

Social Media and SMS/Text: At the completion of the interaction, the customer will be invited to participate in the survey by visiting a Touchpoints link. The survey will consist of four questions, an overall customer satisfaction question followed by the three required questions per OMB A-11 Section 280.

Website: A Survey Monkey pop-up will invite the website user to participate in a survey while they are navigating tsa.gov. The survey will consist of eight questions, an overall customer satisfaction question, the three required questions per OMB A-11 Section 280, and four agency specific questions to help continuously improve tsa.gov.

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.

All four surveys are 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 surveys will be continuous on all channels, beginning on the approved survey date.

8. Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants?

Yes No

If Yes, describe:

BURDEN HOURS

| Category of Respondent | No. of Respondents | Participation Time | Burden Hours |
|--|--------------------|--------------------|--------------|
| Members of the public - Agent-assisted phone calls | 44,148 | 1 min (.016) | 706 |
| Members of the public - Emails | 41,156 | 1 min (.016) | 658 |
| Members of the public - Social Media/SMS Text | 30,000 | 1 min (.016) | 480 |
| Members of the public - Website | 14,400 | 1 min (.016) | 230 |
| Totals | 515,632 | 1 min (.016) | 2,074 |

CERTIFICATION:

I certify the following to be true:0405

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:

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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

HELP SHEET
(OMB Control Number: XXXX-XXXX)

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.