



**WHSR / TSA SENIOR INDUSTRY FORUM SERIES:  
OFFICE OF SECURITY CAPABILITIES ENGAGEMENT GROUP**

**ENHANCING THE PASSENGER EXPERIENCE FOCUS GROUP  
Meeting Report  
MAY 6, 2013**

On May 6, 2013, The Washington Homeland Security Roundtable (WHSR) hosted its second TSA Office of Security Capabilities (OSC) Enhancing the Passenger Experience Focus Group (Passenger Experience Group) meeting. Representatives from industry, WHSR and TSA were in attendance.

The meeting began with a recap of the items addressed during the last meeting. A range of topics were discussed, but the participants primarily focused on the major bottlenecks and pain points that contribute to a passenger's experience at the airport.

Citing their own travel experiences, industry participants identified the various touch points they encounter when traveling, from leaving home to gate arrival. The group conceded that not all touch points are under TSA's jurisdiction, yet TSA is typically the target of passenger frustration. It was noted that the two-step pre-screening process of checking identification and then undergoing physical screening increases the overall wait time and thus is a contributing factor to passenger frustration. It was acknowledged that the security checkpoint is a significant issue and source of frustration, noting in particular the required physical activity of removing passengers' shoes and belts. There are efforts underway to examine current practices as well as new technologies and procedures that could help ease the wait time and frustration without sacrificing security.



The group also highlighted the distinctions between the business and leisure travelers and their different needs. Participants discussed the likelihood of the respective traveler groups varying in passenger volume depending upon the time of year – i.e. leisure passenger volume fluctuates on a seasonal basis. Ms. Olive indicated that she and Lynn Ann Casey of ARC ASPICIO would research passenger volume data by season and report their findings back to the full group.

The participants also discussed the need to develop targeted communications that distinguish between the business and leisure traveler and identified that the Office of Public Affairs within TSA is responsible for outreach and public relations. TSA participants noted that many of the issues that lengthen wait times, such as leaving prohibited items or laptops in carry-on baggage during screening, are preventable. However, passengers can often be overwhelmed by all of the activity at airports and thus not receptive to the information they need in order to know how to properly go through security screening. The group discussed different means of conveying policies and communicating to travelers to improve the experience and process.

The meeting concluded by the industry participants committing to further examine the characteristics of passenger travel including breaking down the seasonal volume of business and leisure travelers. The next meeting of the Passenger Experience Focus Group is scheduled for June 19, 2013.