



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

**ENHANCING THE PASSENGER EXPERIENCE FOCUS GROUP  
Meeting Report  
JUNE 19, 2013**

On June 19, 2013 the Washington Homeland Security Roundtable (WHSR) hosted its third TSA Office of Security Capabilities (OSC) Enhancing the Passenger Experience Focus Group (Passenger Experience Group) meeting. The meeting participants were comprised of representatives from industry, WHSR and TSA.

The meeting kicked off with introductions of Lynn Ann Casey from Arc Aspicio and Mark Bauman from PricewaterhouseCoopers as the group's industry co-leaders. Participants were reminded that the Passenger Experience Group, as with all of the OSC focus groups, is moderated and supported administratively as a program of the Washington Homeland Security Roundtable. Industry participation, support, and contributions are key and the TSA representatives are acting solely as subject matter experts.

Ms. Casey disseminated a presentation she prepared to provide a framework for the group's discussion. The elements of the presentation included a draft charter and a draft set of objectives to help focus the group's work over the course of the next several months. The presentation also provided a summary of the major challenges to passenger experience as captured in the TSA customer feedback dashboard as well as comments and discussions captured from previous Passenger Experience Focus



Group meetings. Ms. Casey also reviewed the history of TSA checkpoints and milestones.

Industry participants offered several comments and ideas on the group charter as well as the challenges impacting the passenger experience. The group also discussed how TSA measures and analyzes passenger experience. It was noted that wait times are a critical contributing factor to how a passenger feels about their air travel experience. TSA described the methods they use to measure wait times, including volume studies and customer feedback cards.

One of the goals of the meeting was to identify 2 – 4 key areas that the group should focus on in order to provide a set of actionable recommendations. After a robust discussion, the participants identified three major challenges/areas to tackle over the next several months:

1. Ten ways to make travelers support themselves through the airport process;
2. Approaches to enabling the workforce to enhance a passenger's experience at checkpoints; and
3. Methods to measure the impact of the enhancements to a passenger's experience.

The group also decided it will primarily focus on leisure passengers. (The Passenger Experience Group dedicated previous meetings to discussing distinctions between business and leisure travelers and the different educational campaigns and communications needed for each constituent group.)



### **Next Steps**

The agenda for the next Passenger Experience meeting will focus on the three challenges outlined above. WHSR will distribute the list of agreed upon focus areas to the group in advance of the next meeting. Ninety minutes will be dedicated at the next meeting, which is scheduled for August 12, 2013 to review and analyze the list of identified challenges.