



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

**THE PASSENGER EXPERIENCE FOCUS GROUP  
MEETING REPORT  
November 22, 2013**

The Washington Homeland Security Roundtable (WHSR) hosted the fifth TSA Office of Security Capabilities (OSC) Passenger Experience Focus Group meeting on November 22, 2013. Participants attending the meeting consisted of representatives from industry, WHSR, and TSA.

Industry participants discussed options and agreed that Pre✓™ should be the primary focus area for the group.

The group identified and prioritized the following top challenges and action items for the group to address:

- With the increasing population of Pre✓™, there is a need to drive utilization and educate passengers. The group will explore processes and best practices; pre-arrival education; signs in the airports; and stakeholder interaction with airlines as action items.
- Identify methods to help travelers support themselves through the security process.
- Explore ways to reduce divestiture requirements at the checkpoint.



- Review the various ways that TSA measures an enhanced passenger experience and identify the attributes of an enhanced passenger experience.
- Identify ways to communicate with passengers ahead of their airport arrival, especially leisure travelers who are typically more anxious about the security process.
- Explore ways to enable the workforce to better enhance the passenger experience at checkpoints.
- Better communicate and understand the list of Pre✓™ eligible groups.

In addition to identifying these key challenges and priorities, TSA provided updates on Pre✓™ roll-out at various airports. The goal of having Pre✓™ rolled-out at 100 airports by October 1 was met. There is currently a drive to expand Pre✓™ to an additional 14 airports by the end of 2013.

The group also discussed the capture rate of passengers in the Pre✓™ program. The industry co-chair noted that the capture rate of passengers was about 55% in the summer months. TSA noted that at the Cincinnati airport, capture rates were hitting 80-90% on peak days. TSA mentioned there are a number of actions airports and airlines are taking as a joint responsibility to direct passengers to Pre✓™. The group discussed how different populations require different communication to advise them of their status, and that having a comprehensive eligibility list will assist in making sure that the right population is notified of their eligibility. TSA noted that the airlines are in various stages of universally printing Pre✓™ status inclusion on the boarding pass. The lack of Pre✓™ boarding pass documentation by airlines compounds the challenges of making passengers aware of their inclusion.



The group also discussed brainstorming some different initiatives to help increase capture rates, including different types of signs and communication opportunities. Both TSA and the industry participants suggested that TSA partner with the FAA to have a video message inserted after the safety clip encouraging passengers to sign-up for Pre✓™. In addition, the group suggested that TSA develop a Pre✓™ application form that could be inserted into the seat back pocket on airplanes for passengers to complete.

The group concluded the meeting by agreeing to come up with a set of recommendations on enhancing the passenger experience and the Pre✓™ program to increase capture rates.

The next meeting is scheduled for December 9, 2013.