Risk-Based Security Overview

LABTA
Los Angeles Business Travel Association

Transportation Security Administration

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Agenda

Topics

1. TSA Background

2. Risk Based Security (RBS) Overview & TSA Pre✓®

3. Stakeholder Partner Marketing

4. TSA Pre✓® Partner Marketing Toolkit
TSA Background

TSA Agency-Wide Mission
- Protect the Nation's transportation systems to ensure freedom of movement for people and commerce

Vision
- Provide the most effective transportation security in the most efficient way as a high performing counterterrorism organization

- TSA is responsible for 450 federalized airports, passengers and flights

- Protect 1.8 million passengers per day - 640 million passengers every year

- Screen 3.2 million checked and carry-on bags every day - nearly 1.5 billion bags per year

- Responsible for the security of 25,000 domestic flights per day

- 48,000 Transportation Security Officers who keep people safe

- More than 50 percent of TSOs have five years or more experience as counterterrorism professionals

- Nearly 25 percent of TSA employees are veterans and still proudly serving
Layered Security Approach

TSA uses layers of security as part of a risk-based approach to protecting passengers and our nation’s transportation systems. Multiple layers combine to create a much stronger system.

Although checkpoint operations are the most visible layer, they represent just one part of TSA’s security system.
Risk-Based Passenger Security

In September 2011, TSA began undertaking efforts to adopt an intelligence-driven and risk-based approach to passenger screening with the aim of providing the most effective security in the most efficient way while improving the passenger experience at airport security checkpoints.

1. The majority of airline passengers are low risk.
2. The more information available on each passenger, the easier it is to assess risk.
3. Behavior detection and interviewing techniques are strengthened in the screening process.
4. TSA optimizes screening processes and the use of technology to gain system-wide efficiencies.
5. Increases security by focusing on unknowns that helps to expedite known/trusted travelers.

Guiding Principles of Risk-Based Security
TSA Pre✓® and Risk Based Security

• TSA Pre✓® is a program which utilizes a risk-based approach

• TSA Pre✓® allows low-risk travelers to experience expedited, more efficient security screening on participating airlines at TSA Pre✓® airport checkpoints for domestic and international travel

• By pre-screening to establish known travelers, TSA is able to focus resources on travelers TSA knows less about

Examples of TSA Pre✓® boarding pass indicators
TSA Pre✓® Passenger Experience at the Airport

1. Access to TSA Pre✓® lane (children age 12 and under traveling with an eligible parent or guardian are allowed)
2. Present boarding pass and ID to the Travel Document Checker (TDC)
3. Scan barcode on boarding pass
4. If directed by the TDC, proceed through the TSA Pre✓® lane where you will receive expedited screening

TSA Pre✓® Experience
- Access to TSA Pre✓® lane
- Quicker transit through airport security screening
- Enhanced travel experience

No Divestiture of:
- Shoes
- 3-1-1 compliant bag
- Laptop
- Light outerwear/jacket
- Belts

TSA will always incorporate unpredictable security measures throughout the airport and no individual will be guaranteed expedited screening.
TSA Pre✓® Airline Participation

TSA currently partners with eleven airlines to provide TSA Pre✓® by putting the low-risk designation in the barcode of the boarding pass.

The TSA Pre✓® airlines provide a TSA Pre✓® indicator on boarding passes.
TSA Pre✓® Expedited Screening

Dedicated TSA Pre✓® lanes provided at 132 airports, expedited screening provided to eligible travelers at all airports

Frequent Flyers
• Certain airline frequent flyers who opt-in (invited by airline to participate based on TSA established criteria) may be selected for TSA Pre✓®

Department of Defense Military and Civilian Employees
• Military ID number entered into the airline reservation and serve as Known Traveler Number (KTN)

DHS Trusted Traveler Program Membership
• TSA Pre✓® application program members
  • United States citizens and Lawful Permanent Residents (LPRs) are eligible
• Customs and Border Protection (CBP)
  • US citizens and Lawful Permanent Residents in Global Entry, SENTRI and NEXUS programs
  • Canadian citizens in NEXUS
  • Non-US citizen members of Global Entry
Other Expedited Screening

Flight-by-Flight Risk Assessments
• Assessment of low risk passengers using data from a passenger’s airline reservation
• Access to TSA Pre✓ ® on a flight by flight basis

Real Time Threat Assessment at The Airport
• Passengers undergo assessment by Behavior Detection Officers, Explosive Detection Canines and may be selected for TSA Pre✓ ®

Age-Based Eligibility - 12 & Under and Over 75
• Leave on shoes and light jackets at all TSA checkpoints at all airports nationwide
Likelihood of Getting TSA Pre✓®

- Passengers with Known Traveler Numbers (KTN) are more likely to be eligible for TSA Pre✓® screening.
- Eligible Airline Frequent Flyers can expect to receive TSA Pre✓® screening more often than passengers who have not been invited to participate, but less often than those who have been assigned a KTN.
- TSA Initiatives such as Airport Assessments and Standard Pre-Screening activities help to identify eligible passengers on a flight-by-flight basis.
TSA Pre✓® Application Program

A DHS Trusted Traveler program that allows for access to dedicated TSA Pre✓® lanes at participating U.S. airports, when traveling on participating airlines for domestic and international outbound flights

How it works:

Available to **U.S. citizens and Lawful Permanent Residents** - U.S. Passport is not required

Applications are completed either **online or at enrollment centers**. Applicant schedules visit to enrollment center to show proof of identity and submit fingerprints

Non-refundable application fee of $85 paid during in-person enrollment visit

The vetting process takes less than **2 weeks for most applicants**. Approved applicants receive a Known Traveler Number (KTN) via the U.S. Mail

- KTN is valid for **5 Years**

Eligible applicants are **more likely to receive the TSA Pre✓® experience** on a more consistent and frequent basis
TSA Pre✓® Application Enrollment Centers

**Airport Enrollment Center Locations**

- Indianapolis (IND)
- Nashville (BNA)
- Cleveland (CLE)
- Atlanta (ATL)
- Dulles (IAD)
- Boston (BOS)
- LaGuardia (LGA)
- John. F. Kennedy (JFK)
- Pittsburgh (PIT)
- Cincinnati (CVG)
- Los Angeles (LAX)
- St. Louis (STL)
- Salt Lake City (SLC)
- Las Vegas (LAS)
- Tampa (TPA)
- Minneapolis (MSP)
- Detroit (DTW)
- Orange County (SNA)
- Memphis (MEM)
- Dallas Fort Worth (DFW)
- Charlotte Douglas (CLT)
- Reagan National (DCA)
- San Francisco (SFO)
- Denver (DEN)
- Orlando (MCO)
- Palm Beach (PBI)
- Miami (MIA)
- Phoenix (PHX)
- Spokane (GEG)
- Rochester (RST)
- Richmond International (RIC)

**Off Airport Enrollment Center Locations**

- Over 320 existing off airport TSA Pre✓® enrollment sites currently operating
- For a complete list of off airport sites, please visit: [https://universalenroll.dhs.gov/workflows?workflow=precheck-pre-enroll](https://universalenroll.dhs.gov/workflows?workflow=precheck-pre-enroll)

*More airport and off-airport enrollment center locations will be open soon.*
TSA Pre✓® Enrollment Centers

- **Los Angeles Int’l. Airport** (Terminals 1, 5, 6)
  - M-F: 8:30 AM - 12:30 PM & 1:00 PM - 5:00 PM

- **Rancho Palos Verdes, CA** (S. Western Avenue)
  - M-F: 8:00 AM – 5:00 PM

- **Glendale, CA** (S. Brand Boulevard)
  - M-F: 8:00 AM – 3:30 PM

- **Lakewood, CA** (Paramount Boulevard)
  - M-F: 8:00 AM – 5:00 PM

- **Brea, CA** (E. Lambert Road)
  - M-F: 10:00 AM – 3:00 PM

- **John Wayne Airport** (Terminal C)
  - M-F: 8:00 AM – 12:00 PM & 12:30 PM – 5:30 PM

- **Rancho Cucamonga, CA** (Carnelian St.)
  - M-F: 8:00 AM – 4:30 PM

- **Oxnard, CA** (East Esplanade Dr.)
  - M-F: 8:30 AM – 12:00 PM & 1:00 PM – 4:30 PM

- **Colton, CA** (S. Mt Vernon Ave.)
  - M-F: 8:30 AM – 4:30 PM

- **Bakersfield, CA** (Meany Ave.)
  - M-F: 9:00 AM - 12:00 PM & 1:00 PM - 4:00 PM

- **San Diego, CA** (Camino Del Rio South)
  - M-F: 8:00 AM - 12:00 PM & 1:00 PM - 4:00 PM
TSA Pre✓® enrollment services can come to your corporate office or event location

TSA Pre✓® enrollment services contractor:
• Manages coordination and scheduling efforts
• Provides pre-enrollment and appointment scheduling
• Can help develop communications content for the event

Requirements for a Mobile Enrollment
• TSA’s standard $85.00 TSA Pre✓® fee charged per applicant
• The minimum number of TSA Pre✓® application enrollments must be met
• No mobile service convenience fee charge for events that meet minimum enrollments
• The stakeholder may be responsible for the mobile service convenience fees for events that do not meet the minimum enrollments:
  • Shipping of enrollment equipment to/from your location
  • Travel expenses for Trusted Agent(s) to/from your location
  • Setup and breakdown labor hours
Known Traveler Number (KTN)

TSA receives passenger’s Known Traveler Number (KTN) in the passenger data sent to TSA Secure Flight

One cause for enrolled individuals not receiving TSA Pre✓® on their boarding pass is due to a missing KTN, or an incorrectly formatted SSR DOCO Entry (automated or manual)*

• Best Practices:

1. Verify Standardized Automation
   Verify the automated SSR created by a user interface are correctly formatted

2. Include Quality Assurance
   If manual SSR entry is utilized, add the field to agency quality assurance

*Note: Complete details (Definition, Construction Rules, and Components with the examples for both automated and non-automated formats) can be found in section 12.2.2 of edition 37 of the A4A/IATA AIRIMP manual
Common Topics Associated With Not Receiving TSA Pre✓®

- Absence of Known Traveler Number (KTN) on flight reservation

- KTN, Full Name, Date of Birth, or Gender entered incorrectly in flight reservation

- Individuals who commit certain violations of TSA security regulations are likely to be denied expedited screening for a period of time. The duration of disqualification for expedited screening will depend upon the seriousness of the offense

- Assistance through TSA Contact Center
  - Hours: M-F: 8AM – 11PM ET
  - Weekends/Holidays: 9AM- 9PM ET
  - Phone: 1-866-289-9673
  - Email: TSA-ContactCenter@tsa.dhs.gov
Future Expansion of Risk-Based Security

1. Continue expansion of TSA Pre✓® with majority of passengers receiving expedited physical screening
   - Extend TSA Pre✓® participation to additional U.S. and non-U.S. based airlines
   - Expand TSA Pre✓® to additional trusted populations
   - Increase TSA Pre✓® enrollments
   - Expansion of TSA Pre✓® application program options

2. Adopt risk-based approach to other aspects of aviation security (i.e., checked baggage, air cargo)

3. Improve the travel experience
   - Recognition of viable non-U.S. known/trusted traveler programs
   - Reciprocity with TSA Pre✓® like lanes at certain non-U.S. airports
   - Further collaboration with U.S. Customs and Border Protection, airports and airlines for international travelers
   - Consolidated security technology to streamline security process for all travelers
The sentiment of the public about TSA Pre✓® continues to trend upward.

<table>
<thead>
<tr>
<th>What is the public saying about TSA Pre✓®?</th>
</tr>
</thead>
<tbody>
<tr>
<td>The regular waiting line confirmed that my decision for tsa pre check was a smart one! Through security in 5 minutes.</td>
</tr>
<tr>
<td>I love it when I'm @TSA pre check, especially for the holidays.</td>
</tr>
<tr>
<td>I am #blessed to be traveling home today, but I'm thankful for my #AList #TSAPrecheck &amp; #globalentry.</td>
</tr>
<tr>
<td>3 min from train to through security. BAM. Thanks randomized #tsa #precheck. midwaychicago #mdw @mdw</td>
</tr>
<tr>
<td>Amazing service from @TSA today at @BWI_Airport! Quick processing, super friendly staff, &amp; I was able to keep laptop in my bag, shoes on!</td>
</tr>
<tr>
<td>Just got to the airport, checked a bag, and got through security in 10 minutes. Life is great with TSA precheck.</td>
</tr>
<tr>
<td>No traffic on way to LAX, no wait at lot for shuttle, randomly selected for TSA pre check, and now I'm super early for my flight. What now?</td>
</tr>
<tr>
<td>Alright, wow. TSA-Pre may just be the best thing ever.</td>
</tr>
<tr>
<td>Pretty sure I got randomly assigned for tsa precheck so I'm the happiest traveler</td>
</tr>
<tr>
<td>Praise the LORD I got picked for TSA's pre-check and bypassed a couple hundred people #holidaytravel</td>
</tr>
<tr>
<td>Every time I fly, I'm reminded of how magical TSA Precheck is. No lines, no hassle.</td>
</tr>
<tr>
<td>Lovin' the new protocols @TSA -- Sailed through security at SFO, shoes on, laptop in bag, no weird body scan. #MindBlown</td>
</tr>
</tbody>
</table>
Benefits of Educating Clients on TSA Pre✓®

• Positions staff as knowledgeable resource for travel-related content

• Adds value to services and helps re-enforce customer loyalty

• Helps promote a positive traveler experience each trip

• Positive Checkpoint experience benefits all in the travel ecosystem
San Diego International Airport

The San Diego International Airport is ideally located three miles from downtown San Diego and 10 minutes away from the San Diego Convention Center. All major airlines, and many other domestic and international carriers, provide daily service to the airport and bring more than 18 million visitors to America’s Finest City.

+ SAN.org
+ Track Flights
+ Airport Parking
+ Terminal Maps
+ Nonstop

TSA Pre✓™

+ Ease your airport check-in process with an expedited security screening.

“Ease your airport check-in process with an expedited security screening.”
Elevate your travel even before you take off.

Wireless is effortless.

NEW! The Boingo American Express Preferred Plan gives you unlimited Wi-Fi access with no monthly fees in over 1,000,000 hotspots worldwide — airports, hotels and more. To get started, confirm eligibility and create an account.

Skip the line, skip the fee.

NEW Fee Credit for Global Entry or TSA Pre✓™ — Platinum Card Members have the option to receive a statement credit for a TSA Pre✓™ application fee. The $85 statement credit for TSA Pre✓™ is an alternative to the existing benefit — a $100 statement credit for a Global Entry application fee. Card Members can receive one Global Entry statement credit or one TSA Pre✓™ statement credit every 5 years for an application fee charged to the Platinum Card.

NOW YOU CAN SKIP THE LINE AND SKIP THE FEE.

Platinum Card Members have the option to receive a statement credit for a TSA Pre✓™ application fee. The $85 statement credit for TSA Pre✓™ is an alternative to the existing benefit — a $100 statement credit for a Global Entry application fee. Card Members can receive one Global Entry statement credit or one TSA Pre✓™ statement credit every 5 years for an application fee charged to their Platinum Card.
Display text and graphical ads every time an agent signs in

Strengthen and increase brand awareness

Target US Agents

** STRATEGY:**

Text advertising

Graphical advertising links to a landing page
TSA Pre® New Partner Marketing Toolkit: Print assets

- Items available: copy assets, online assets, print assets, collateral and event assets
TSA Pre® Partner Marketing Toolkit: Collateral and Event Assets

Learn More
To learn more about the application process, visit your site location and an FAQ site, or call 1-800-USA-TRIP (872-8747) to schedule an interview.

More Questions?
Call the TSA Contact Center

Smart travel. Fewer hassles and less stress.

TSA Pre® is an expedited security screening program that connects travelers departing from within the United States with smarter security and a better air travel experience. Using a risk-based, intelligence-driven approach to pre-screen travelers, TSA Pre® delivers the most effective security in the most efficient way.

How to Apply?
U.S. citizens and lawful permanent residents may apply to the TSA Pre® program meeting these quick and easy steps:

1. Go online to begin. Complete the online application by entering basic contact information.
2. Schedule an appointment. You can either make the appointment online or walk into an appointment center to apply in person. You must schedule your appointment within 90 days of completing the online application.
3. Visit a TSA Pre® Application center to:
   - Provide fingerprint and background information.
   - A list of required documents can be found at tsa.gov
   - Pay a non-refundable $85 fee within three weeks.

After You’re Approved
You will receive a known traveler number (KTN) via U.S. mail within two to three weeks. The number is valid for five years.

Enroll now at tsa.gov

A smarter travel experience.

Transportation Security Administration

Fewer hassles and less stress.

No need to remove shoes, laptops, liquids, belts or light jackets.

Enroll now at tsa.gov
Be part of a smarter travel experience, with fewer hassles and less stress.

No need to remove shoes, laptops, liquids, belts or light jackets.

ENROLL NOW

Be part of a smarter travel experience, with fewer hassles and less stress.

Be part of a smarter travel experience, with fewer hassles and less stress.

To close the deal.

[the first time they ring the bell]

No need to remove shoes, laptops, liquids, belts or light jackets.

ENROLL NOW

Be part of a smarter travel experience, with fewer hassles and less stress.

Be part of a smarter travel experience, with fewer hassles and less stress.

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ENROLL NOW

Be part of a smarter travel experience, with fewer hassles and less stress.
Thank you!

- Providing forums to share information about TSA Pre✓®

- Questions, Comments, Inquiries: TSA Marketing and Branding contacts:

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    Director, Marketing and Branding Division  
    o Jerry.Koehler@tsa.dhs.gov  
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  ➢ Meredith Wadeson  
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