# Partnering with Federal Agencies to Implement CX Initiatives
## Meet our Panel



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# Innovation Task Force (ITF) Overview

Founded in 2016, ITF was initiated and championed by TSA out of a need heard from industry to better understand the operational environment earlier in the development cycle and from TSA to better define requirements to close capability gaps in partnership with stakeholders.

## Our Mission

Foster innovation by integrating key stakeholders to identify and demonstrate emerging solutions that increase security effectiveness and efficiency, improve passenger experience and the flow of commerce, and deliver solutions that secure the freedom of movement throughout the nation's transportation system.

## Our Priorities

### Collaborate

Convene the aviation security ecosystem to identify and demonstrate solutions

### Demonstrate

Establish the capability for TSA to quickly demonstrate innovative solutions

### Assess

Measure solution effectiveness to achieve the optimized future state and provide vendors with data to improve solutions

# ITF Demonstrations

ITF demonstrations aim to improve security effectiveness while enhancing the passenger experience.

## On-Person Screening

The **Enhanced Advanced Imaging Technology (eAIT)** is a passenger screening technology that offers improvements to passenger accessibility, officer operation, and operational flow. The system is smaller than traditional AIT machines and provides passengers with faster processing.

## Passenger Communications

The **Synect Digital Signage** system presents media content to inform passengers on divestment procedures, estimated wait times, and other information traditionally relayed by officers. The totems display dynamic, animated icons that serve to instruct passengers clearly and efficiently.

## Accessible Property Screening

The **Computed Tomography** system provides 3D screening capabilities for passengers carry-on belongings. This technology allows customers to keep laptops and large electronics in their bags, regardless of passenger Pre✓® status.
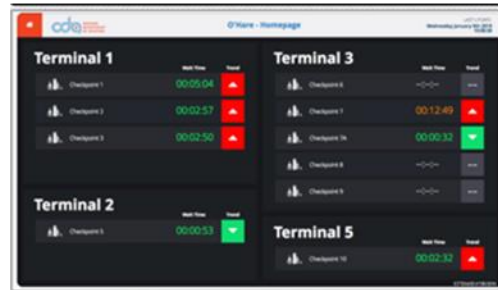
# WORKING WITH FEDERAL PARTNERS: TSA AND CBP

## Transportation Security Administration

### Checkpoint Wait Times Dashboard
O'Hare Communications Center (OCC) monitors and communicates with TSA if irregular wait occur



### TSA Alarm Monitoring
OCC Dispatches First Responders as needed



## Customs and Border Protection

### Dispatch Medical First Responders
CDA Communicates with CBP if inbound flights experience passengers with medical issues
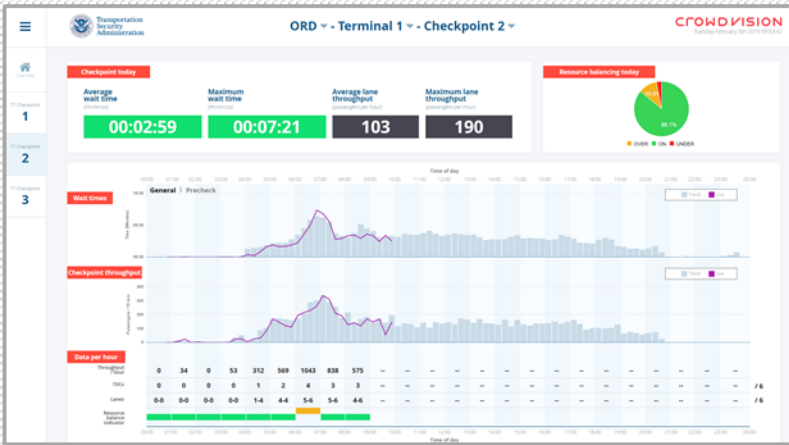


### Future – Biometrics
Looking into pilot with selected airlines to use CBP's Traveler Verification Service to implement facial recognition capabilities



O'HARE ★ MIDWAY
INTERNATIONAL AIRPORTS

# Case Study: ORD Terminal 1

Data informs Forecasting, Planning and Operational Decision-Making



Transportation Security Administration

**crowdvision** data

Expected Wait Times to set passenger expectations and direct passengers to the best checkpoint



UNITED

Live Situational Awareness in the airport's Control Room



CHICAGO DEPARTMENT OF AVIATION