

PRESENTATION

LAX Pedestrian Wayfinding Update – Pat Tomcheck, Planning and Development Group

Implemented Improvements:

- Column Identifications
- Vertical Circulation Signs and Lighting Upgrade
- Detailed Informational Signs on Shuttle Islands (in progress)

Proposed Project Elements:

- Ground Transportation Primary Information Displays
- Terminal-to-Terminal Directional Signs
- Terminal Map Directories
- Shuttle Island Identification Lighting

Council Comments:

- Need to make sure that signage is intuitive
- Wayfinding design should be performance based – get people to where they need to go.
- With new and ongoing construction taking place throughout the airport, keep in mind multiple sign platforms that will be in play throughout the airport.

DISCUSSIONS

Guest Experience Terminal Enhancements – Barbara Yamamoto, Chief Experience Officer

Ms. Yamamoto informed the Council about the Guest Experience Terminal Enhancement Teams. She indicated that the objective of the team is, via scheduled walk-arounds, to identify short-term guest experience enhancement opportunities that alleviate current guest pain points and are aligned with and support existing long-term airport strategic initiatives or alleviate hot spots while such initiatives are developed to create a gold-standard airport. Yamamoto mentioned that actionable items for Council members will likely result from the walk-arounds.

Yamamoto discussed the parameters for the team.

In-Scope:

1. Safety-related
2. Cleanliness
3. Inaccurate wayfinding signage
4. I-CARE
5. Gate room amenities
6. Concessionaire space amenities
7. Furniture, artwork, entertainment

Out-of-Scope:

1. Infrastructure or facility changes
2. Wi-Fi/Cell Technology
3. New wayfinding signage
4. Traffic/Transportation/Parking

J.D. Powers 2017 North America Airport Satisfaction Study – Anne Shea, Guest Experience Specialist

Shea reported on the analytics of the study. She said that approximately 45,000 online surveys were completed

- Conducted by three independent survey panel companies
- 60 airports total: LAX compared with 18 mega-airports (32M+ passengers annually)
- 1,000+ surveys for LAX (minimum of 850-900 for mega-airports)
- Surveys screened for flight validity and other qualifying criteria
- Possible 270 questions: respondents responses determined which questions they received
- Most respondents traveled within the past 30 days, all traveled within the past 90 days

Shea said LAWA demonstrated a steady increase over previous years, having grown from a rating of 670 in 2015 to 712 in 2017 (out of 1000 possible points). The highest rated airport – Orlando – was rated at 778.

One-Year Partners Council Anniversary Survey Results – Barbara Yamamoto, Chief Experience Officer

Yamamoto announced the results of the September 2017 Council survey. She highlighted the following findings (out of a 5.0 scale):

- **4.3:** The Partners Council is a valuable forum to facilitate collaboration and communications to enhance the LAX guest experience.
- **3.9:** The Council has produced tangible results that have improved the guest experience.
- **4.2:** The Council meetings are effectively conducted.
- **3.9:** The agenda and discussions at Council meetings have been informative and valuable.
- **4.1:** The Council agenda facilitates and encourages two-way dialogue.
- **3.9:** The Council formalizes its commitments to take specific action to enhance guest experiences.

Overall, she said the survey comments indicated the Council was on the right path. Council provides a positive opportunity for LAX organizations to collaborate in support of an improved Guest Experience.

Call to Action for Increased iCARE Training Participation – Barbara Yamamoto, Chief Experience Officer

Yamamoto reported that iCARE training registrations doubled after distributing a letter from Deborah Flint that expressed her gratitude and encouragement for the iCARE training program. Yamamoto reiterated the multi-pronged approach to training which includes Open Classroom, Group, and Train-the-Trainer sessions in addition to the iCARE video that is now required as part of the badging process and is playing in the Badge Office waiting area.

She also reminded Council members of the expectation that they communicate the importance of the iCARE training to their colleagues and associates. She said that a communication campaign has been launched to communicate an iCARE tip every two weeks.

She also indicated that she would like input on how to garner stronger airline involvement in the program.

Several Council members showed their support of the program and mentioned that they are sending messages to their staff about training and will incorporate the messages into existing employee communication vehicles.

OPEN FORUM

Issues and Opportunities from the Partners Council

- Deborah Flint mentioned that Council members might consider being part of a wayfinding advisory committee. She stressed the importance of focusing on outcomes.



Tenant 411

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Please be sure to share minutes, handouts and information with your employees and colleagues. We depend on our Partners Council members to communicate and champion the guest experience airport-wide.