

**Partner Council Focus Areas Traffic Management: Pat Gannon, Deputy Executive Director, Public Safety and Security (and) Keith Wilschetz, Deputy Executive Director, Airport Operations and Emergency Management**

Wilschetz and Gannon provided an update of the traffic situation in the Central Terminal Area (CTA). Wilschetz reported that the CTA traffic has increased by 42% in the past six years, primarily due to the influx of Uber and Lyft. The most congested times are early mornings and late evenings. As LAWA prepares to enter into the construction phase of the Landside Access Modernization Program (LAMP) and our airline partners commence with terminal improvements, LAWA understands the need to provide an integrated approach to mitigating constructions impacts to CTA roadways. As such, CEO Deborah Flint appointed Pat Tomcheck, LAWA Transportation Engineer, as Program Manager for LAX Construction Traffic Management Oversight Program. He will help integrate the support, coordination, and cooperation that a successful traffic management program requires.

To minimize traffic issues within the CTA to the greatest extent possible, LAWA will continue working with a team of expert analysts to review Capital Improvement Program (CIP) project schedules and construction contracts; requests to close lanes, curbsides, sidewalks, roadways or parking areas; and, operational and policy solutions. Wilschetz emphasized that the goal is to obtain maximum efficiency and indicated that we have to work together as a team to achieve that objective.

Gannon stated that it is his responsibility to provide officers in support of the program. He said that there are currently about 100 traffic officers working 24/7 with the intent on hiring more, as needed. Gannon indicated that more than 100,000 vehicles a day come through the CTA. The current threshold is 6,000 vehicles an hour but the goal is to reduce the vehicle count by 1,500. Guests think they are getting to LAX faster using TNCs, but they are actually contributing to the problem and it is taking them longer to get to their destination because of traffic.

Gannon mentioned that due to the upcoming construction projects, there is a mandate to hire more officers and/or offer overtime to existing officers to assign them to critical positions next to construction sites to ensure traffic flow. The officer's responsibility is to move them as quickly as possible and it is anticipated that as more officers are present in the CTA, the guests will observe that LAWA is working to relieve the traffic and create more efficiencies. As in previous years, LAWA will continue to hire Los Angeles Department of Transportation (LADOT) traffic officers to assist during the Labor Day Weekend.

In response to a question from Monet Valenzuela of DFS about communications support, Wilschetz said that LAWA will be launching a major communications campaign at the end of the year or in early 2019. In addition, an outside company will be hired to educate and keep the public informed about CTA traffic. He asked for airline assistance in communicating information in-flight as they approach LAX.

**Value for Money: Dave Jones – Director, Airline Property and Concession Services**

Jones commented that Value for Money (VFM) is more than just price. Price is part of a puzzle that also includes product mix, spectrum of offerings and quality of service. Based on the Q2 2018 data improvement for VFM scores, LAX has made progress on increasing its VFM ratings:

- Retail (3.28 VFM – 11% increase)
- Food and Beverage (3.17 VFM – 9% increase).
- LAX needs an approximately 25% increase to get to (4.0 VFM ASQ).

Several concessionaires attributed the increase in scores to the iCARE training. When guests receive good service, they are more accepting of higher prices and lower quality food (which is an expectation at airports). But if they receive poor

service, that lowers satisfaction and VFM scores. Exceptional service makes people feel better about spending that much money (i.e. Disneyland, Dodger game).

Jones presented short-, mid- and long-term options to improve VFM. It was decided that a VFM Working Group meet to evaluate and discuss the options. Barbara Yamamoto will extend an invitation to Council members.

### **Business-to-Business Survey Results: Amy Willard, Guest Experience Manager**

Willard reported on the Business-to-Business survey that was conducted for the first time. The objective of this survey was to review LAWA business practices, policies, and procedures to achieve greater efficiencies and effectiveness with its business partners. A total of 3,300 surveys were distributed, 800 surveys were received (a 24% response rate) with 1,787 open-ended comments. The ground transportation providers were by far the largest group of responders representing 72% of all respondents. Many of the suggestions in the survey results are tied in to LAWA's Strategic Plan and work is already underway. The data will be used to create action plans to improve LAWA's performance. The survey will be conducted yearly with the goal of a 2% annual satisfaction increase.

### **J.D. Power 2018 Airport Satisfaction Results : Anne Shea, Guest Experience Specialist**

Shea reported that since 2015 there has been a 9.7% improvement in overall ratings. JFK & LAX continue to lead the mega-airports in improvement with year-over-year performance improving by more than 3%. We now trail the leading mega-airports by an average of 3% and lag the two leaders by less than 6%. The most important result is that we narrowed the gap with the #1 ranking airport (Orlando) by 30%, with a 23 point raw score improvement.

### **Arriving Passengers Survey Results: Barbara Yamamoto, Chief Experience Officer**

Yamamoto reported that 76% of arriving passengers said their overall experience at LAX was excellent or very good and 89% of them stated they are likely to recommend LAX to others. Only 30% of connecting guests received information from their airline about connections and they were more satisfied than guests who did not receive information. Yamamoto encouraged everyone to review the results and share with their colleagues.

### **Terminal Walks Update: Anne Shea, Guest Experience Specialist**

There is only one more outstanding terminal walk for October in Terminals 2 and 3. Terminal 6 will be in November. We now have a total of nine walks. Starting next year we will have one walk a month.

### **Partners Council Action Plan Review: Barbara Yamamoto, Chief Experience Officer**

Yamamoto encouraged Council members to notify her if there are any new action items to add to the Partners Council Action Plan.

### **Administrative**

To access ASQ scores and Partners Council agendas, minutes and handouts, please visit this new Tenant 411 online location: <https://www.lawa.org/en/lawa-tenants-411/guest-experience>. Scroll to either "Survey Results" or "Partners



*Council”; Password: LAX4u*

*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.*

**Next Partners Council Meeting**

Wednesday, November 14, 2018

1 p.m. to 1:30 p.m. – LA Next Conference Room

**Upcoming Events**

3rd Quarter Awards Celebration

Wednesday, November 14 from 1:30 p.m. – 2:30 p.m.

Samuel Greenberg Board Room

**Holiday Tenant Mixer**

Wednesday, December 12 from 11:30 a.m. – 1:00 p.m.

Clifton Moore Administration East Backyard