

Update on LAX-it – Michael Christensen, Deputy Executive Director, Operations and Maintenance, LAWA

LAX-it (new pick-up lot for taxis, Uber, Lyft and Opoli) opened Oct. 29 with a challenged start, but everyone adapted quickly and made adjustments including LAWA and all partners with all hands on deck for the past three weeks. Adjustments included expanding the lot in less than a week and creating separate entrances to the lot for different modes of transportation. Now creating a second expansion overflow lot that should be completed at the end of the week. Now provides flexibility to enlarge the footprint for any modes to operate in.

Other improvements included:

Wayfinding to help guests find the shuttle stops or walk to LAX-it

Pin/fast match system by Uber and Lyft

Traffic Management Center set up (prior to LAX-it opening)

As a result, CTA traffic and access to LAX have improved.

A survey was conducted for TNC drivers demonstrating high satisfaction.

Mystery shoppers on shuttles also rated the shuttle experience with an 80% satisfaction score.

Monitoring the upcoming Thanksgiving and holiday peaks.

Rose Curry from Delaware North said that when LAX-it opened, there was a lot of traffic congestion and it took 47 minutes to get from the 405 Century exit to LAX. After the expansion lot opened, congestion was greatly reduced.

Keith Jeffries of TSA said that employees love the flipped curbs in which the employee shuttles operate. Much faster and easier to get to work.

Blayke Esparza of URW said that employees stationed at shuttle stops (LAZ) and at the terminals (iCARE Crew) have been very engaging and are a tremendous help.

Dave Maggard, LAWA Deputy Executive Director of Safety and Security, said that LA Department of Transportation has been great partners and has placed officers at major intersections around the airport to mitigate impacts.

Deborah Flint, LAWA CEO, remarked that LAX is in the midst of huge infrastructure improvements and with the intensity of construction, there will be challenges. LAWA is committed to working with partners on how to get more people to take mass transit. As an example, LAX employees who live in Inglewood can participate in an incentive program. There is a need to support high occupancy transportation and an opportunity to change behavior of our employees and guests. Suggested that Samantha Bricker, LAWA Sustainability Officer, brief the Partners Council on mobility plans.

Market Research – Phoebe Novack, URW Consumer Insights Manager

Phoebe Novack of URW presented results of research on guest profiles, behaviors and perceptions. 2,550 interviews were conducted in Terminals 1, 2, 3, 6 and TBIT (510 interviews per terminal) from April 11 – May 6. Key highlights include:

Passenger Profile

High proportion of leisure travelers (74%)
Low proportion of local travelers (24% in LA County)
Higher dwell times at TBIT than domestic terminals (133 minutes)

Passenger Productivity

Opportunity to convert more passengers to visit a merchant
International terminals have a stronger opportunity for retail than domestic terminals

TBIT International Residents

Passengers from Asia are a key segment

Passenger Perceptions

Value of money continues to be a focus

Passenger Perceptions by Terminal

More healthy options and burgers at LAX

Leasing Requests

Health and wellness concepts may resonate
Sleep pods and pre-ordering food are top opportunities

Information Sources, Pre-Planning, Lounge

Important to build content to encourage pre-planning

Please see Tenant 411 for full presentation.

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.

Coming Up!

December 19, 2019
5:30 p.m. to 7 p.m.
Partners Holiday Mixer
Admin East Lobby



January 8, 2020
1 p.m. to 2 p.m.
LA Next Conference Room
Partners Council Meeting