

Airline Engagement for iCARE Training – Lori Peters, AvAirPros

Lori Peters made a PowerPoint presentation and explained that AvAirPros serves LAX by acting as an owners' representative for airline/airport affairs and promotes communication between airlines.

The following airlines were briefed to encourage participation in the Partners Council and training:

- Alaska Airlines, Mike Stanley & Rick Jeffrey
- Delta, Daryl Elsberg
- JetBlue, Paula Minniti
- Hawaiian Airlines, Lisa Halvorson
- Southwest Airlines, Toni Wilson
- United Airlines, Jim Trabuco & Jim Hanselman

Peters reported that the airlines appreciate LAWA's focus on the guest experience but noted that iCARE training is difficult to deliver because of time constraints. She noted that the airlines collectively suggested that LAWA should focus on the "pain points", which were identified as: Facilities & Cleanliness, Connectivity & IT, Airfield & Taxiway Congestion, Traffic Congestion, Wayfinding and Services.

Recommendations from the airlines to address the pain points included:

- Partners Council
 - Highlight best practices at Partners Council – look for integration
 - Highlight pain points
- Develop terminal action plans
 - Focus on cleanliness and maintenance
 - 24/7 services
- Work with airlines who can support iCARE training
- Escalate cellular delivery
- Explore Wi-Fi Improvements
- Analyze and problem solve for airfield congestion

In response to Peters' presentation, Deborah Flint, LAWA CEO, questioned whether the iCARE Train-the-Trainer sessions would help resolve the issue of airline's lack of engagement with the iCARE training. Peters replied that each airline should be reviewed independently to assess the best delivery of training.

Terminal 4 & 5 Walk-Through and Action Plan – Anne Shea, Guest Experience Specialist

Ms. Shea informed the Council about the findings from the October 23 walk-through of Terminals 4 and 5. She indicated that the objective of the walk was to identify short-term guest experience enhancement opportunities. The key findings of the walk identified needed improvements to wayfinding, technology, cleanliness, and guest amenities.

Shea reported that additional terminal walk-throughs have been planned for the near future and will also result in several findings and necessary action plans.

Deborah Flint asked how Facilities and Maintenance plans on approaching the findings. Russ Lewis, Manager of Maintenance Services Division, said that he is developing a staffing plan to address the concerns in each terminal. He said that the primary complaint he receives is about restroom cleanliness.

Flint suggested the idea of setting up a Task Force to identify resources. She understands that some items won't be daily to-do's, but wants people to understand the sense of urgency.

American Airlines' Jim Moses said that the Terminal Action Plans are very helpful towards identifying needed improvements. As an example, he noted that the opening of TBIT Connector has been great, but that it caused an increase in foot traffic and therefore, needed more frequent cleaning – which was not something that was originally considered. Once the need was identified, it was quickly addressed.

Flint inquired if the Partners Council should address the issues identified from the walk-throughs. Moses said he supports that idea because people on the Partners Council are often the ones that can make the changes.

Susan Yandell of TBITEC reminded the Council that walk-throughs already take place at TBIT and that some consideration should be given to merging the walks with other groups so that there is not a duplication of effort and action items.

Lastly, Flint stated that the CTA and parking garages need to be included in walk-throughs.

Finding Your Way at LAX – Mustapha Janneh, Planning and Development Group (PDG)

Mustapha Janneh and Alicia Robertson provided an overview of LAX's Wayfinding Strategy. Janneh said that PDG is conducting a comprehensive review of all wayfinding at LAX including parking lots, off-airport roadways, regulatory signage, roadway, informational, leaseholds and cargo, temporary wayfinding, and more.

Robertson informed the Council that LAX Terminal Wayfinding Standards were last revised in October 2017 and that those standards 1) provide a concise and comprehensive system to move guests through the airport efficiently with minimal confusion; 2) ensure consistency and reduce visual clutter; and 3) establish signage design guidelines for terminal, gates, and Customs and Border Protection.

A Pedestrian Wayfinding Program for the CTA is in progress. The program's primary objective is to identify and implement wayfinding improvements for terminal-to-terminal directional signs, terminal map directories, shuttle islands, ground transportation, lighting, and column identification.

Robertson explained that a TBIT wayfinding study was recently conducted. The findings provided an assessment of the effectiveness of the existing static wayfinding signage. Robertson said that the next steps in relation to TBIT wayfinding will be to develop short-term fixes while researching long-term solutions. She said it will also be essential to coordinate the Flight Information Display Systems content updates with IMTG.

Overall, the goal of the LAX Wayfinding Strategy is to develop a wayfinding and signage program for the entire airport campus and to evaluate the "curb to gate" guest experience that will be impacted by adding the APM as an additional airport arrival/departure mode.

Robertson stated that key goals for the future include:

- Continue to develop policy and strategy for all wayfinding and signage with the Steering Committee.
- Develop an integrated multimedia strategy for wayfinding and signage.
- Develop an airport-wide implementation strategy encompassing existing and future projects.

Open Forum – Issues and Opportunities for the Partners Council

- Need to obtain major business partner contact information so that a group email system can be established.
- Flint suggested that a matrix be designed for the major issues brought up at the Partners Council. In particular, she asked Justin Erbacci, LAWA Chief Innovation and Technology Officer, what the plan was for enhancing connectivity throughout the airport. Erbacci said negotiations with all major cellular carriers are underway and may be completed by January 2018. The cellular technology will be a phased approach that will likely take up to 18 months.
- Flint requested that the Partners Council agendaize periodic updates about how and what LAX is doing to address airfield congestion. She said many groups are focusing on addressing the issue and it would be helpful to receive updates. Additionally, she requested that the Partners Council agendaize periodic updates about LAX traffic management.

Tenant 411

To access ASQ scores and Partners Council agendas, minutes and handouts, please visit:

<http://www.lawa.org/tenants411/>

Click “Guest Experience” in red box

Access either “Survey Results” or “Partners Council”

Username: tenant411noreply@lawa.org

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.