



Guest Experience Partners Council Agenda July 8, 2020

- Low-Touch Commerce Initiative and Employee Resource Center
Amy Benson, URW Vice President – Marketing, Airports
- LAX Construction Update/Progress
Don Chinery, CALM Team
- JD Power Wave Three Results
Anne Shea, Director
AVAirPros
- Employee Appreciation
Barbara Yamamoto, Guest Experience and Innovation Team
Los Angeles World Airports
- Open Forum – Issues and Opportunities from Partners Council

Guest Experience Partners Council

Construction Briefing

July 8, 2020

Agenda

- CTA Terminals
- CTA Roadway
- Airside
- East of Sepulveda Blvd

CTA Terminals Update

Terminal 1.5

Ongoing through Q1 2021



Looking North from CTA - Exterior glazing and metal panels



Interior Level 2 – Overhead work, ceiling grids and terrazzo polish

Terminal 1.5 (Interior)

Ongoing through Q1 2021



Bag Claim Area



Future Ticketing Area

Terminals 2 and 3 Delta (2023)



Terminals 2 and 3 Delta Headhouse

Ongoing through Q4 2021 (Headhouse Phase)



Looking North from CTA – Erection of Structural steel



View from Airside

Terminal B Core (2022)



Terminal B Core

Ongoing through Q4 2020



Looking West – Exterior View



Interior View – Curtain Wall in place

Terminal B Core

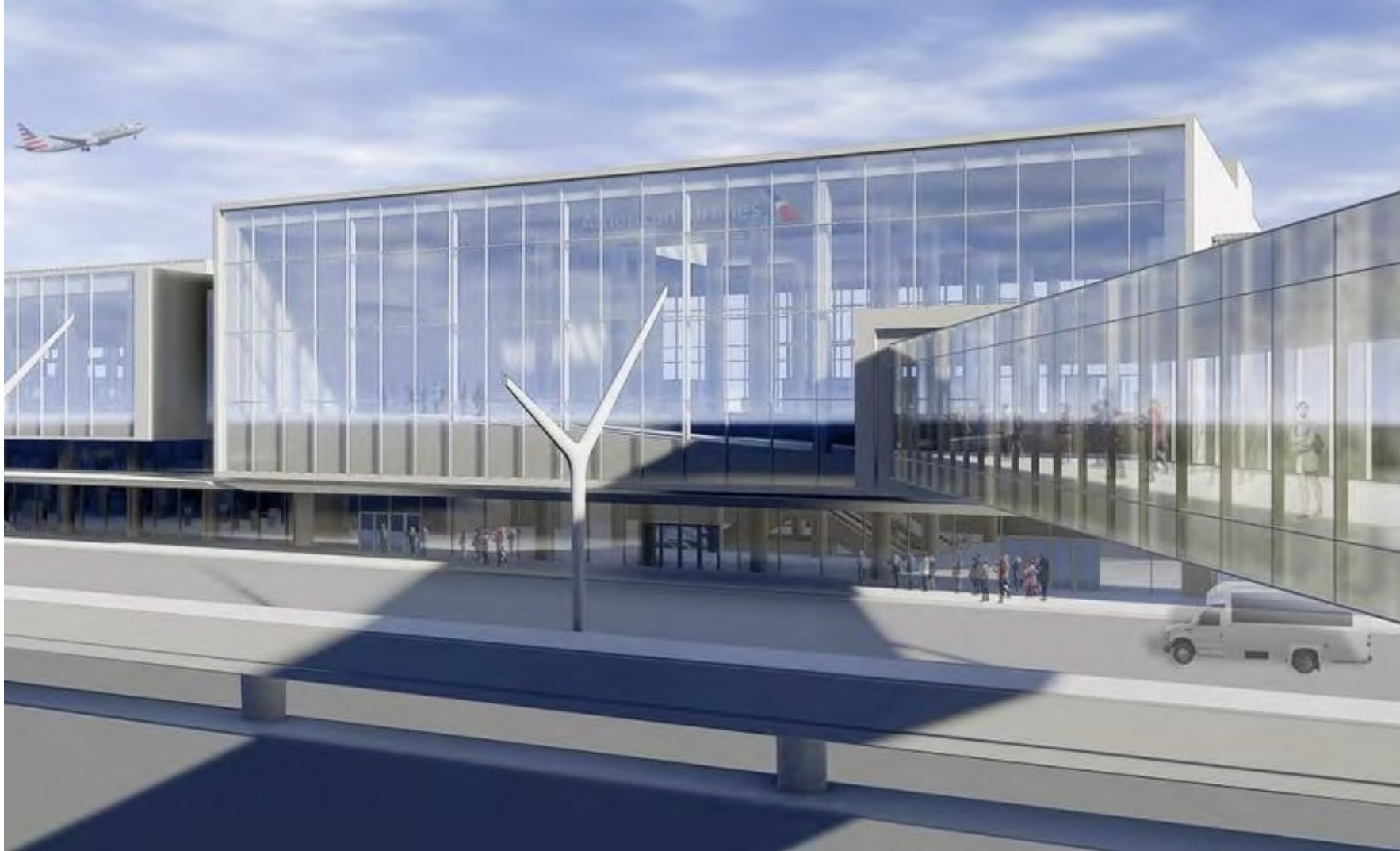
Ongoing through Q1 2021 (Phase 2 – North)



Utility installation

Crane in place - Formwork and rebar for grad beam concrete placement

Terminal 4.5 American Core (2022)



Terminal 4.5 American Core

Ongoing through Q4 2022



Looking North from Airside – Tower Crane erected at Gate 51A



Looking North from Airside – Foundation work for Elevator/Escalator pit

Terminal 5.5 Core (2022)



Terminal 5.5 Core

Ongoing through Q2 2022



Building pad in preparation for foundation excavation



Utility Trenching

Terminal 7 Core

Ongoing through Q2 2022



Terminal 7 – United Airlines Ticketing Barricades



Steel erection for Vertical Transportation

Midfield Satellite Concourse (2020)



Midfield Satellite Concourse (2020)



Gateway Interior



MSC Concourse Core

Midfield Satellite Concourse (2020)



Holdroom – Carpeting Installation



Automated Boarding Machines

CTA Roadway Update

T3 Delta Laterals

Ongoing 24x7 Closures through August 2020



Automated People Mover (APM) – New West Way Configuration Ongoing through April 2021



Automated People Mover (APM) – West Station



Automated People Mover (APM) – West Station



Looking East between Parking Structure 3/4



West Station Foundation work

Automated People Mover (APM) – Center Station



Automated People Mover (APM) – Center Station



Crane Mobilization on Center Way



Center Way Closure

Automated People Mover (APM) – East Station



Automated People Mover (APM) – East Station



Looking at Center Way Closure from Admin East Old Control Tower

Automated People Mover (APM) – East Station



New EV Chargers within Parking Structure 1



Guideway work between Parking Structure 1 and 7

Automated People Mover (APM) – East Station



Guideway work between Parking Structures 1 and 7

Airside Update

Taxiway P

Ongoing through Q1 2021



Looking East toward MSC – Phase 1



Conduit Installation and backfill on World Way West

United Hangar(2021)



Aerial View



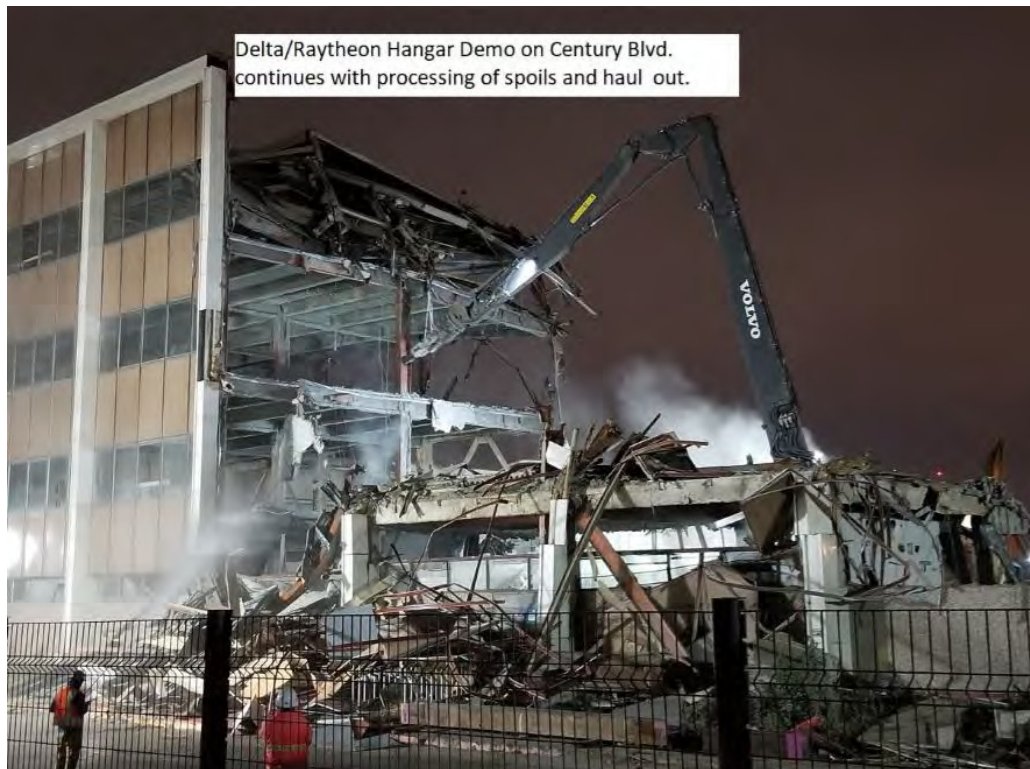
Foundation work

East of Sepulveda Blvd Update

Automated People Mover (APM) – Century Blvd



Delta Hangar Demo



Intermodal Transportation Facility (ITF) West (2021)



Intermodal Transportation Facility (ITF) West



Building A – Ground level - Looking South at bldg. B (SBO)



Building C – Looking South East – 2nd level concrete placement



Fire Lane between ITFW Building and ITFW APM Station – Looking East

Intermodal Transportation Facility (ITF) West



Building E – Looking East – Rebar ready for concrete placement



South side of ITFW building – Looking North – Elevator Core #1 of 3

APM Guideway



Looking North – Guideway crossing 96th Street



Looking West – Guideway crossing 98th Street

APM – Maintenance and Storage Facility (2022)



APM Maintenance Facility



ConRAC – Consolidated Rental Car Facility (2023)



ConRAC – Consolidated Rental Car Facility



ConRAC – Consolidated Rental Car Facility



A: QTA – Shear walls in Sector BB



B: RR/IS – Telecom vaults in Sector A

ConRAC – Consolidated Rental Car Facility



A: QTA – Foundation and shear wall at Stairwell #8



B: RR/IS – Water proofing at Pedestrian Tunnel #5



C: QTA – Slab forms in Sector AA

Questions?

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J.D. Power Wave Three 2020 Results

LAX is one of 19 Mega Airports (33M+ guests)

Responses measured on a 1 to 7 scale

Surveys calculated in 4 waves per year, mega-airports guaranteed a minimum of 700 responses a year with results calculated based on cumulative responses

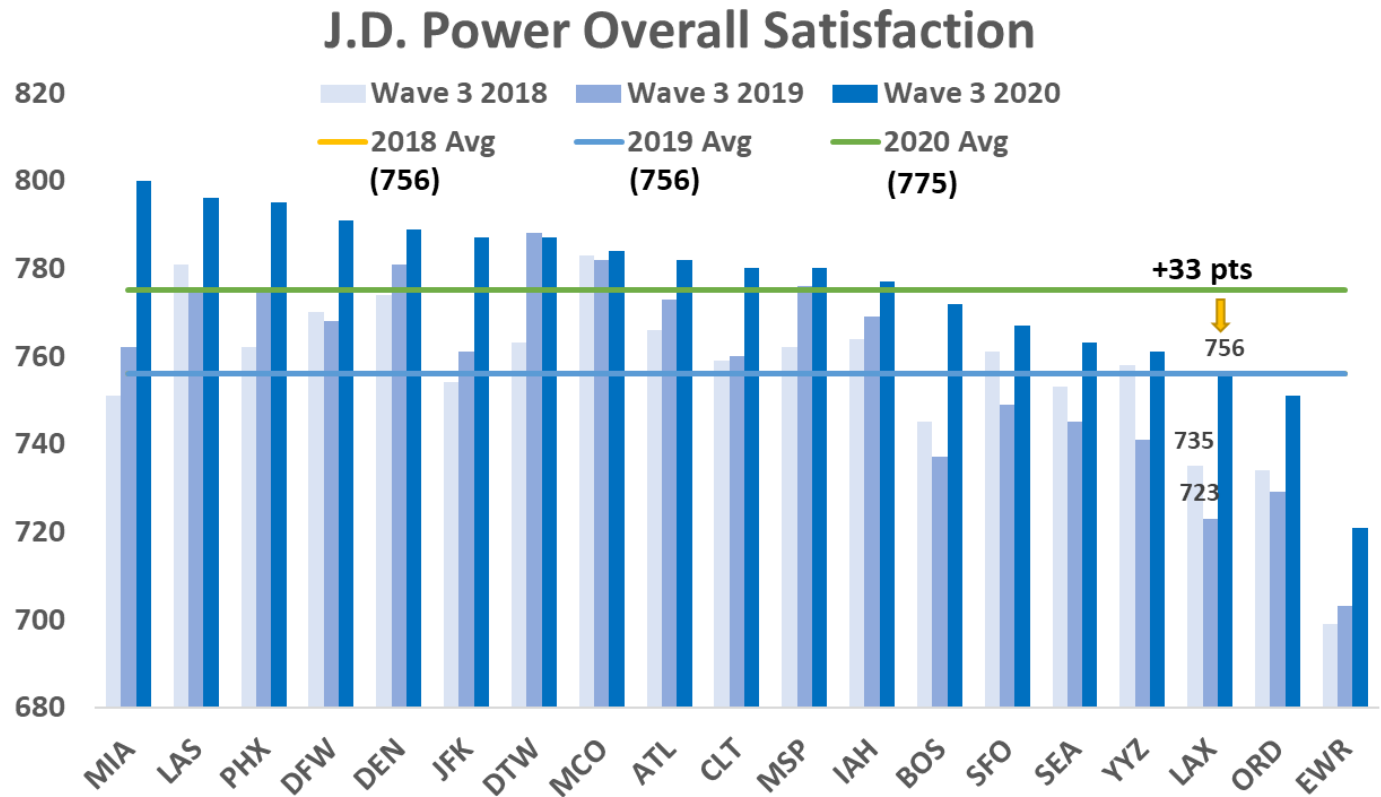
Wave Three 2020 reflects surveys received between August 2019 – April 2020 (full year results expected September 23, 2020)

The most impactful negative perception driver is construction, or more specifically the phase of construction.

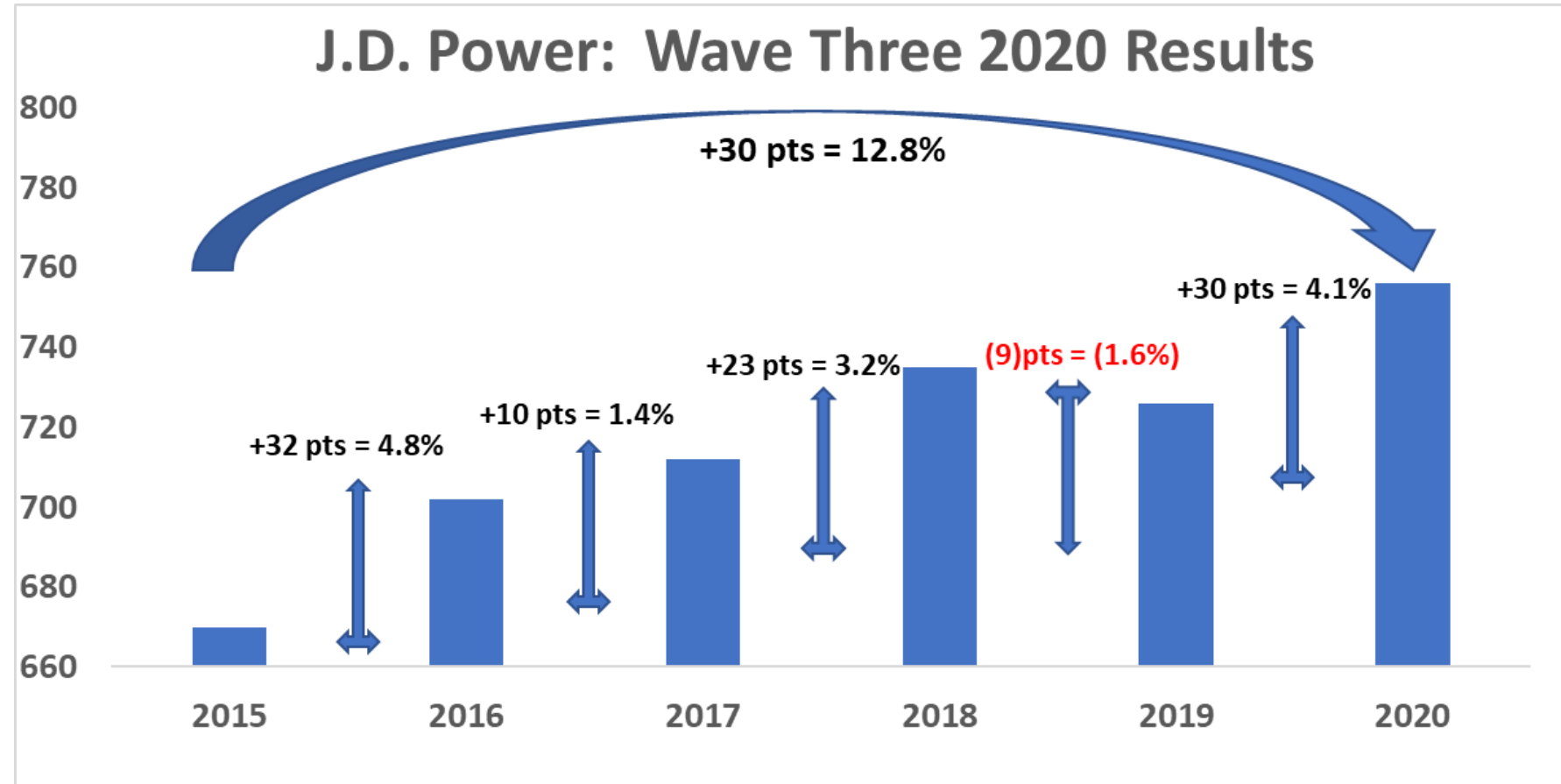
Cleanliness will be critical to guest satisfaction in the future, but the definition of cleanliness will likely evolve from “new and tidy” to “disinfected”

Wave 3 2020 Results Reflect the Highest Score LAX has Achieved To-Date – 756 points!

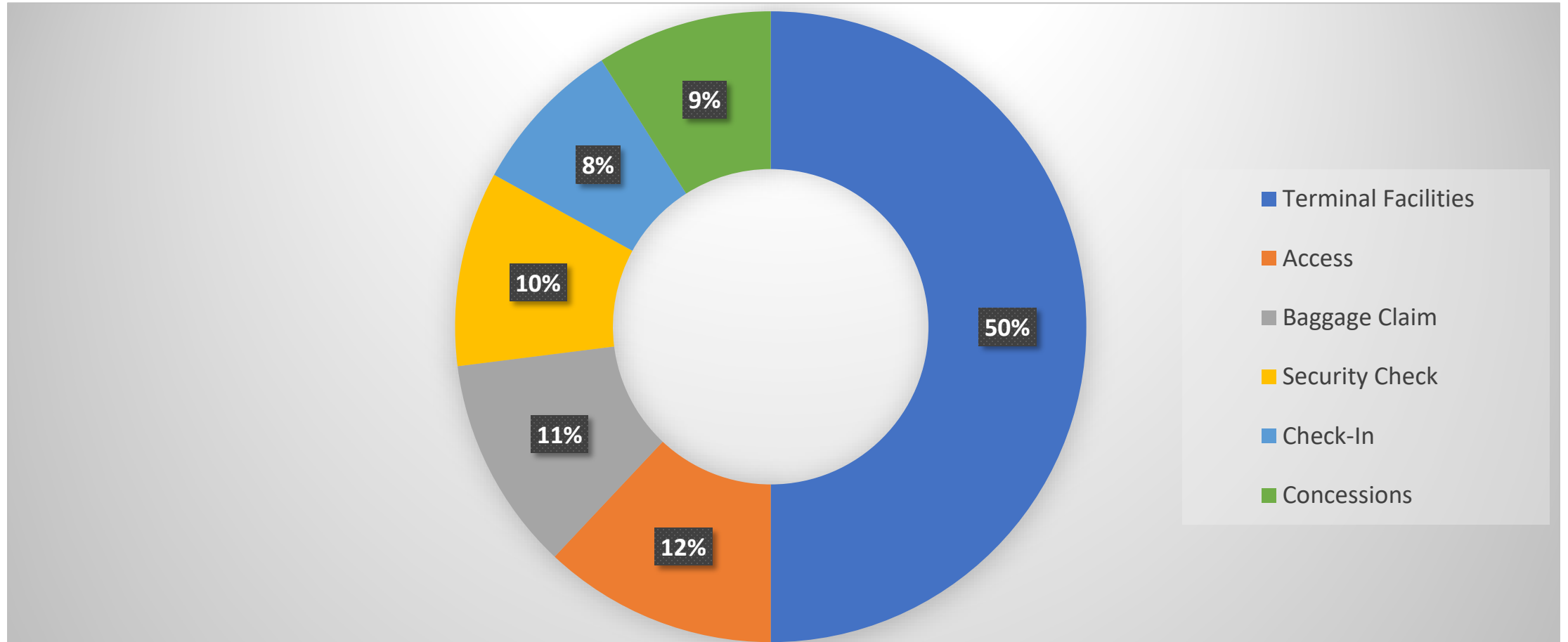
- Up from the #18 to the #17 position among mega-airports - LAX leads Chicago-O'Hare and Newark
- Mega-airports with 775 points averaging 2.5% higher than Wave 3 2019
- 11 mega-airports averaging greater than 2.5% - LAX is #3 in year-over-year improvement with a 4.56% improvement (33 points)



With a record score,
LAX is up 12.8%
compared to when
surveying began

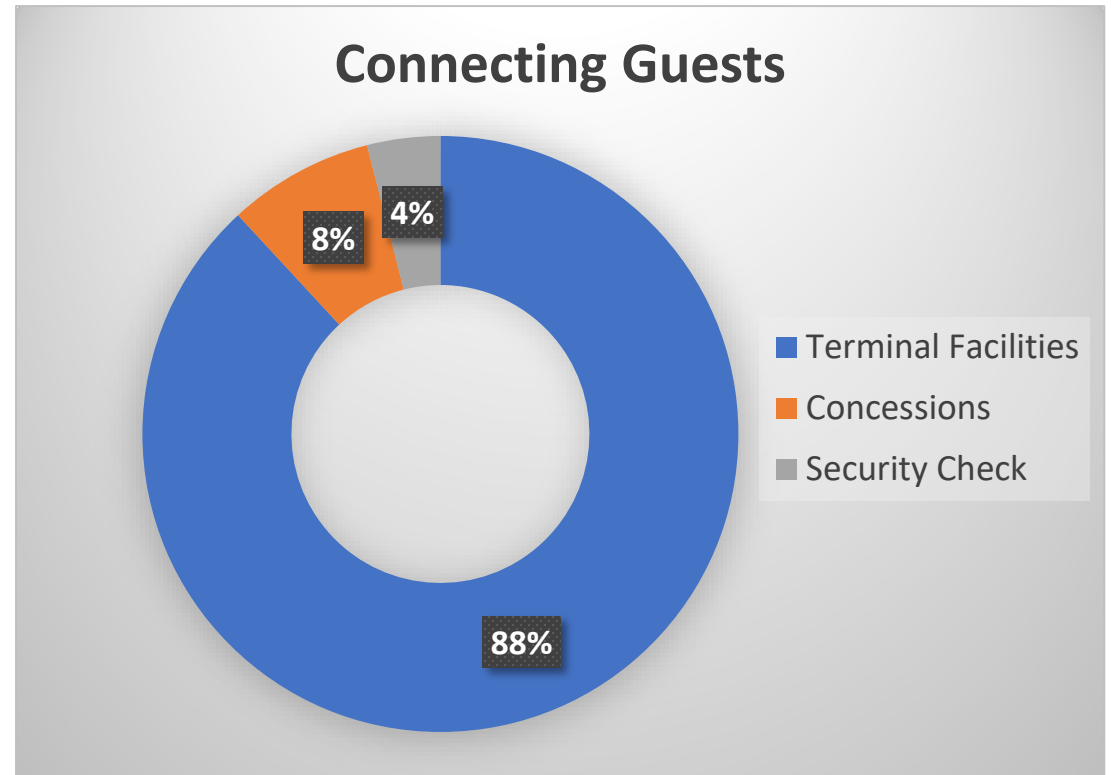
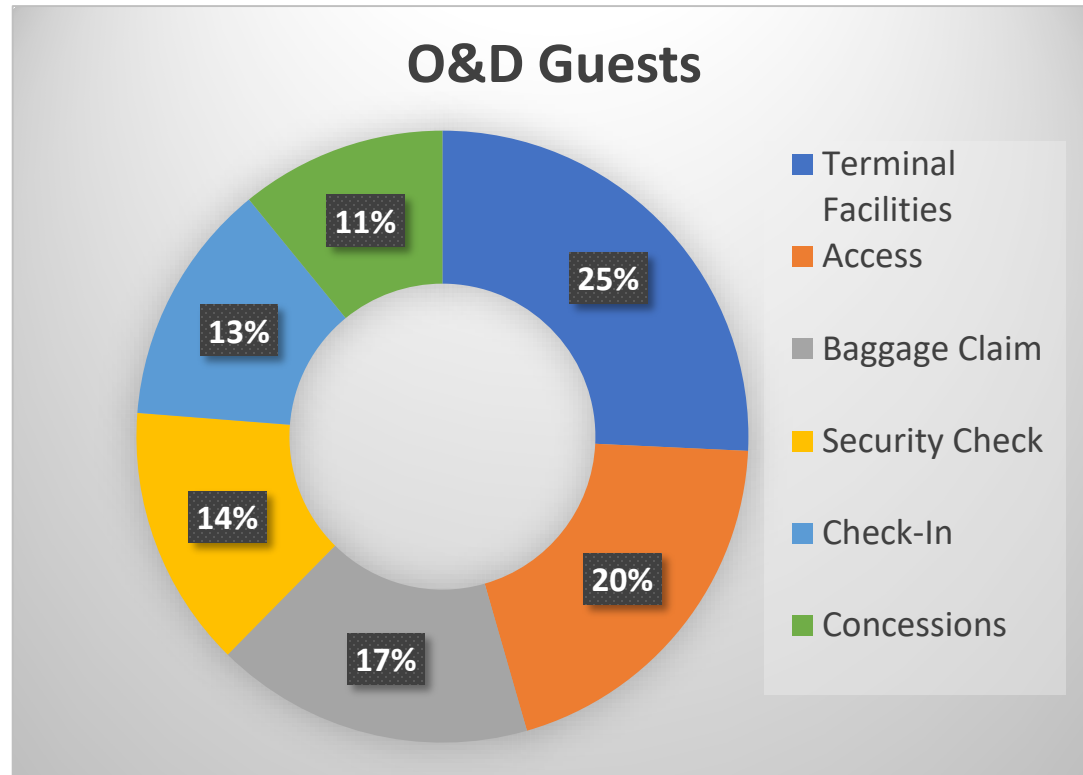


Terminal Facilities Make Up 50% of Overall Guest Satisfaction



37% connecting guests from 2015 LAWA survey

Impact of Attributes Varies By Type of Guest





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Employee Appreciation

- Why Employee Appreciation? Foundation of Guest Experience
- Audiences
- Phase I (June – August): Essential/Onsite Employees
- Phase II (September – October): Welcome Back
- Phase III (November – December): Holidays/First-time Travelers Post-COVID

What You Can Do:

Recognize employees – flylax.com/stars

Send employee photos to Dan Dawson at ddawson@lawa.org

Join URW Text Club: Text LAX to 64600

Communicate in existing forums/tools and share

Visit employee portrait exhibit: <https://www.youtube.com/watch?v=9PNRJM3hybw>



Suggestions?



Guest Experience Partners Council July 8, 2020

Administrative

- Meeting agenda, minutes, handouts and survey results are available on the Tenants 411.
<https://www.lawa.org/en/lawa-tenants-411/guest-experience>
- Visit www.lawa.org
Click “Tenants 411” (may have to use navigation arrows to rotate the carousel with the large photographs)
Click “Guest Experience” in right-hand blue navigation panel (no user name or password required)
- 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 Call

August 12, 2020

1 p.m. to 2 p.m.

Webex Info to Come



LAXSHOPDINE.COM LOW TOUCH ORDERING UPDATE

LAX GUEST EXPERIENCE PARTNERS COUNCIL

JULY 8, 2020

LAX
SHOP & DINE

THE LOW-TOUCH COMMERCE OPPORTUNITY

What is low-touch commerce at LAX?

- ▶ An airport-wide initiative to provide all airport guests and employees with safe alternatives to high-touch commercial interactions like in-person dining or standing in line to order, pay, and collect food
- ▶ Provides the ability to pre-order food and beverage from ALL concessions location at LAX and pick up that food with minimal contact with concessions staff and other patrons

Why now?

- ▶ Traveler sentiment toward high-touch interactions and personal health and safety in a post-COVID-19 world is at an all-time high
 - We must provide travelers and airport employees with peace of mind when they think about eating at the airport
 - This will improve guest and employee safety by significantly reducing queuing
- ▶ Travelers will seek opportunities to avoid being near others, including avoiding retailers and concessions locations all together if there's a perceived health risk
- ▶ For the next 12 months, offered at **NO COST**¹ to the operator and users
 - The following costs will be paid for by URW and Grab
 - Hardware (tablets, printers, accessories) and installation
 - Marketing (collateral, paid media, PR)
 - Grab processing and commission fees

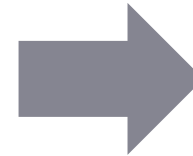
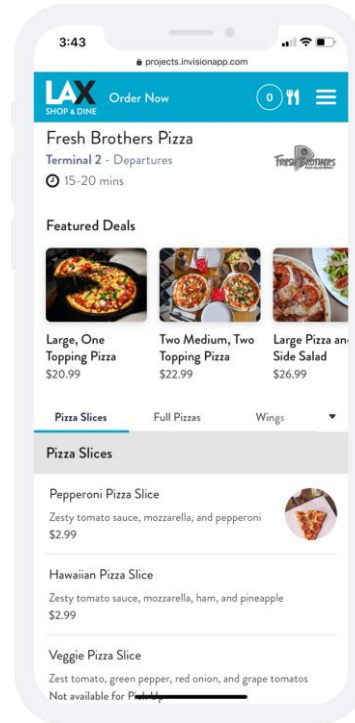
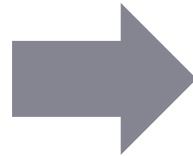
(1) Excluding rent on gross sales as currently outlined and agreed to with LAWA or URW. This also does not include individual POS system integration costs and expendables (printer ink and paper)



What's at stake?

- Further deterioration of food and beverage revenues
- Opportunity to deliver peace of mind to customers seeking safe ways to order, pay, and collect food from your restaurant(s)
- Participation in the first airport-wide platform to offer food ordering at no cost to your organization
- Chance to show travelers how you responding to this pandemic to create a safe travel environment
- Involvement in targeted marketing and sales-driving efforts

HOW IT WORKS



AIRPORT-WIDE AWARENESS CAMPAIGN

- Integrated awareness/marketing campaign across the LAX journey (all terminals)
- Messaging to direct users to scan a QR code (specific to terminal, restaurant, etc.) to access the ordering platform at LAXshopdine.com

EASY MOBILE ORDERING

- Search, browse and order (food & beverage only) at LAXshopdine.com
- Contact-free payments (credit card, Apple Pay Google Pay, etc.), order notifications via Grab integration

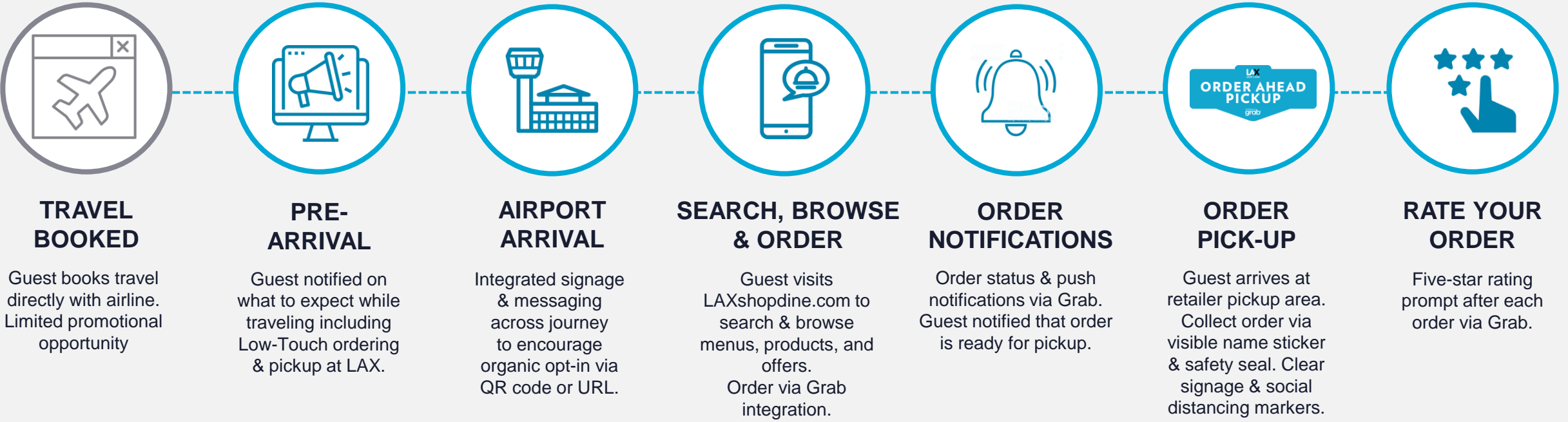
LOW-TOUCH PICK UP

- Dedicated restaurant pickup zones with enhanced safety standards
- Tamper-proof seals on all packaging with visible name identification
- Pick up and enjoy!



GUEST JOURNEY

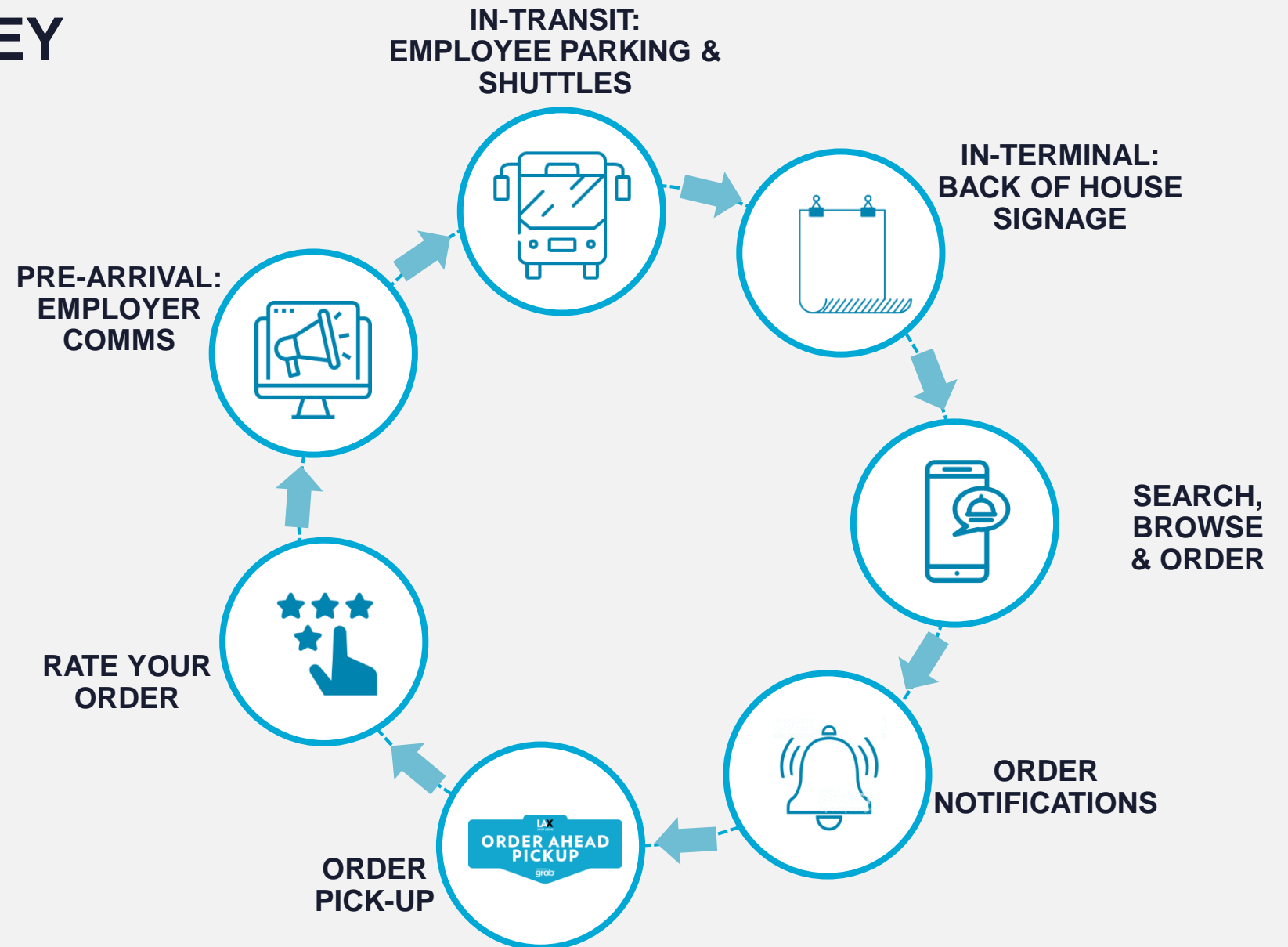
Opportunity to market Low-Touch services begins at Pre-Arrival, continues across journey...



EMPLOYEE JOURNEY

Opportunity to turn employees into repeat customers:

- Leverage employee Mobile Text Club & digital marketing for retargeting between shifts
- Fully integrated into LAWA Employee Appreciation campaign
- 10% employee discount available
- Market unique 'Deal of the Month' and weekly specials
- Marketed towards all employees using LAX – LAWA, TSA, CBP, airlines, flight crews, etc.



GO-TO-MARKET TIMELINE

	CURRENT STATE Limited mobile order & pay (URW terminals only)	PHASED IN LOW-TOUCH SERVICES ⁽¹⁾		
		Phase 1A: Soft Launch Airport-Wide	Phase 1B: Consumer Launch	Phase 1C: Return Visits
Timing	Today	Mid-July	Mid-August	September-December
Goal	Prepare for Phase 1 Launch	Expand to all LAX terminals	Launch, scale & optimize	Retain & retarget
Marketing Activities	<ul style="list-style-type: none"> Limited online marketing & promotion of current offer Tenant outreach & onboarding 	<ul style="list-style-type: none"> LAXshopdine.com expands to all LAX terminals promoting all stores and restaurants Grab integration activated for all participating restaurants with Order capabilities available Deploy Partner Comms package Managerial training Employee Appreciation campaign kickoff 	<ul style="list-style-type: none"> New LAXshopdine.com user interphase and user experience launches Deploy LAX Order Now signage campaign Activate Social & PR campaigns Associate training Message testing, email welcome campaigns and surveys Compelling welcome offer (if needed to drive sales) 	<ul style="list-style-type: none"> Introduce paid media Email retargeting existing users Marketing & tech partnerships (e.g. airlines, rideshare, tourism) Data mining for user insights Holiday promotion

(1) Exact timing and milestones fluid and dependent upon travel volumes and number of participating tenants.



THANK YOU
