Staying connected - Improving your airport’s communication strategies

Monday, May 11, 2020
2:00-3:30 PM ET
Learning Objectives

At the end of this webinar, you will be able to:

• List necessary resources for assessing, planning, developing, formalizing and implementing a public notification program

• Discuss how public notification programs can be customized for airports of different types, sizes and configurations

• Identify current practices of airports regarding their communication strategies with passengers with disabilities, aging passengers and passengers with limited English proficiency
Steve Wareham is an Associate Vice President at Landrum and Brown and works at a number of US airports on a variety of assignments.

Steve was previously the Director of MSP Operations at the Minneapolis-St. Paul International Airport.
Five Ways to Get Involved!

1. Join the ACRP IdeaHub community
2. Volunteer for a project panel
3. Prepare a research proposal
4. Answer an ACRP survey
5. Apply the research results

Visit us online: www.trb.org/ACRP
Today's Speakers

Shu Cole, Indiana University, and
Steve Mayers, Hartsfield-Jackson Atlanta International Airport

Presenting
ACRP Synthesis Report 101:
Communication Strategies for Airport Passenger Access and Mobility

Lorena DeRodriguez, SSi, Inc.

Presenting
ACRP Report 170:
Guidebook for Preparing Public-Notification Programs at Airports
Lorena de Rodriguez
Project Manager / Investigator Assistant

- President of Safety & Security Instruction
- ACI-World Standing Security Cmte
- Former Airline Ground-handler
- University Adjunct Instructor
- Participant on many ACRP and Industry Panels
SSi Team - Project Approach

Jack Plaxe – security SME
Melana Tautkus – editor
John Sawyer – PI and Operations SMS (retired)
JMS Airfield Safety Consulting LLC

Gloria Bender
Stephen Lehocky
Jessica Gafford

http://www.SSiInstruction.com

ITC SMS CBT
Systems HR OSHA
GA Medium-Hub Badging
SaaS On-Premise Small-Hub
Secure Credentialing Compliance
Large-Hub Recordkeeping Total
Airport
Flexible Courses Reporting
Regulatory
Real-time
Quick ARFF Frequent
Your
Solutions Integration Security
Cloud Customized Safety
iLS Employees FAA
3rd TSA ASC

TransSolutions

The National Academies of Sciences, Engineering, and Medicine
Transportation Research Board

ACRP
Airport Cooperative Research Program
ACRP Report 170 Oversight Panel

Dominic A. Nessi, Aviation-ISAC (Intelligence Sharing and Analysis Center), Las Vegas, NV (Chair)

Roger D. Hamilton*, W.A.M.D.I. Aviation Consultants, Covington, KY

W. Casey Kinosz, Director of Operations/ AOC, CVG Airport, Hebron, KY

Chad R. Makovsky, Executive VP-Operations, D/FW Airport, TX

Maureen Pettitt, M Pettitt Consulting, Burlington, WA

Taiya Carter, FAA Liaison

Supriya Raman, FAA Liaison

Christine Gerencher, TRB Liaison

Joseph D. Navarrete, ACRP Senior Program Officer
Practical News

Why, How, Where, What, When
Introduction to Research
Critical Decision-Making for Program Development
Approach to Getting Answers

Chapter 1: Guidebook Objective and Methodology;
Chapter 2: Critical Decision-Making Areas for Program Development;
Chapter 3: Conducting a Needs Assessment;
Chapter 4: Exploring Options;
Chapter 5: Developing the Program;
Chapter 6: Formalizing the Program;
Chapter 7: Implementing the Program and Managing via Continuous Improvement Cycles;

- Appendix A: Notification Tools and Methods;
- Appendix B: Benefit/Effort Matrix;
- Appendix C: Notification Templates and Scripts;
- Appendix D: Sample Notification Program Template (NIMS Format); and
- Appendix E: Overall Program Decision Guide (OPDG).
Exploring Options

Option 1
• Existing AEP (including emergency notifications). Emergency notifications remain in the AEP. All other functional sections are written into a stand-alone notification program.

Option 2
• Existing AEP (emergency notifications in stand-alone program). Emergency notifications section from AEP are duplicated and included as functional sections along with all other functional sections to a new single comprehensive stand-alone notification-specific program.

Option 3
• There is no AEP. Airports either make revisions to their existing notification program or they make the decision to develop a single comprehensive stand-alone notification-specific program.
RESULTS INTO ACTION!

Program Management Development
Chapter 2
- Secure senior management approval
- Develop a Project Management Team
- Consider:
  - A Project Sponsor
  - A Steering Committee
  - A Program Planning Team
  - A Stakeholder committee

Implement/Manage/Improve
Program
Chapter 7
- Is there a rollout strategy plan with:
  - A timeline
  - A training plan and educational materials
  - A formal post-rollout evaluation plan
- Is there a continuous improvement cycle with:
  - A stakeholder suggestion program
  - A plan to evaluate significant events

Formalize Program
Chapter 6
- Follow the NIMS/31C format
- Provide an approach for the development of a stand-alone notification-specific program
- Make recommendations for additional functional sections

Needs Assessment
Chapter 3
- Develop internal and external stakeholder groups
- Assess effectiveness of current systems, methods, and/or tools
- Assess notification needs for:
  - Situations/events
  - All categories of notifications
  - Physical locations

Explore Options
Chapter 4
- Use surveys, work groups and/or interviews to gather information
- Explore:
  - Internal/external partnering opportunities
  - Functionalities of systems, methods, tools
  - Methods to address notification gaps

Develop Program
Chapter 5
- Set priorities and make decisions
- Understand all regulatory/legal implications
- Establish and write:
  - Specific goals and measurable objectives
  - Needed agreements
  - Policies and procedures
Developing the Program for Results

Q  Review, Describe and SWOT Tools and Methods for Airport Operators to Utilize
Q  18 types of Notification Options
Q  15 characteristics of the Method for Optimal Use
Q  2-12 Usages, Types or ‘Reasons’ for Use
## RESULTS INTO ACTION!

![Image](image.png)

### Resource NA-1a

(Customize table/add rows as necessary)

<table>
<thead>
<tr>
<th>Internal</th>
<th>Applies</th>
<th>Does Not Apply</th>
<th>Not Sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Airport employees</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Airline employees</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Airport concessionaires</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Federal work groups, TSA, FAA, CBP employees</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Airport tenants</td>
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<tr>
<td>Airport service providers, fuelers, ground handlers, cargo handlers, etc.</td>
<td></td>
<td></td>
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<tr>
<td>Partnering relationships</td>
<td></td>
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</tr>
<tr>
<td>The traveling public</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fixed-base operators (FBOs)</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Airport ground transportation providers</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Military groups</td>
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<tr>
<td>On-airport first responders</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Executive management</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
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</tr>
</tbody>
</table>

### External

<table>
<thead>
<tr>
<th>Applies</th>
<th>Does Not Apply</th>
<th>Not Sure</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
## Airport Assessment of Risks Needing Notifications—Checklist

<table>
<thead>
<tr>
<th>Emergency Notifications</th>
<th>Event</th>
<th>Notification Applies Here</th>
<th>Notification Does Not Apply Here</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ice storm</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fuel fire</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Structural fire</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wildfire</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Flood</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hurricane</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Earthquake</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blizzard</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Landslide</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sandstorm/dust storm</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tidal wave/tsunami</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lightning activity</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Tornado</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Volcanic eruption</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wind-driven water (storm surge)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Windstorm</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Active shooter</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bomb threat</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bomb event</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Violent crime</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Resource NA-4/Part 2a

(Determining who at the airport should be responsible for sending notifications)

(Customize table/add rows as necessary)

<table>
<thead>
<tr>
<th>AIRPORT DEPARTMENT/SECTION/PERSON—RESPONSIBILITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department/Section/Person</td>
</tr>
<tr>
<td>---------------------------</td>
</tr>
<tr>
<td>Airport operations</td>
</tr>
<tr>
<td>Police</td>
</tr>
<tr>
<td>Fire</td>
</tr>
<tr>
<td>Public relations/public information officer</td>
</tr>
<tr>
<td>Human relations/personnel</td>
</tr>
<tr>
<td>Facility/maintenance</td>
</tr>
<tr>
<td>Planning</td>
</tr>
<tr>
<td>Engineering</td>
</tr>
<tr>
<td>Technology</td>
</tr>
<tr>
<td>Security</td>
</tr>
<tr>
<td>Directors</td>
</tr>
</tbody>
</table>
# Resource NA-7a

This worksheet may help narrow down areas of concern and address important program issues.

## CURRENT NOTIFICATION CAPABILITIES — WORKSHEET

<table>
<thead>
<tr>
<th>Q1</th>
<th>Do notifications currently reach all areas where employees work or congregate? If not, what areas need to be addressed?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q2</td>
<td>Do notifications currently reach all areas frequented by the public? If not, what areas need to be addressed?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q3</th>
<th>Are current notification methods adequate in the following areas? If not, what improvements can be made?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Considering ambient noise levels</td>
</tr>
<tr>
<td></td>
<td>• Reaching employees in vehicles</td>
</tr>
<tr>
<td></td>
<td>• Sufficient transition range</td>
</tr>
<tr>
<td></td>
<td>• Frequency limitations</td>
</tr>
<tr>
<td></td>
<td>• Transmission blocking conditions</td>
</tr>
</tbody>
</table>
RESULTS INTO ACTION!

Exercise Cycle

Program Management
- Improvement Planning
- Design and Development
- Conduct
- Evaluation
Green indicates a “Quick Win,”
Yellow indicates a “Reasonable” tool or method, and
Red indicates that “More Justification” is suggested.
## Consider the Audience

### Social Media

<table>
<thead>
<tr>
<th>Type</th>
<th>Initial</th>
<th>Follow-up</th>
<th>All-Clear</th>
</tr>
</thead>
<tbody>
<tr>
<td>Situation</td>
<td>Emergency</td>
<td>Incident</td>
<td>Non-Emergency</td>
</tr>
<tr>
<td>Audience</td>
<td>Airlines</td>
<td>Media</td>
<td>Bordering Communities</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>Radio</td>
<td>Land line</td>
<td>Airwaves</td>
</tr>
<tr>
<td>Data</td>
<td>Does not apply</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opt</td>
<td>Yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Secure</td>
<td>Cyber Security Exposure</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Style</td>
<td>2 Way</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Redundancy</td>
<td>No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dependency</td>
<td>No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ADA</td>
<td>Auditory</td>
<td>Visual</td>
<td></td>
</tr>
<tr>
<td>Access</td>
<td>Multiple Access Options</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Format</td>
<td>Audio</td>
<td>Multiple Languages</td>
<td>Visual</td>
</tr>
<tr>
<td>Content</td>
<td>Up to a Few Paragraphs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quick</td>
<td>No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Coverage</td>
<td>Outside Airport, All Areas Inside Airport, Specific Areas Inside Airport, Single Recipient</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Pick up Your Copy Today

Recap

Who: Audience

What: Topics to Notify

Where: What method to Send

When: To Send Notifications

Why: Operational Support

http://www.trb.org/Publications/Blurbs/175904.aspx
Questions from You?
FOR ADDITIONAL INFORMATION

Thank you for your time!

Lorena@SSinstruction.com
Shu Cole, Ph.D.
Principal Investigator

Q Director of PATH lab: Program for Accessible Travel and Hospitality
Q Indiana University School of Public Health-Bloomington
Q Other authors:
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Haoai Zhao
Yan Zhang
[ODO] Laurel Van Horn

Q Steve Mayers, C.M, IAP
Q Airport Director, Customer Experience
Q ADA and Title VO Coordinator
Q Hartsfield-Jackson Atlanta International Airport
ACRP Synthesis 101 Oversight Panel

Gloria Louie, *Louie Consulting Services, San Francisco, CA*

Jon A. Sanford, *Georgia Institute of Technology, Atlanta, GA*

William J. Sproule, *Michigan Technological University, Houghton, MI*

Stephen C. Wareham, *Landrum & Brown, Apple Valley, MN*

Vanessa Balgobin, *FAA Liaison*

Jonathan Torres, *FAA Liaison*

Gail R. Staba, *TRB Senior Program Officer*
Purpose

Q Document the current services and communication tools used by U.S. airports to provide information for flights, airport facilities, amenities, services and programs to travelers with cognitive and sensory needs, aging travelers, and travelers with limited English proficiency.

Q Discuss key to successful communication to passengers with accessibility needs.
Methods

- Synthesis of existing literature on the U.S. air travel industry
- Semi-structured interviews with representatives from:
  - 15 airports: 10 large hubs, 3 medium, 2 small airports
  - 5 airlines
  - 6 community groups that represent people with disabilities
Results: Airport Services and Communication Tools (1)

Visual Information and Communication

Q Static signage

- Use black background with neural-colored fonts
- Use universal and newly developed symbols along with braille
Airport Services and Communication Tools (2)

Visual Information and Communication

Q Digital Signage:
- Brighter than static signs
- Flexible for content and language changes
Airport Services and Communication Tools (3)

Visual Information and Communication

- Interactive directory
  - Search for flight information and airport facilities and services on a digital screen

- Visual paging
  - Display customer paging information on FIDs
Visual Information and Communication

Q Real-time information

- About flights, wait time at TSA and shuttle services, and availability of parking and bathrooms
Airport Services and Communication Tools (5)

Visual Information and Communication

- Smart color-coded LED lights
  - Inform passengers of activates by corresponding colors of lights in gate areas.

- Brochures
  - For different market segment
Auditory tools and audio communication

- PA system, Public TDD/TTY phone
- Hearing loop system or device
  - System installed or portable device

Source: http://www.portablehearingloop.com/
Airport Services and Communication Tools (7)

Auditory tools and audio Communication
- Video relay services and video phones
- ASL interpretation app
Airport Services and Communication Tools (8)

**Verbal Communication**

- **AIRA**
  - Live service for instant access to visual information
- **Customer service agents & ADA/Title VI officers**
- **Indoor navigation apps**
- **Multilingual staff and Language Line Services**
Cognitive Communication

- Wings for Autism familiarization tours
- Airport tours for prospective passengers to mock the air travel process
- Social Stories app on mobile phone
Improving efficiency and personalized service through technology

- Biometric passenger processing
  - Fingerprint and facial recognition at CBP
- Robotic assistance
  - Customer-facing robots
Tracey the Robot at Seattle-Tacoma International Airport (SEA)
Source: Port of Seattle.
Screen shot from https://www.portseattle.org/blog/robots-are-coming-help-us on 4/16/2019
Transitioning to from the Physical to the Digital Marketplace
Transitioning from the Physical to the Digital Marketplace

- Identification of customer feedback and comments within the digital marketplace and amalgamate it in real-time.

- Uses Classifiers: A keyword or key-phrase that represents a measurable topic.

- Benchmark against other Airports.

- Tags all relevant digital media sites (facebook, google, twitter, physical data collection devices)
Observations

Enablers and Detractors
Keywords with the Highest and Lowest Tatvam Ratings

Top Rated Conversations
Bottom Rated Conversations

Tatvam Confidential (Report prepared exclusively for Hartsfield-Jackson Atlanta Airport)
Use Of Findings

Q Include accessibility in the customer service mission and future planning.

Q Know who your Enablers and Detractors are.

Q Set thresholds for change.

Q Aides in the development of architectural barriers report.

Q Create Service Level Agreements with partners.
Key to success

- Include accessibility in the customer service mission and future planning
- Having an internal champion to ensure buy-in
- Actively Listen to customers through an ADA voice of the customer program (include the Digital Marketplace)
- Be on the lookout for innovation
- Create a culture of empathy
FOR ADDITIONAL INFORMATION

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Steve Mayers
Steve.Mayers@atl.com

https://www.nap.edu/catalog/25640/communication-strategies-for-airport-pasenger-access-and-mobility
ACRP is an Industry-Driven Program

Q Managed by TRB and sponsored by the Federal Aviation Administration (FAA).
Q Seeks out the latest issues facing the airport industry.
Q Conducts research to find solutions.
Q Publishes and disseminates research results through free publications and webinars.
Other Ways to Participate

Become an Ambassador. Ambassadors represent ACRP at events and conferences across the country!

Sponsor or become an ACRP Champion. The champion program is designed to help early- to mid-career, young professionals grow and excel within the airport industry.

Visit ACRP’s Impacts on Practice webpage to submit leads on how ACRP’s research is being applied at any airport.

Visit us online:
www.trb.org/ACRP
Other ACRP Research on Today’s Topic

Report 157: *Improving the Airport Customer Experience*

Report 161: *Guidelines for Improving Airport Services for International Customers*

Report 177: *Enhancing Airport Wayfinding for Aging Travelers and Persons with Disabilities*

Report 201: *Airport Emergency Communications for People with Disabilities and Others with Access and Functional Needs*

Synthesis 48: *How Airports Measure Customer Service Performance*

Synthesis 73: *Emergency Communications Planning for Airports*

Visit us online:
www.trb.org/ACRP
Upcoming ACRP Webinars

May 21
You Can Get There From Here - Developing an Emissions Roadmap for Airports

June 17
Let’s Do This Together - Collaborative Partnering for Airports

July 7
Smooth Road Ahead – Best Approaches for Applying Pavement Condition Data
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- Recognize, honor, and celebrate the TRB community; and
- Highlight 100 years of accomplishments.

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