ACRP Insight Event

Flight Plan to Recovery: Preparing Airports and their Business Partners

Lance Lyttle, Aviation Managing Director
Seattle-Tacoma International Airport
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SEA Airport Recovery Actions

Three Phase Approach Underway at SEA:

• Weathering the Storm (March – April)

• Leading The Recovery - FlyHealthy@SEA (late April - May)

• Moving Forward: Preparing for the Next Norm
Weathering the storm:
March & April
State of SEA: April 30

- 2,500-3,500 passenger/day
- Airport Dining and Retail closures
- 95% Reduction in Traffic
Actions Taken

- Hiring freeze
- Discretionary spending cuts
- Capital projects review
- Relief for Tenants
CARES Act: Safety Net

- Airport federal advocacy
- $10 billion for airports
- $192 million for SEA
Leading The Recovery:
FlyHealthy@SEA
FlyHealthy@SEA: Goals

• Maintain a safe, healthy airport environment

• Restore confidence in air travel

• Renew enthusiasm for travel

• Return passenger volumes and economic vitality
FlyHealthy@SEA: Three-Prong Approach

- Industry
- Corporate
- SEA
SEA Recovery Plan
AV Division Organizing Structure

POS Corporate Recovery Committee - AV Division Leads
Steering Sub-Group: Brown
Facilities Sub-Group: Francisco
People Sub-Group: Mathews
Systems/Tech. Sub-Group: Khouw

SEA Recovery Committee (FlyHealthy@SEA) (Collins)

Health Issues (Reiter)
Public Policy Guidance & Advocacy (Eric fitch/ Gallagher)
SEA Business Partners (Jennings)
Traveling Public Communications (Hudson)
Customer Feedback (Collins)
Terminal & Landside Customer Experience (Dunphy)
Arrival & Transportation

Parking
Ground Transportation
Public Transit

Ticketing
Airline and Baggage Check In

Security
TSA
CBP
Expedited Screening Programs

Nursing Suites and Children’s Play Area
Restrooms, Hold Rooms and Airline Lounges
Accessibility Services, Power Charging Stations and Seating

Baggage Claim & Beyond

Janitorial Services for Airport Services & Amenities

Airport Dining & Retail
FlyHealthy@SEA: A Multi-Layered Approach

- Enhanced cleaning
- Terminal improvements
- Signage, announcements
- Facial Covering
FlyHealthy@SEA: Terminal Updates
Increased Communication:

- **Internal**: alternating weekly e-mails, broadcasts
  - **Reality & ray of hope**

- **External**: fully utilizing all communication channels
  - **Restoring confidence**
Health Issues:

• Adherence to CDC guidelines

• Temperature Checks

• Partnership

• Consistency is critical
Preparing for The Next Norm
Healthy Travel Innovation

• Temperature sensors

• Ultraviolet light cleaning

• Physical distance sensors

• Health Certificates
Exploring Touchless Solutions

• Facial recognition

• Capacitive sense devices

• Voice recognition

• NFC & RFID transceivers
FlyHealthy@SEA: Looking ahead, restoring confidence

• Unchartered Territory, No Benchmark

• Prioritize touchless technology investments

• Anticipate emerging policy, Gather Customer Feedback; Adjust

• Over-communicate; Internal & External

• INNOVATE!
Thank You!

SEA
Seattle-Tacoma International Airport
Operated by the Port of Seattle

FlySEA.org