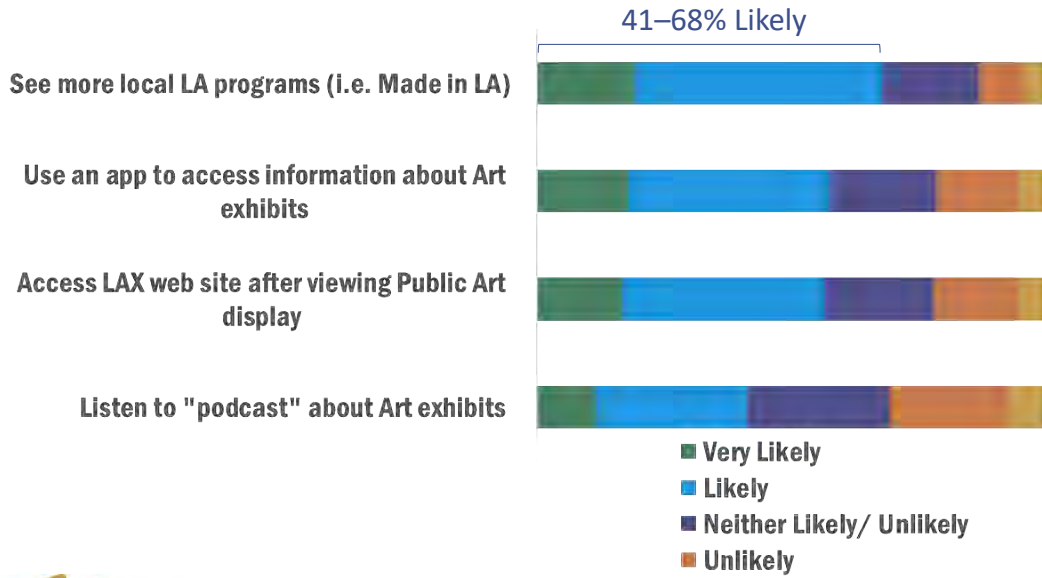


APPENDIX B

LAX AND SAN AIRPORT ARTS PROGRAM PASSENGER SURVEYS

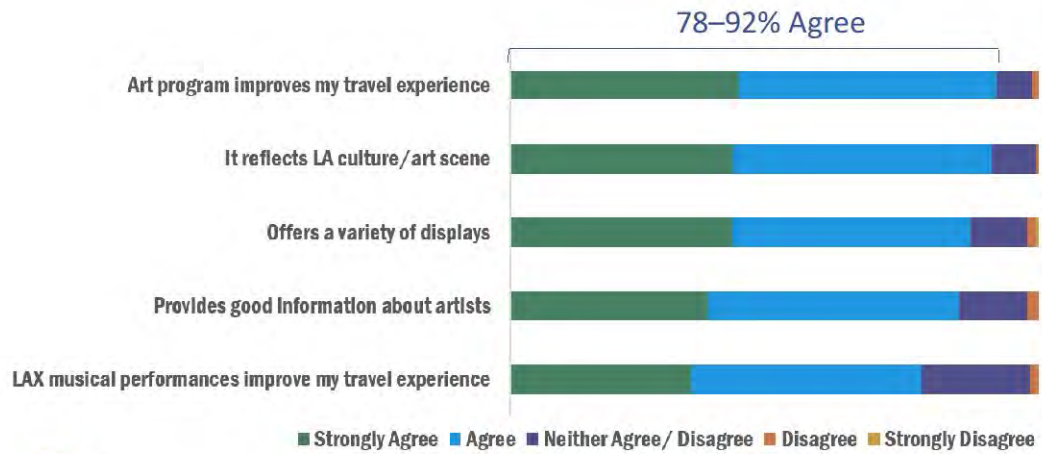
LAX Public Art Program

How likely would you do the following...



LAX Public Art Program

Are you aware of program?



SAN Master Plan Customer Engagement Survey Results

Stakeholder Engagement

The Master Plan process also included extensive engagement of internal and external stakeholders. Engagement included dozens of interviews with artists, and civic and cultural leaders as well as current and former Airport staff, nine topic specific roundtable meetings to engage administrators from local arts organizations and key stakeholder interest groups, more than 500 intercept surveys of customers in Terminals One and Two, both pre- and post-security, and an online internet survey. In addition, a draft of the Arts Master Plan was posted on the Arts Program's website for 30-days to allow for community feedback. The key findings were:

Most respondents to the intercept survey were pleased with the ambiance at SAN, with nearly three-fourths ranking it "much better than," "a little better than" or "the same as" other airports they've experienced.

Respondents to the intercept survey were mostly unaware that there is a formal Arts Program at SAN, but they were very aware of the art at the airport.

Overall, 91% of respondents to the intercept survey said that arts in the airport improved their airport experience, with 59% reporting that it improved their experience "very much." Additionally, 75% of respondents selected "mostly true" for the statement that art makes using the airport less stressful and more enjoyable. Responses were fairly consistent for local versus non-local respondents, Terminal One versus Terminal Two respondents, and business versus leisure travelers.

85% of intercept survey respondents said they would like to see more arts at the airport.

- 80% of intercept survey respondents said that attending a performance improved their airport experience "very much," and 54% of respondents selected "mostly true" for the statement that performances at the airport make using the airport less stressful.
- Respondents to both the internet and intercept surveys expressed a strong interest in a variety of arts experiences, with few options receiving a low response.
- Of the various types of arts experiences, respondents to both surveys expressed more interest in passive experiences (painting, sculpture, exhibits) than interactive or dynamic experiences (performance, interactive, film / video).
- Similarly, respondents to both surveys expressed more interest in passive amenities (recomposure area, art gallery, green wall, observation deck, reading lounge) than active amenities (performance space, yoga space, family play area, screening / video room).
- Respondents to both surveys expressed greater interest in encountering art in dwell areas such as holding rooms, food courts, ticketing lobbies, public waiting areas, and baggage claim as well as on structural elements such as airport entrances and roadways, ceilings, and corridor walls, rather than near functional amenities such as escalators, floors, drinking fountains or restrooms.

- Respondents to the internet survey expressed a strong interest in collaborating on projects with the Arts Program.
- There is a strong interest in the Master Plan that addresses key areas represented by community stakeholders.



SAN Master Plan Stakeholder Engagement