

USER GUIDE

ACRP WebResource 14: Tools to Assess Airport Programs for Travelers with Disabilities and Older Adults

This User Guide provides guidance on navigating *ACRP WebResource 14*.

1. HOME PAGE

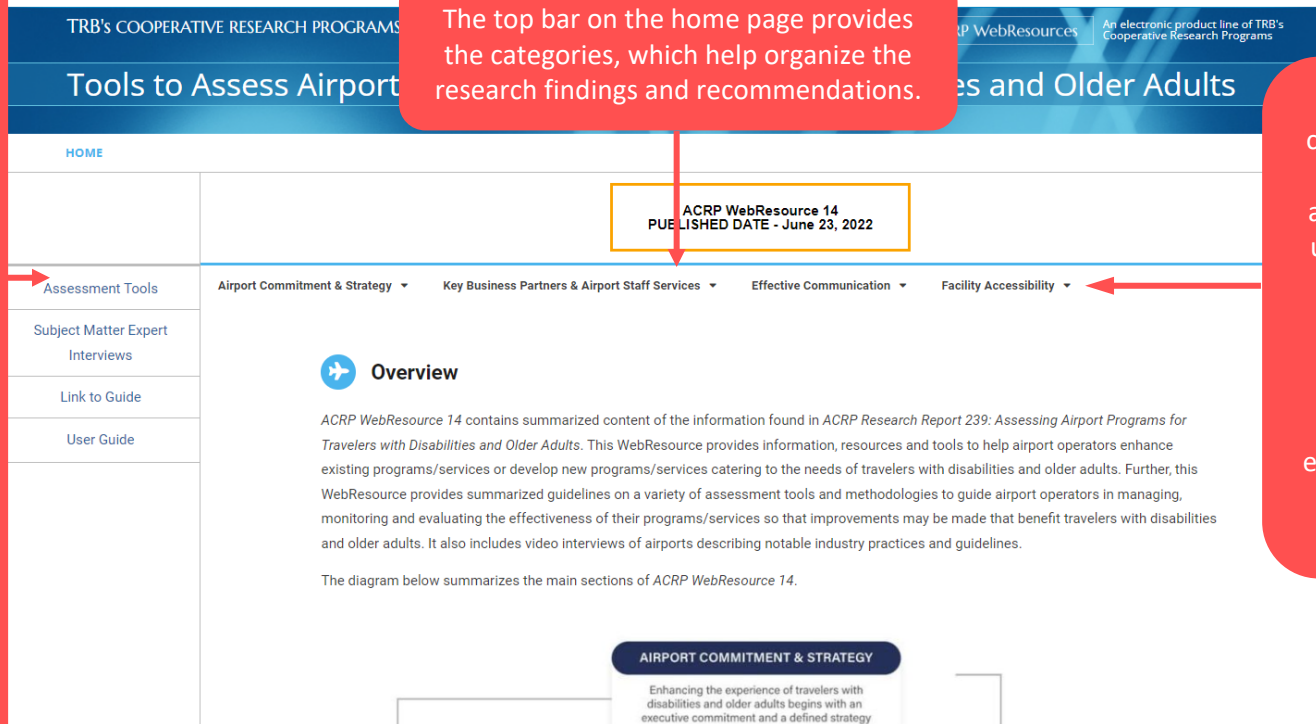
The sidebar provides quick links:

1. "Assessment Tools" detail the assessment tools that can be used to evaluate the notable programs/services identified in each category.
2. "Subject Matter Expert Interviews" include video interviews of employees/personnel/experts at airports describing notable practices for each category.
3. "Link to Guide" links to *ACRP Research Report 239*.

The top bar on the home page provides the categories, which help organize the research findings and recommendations.

Hover over each category and a drop-down menu will appear, allowing the user to select any of the topics listed under the relevant category.

A mini case study example is presented at the end of each section.



2. SAMPLE CATEGORY PAGE

Each category provides summarized content on notable practices and associated assessment tools relevant to the subject area.

TRB'S COOPERATIVE RESEARCH PROGRAMS

ACRP WebResources
An Electronic Product Line of TRB's
Cooperative Research Programs

Tools to Assess Airport Programs for Travelers with Disabilities and Older Adults

HOME

A Companion WebResource to ACRP Research Report 239:
Assessing Airport Programs for Travelers with Disabilities and Older Adults

Assessment Tools | Airport Commitment & Strategy | Key Business Partners & Airport Staff Services | Effective Communication | Facility Accessibility

Airport Commitment and Strategy

Enhancing the experience of travelers with disabilities and older adults begins with an executive commitment and a defined strategy. Airports that verbalize and implement a strategic, holistic and seamless approach to customer experience management airport-wide enjoy higher customer satisfaction across all customer demographics, including travelers with disabilities and older adults.

1. Strategic Elements

1.1 Commitment to airport-wide accessibility and collaborative decision-making

1. Review the current Airport Strategic Plan and/or Airport Customer Experience Plan to ensure it demonstrates the airport's commitment to airport-wide accessibility throughout the organization.
2. Commit to making accessibility an essential component of the airport's customer experience brand and service delivery strategy rather than attempting to address each gap individually.
3. Develop and implement a unified accessibility action plan for the airport, working in collaboration with the airport community (if there is no current unified airport-wide accessibility plan) and affected traveler segments (travelers with disabilities and older adult populations).
4. Develop a long-term strategic plan for including accessibility in the fabric of providing services throughout the airport, regardless of who the service provider is.
5. Launch executive management-sponsored, airport-wide accessibility initiatives, complete with accessibility service standards aligned with the airport's customer experience/customer service (CX/CS) brand and service delivery strategy.
6. Establish performance management benchmarks and implement appropriate assessment tools to determine the effectiveness of the airport initiatives to achieve improved levels of accessibility throughout the airport.
7. Design and implement communications strategies to deliver the message throughout the organization and reinforce individual and department/division achievements to improve accessibility.
8. Engage senior executives in accessibility awareness and promote information sharing by all airport stakeholders.

Assessment Tools

This toolbar provides a key for the assessment tool icons. Click on each icon for more details.

See more

Hover over each icon to view the description.

Click "See more" in the legend to review a list of all assessment tools.

3. ASSESSMENT TOOLS PAGE

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Assessment Tools

Subject Matter Expert Interviews

Link to Guide

User Guide

Assessment Tools

A variety of assessment tools and how they can be used to evaluate the effectiveness of accessibility programs/services for travelers with disabilities and older adults, in particular, are provided below. The assessment tools are organized by those used to measure the customer experience and those used to measure the airport's internal performance. Further details on developing a comprehensive plan for monitoring and evaluating programs/services, including establishing benchmarks and key performance indicators, are provided in *ACRP Research Report 239*.

Click on the icon to view further information about the assessment tool.

Customer Satisfaction Assessment Tools

1.1 Customer satisfaction surveys

- Industry surveys
- In-house customer surveys
- End-use surveys
- Accessibility feedback/targeted survey
- Ad hoc/intercept surveys

1.2 Apps and smart solutions

- Avius
- Corada BlueDAG software and mobile application
- Persons with reduced mobility (PRM) assistance software

Customer satisfaction surveys

Surveys can be effective performance management tools to derive a better understanding of customer needs, wants, expectations, perceptions and their overall satisfaction with airport services and experiences.

- Industry surveys.** Industry surveys such as ACI Airport Service Quality (ASQ) Program, Skytrax, and J.D. Power Syndicated North American Airport Study provide surveys, benchmarking capabilities, audits, inspections and industry certification opportunities. Some of these services can be tailored to deliberately target and collect data for travelers with disabilities and older adults so that the level of service provided to them can be evaluated.
- In-house customer surveys.** The airport may design and administer its own proprietary customer satisfaction surveys which are tailored to the airport's specific goals (such as airport parker satisfaction, ground transportation satisfaction, concessions satisfaction surveys including reasons for purchase). Chapter 3 in the Guidebook provides guidelines on the phraseology an airport may use to specifically identify its travelers with disabilities and older adults requiring additional assistance. Gathering specific information related to disabilities and functional limitations can help the airport better design interventions targeting these groups.
- End of use surveys** (for website, assistive services, ground transportation, amenities, etc.). The end of use survey can be a short 1-3 question survey or long and detailed survey to gather specific data on the service quality
- Accessibility feedback/targeted survey.** Several airports conduct surveys which specifically target travelers with disabilities and older adults with functional limitations. This type of survey allows the airport to better isolate the issues specific to this traveler group.
- Ad-hoc/intercept surveys.** These types of surveys help to gain a 'pulse' on customer satisfaction and can be conducted via a Wi-Fi access site, through the use of volunteers administering the surveys or QR codes. Some airports require travelers to fill out a short survey in order to access the airport Wi-Fi. The downside of this method is that the data tends to be skewed since it is based on self-election of the responder rather than random responses that mirrors the airport's passenger traffic / profile.