



## New SEA brand: focus on passenger experience

Seattle-Tacoma International Airport (SEA) recently unveiled a new airport brand identity and improvements that reflect the spirit of our Pacific Northwest home and our commitment to elevate the travel experience.

All airport employees help to create a consistently excellent customer experience. We asked airport Managing Director Lance Lyttle why the airport needed a new brand identity and how we can all embrace customer-centered service.

### Why did you lead the airport in developing this new identity?

A distinct brand creates a promise for customers, and guidance to staff, for an elevated experience. Our customers deserve a consistently excellent travel experience, one that reflects their interests and demonstrates our values.

More than 350 different employers operate at our airport with 19,000 employees. Our passengers depend on all of us to make their airport experience go exactly, or maybe even a little bit better, than planned.

Our brand is a commitment to focus on customer well-being with an experience that reflects the Pacific Northwest. Every brand needs an identity. This is ours.

### How can I help?

- In every action you take, ask if there is a way to be more helpful for our customers.
- Wear a bright green lanyard that identifies employees as sources of assistance.
- Explore the airport's new services. This includes a new web landing page, [flySEA.org](http://flySEA.org), the expansion of our Airport Volunteer program, a fully staffed information desk at Checkpoint 3, and our SEA Visitor Pass program.
- Live Every day. Elevate. Elevate the customer experience every day by delivering incredible service and always looking for opportunities for improvement.
- Spread the word about our brand via social media.

Learn more: <http://bit.ly/SEABrand>

## Port rolls out training to combat human trafficking

A new training will help Port of Seattle employees recognize and respond to instances of human trafficking. This training will ultimately be available to all workers at Port facilities, including the airport.

The Port partnered with Businesses Ending Slavery and Trafficking (BEST) to develop the training.

This training is the first proprietary anti-human trafficking training developed by a port authority, and ensures that Port staff, and others who work at Port facilities understand what human trafficking is, and how to identify, report, and stop human trafficking that may take place in or around Port facilities.

The training includes an e-Learning module and in-person trainings,

Keep reading Inside SEA or check <http://bit.ly/airportemployees> for future updates.

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Inside SEA is a Port of Seattle publication produced for people working at SEA Airport. We welcome your comments and story tips.

Contact the editor at [drawhorn.o@portseattle.org](mailto:drawhorn.o@portseattle.org) or call (206) 787-4058.

## Renovations improve experience for passengers and employees

Two construction milestones will make the airport more efficient and enjoyable for passengers and employees.

The Concourse C train station is open and wow! Larger and more energy-efficient escalators and elevators improve customer access to the train level.

Improvements include escalator LED lighting and glass railings, new signs, and upgraded audio/visual

technology. A new permanent art piece by local artist Cable Griffith encloses the renovated escalator landing at the concourse level.

In January, construction teams lifted into place the center span of the elevated pedestrian walkway for the International Arrivals Facility (IAF).

The longest aerial walkway of its kind in the world, the 780-foot long walkway will rise 85 feet over



an active taxiway with planes travelling underneath. Concourses A and B and the South Satellite offer the best views of the mega structure under construction.

## Upcoming trainings and resources for airport employees

### Free Citizenship Clinic

Volunteer immigration attorneys and interpreters are offering free assistance with citizenship applications from 10:00 a.m. to 1:00 p.m. Saturday, February 22 at The Conference Center at SEA.

An appointment is required. To make an appointment or for more information, visit [www.WaNewAmericans.org](http://www.WaNewAmericans.org) or call or text 206-926-3924.

### Training opportunities

Free trainings are open to airport employees.

Upcoming winter offerings include:

#### **Mental Health First Aid**

Learn to identify, understand, and respond to signs of addictions and mental illnesses. Upcoming classes: Feb. 19, April 16, May 13.

To register: Email [swyder@valleycities.org](mailto:swyder@valleycities.org)

#### **First Aid/CPR Training**

Learn basic first aid procedures and CPR. Participants will receive Washington State CPR Certification. Upcoming classes: Feb. 13 and March 19.

To register: <http://bit.ly/firstaidsea>

#### **WE ARE SEA Training**

This customer service course is designed to unify airport employees serving our customers from curb to gate in order to provide a seamless, consistent, high-quality airport travel experience.

To register: <http://bit.ly/wearesea>

For more information or to contact Airport Training, please visit:

<http://bit.ly/airporttraining>

#### **Subscribe to This Week at SEA**

Email [thisweekatsea@portseattle.org](mailto:thisweekatsea@portseattle.org) to receive weekly updates on airport news and events.

### Airport Jobs

Airport employees can access free career and education opportunities.

- Take free college classes at Airport University. New classes start in March 2020.
- Apply for an Alaska Airlines-Airport University Scholarship
- Meet with a Career and Education Navigator
- Come to Information Sessions

Learn more at:

[www.portjobs.org](http://www.portjobs.org).

Airport Jobs is located on the Mezzanine, Room 6626 above the Alaska Airlines ticket counters, and is open Tuesday through Friday from 9:00 a.m. – 4:30 p.m.