

FlyHealthy@SEA

A plan for protecting the health of
SEA passengers and employees and
restoring confidence in air travel



SEA Seattle-Tacoma
International
Airport

Operated by the Port of Seattle



Seattle-Tacoma International Airport (SEA) is the largest transportation hub in our five-state region and one of the region's largest job sites. Home to more than 200 businesses and a critical asset for all of Washington's key industries, SEA's business revenue tops \$22.5 billion. SEA generates more than 151,400 jobs (87,300 direct jobs), representing more than \$3.6 billion in direct earnings and more than \$442 million in state and local taxes.

First edition August 2020. Updated December 2020. For more information contact Julie Collins, Collins.J@portseattle.org.

FlySea.org | [#FlyHealthySEA](https://twitter.com/FlyHealthySEA)

FlyHealthy@SEA Goals

- **Maintain a safe and healthy airport environment**
- **Restore customer confidence in air travel**
- **Ensure confidence for airport-wide employees, tenants, and contractors**
- **Renew enthusiasm for travel**
- **Return passenger volumes and economic vitality**
- **Position for future public health emergencies**



A note from SEA Managing Director Lance Lyttle

FlyHealthy@SEA Action Plan

I often use the word *resilient* to describe the cyclical nature of the aviation business. This takes on a whole new meaning during the COVID-19 pandemic. For Seattle-Tacoma International Airport (SEA), weathering this storm and emerging stronger starts with clarity of purpose and a plan.

We're leaning hard on our promise to prioritize customer well-being and to deliver an elevated airport experience. Until there is a clear path to eradicating COVID-19, FlyHealthy@SEA is our layered, comprehensive action plan to help keep you safe.

This plan represents our commitment to communicate with the public about the steps taken to create a safe travel experience, starting with the rapid transformation of our terminal (p. 12). We're also looking ahead by planning for more touchless technology, implementing new sanitation methods and examining potential health protocols and information systems (p. 17). Our capital facility planning incorporates new health considerations.

We're working more closely than ever with SEA partners to provide a consistent, healthy experience throughout our airport. And, we talk daily with policy makers, peer airports, aviation experts, and airlines (p. 19).

Finally, we recognize the continued uncertainties posed by COVID-19. The list of "what ifs?" is long. We're taking reasoned steps to frame and address them, adjusting this plan as new information emerges (p. 20). Resilience is the ability to bounce back from adversity. FlyHealthy@SEA embodies the work of countless people deeply committed to serve our customers and emerge from this crisis as a stronger, smarter organization. It also reflects the economic region served by SEA: in constant motion, pursuing innovation at the forefront during this time of intense change to create a better customer experience.

As always, I welcome your feedback! In the meantime know that we are ready for travelers whenever they are ready to travel.

*Lance Lyttle,
Managing Director,
Seattle-Tacoma International Airport (SEA)*



“

At SEA, we promise to create, through a passionate service culture, an elevated travel experience that’s inspired by the original nature of the Pacific Northwest. 2020 is a monumental year at SEA, ushering in a new era of customer-centered travel with better services, facilities, and amenities.

”

–Lance Lyttle
SEA brand launch,
January 22, 2020



Certainly 2020 has been a monumental year for SEA, though not in any way we imagined when launching our new brand. What looked like a year of exceptional advancements for one of the nation’s fastest growing airports, has become instead a sobering lesson in humility, agility, and the power of good planning.



While the COVID-19 pandemic delivered severe economic fallout, it has done nothing to change our focus on providing an elevated travel experience — in fact, it has sharpened our commitment to customer safety and well-being.



COVID-19

Public health officials announced the nation's first COVID-19 case in Washington state on January 21. The onset of a public health emergency brought unprecedented changes to air travel.

By April 2020, SEA experienced its lowest passenger volumes since 1967. Domestic passenger traffic was down 93 percent and international traffic was down 97 percent.

FlyHealthy@SEA

In collaboration with our partners, we launched the **FlyHealthy@SEA** program in April as an overarching response to the pandemic to specifically focus on restoring customer confidence in air travel.

It is a layered approach that reflects the complexity in addressing this long-term challenge of providing health and safety assurances to customers.

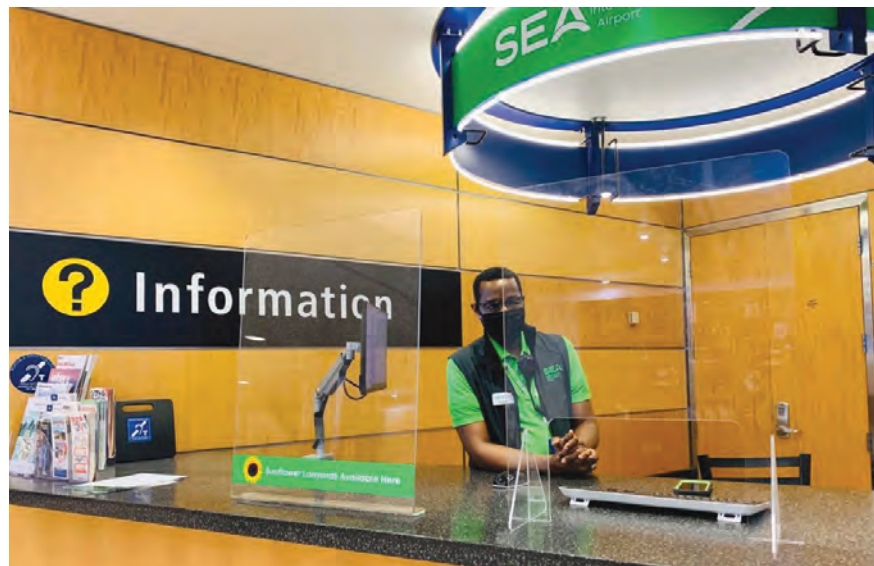
Phased Plan

This is a phased effort, defined by immediate, medium, and long-term strategies and interventions. Our first phase is complete, accomplished in an urgent context that lacked our typical incremental elements — formal guiding principles, a budget, prioritized tasks informed by customer feedback.

As we work through future phases, we're doing our best to integrate cost implications, customer feedback, and other insights in real time, recognizing that the situation is unpredictable, and the moment calls for innovation.

In the June issue of *The Economist*, Editor-in-Chief Zanny Minton Beddoes succinctly outlined the “winning combination” needed to confront global catastrophes like the COVID-19 pandemic: “Practical plans, the kit those plans require and the capacity to enact them.”

We strive for that winning combination in the FlyHealthy@SEA plan, which captures the work accomplished to date, and establishes a framework for the work ahead.



Our approach incorporates multiple perspectives to ensure a comprehensive response.

The SEA Recovery Committee is a cross-airport team of six subcommittees:

1. Health
2. Public policy & advocacy
3. SEA business partners
4. Traveling public communications
5. Customer feedback
6. Terminal & landside customer experience

Cleanliness, health, and expert insight

Our efforts focus on cleanliness (enhanced cleaning, hand sanitizer, touchless technology) and health (masks, physical distancing, plastic barriers, health screening, travel tips, on-site medical services). We act based on the expertise and insights of many, including Centers for Disease Control and Prevention (CDC), state and county public health department guidelines, Port of Seattle business forecasting, innovation, and customer feedback teams, as well as local and national customer surveys, tenant input and industry partner networks.

The work is being implemented in three phases:

Prepare (Spring 2020)

Adjust (Summer/Fall 2020)

Beyond (2021 forward)

Note that timeframes are fluid depending upon the status of the pandemic and impacts on passenger volumes.

To date, we have initiated more than two dozen actions, including physical changes, new procedures, and efforts to influence passenger and employee behavior.

Traveling public communications

Examples of safety visuals used throughout SEA.



Top four locations travelers are concerned about coming into contact with COVID-19:

- 1 On the Plane (54%)
- 2 Security Checkpoint (48%)
- 3 Other Passengers (41%)
- 4 Restrooms (39%)

Source: Airports Council International, COVID-19 Recovery and Passenger Expectations, May 2020



Challenges

Our only blueprint for airport recovery from a pandemic is the one you're holding in your hands. Thus, like the best pilots, we're relying on our knowledge, instincts and instruments — in this case a range of trusted experts — to point toward a safe landing, while navigating a host of challenges along the way, including:

Changing landscape

An emergent virus means constantly changing information about protocols and recommendations regarding numerous issues, including: the nature of COVID-19 and its cycles; the economic ability of people and businesses to travel; the way business travel might change due to remote-working success; Port and budget unknowns; whether consistent federal testing protocols will be approved; supply chain reliability.

Lack of space for physical distancing

This is already an issue even with passenger volumes at historic lows. We do not have enough room in key areas, such as security queues, gate waiting areas, the satellite train system, baggage claim and public transit to meet physical distancing guidelines as traffic increases.

Port financial challenges

SEA generates the majority of the revenue (82%) for the Port of Seattle. Fewer passengers mean dramatic reductions in significant revenue sources such as parking, airport dining and retail and landing fees. Also:

- the Port must maintain ample debt coverage ratios;
- the FAA limits how airport funds can be spent
- the Port provided financial relief to numerous airport-related businesses, an unanticipated expense.

Port statutory authority limitations

We will need strong cross-agency partnerships to succeed. For example, providing “health care services” is outside the Port’s statutory authority as a special-purpose government with an economic development mission.

Tradeoffs regarding personal data

For example, touchless technology solutions like facial recognition raise privacy concerns.

88% of people who have travelled through SEA since April report that the majority of passengers were wearing face coverings and maintaining the appropriate social distance, while **85%** note that airports were visibly taking all the necessary precautions.

Source: KPI Aviation Marketing Solutions

What Air Travelers Expect from Airports in the COVID-19 Era. Passenger Survey from King County, Washington. September 2020



Opportunities

With any great challenge comes the prospect of doing better.

Healthier travel

We are in the midst of establishing new standards and practices that will make healthier travel the new normal. The pandemic changes how we look at everything we do, including new projects at SEA (e.g. South Satellite renovations) which will now include reviews through a health and hygiene lens.

Might there be a time in the future when people no longer blame their latest cold on their last flight?

Increased resilience

These FlyHealthy@SEA strategies, along with this plan and its deliverables, position SEA as a more resilient employer, landlord, partner and host to the millions of passengers who pass through our gates each year. In fortifying our ability to face another public health emergency or other catastrophe that forces drastic reductions in air traffic and passenger volumes **we strengthen SEA's ability to sustain its role as one of the region's essential economic engines.**

Delivering the promise

This public health crisis gives us the chance to deliver on our promise of an elevated travel experience in an urgent new way. Everything we learn contributes to creating a better experience.

We are showing what it means to keep customer well-being at the heart of SEA operations and decision-making.

STRATEGY #1

Adapt facilities to reflect new customer health expectations

Safety and well-being come first at SEA. Our response to COVID-19 means a new focus on certain actions. Visitors at SEA will see a number of changes, from hand sanitizer dispensers and physical distancing reminders to new ways for people to shop and dine.

Actions to keep the virus from taking off again > ADAPT FACILITIES

1. Enhanced cleaning in terms of frequency and supplies	
DONE >	<ul style="list-style-type: none">Contract for additional checkpoint deep cleaningAchieved Global Biorisk Advisory Council (GBAC), the worldwide cleaning industry association, have established a formal partnership to accredit airports that meet the highest levels of cleanliness and safety at their facilities to minimize risk from coronavirus and other infectious agentsInstalled multiple Continuous Air and Surface Pathogen Reduction (CASPR) units, air and surface purifier, at Checkpoint 2 and Gate D5 hold roomInstalled new customer feedback tool, Optique, in the restrooms to measure satisfaction (QR code feedback) and adjust cleaning protocols as needed (cleaning hour stamp on screen)Added nine robotic floor scrubbers to clean and sanitize the floorsSEA received the Global Biorisk Advisory Council (GBAC) Star Accreditation; ISSA, the worldwide cleaning industry association established a formal partnership to accredit airports that meet the highest levels of cleanliness and safety at their facilities to minimize risk from coronavirus and other infectious agents.
DOING >	<ul style="list-style-type: none">7,504 hours spent cleaning and disinfecting the buses and terminal at SEA each weekFrequent disinfection with EPA-approved and medical-grade cleaning productsEmphasis on high-touch areas such as buttons, handrails, and countersSanitizing escalator handrails with Thomsen's Handrail Cleaning Systems and UV-C systemUsing electrostatic sprayers with safer, botanical-based disinfectant in jet bridges, checkpoints, gate hold rooms, food courts and restroomsDaily ATP testing on high touch points
PLANNING >	<ul style="list-style-type: none">Use new customer feedback tools to measure satisfaction and adjust cleaning protocols as neededWork with custodial contractor in ongoing assessments of emerging new projects and methods
2. Security Queues	

DONE >	<ul style="list-style-type: none">Blocked off lanes to provide side space; TSA provided ample staffTested electrostatic cleaners in partnership with Delta Airlines – (unsuccessful)Installed multiple Continuous Air and Surface Pathogen Reduction (CASPR) units, air and surface purifier, at Checkpoint 2
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Actions to keep the virus from taking off again > ADAPT FACILITIES

2. Security Queues (continued)	
DOING >	<ul style="list-style-type: none">Adjust, replace as needed; explore queue management technology; ensure TSA staffing is sufficientPromote increased enrollment in trusted traveler programsTesting CASPR air purifiers at Checkpoint 2Adding TSA-purchased sneeze guards at checkpoints: 25% installed, 75% on order
PLANNING >	<ul style="list-style-type: none">Develop/implement new queue management concepts (e.g. reservations, touchless technologies, virtual queueing trial Q2 2021)Testing plastic protective barriers at checkpoint 2. Creating cost benefit analysis by December 31, 2020.Secure highly skilled contract staff for queue management January 2021Facility flow simulation/HVAC analysisEvaluating self-serve disinfecting wipes at checkpoints for busy holiday season
3. Restrooms	
DONE >	<ul style="list-style-type: none">Installed alert text systemIntroduced electrostatic spray disinfectionInstalled stall occupancy indicator in busiest restrooms to reduce touching of stall doorsInstalled autoflush toilets in newly renovated Gate D5 restroomsEnhanced strength and frequency of cleaningInstalled Touchless PT dispensersInstalled Optique monitoring and feedback systemDirectional arrows added at restrooms entrances where needed for one-way flow
DOING >	<ul style="list-style-type: none">Install touchless soap dispensers
PLANNING >	<ul style="list-style-type: none">Determining new design specifications for restrooms, e.g. autoflush toilets will be required.Touchless soap, paper towels and autoflush included in Phase 2 of NSAT opening Q3 2021. Also added to future restroom renovation requirements.
4. Plastic barriers to protect travelers and airport employees in close contact areas	

DONE >	<ul style="list-style-type: none">Installed 200+ barriers
DOING >	<ul style="list-style-type: none">Additional barriers placed for airlines, customs, and Port of Seattle shared offices
PLANNING >	<ul style="list-style-type: none">Planning for barriers in new IAF and NSAT expansion to be timed in conjunction with opening of facilities

Adapt facilities to reflect new customer health expectations

Safety and well-being come first at SEA. Our response to COVID-19 means a new focus on certain actions. Visitors at SEA will see a number of changes, from hand sanitizer dispensers and physical distancing reminders to new ways for people to shop and dine.

Actions to keep the virus from taking off again > ADAPT FACILITIES

5. Remove seating	
DONE >	<ul style="list-style-type: none">• Airport-owned food court style seating reduced at Central Terminal Expansion (CTE) by 40 chairs, reduced by 60% at South Satellite, D Concourse• Placed gate waiting area stickers
PLANNING >	<ul style="list-style-type: none">• Planning: Working with Delta and Maintenance to further reduce baggage claim seating. Expect adjustment to be completed by January 2021.
6. Capacity limits in restaurants	
DONE >	<ul style="list-style-type: none">• Per Governor's phases
DOING >	<ul style="list-style-type: none">• Adjusting limited in-restaurant dining (based on Governor's phases)
PLANNING >	<ul style="list-style-type: none">• Accelerated launch of food ordering App (Q1 2021)
7. Satellite Train System	
DONE >	<ul style="list-style-type: none">• Installed signage limiting train ridership• Tested closure of B and C STS stations to reduce ridership• Removed STS passenger limits; added staffing to assist in NSAT• Added significant signage for social distancing and masking on all trains• Added signage recommending people walk from A to B and from C to D Concourses
PLANNING >	<ul style="list-style-type: none">• Opening of new International Arrivals facility bridge in Q1 2021 will reduce STS traffic from SSAT to Main Terminal traffic• Reopening for holidays, although, additional closure planned• Explore use of CASPR units in train cars. Testing in December 2020 and January 2021.
8. Health Screening Services	
DONE >	<ul style="list-style-type: none">• Established partnership with CDC for positive result communication to Airlines
DOING >	<ul style="list-style-type: none">• Proof concept with COVID-19 testing contractor November 2020• RFI for additional COVID-19 testing contractors and long-term placement January 2021• Partnering with military operations for flight specific percentage based rapid testing
PLANNING >	<ul style="list-style-type: none">• Consider terminal space for tenant wellness center

Actions to keep the virus from taking off again > ADAPT FACILITIES



STRATEGY #2

Communicate: Crisis to Confidence health-related changes to provide reassurance

As a key source of information for the traveling public regarding COVID-19, we are in constant communication across all channels regarding health-related changes and actions at SEA. Our aim is to be highly responsive to customer concerns and deliver transparent and frequent communication with airport stakeholders and employees.

Actions to keep the virus from taking off again > [COMMUNICATE: CRISIS TO CONFIDENCE](#)

9. Communication/Media	
DONE >	<ul style="list-style-type: none">• Frequent press releases, media briefings, interviews, and updates as needed• Web: FlyHealthy@SEA webpage, COVID-19 Status Updates webpage, COVID-19 FAQs webpage, COVID-19 positive tests tracker• Weekly email newsletters: FlyHealthy@SEA (external), This Week@SEA (internal)• Blog posts, videos, tours• Customer responses: social, e-mail, phones, in-person
DOING >	<ul style="list-style-type: none">• Ongoing communication• Launch SEA consumer newsletter• Conduct consumer sentiment surveys• Paid advertising
PLANNING >	<ul style="list-style-type: none">• Update to Ongoing communication focus through 2021• Ongoing press releases, media briefings, interviews, and updates as needed• Exploring focus groups and paid advertising
10. Signage, floor decals and stickers reminding people to honor physical distancing, face coverings etc.	
DONE >	<ul style="list-style-type: none">• Installed 8,000+ signs/decals
DOING >	<ul style="list-style-type: none">• Maintain/refine existing signage• Adding 5,000 stickers to leave space between seats in the gate waiting areas• Used 360 stickers for physical distancing in the passenger loading bridges
PLANNING >	<ul style="list-style-type: none">• Maintain and refine through 2021• Add new signage as required, such as the Washington state travel advisory in Q4 2020
11. Audio announcements	
DONE >	<ul style="list-style-type: none">• New announcements; multiple languages
DOING >	<ul style="list-style-type: none">• Continue announcements• Specific STS messaging to prevent overcrowding• Airline onboard announcements when arriving at satellites
PLANNING >	<ul style="list-style-type: none">• Ongoing through 2021

Actions to keep the virus from taking off again > [COMMUNICATE: CRISIS TO CONFIDENCE](#)

12. Digital messaging	
DONE >	<ul style="list-style-type: none">• Common use monitor and kiosk messages• SEA app• Travel alerts• FIDs messages• Clear Channel monitors• Port common use monitors – ticketing and gate areas• Airlines posted reservation numbers at ticket counters• Roadway VMS signage on airport freeway• Satellite train station digital messaging
DOING >	<ul style="list-style-type: none">• Continued digital messages• Updated the SEA smartphone app to inform passengers of FlyHealthy@SEA initiatives and identify resources on its interactive wayfinding map
PLANNING >	<ul style="list-style-type: none">• Maintain and refine through 2021
13. SEA Partners (tenant stakeholders) group	
DONE >	<ul style="list-style-type: none">• ADR required to develop detailed plans for safe operations• SEA Partners (airport stakeholders) every three weeks; as needed task forces• Business Intelligence forecasting• Standing Groups (ISTAMA, Station Managers, AAAC)
DOING >	<ul style="list-style-type: none">• ADR tenants are closely adhering to Governor's directives (e.g. temps, masks)• Continue — every 3-4 weeks; as needed task forces• Continue to provide forecast updates• Continue meetings with Standing Groups
PLANNING >	<ul style="list-style-type: none">• As pandemic threat subsides, retain the group meetings, evolve as needed as a customer experience tool
14. Civic leaders	
DONE >	<ul style="list-style-type: none">• Puget Sound Business Journal's Straight Talk: Roadmap to Recovery virtual event where Port Commissioner Peter Steinbrueck and SEA Managing Director Lance Lyttle spoke about plans to reopen the economy
DOING >	<ul style="list-style-type: none">• Tours (elected officials, business groups, civic leaders)• Add to FlyHealthy@SEA newsletter list• Continue FlyHealthy@SEA update presentations to external groups
PLANNING >	<ul style="list-style-type: none">• Continue this stakeholder engagement into 2021• Explore virtual experiences to prepare travelers for travel in a new normal

Passengers want airports to follow the **same public health guidelines** regardless of local requirements.

Source: Airports Council International, COVID-19 Recovery and Passenger Expectations, May 2020



STRATEGY #3

Deploy innovative products and procedures for a healthier travel experience

SEA Airport continues to innovate with options for seamless, contact-free travel. We're exploring new technologies that facilitate a touchless airport experience, and state-of-the art programs that keep you safe behind the scenes.

Actions to keep the virus from taking off again > INNOVATIVE PROJECTS & PROCEDURES

15. Hand sanitizer dispensers	
DONE >	• 280 installed; locations on App
DOING >	• Continue; consider additional signage to increase location visibility • Explore addition of cleaning wipes dispensers near contact points with luggage
16. Medical grade cleaning and disinfecting products	
DONE >	• Always used disinfectant, increased frequency for high contact touchpoints
DOING >	• Testing new cleaning products and technologies
PLANNING >	• Maintain sufficient supply levels
17. Touchless technology	
DONE >	• Explored options for hygienic and contactless transactions: Touchless and seamless arrival-to-boarding experience Launched pre-booked parking so travelers can book parking prior to airport arrival as a convenient, cashless way to pay
DOING >	• Converted RFI to RFP for two vendor prototype for virtual queuing and a reservation system • Touchless bag tag capability (for common use kiosks) — working with vendor on software update • Securing additional touchless kiosk capacity which includes all check-in functions. (Dependent on aviation solution provider Q2 or Q3 2021)
PLANNING >	• Implementation • Explore upgrade for access control system • Implement one biometric air exit device for international customers in the SSAT by end of Q4 • Explore long-term installation of biometric technology for domestic customers • Implement Airport Dining and GRAB app, Q1 2021

STRATEGY #4

Drive policy developments around industry best practices and protocol consistency

We're leaning on strong engagement with the airport industry — trade associations and other airports — as well as lawmakers and federal agencies — and establishing clear objectives to ensure we're leading with best practices.

Actions to keep the virus from taking off again > DRIVE POLICY DEVELOPMENTS

18. Maintain operations for essential airport support services	
DONE >	<ul style="list-style-type: none"> Airport Dining and Retail (ADR) rent and other financial relief
DOING >	<ul style="list-style-type: none"> ADR business resources
PLANNING >	<ul style="list-style-type: none"> Assess business recovery; passenger volume growth Assess business recovery; passenger volume growth
19. Influence federal public policy development	
DONE >	<ul style="list-style-type: none"> Secured CARES Act funding (\$192 million) for SEA Tour with WA DOH
DOING >	<ul style="list-style-type: none"> Tours for elected officials (w/airlines) Ongoing updates Working with industry partners to secure CARES Act 2 funding for airports Pursue TSA grant funding for cleaning & sanitization Working with Governor Inslee on statewide approach to airport health
PLANNING >	<ul style="list-style-type: none"> Identify and articulate areas where national/international standards would be beneficial
20. Face coverings	
DONE >	<ul style="list-style-type: none"> Requirement to wear face coverings in SEA public areas began May 18 Additional Mask Up signage added in Concourses and Concessionaires Launched Mask Up Campaign in July; Continued through August PPE vending machines placed in terminal
DOING >	<ul style="list-style-type: none"> Distributing facial coverings (info desk, central terminal podium, carts)
PLANNING >	<ul style="list-style-type: none"> Potential for legislation implementing national safety standards at all airports, including possible mask requirements Evaluating self-serve “grab a free mask” distribution points for employees and passengers throughout airport. Goal is to test dispensers and implement by Q1 2021.
21. Make internal audience aware of advocacy w/policymakers	
DONE >	<ul style="list-style-type: none"> Briefed Port of Seattle Commission on CARES Act implementation and advocacy related to a next federal package
DOING >	<ul style="list-style-type: none"> Periodic updates to Commission, Executive and Airport Managing Director on status of CARES 2 along with advocacy at state level
PLANNING >	<ul style="list-style-type: none"> Briefing for Commission following potential enactment of CARES 2

Actions to keep the virus from taking off again > DRIVE POLICY DEVELOPMENTS

22. Coordinate across Port departments — airport/portwide — regarding advocacy	
DONE >	<ul style="list-style-type: none"> Convened FlyHealthy@SEA's Policy Guidance and Advocacy Subcommittee
DOING >	<ul style="list-style-type: none"> Weekly meetings of Policy Guidance/Advocacy Subcommittee to ensure cross-department coordination
23. Seek partnership from federal and state policymakers on enduring changes at SEA	
DONE >	<ul style="list-style-type: none"> Tour with WA DOH on 30 July for Elevated Body Temperature Proof of Concept
DOING >	<ul style="list-style-type: none"> Continue meetings with King County and State Health Departments regarding COVID-19 testing and reporting protocols Regular meetings with Governor Inslee's policy team on direction of potential statewide airport standards
PLANNING >	<ul style="list-style-type: none"> Continued engagement with health agencies, county and state leadership on potential statewide airport standards
24. Keep WA congressional delegation, other policymakers briefed on SEA actions/changes	
DOING >	<ul style="list-style-type: none"> Tours and info on changes
PLANNING >	<ul style="list-style-type: none"> Monthly updates to state delegation regarding travel numbers and confidence in SEA
25. Temperature screenings	
DONE >	<ul style="list-style-type: none"> In May 2020 the Port Commission directed its staff to develop a plan to facilitate temperature checks at SEA, which made our airport the first large airport in the U.S. to begin work on a formal plan for temperature checks and health Procured and tested passive temp screening equipment in FIS in June Conducted proof of concept with Alaska Airlines for checkpoint temperature screening. Resulted in zero elevated temperatures detected Completed RFP to establish costs for airport-wide temperature screening Conducted second proof of concept with Delta Airlines for checkpoint temperature screening. Resulted in zero elevated temperatures detected
PLANNING >	<ul style="list-style-type: none"> Establish role of federal government for long term elevated body temperature or COVID testing programs
26. Public health emergency preparedness	
DOING >	<ul style="list-style-type: none"> Track strategies, Identify critical items etc.
PLANNING >	<ul style="list-style-type: none"> Create Port comprehensive pandemic strategy plan Develop comprehensive Port All-Hazards Crisis Communications Plan by Q2 2021
27. Anticipate new health processes	
PLANNING >	<ul style="list-style-type: none"> Track developments around concepts such as IATA's “One ID” or immunity passports Track contract tracing developments for airlines Work with airlines on “partner city” concepts for COVID-free passengers

STRATEGY #5

Actively embrace the unknown

SEA is intentional about seeking information and developing best practices to address the challenges of COVID-19. We've formed tighter partnerships with industry partners and airport stakeholders. We're exploring new ways to keep travelers safe and making adjustments as medical knowledge evolves. We're constantly examining the "what if's" to keep our focus honed on a safe travel experience now and in the future.

28. Use a disciplined structure to frame and regularly revisit at least 10 key unknowns, such as:	
<ul style="list-style-type: none">• “What health-related services will customers expect to see at an airport?”• “Which touchless technology investments will create the highest level of customer confidence?”• “How will common standards be developed for “immunity passports”, or other health certifications, and what will be the role for airports?”	
DONE >	<ul style="list-style-type: none">• Identified ten forward-looking key questions
DOING >	<ul style="list-style-type: none">• Reframing the questions based on evolving COVID-19 information• Securing and analyzing customer feedback around key questions• Researching new technologies and health screenings• Leveraging partnerships to gather new information• Developing roadmap and strategy document for “SEA Touchless Journey” Q4 2020
PLANNING >	<ul style="list-style-type: none">• Pursue specific actions, such as Requests For Information, to gain understanding about potential strategies• Pursue ongoing customer feedback through surveys and Port communication tools• Develop pilots to explore new technology and processes Q2-Q3 2021

29. Position SEA as an industry leader in COVID recovery through visibility, partnerships and information sharing.	
DONE >	<ul style="list-style-type: none">• First U.S. West Coast Airport to secure ACI Health Accreditation• Participated in initial ACI activities (e.g. daily ACI calls with large hub airport directors, initial ACI Recovery Committee, multiple topic committees)• Provided FlyHealthy@SEA briefings to numerous stakeholders• Managing Director participated in numerous panel discussions (ACRP, PSBJ) and media events• Shared signage concepts and communication strategies with other airports• Developed and published ACI-World's iOS smartphone apps for passengers “Check & Fly” and aviation professionals “Airport Check”
DOING >	<ul style="list-style-type: none">• Participating in panels, forums and tours with travel industry leaders (e.g. corporate travel managers, airlines, TravelConnect Virtual Series, etc.)• Broadly sharing Mask Up campaign information with other airports• Partnering with the Pacific Northwest Economic Region (PNWER) to pursue federal grant to explore a “pre-clearance” concept with health screenings• Building a COVID-19 intelligence network• Leveraging unique aspects of SEA (physical constraints, tech-savvy passengers) to build industry leadership around virtual queue processes• Participating on AAEE Virtual Queuing team
PLANNING >	<ul style="list-style-type: none">• Leverage accreditations to position SEA as an industry leader• Leverage unique aspects of SEA (physical constraints, tech-savvy passengers) to build industry leadership around virtual queue processes



Looking ahead

Our airport experienced sudden, severe, and extended losses due to the pandemic-related reduction in trade and travel. At the same time, the Port of Seattle is well-positioned to lead the recovery.

Our approach is simple: stay operational and keep people employed. Provide targeted financial relief to ensure sustained airport services. Focus investment on the hardest-hit industries and communities. Aggressively implement safety measures to bring the public back to our gateways as soon as possible.

While aspects of our work have changed, our vision hasn't. We are a globally competitive region with innovative industries, a cultural commitment to equity and inclusion, and a recognition that we must lead in sustainability. This continues to be our path to the future.



We are committed to customer health and well-being and recognize that each person's comfort level about travel is different. FlyHealthy@SEA will evolve as new health information emerges and as travelers return to the skies.



For updates sign up for our FlyHealthy newsletter:
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