



January 17, 2012

Ms. Gael Tarleton  
President, Port of Seattle Commission  
Seattle, Washington

Dear Ms. Tarleton:

During the regular meeting of the car rental tenants at Sea-Tac on January 11th the topic of curbside assistants and their importance to the industry in the successful opening of the new facility was made evident. I would like to state that I believe all the companies were in agreement for the following items:

- a.) There is a demonstrated need for curbside assistants both at the terminal (North and South) and at the Consolidated Rental Car Facility when it opens.
- b.) The length of need is not known at this time, but at least for a minimum of four months.
- c.) The objective of having assistants present to facility queue management/crowd control and to provide organization to the overall process. No one wants the facility to acquire a negative reputation at the opening as has happened at other facilities.
- d.) Flexibility in the schedule to achieve cost savings but still meet the objectives.
- e.) Acknowledgement that crowding can complicate operations with potentially unanticipated results.

The discussion of January 11th was lively and centered on the length of time the agents may be needed following activation of the new bussing operation and to what degree staffing should be bolstered during the peak periods of operation. As you know, June-August is the peak rental car months in Seattle and crowds of people are expected. Even with great signage, without having someone to guide customers at the bus stops, customers will surge and overwhelm the drivers with ingress and egress from the vehicles at each stop. Crowd control is a significant requirement.

There was no dispute about the need for the service, just the length of time it should be continued. Some companies believe it should exist for 4-6 months while others want it at least a year or more. Having the flexibility to determine the length of time and the need for the service will be dependant on customer issues and complaints or lack

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thereof. Further the companies recommended that the daily use of the service be flexible and in coordination with traffic experienced on the curbs.

As you know, the Seattle facility was designed to create a new experience for both the seasoned traveler and first time visitor; and each rental customer will be offered better customer service in by-passing the typical counter check-in requirement. Preferred customers will be directed by signage to go directly to the floor plates on levels below their arrival without a need to address the counters in the Customer lobby. Cross traffic at the facility and on the curbs will create issues, but the biggest issue is getting the customers to and from the facility in a timely fashion and without incident.

The grand opening of the CONRAC in Phoenix experienced problems when surges of people were left on the curb as the first buses were filled. Those buses had to leave passengers behind due to the overcrowded conditions. Not having trained personnel on site to regulate the pedestrian traffic exacerbated the complaints and created a negative reputation. Seattle must do everything thing it can to prevent these issues from occurring.

The Rental Car Companies and the undersigned are available to discuss this matter with your staff and with the Commission. It is noted that the cost for this service is already built into the fees and expenses; thus it is affordable when allowed to be flexible.

Respectfully submitted



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President  
Activation Advisor for the Port  
and the Seattle Rental Car Industry

Cc;

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