

# SEA Airport Accessibility Program 2022 Update

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# Overview

- Guiding Principles
- Background and Progress
- Facilities Update
- Customer Service Updates
- Engagement Updates
- Conclusion



# Guiding Principles

- Goals
  - SEA most accessible airport in the USA
  - Exceed accessibility requirements
  - Innovative leader in aviation accessibility
  - Align with SEA brand promise
- Areas of Focus
  - Facilities
  - Customer Service
  - Engagement



# Accessibility is Continuous Improvement Process

- Interdepartmental effort since 2018 following Open Doors Organization Evaluation
- Ongoing engagement with SEA Accessibility Advisory Committee
- 70% of recommendations are complete or in progress





# FACILITY UPDATES

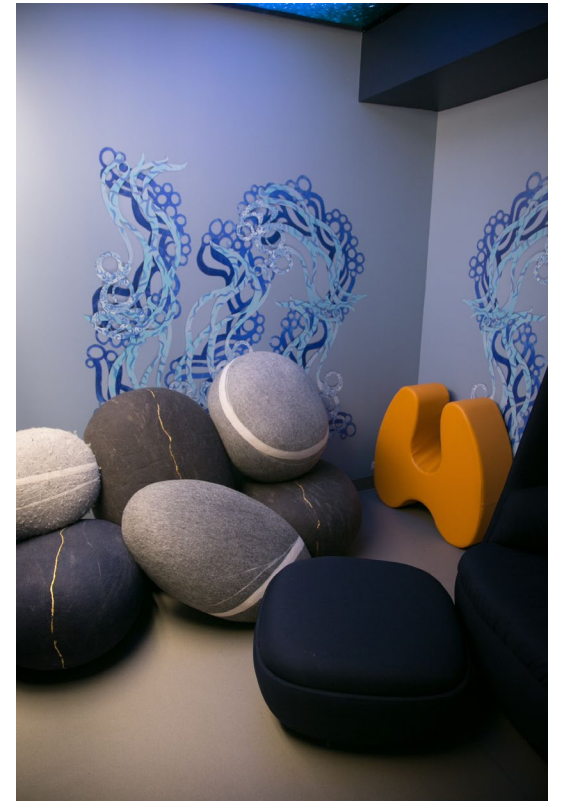
# Sensory Room Opened April 2021

*“I am consistently overwhelmed by all of the very intense and persistent sensory feedback involved in travel. I also have a very hard time with standing all the time, and sitting in hard chairs. The sensory room is genuinely incredible. The first time I found it was an accident, and I called three of my disabled friends to let them know that it existed. Two of them have since let me know that it was immensely helpful in easing their travel.”*

*- Passenger feedback*



# Sensory Room



*“I just want to say how amazing it is that this room exists. I have been autistic all my life, and at 19, this was of the very first time I ever felt accommodated in the world. It is a wonderful, necessary room and I am so, so thankful that it exists. I found it on accident, because I am often looking for a quiet dark space away from everyone. I loved being able to take off my shoes, wear my headphone ear protection without people staring judgmentally, and rock and stim as needed. Thank you so much.” – Passenger feedback*

# Service Animal Relief Areas

- New Indoor and Outdoor Facilities





# Signage

## WHEELCHAIR AND SCOOTER USERS



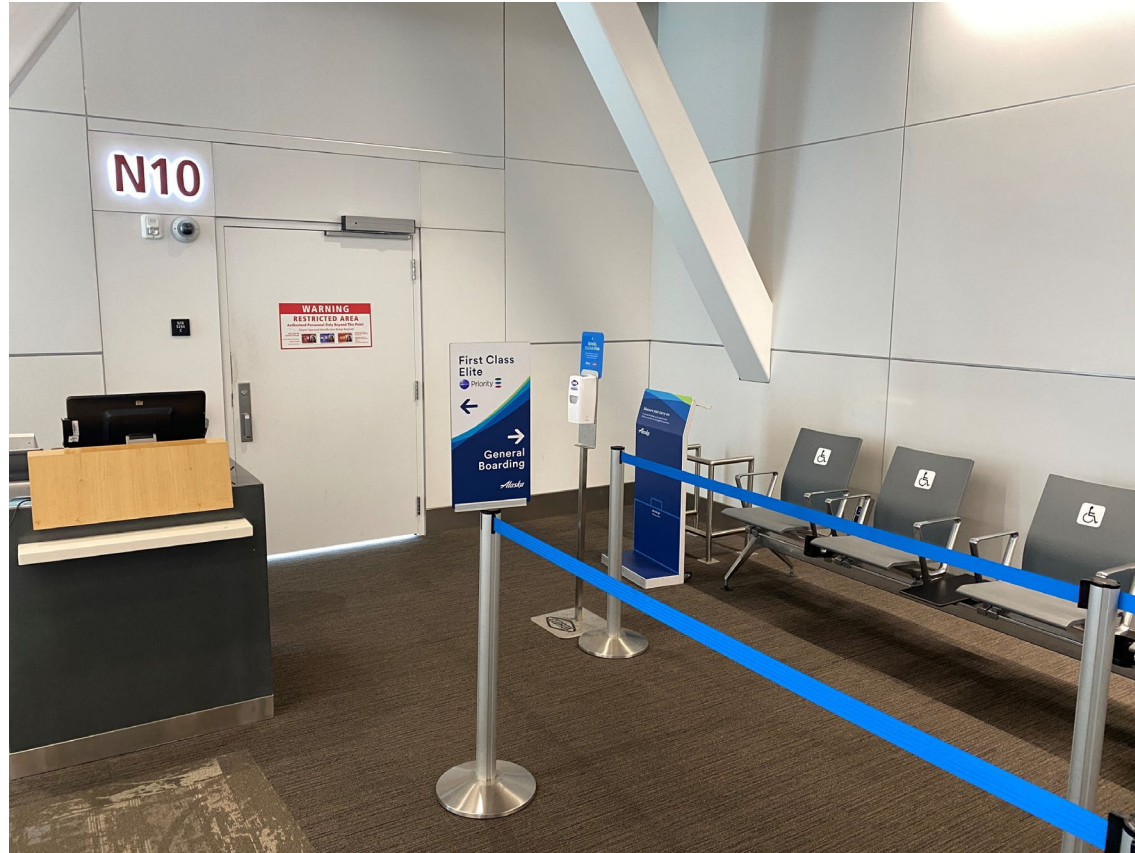
The Port of Seattle strongly recommends that all wheelchairs and scooters be secured while the vehicle is in motion.

Driver is trained to secure wheelchairs and scooters.

There is increased risk of tipping when riding on a scooter while the vehicle is in motion, even when secured. Passengers able to sit independently on bench seating are encouraged to do so.



# Accessible Seating





# CUSTOMER SERVICE UPDATES

# Customer Service Background

- **Systematic approach**
  - Programs + Services
  - Staff Training
  - Customer Communication
  - Customer Feedback
  - Quality Assurance

At Seattle-Tacoma International Airport (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



# Programs + Staff

- **Programs + Services**
  - Sunflower Lanyards
  - Wheelchair Service
- **Staff Training**
  - E-learning
  - Digital Staff Training



EXCELLENT CUSTOMER SERVICE  
FOR PEOPLE WITH DISABILITIES

Enter

This program contains audio – You may adjust volume or turn off  
 Performs best using Chrome browser

**SEA** Seattle-Tacoma  
International  
Airport

# Customer Communication + Feedback

- **Customer Communication**
  - Leveraging technology
  - Pre-visit and on-site resources
- **Customer Feedback**
  - QR Code Surveys
  - Business Intelligence Wheelchair Study

The screenshot shows the SEA website's 'Accessible Transportation' page. The header includes the SEA logo and navigation links: HOME, SEA AIRPORT, MARITIME, BUSINESS, COMMUNITY, ABOUT. The page title is 'Accessible Transportation' with a sub-header 'COVID-19 and travel at SEA Airport' and a 'More Information' link. The main content is divided into three sections: 'Personal Vehicle Drop-Off', 'Accessible Taxi Services', and 'Other Accessible Airport Amenities'. Each section includes a brief description and a small image. The 'Personal Vehicle Drop-Off' section mentions loading areas and curbs. The 'Accessible Taxi Services' section mentions wheelchair-accessible taxis. The 'Other Accessible Airport Amenities' section mentions the Sensory Room and Social Story.

The graphic features a sunflower in the top left corner and the text 'Sunflower Lanyards @ SEA'. Below this, there are three main sections: 'Sunflower Lanyards', 'Security Screening and Social Story Resource', and 'Other Accessible Airport Amenities'. The 'Sunflower Lanyards' section describes a program for travelers with disabilities. The 'Security Screening and Social Story Resource' section provides information on TSA Cares and social stories. The 'Other Accessible Airport Amenities' section mentions the Sensory Room and Social Story. At the bottom, there is a QR code and contact information for SEA Customer Care.

# Quality Assurance Program

- Supports SEA Customer Service Standards Manual
- A tool to evaluate customer engagement performance
- Accessibility integrated





# ENGAGEMENT UPDATES



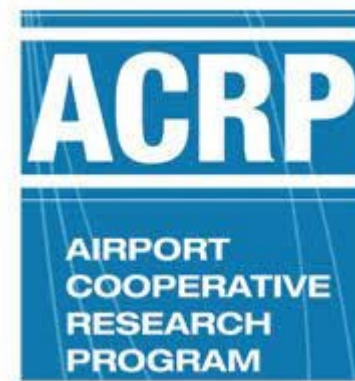
# Disability Community Engagement

- SEA Accessibility Advisory Committee
- Regular outreach with disability community members and organizations
- External Relations initiatives



# Aviation Industry Advocacy

- Sunflower Lanyard Working Group leadership
- Conference participation
- Podcast participation
- Aviation industry publications



# Conclusion and Next Steps

- **Ongoing commitment to becoming most accessible airport in the nation**
  - 2021 FAA Civil Rights Partner award
  - 4 Star Skytrax recognition
- **Looking forward to in 2022**
  - Increasing awareness of programs and amenities
  - Expanding volunteer roster
  - Auditing terminal facility
  - Continued engagement with SEA AAC and disability community

