

STANDARD PROCEDURE

Aviation Authority

Number: S1201.06

Effective: 10/10/82

Revised: 12/20/22

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Subject: SURVEYING/POLLING AND  
RESEARCH-RELATED ACTIVITIES ON  
AUTHORITY PROPERTY

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**PURPOSE:** To establish procedures that will govern all surveying/polling and research-related activities on or from Authority property in order to clarify and ensure both the integrity and accuracy of the Authority research program as it relates to the Authority's strategic objective of customer service excellence.

**GENERAL:** All surveying and polling of passengers, guests or tenants conducted on or from Authority property must be approved by the Director of Marketing or designee. Research-related activities that include Authority employees should be approved by the Senior Manager of Business and Market Intelligence.

A. Surveying/Polling and Research-Related Activities Associated with Passengers, Guests or Tenants

The Senior Manager of Business and Market Intelligence will coordinate surveying/polling and research-related activities conducted by a third party with the following:

1. Airport Police
2. Operations
3. Communications
4. Guest Experience
5. Tenants and other interested parties

Authorization to survey/poll and conduct research-related activities on Authority property will be based upon a clear understanding that such activities will in no way interfere with the safe, orderly uninterrupted use of airport facilities by airport users.

Surveys/polls or research-related activities may be approved when:

- a. Conducted by a governmental agency.
- b. Conducted by a professional entity, where the results will be of direct benefit to the Authority.

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Surveys, polls or other research-related activities will not be approved when they are for commercial profit (such as agencies selling results to private clients) and where there is no benefit to airport patrons, other governmental agencies or the Authority.

B. Surveying/Polling and Research-Related Activities Associated with Authority Employees by an Authority Employee

The Senior Manager of Business and Market Intelligence or designee should be included in the planning for surveying/polling and research-related activities associated with Authority employees by other Authority employees to ensure the timeliness, value, and appropriate execution.

**PROCEDURES:**

A. Surveys/Polls and Research-Related Activities by the Authority

The Marketing Department is responsible for the design, development, execution, analysis, and reporting of passenger satisfaction and customer sentiment surveys and should also be included in the planning and development of Authority employee feedback surveys. In addition to ad-hoc surveys designed to understand customer sentiment regarding specific initiatives or conditions, the Authority conducts ongoing and ad hoc surveys including but not limited to:

1. ASQ Departures Survey – In conjunction with ACI-NA, the Authority participates in this global passenger satisfaction survey. Quarterly, passengers are intercepted at their gate and asked to complete a questionnaire that rates their airport experience across multiple dimensions. Each quarter, the Marketing Department presents the survey findings to the Executive Team with suggestions for action designed to improve overall satisfaction.
2. Wi-Fi Survey – When users log onto the Authority’s free public Wi-Fi network, they are presented a short survey. The questions are designed to develop ongoing passenger demographic and psychographic profiles and to probe satisfaction,

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awareness, and engagement with various Authority and business partner initiatives.

3. Surveys/Polls and Research-Related Activities for Authority Employees and External Audiences – The Senior Manager of Business and Market Intelligence or designee should be included in the planning and development of all ad-hoc and ongoing surveying/polling and research-related activities associated with Authority employees and/or external audiences by other Authority employees.

B. Surveys/Polls and Research-Related Activities by Third Parties on Authority Property

1. At least two weeks in advance, parties interested in surveying/polling or conducting research-related activities on Authority property must submit a letter of intent to the Senior Manager of Business and Market Intelligence or designee. The letter must include the following information:
  - a. Date and time requested
  - b. Purpose
  - c. Duration (total number of questionnaires and expected time/number of days required to complete all surveying/polling and/or research-related activities)
  - d. Requested location(s)
  - e. Total number of people conducting the surveys/poll and/or research-related activities
  - f. A copy of the survey/poll

Upon receipt of this information, the Senior Manager of Business and Market Intelligence or designee will determine whether or not survey/polling or research-related activities authorization will be granted.

2. All parties, with the exception of students working on class projects, will be required to submit proof of comprehensive general liability insurance in an amount to be determined by the Authority's Risk Manager depending on the scope of the surveying/polling or research-related activities.

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3. All parties, including students working on class projects, must sign the Authority's hold harmless agreement.
4. The Senior Manager of Business and Market Intelligence or designee must receive a copy of all survey/polling results generated from surveys/polls and research conducted on Authority property.

APPROVED: Michael Stephens

DATE: 12/20/22