

**COUNTY OF MILWAUKEE
INTEROFFICE COMMUNICATION**

DATE: April 16, 2021

TO: Supervisor Marcelia Nicholson, Chairperson, County Board of Supervisors

FROM: Donna Brown-Martin, Director, Department of Transportation

SUBJECT: **Passenger Satisfaction with Safety and Hygiene Measures Survey Results**

POLICY

This report is information only.

BACKGROUND

The airport has engaged with Airport Council International – North America (ACI-NA) since 2018 to perform quarterly customer satisfaction surveys to ascertain overall passenger satisfaction with the airport and airport services. ACI-NA has developed a statistically significant Airport Service Quality (ASQ) survey that has standardized the same questions asked worldwide. This allows airports to review survey results on their own, or measure themselves versus other peer airports, North American airports, and airports worldwide, if desired, on a standard set of questions.

As a supplemental service, ACI-NA and ASQ provided a complementary report based on a specific set of questions asked of passengers regarding passenger impressions of airport safety and hygiene performance measures. The survey was taken in the fourth quarter of 2020 and the results were recently made available to the airport.

I am pleased to inform the County Board that Milwaukee Mitchell International Airport (MKE) received very favorable responses to the questions asked in the survey. In fact, MKE was higher than, or equal to, all other airports domestically and worldwide when asked about:

- Effectiveness of safety and hygiene measures in place: Score 4.42 out of 5.0, 345 responses with 88% responding “Excellent” or “Very Good”.
- Clarity of signage and instructions to inform about safety and hygiene measures: Score 4.39 out of 5.0, 344 responses with 87% responding “Excellent” or “Very Good”.
- Ability of staff to apply safety and hygiene measures: Score 4.42 out of 5.0, 329 responses with 86% responding “Excellent” or “Very Good”.
- Level of confidence to travel based on safety and hygiene measures: Score 4.18 out of 5.0, 352 responses with 80% responding “Excellent” or “Very Good”.

Relevant excerpts of the survey results are provided for review in a separate PowerPoint presentation document.

RECOMMENDATION

Informational report only.

Prepared by: Brian Dranzik, Airport Director

Approved by:

Julie Esch, Deputy Director

Donna Brown-Martin, Director
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Cc: Kelly Bablitch, Chief of Staff, Milwaukee County Board of Supervisors
Janelle Jensen, Manager, Legislative Services Division, Office of the County Clerk