



palm springs

INTERNATIONAL AIRPORT

AIRPORT COMMISSION
MARKETING AND BUSINESS DEVELOPMENT COMMITTEE AGENDA
Airport Conference Room, Palm Springs International Airport
3400 E. Tahquitz Canyon Way, Palm Springs, CA 92262
Thursday, February 6, 2025, at 2:00 P.M.

Submit your public comment to the Marketing and Business Development Committee electronically. Material may be emailed to: Andrew.LeCompte@palmspringsca.gov. Transmittal prior to the start of the meeting is required. Any correspondence received during or after the meeting will be distributed to the Marketing and Business Development Committee and retained for the official record.

1. CALL TO ORDER

2. POSTING OF AGENDA

3. ROLL CALL

4. ACCEPTANCE OF AGENDA

5. PUBLIC COMMENTS:

Limited to three minutes on any subject within the purview of the Committee

6. APPROVAL OF MINUTES:

Marketing and Business Development Committee Meeting of November 6, 2024

7. ACTION AND DISCUSSION ITEMS:

7.A Guidelines for Free Distribution of Materials at Information Desk

7.B Cactus to Clouds Imagery Preview

7.C 2024 Customer Comments Overview

7.D Frontier Airlines Promo Review

7.E Progress PSP Webpage Update

7.F Customer Experience Program Update

8. COMMITTEE MEMBER REPORTS AND REQUESTS

9. ADJOURNMENT

AFFIDAVIT OF POSTING

I, Harry Barrett, Jr., Executive Director of Aviation, City of Palm Springs, California, hereby certify this agenda was posted on January 30, 2025, in accordance with established policies and procedures.

PUBLIC NOTICES

Pursuant to G.C. Section 54957.5(b)(2) the designated office for inspection of records in connection with the meeting is the Office of the City Clerk, City Hall, 3200 E. Tahquitz Canyon Way. Complete Agenda Packets are available for public inspection at: City Hall Office of the City Clerk. Agenda and staff reports are available on the City's website www.palmspringsca.gov. If you would like additional information on any item appearing on this agenda, please contact the Office of the City Clerk at (760) 323-8204.

It is the intention of the City of Palm Springs to comply with the Americans with Disabilities Act (ADA) in all respects. If, as an attendee or a participant at this meeting, or in meetings on a regular basis, you will need special assistance beyond what is normally provided, the City will attempt to accommodate you in every reasonable manner. Please contact the Department of Aviation, (760) 318-3800, at least 48 hours prior to the meeting to inform us of your particular needs and to determine if accommodation is feasible.

AIRPORT COMMISSION
MARKETING AND BUSINESS DEVELOPMENT COMMITTEE

Thursday, November 7, 2024 – 11:00 A.M.

SUMMARY MINUTES

1. **CALL TO ORDER:**

Committee Chairwomen McDermott called the Committee to order at 11:02 a.m.

2. **POSTING OF AGENDA:** Agenda posted on November 4, 2024.

3. **ROLL CALL:**

Committee Members Present: Ebensteiner, Fong, McDermott, and Wise

Committee Members Absent: Burke, Caldwell, and Wiseman

Staff Present:

Daniel Meier, Deputy Director of Aviation, Marketing & Air Service
Jake Ingrassia, Marketing and Communications Specialist
Stephen Belauskas, Marketing and Communications Specialist
Andrew LeCompte, Executive Administrative Assistant

4. **ACCEPTANCE OF AGENDA:**

ACTION: Accept the agenda as presented. **Moved by Committee Member Fong and seconded by Committee Member Ebensteiner and unanimously approved noting the absence of Committee Members Burke, Caldwell, and Wiseman.**

5. **PUBLIC COMMENTS:** None

6. **INTRODUCTIONS**

Deputy Director of Aviation, Marketing & Air Service Meier gave a brief overview of his background and his role at the Airport. Marketing and Communications Specialist Ingrassia provided a brief overview of his background and overview of his role at the Airport. Marketing and Communications Specialist Belauskas provided a brief overview of his background and overview of his role at the Airport.

7. APPROVAL OF MINUTES:

ACTION: Approve the minutes of the Marketing and Business Development Committee meeting held on April 2, 2024. **Moved by Committee Member Ebensteiner, seconded by Committee Member Fong with 0 Yes, 0 NO, and 4 Abstained, approved noting the absence of Committee Members Burke, Caldwell, and Wiseman.**

8. ACTION AND DISCUSSION ITEMS:

8.A Crisis Communications Update

Marketing and Communications Specialist Ingrassia provided an update on the Crisis Communication Plan. Mr. Ingrassia shared how the Airport's website would function in the event of an incident at the Airport. Mr. Ingrassia explained what role the PIO (Public Information Officer) would play when an incident occurred at the Airport. Commissioner Ebensteiner asked for the definition of PIO. Mr. Ingrassia confirmed that PIO stands for Public Information Officer. Commissioner Ebensteiner asked for information regarding the collaboration with Airlines when an incident occurred. Deputy Director of Aviation, Marketing & Air Service Meier stated that Airlines would work with NTSB (National Transportation Safety Board) when an incident occurred. Mr. Meier stated that the Airports focus during an incident was to transmit information to the public related to the operational status of the Airport. Mr. Ingrassia confirmed that during an incident, the Airport would have representatives working with NTSB and the Airlines.

8.B Capital Improvement Program Webpage Update

Deputy Director of Aviation, Marketing and Air Service Meier presented an update on The Progress PSP website. Mr. Meier shared examples of similar websites from other airports. Mr. Meier gave a background on the meaning behind the Progress PSP name. Mr. Meier presented two logo options for the Progress PSP website and asked for feedback from the committee. Commissioner Wise commented that he preferred version one. Commissioner Ebensteiner commented that he preferred version two and the upward angle of the arrow within the logo. Commissioner Fong concurred with Commissioner Ebensteiner. Chairwomen McDermott asked if the logo would appear on signage throughout the Airport. Mr. Meier confirmed that the logo could appear on signage at the Airport. Chairwomen McDermott asked the committee and staff for their opinions on logos. Marketing and Communications Specialist Ingrassia stated he liked the forward motion of both logos. Mr. Meier stated that he liked both versions of the logo and had a slight preference for version one. Commissioner Fong asked how extensively the Progress PSP logo would be used and how much public visibility the Progress PSP logo would have. Mr. Meier explained that the logo would have limited visibility and would have more internal use than public use.

ACTION: Approve the PSP Progress Logo, Version 2. **Moved by Committee Member Fong, seconded by Committee Member Ebensteiner and unanimously approved noting the absence of Committee Members Burke, Caldwell, and Wiseman.**

Mr. Meier provided further details and use cases for the Progress PSP website. Commissioner Wise asked who would be updating the Progress PSP website. Mr. Meier confirmed that Mr. Ingrassia would be responsible for updating the Progress PSP website. Commissioner Wise asked when the website would be launched. Mr. Meier stated that the goal was to launch the website in January or February 2025.

8.C Customer Comments and Air Service Development Update

Marketing and Communications Specialist Ingrassia provided an update on customer comments. Mr. Ingrassia gave a detailed overview of comment types received as well as a historical comparison. Commissioner Ebensteiner asked for more information regarding the negative comments received. Mr. Ingrassia shared that most negative comments were related to curbside attendants who are not Airport employees. Deputy Director of Aviation, Marketing & Air Service Meier confirmed that that Airport would no longer use an outside vendor for curbside attendants and that the Airport would be creating an internal department to handle curbside operations. Commissioner Wise asked when the Airport would start curbside operations. Mr. Meier stated that it would possibly be in early 2025. Mr. Meier shared his future goals for improving the collection of customer feedback to improve the passenger experience at the Airport. Mr. Meier shared that customer feedback was shared with Airlines and Airport employees. Mr. Ingrassia shared that the reduction in customer complaints could be attributed to construction being completed with eating establishments at the Airport. Commissioner Ebensteiner asked how customer comments are categorized as neutral. Mr. Ingrassia stated that comments made regarding route requests or similar comments were categorized as neutral. Mr. Meier stated that when negative comments are received, there was follow-up with the customer to determine how the issue would be rectified.

8.D Marketing Update

Marketing and Communications Specialist Belauskas presented the Marketing Update. Mr. Belauskas provided an overview of the Airport's Marketing Campaign. Mr. Belauskas gave an overview of target areas, tactics, advertising expenditure, messaging and calendar for the Airport's Marketing Campaign. Mr. Belauskas gave an update on new lines of Air Service and how the Airport promoted the new lines of service. Mr. Belauskas shared various creative samples that are placed on websites and print ads. Commissioner Fong asked for details regarding sponsored ads. Mr. Belauskas stated that sponsored ads are used on social media websites and used in targeted advertising. Deputy Director of Aviation, Marketing & Air Service shared that the Marketing Campaign was also designed to communicate the misconception that PSP was not able to compete with air service provided by LAX.

Mr. Belauskas provided an overview of the Fly My Airport website. Mr. Belauskas shared the analytics compiled with the Fly My Airport website. Mr. Meier provided more information behind and use cases for the Fly My Airport website.

8.E Customer Experience Program Update

Deputy Director of Aviation, Marketing & Air Service Meier gave an update on the Customer Experience Program plan. Mr. Meier shared the various staff that were involved with the development of the Customer Experience Program. Mr. Meier stated that the bid process for a vendors would take place in December 2024 and it was expected that the Customer Experience Program would be brought to City Council in February 2025.

9. COMMITTEE MEMBER REPORTS AND REQUESTS:

None.

10. ADJOURNMENT:

The Airport Marketing and Business Development Committee Meeting adjourned at 12:07 p.m.



Andrew LeCompte
Executive Administrative
Assistant

April 1, 2024

Guidelines for Airport Information Desk Materials Distribution

1. Purpose:

- The primary purpose of materials distributed at the Airport Information Desk is to provide visitors with relevant and accurate information about the Airport as well as local tourism attractions and activities within the Greater Palm Springs area.
- Materials should aim to enhance visitors' experiences and promote the unique attractions of the region.

2. Eligibility:

- Only materials produced by recognized local tourism entities, and other similar local area destination marketing organizations are eligible for distribution.

3. Information Criteria:

- Materials should include information about key tourist attractions, including but not limited to, landmarks, museums, art galleries, outdoor recreational activities, dining options, and cultural events. Emphasis should be placed on highlighting the diverse culinary scene, shopping opportunities, unique cultural experiences, and outdoor recreational activities available in the area.
- Materials must be accurate, up-to-date, and relevant to visitors, providing essential details such as operating hours, location, admission fees, and contact information.

4. Presentation:

- Materials should be professionally designed, visually appealing, easy to read, and catering to the diverse needs of travelers.
- Clear branding and attribution to the respective tourism entities should be included on all materials to ensure transparency and credibility.

5. Sustainability:

- Encourage visitors to recycle or properly dispose of materials after use to support sustainable tourism practices.

6. Compliance:

- All materials must be reviewed by Airport Management for compliance with these guidelines before they are made available at the Airport Information Desk.
- The distribution of materials at the Airport Information Desk must comply with all relevant regulations and policies set forth by the Airport and local authorities.
- Any materials found to be inaccurate, misleading, or not compliant with these established guidelines should be removed from circulation immediately and reported to Airport Management.

7. Limitations on Information Desk Materials:

- Materials located at the Airport Information Desk are for the sole purpose of providing basic and relevant information about attractions located in the Greater Palm Springs area. Accordingly, the distribution of newspapers, advertisement-based publications or other advertising materials is strictly prohibited at the Airport Information Desk.
- Businesses, organizations, or other entities seeking to disseminate advertising materials or advertisement-based publications must contact the Airport's advertising concessions vendor to discuss options for paid advertising. They may visit flypsp.com/business/advertise-at-psp for more information.

By adhering to these guidelines, the Airport Information Desk can effectively assist visitors in exploring and enjoying the diverse attractions and experiences offered by the Greater Palm Springs region while promoting responsible and sustainable tourism practices.

Summary of Q4 2024 Customer Feedback for Palm Springs International Airport

In the fourth quarter of 2024, Palm Springs International Airport conducted a detailed analysis of customer feedback from various sources, including social media comments, direct submissions to PSP’s official website, and online review platforms like Google and Yelp, to understand passenger experiences and areas for improvement. Spanning from October 1 to December 31, 2024, this analysis sorted comments into categories such as Cleanliness, Infrastructure Needs, Food/Amenities, Wi-Fi Issues, Employee Behavior, and others.

Overall Sentiment – Total Comments: 221 (Expanded Count)

- **Positive Feedback:** 33% (72 comments)
- **Negative Feedback:** 53% (117 comments)
- **Neutral Feedback:** 14% (32 comments)

Original count: 158 comments

Note: The original number of comments is 158. However, due to multiple pieces of feedback within individual comments, the expanded number of comments categorized is 221. This includes comments that mention more than one aspect, such as cleanliness and staff behavior.

Comments may be paraphrased for clarity.

Q1 2024 (245 comments)	Q2 2024 (241 comments)	Q3 2024 (221 comments)
- Positive: 27.80%	- Positive: 28%	- Positive: 26.2%
- Negative: 57.63%	- Negative: 54%	- Negative: 39.8%
- Neutral: 14.24%	- Neutral: 18%	- Neutral: 34%

1. Employee/Tenant Behavior: 15% (18 comments)

- Reports described aggressive behavior from curbside staff, including yelling at drivers during busy pick-up times. (Comments #25, #26)
- Some travelers noted unhelpful or dismissive interactions at service desks and boarding gates. (Comments #79, #155)
- Positive mentions included staff members who went above and beyond to assist during emergencies. (Comment #154)

2. Infrastructure Needs: 15% (17 comments)

- Travelers pointed out that there were no restaurants or coffee shops available outside security. (Comment #22)
- Passengers asked whether there would be more direct international flights in the future. (Comment #58)
- Power outlets in the waiting area were noted as frequently non-functional. (Comment #59)
- Broken escalators, especially in busy areas, were frequently highlighted as a major issue. (Comments #80, #96)

3. Food/Amenities: 15% (17 comments)

- Food and beverage prices were considered too high, with some citing prices like \$3.50 for sodas and \$54 for sandwiches. (Comments #6, #101)
- Limited options for early morning and late-night travelers were noted. (Comments #31, #45)
- Passengers requested more healthy food options and casual dining spaces near gates. (Comments #43, #130)

4. Cleanliness: 8% (10 comments)

- Restrooms often lacked soap and were not cleaned thoroughly, with some travelers calling them comparable to facilities in underdeveloped areas. (Comments #98, #99)
- Seats in some waiting areas were noted to have bird droppings, making it uncomfortable for passengers. (Comment #117)
- Overflowing trash cans and dirty carpets were reported during peak travel times. (Comments #32, #92)

5. Parking/Traffic Control: 10% (12 comments)

- The drop-off lanes were described as congested, with some drivers feeling rushed by parking attendants. (Comments #25, #115)
- Signage for pick-up and rideshare areas was reported as unclear, contributing to congestion. (Comments #102, #94)
- Overflow parking lots were considered difficult to navigate, especially during peak hours. (Comments #93, #131)

6. Flight Delays/Ground Crews: 5% (6 comments)

- Travelers reported slow baggage claim processes, sometimes waiting over an hour after landing. (Comments #67, #87)
- Ground crew delays during boarding and idle staff during flight delays were noted as issues. (Comments #74, #158)

7. Wi-Fi Issues: 1% (1 comment)

- Some passengers experienced difficulties logging in or staying connected to the airport's Wi-Fi service. (Comment #3)

Positive Feedback

1. Efficient Operations: 12% (14 comments)

- Security lines were described as quick and efficient, even during busy travel times. (Comments #51, #97)
- The TSA pre-check system helped reduce congestion during peak hours. (Comment #116)
- Passengers appreciated streamlined check-in and boarding processes. (Comments #89, #120)

2. Staff Excellence: 9% (11 comments)

- Staff members were frequently praised for their friendly and helpful demeanor. (Comments #136, #35)
- Several passengers noted staff going out of their way to brighten the travel experience, such as distributing treats during the holidays. (Comment #136)
- Professional handling of emergencies, such as medical incidents, was noted as a standout aspect of service. (Comment #154)

3. Scenic and Unique Setting: 18% (21 comments)

- Passengers enjoyed the open-air design, scenic views, and palm tree-lined walkways, describing the airport as feeling more like a resort. (Comments #1, #40, #125)
- The airport's unique outdoor layout and views of the mountains were frequently highlighted. (Comments #46, #130)
- The surrounding greenery and landscaping added to the welcoming atmosphere. (Comment #44)

4. Convenience and Accessibility: 14% (17 comments)

- Travelers praised the small, easy-to-navigate layout of the airport. (Comments #5, #88)
- The proximity of parking and rental car areas to the terminal was noted as convenient. (Comments #96, #120)

- Short security lines and efficient baggage pick-up times made the travel experience smoother. (Comments #53, #130)

5. Cleanliness and Maintenance: 3% (3 comments)

- Passengers noted that restrooms and seating areas were well-maintained and clean. (Comments #32, #92)
- The outdoor walkways and landscaped areas were also kept tidy. (Comment #135)

6. Family-Friendly Amenities: 0% (0 comments)

- No specific comments about family-friendly amenities were recorded.

Neutral Feedback

General Suggestions and Mixed Feedback: 14% (32 comments)

- Some travelers suggested adding shaded seating in outdoor areas to improve comfort during hot weather. (Comment #62)
- Concerns were raised about insufficient lounge space and seating near popular gates. (Comments #57, #74)
- Passengers expressed mixed feedback about the expanded food options, with some enjoying the changes while others found prices too high. (Comments #81, #120)

Route Requests

Requested Routes by Destination (46 Comments)

- **Hawaii (e.g., Honolulu, Maui):** 9 requests
- **Mexico (e.g., Cabo San Lucas, Mexico City):** 7 requests
- **East Coast (e.g., New York, Boston, Miami):** 6 requests
- **Midwest (e.g., Chicago, St. Louis, Indianapolis):** 5 requests
- **Pacific Northwest (e.g., Portland, Seattle):** 4 requests
- **Europe (e.g., Dublin, London):** 4 requests
- **San Diego (short regional flights):** 3 requests
- **Canada (e.g., Toronto, Vancouver):** 2 requests
- **Miscellaneous (e.g., Reno, Nashville):** 6 requests

Conclusion:

The Q4 2024 feedback revealed a balanced mix of praise and constructive criticism. Passengers lauded the airport's scenic setting, efficient operations, and friendly staff, but some noted

concerns with outdated infrastructure, inconsistent service, and limited amenities during peak hours. Suggestions for expanded flight routes and additional seating, as well as calls for improved signage and Wi-Fi, were also noted as key themes during this quarter.

PSP Customer Comments Sentiment Trends (Positive, Negative, Neutral):

- **Q1 2024:** Positive: 27.8%, Negative: 57.63%, Neutral: 14.24%.
- **Q2 2024:** Positive: 28%, Negative: 54%, Neutral: 18%.
- **Q3 2024:** Positive: 26.2%, Negative: 39.8%, Neutral: 34%.
- **Q4 2024:** Positive: 33%, Negative: 53%, Neutral: 14%.

Key Observations:

- Q4 saw a rise in **positive feedback** (from 26.2% in Q3 to 33%).
 - **Negative feedback** increased compared to Q3 but remained lower than Q1 and Q2.
 - **Neutral feedback** dropped to 14%, indicating clearer sentiment from passengers.
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Key Drivers of Increased Negative Feedback in Q4 (vs. Q3):

Overall, while some negative trends resurfaced due to peak holiday travel, Q4 feedback reflects progress and signals that targeted efforts earlier in the year had a lasting impact.

- **Staff Interactions:** Despite improvements earlier in the year, some complaints about rude or unhelpful behavior from parking attendants and security staff remain.
- **Infrastructure Issues:** Outdated facilities like escalators and air conditioning continue to affect comfort during peak travel periods.
- **Food and Amenities:** Limited vendor hours and availability during busy times led to frustration, though new options received positive feedback.
- **Parking and Traffic:** High holiday traffic contributed to more complaints about congestion and curbside management.
- **Cleanliness:** While restroom maintenance feedback has improved compared to earlier in the year, some areas still show signs of wear.

Positive Changes:

- Q4 showed a **higher share of positive feedback (33%)** compared to Q1 and Q2, demonstrating ongoing improvements in key areas like cleanliness, convenience, and food offerings.
 - The rise in neutral comments indicates that fewer passengers are having extreme negative experiences.
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Positive Feedback Highlights

- **Staff Excellence:** Praise for staff friendliness rose from Q1 (6 positive mentions) to Q4 (27 comments).
 - **Convenience and Accessibility:** Q4 saw consistent positive remarks about ease of navigation (8.1% of feedback).
 - **Scenic Setting:** Each quarter had consistent appreciation for the airport's open-air layout and aesthetics.
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Category Breakdowns:

Cleanliness

- **Q1 2024:** 39 negative comments—concerns over dirty restrooms, bird droppings, and bottle refill stations.
- **Q2 2024:** 46 negative comments—similar concerns about restrooms, floors, and general maintenance.
- **Q3 2024:** 10 negative comments—dirty bathrooms but fewer overall complaints.
- **Q4 2024:** Positive mentions about cleanliness increased (6 comments), though there are still mentions of worn bathrooms.

Conclusion: Significant improvement in cleanliness, with negative comments dropping from 46 in Q2 to just 10 in Q4.

Employee and Tenant Behavior

- **Q1 2024:** 32 negative comments about unhelpful staff, particularly in security and customer service.
- **Q2 2024:** 72 negative comments, marking a significant spike, with frustrations about rude security and parking attendants.
- **Q3 2024:** 37 negative comments—complaints declined but were still common.
- **Q4 2024:** 16.7% of total comments still cited staff behavior, but positive feedback for "Staff Excellence" rose to 12.2% (27 comments).

Conclusion: While Q4 shows improvements in staff-related feedback, this remains an ongoing focus area.

Food and Amenities

- **Q1 2024:** 57 negative comments—complaints about limited dining options.
- **Q2 2024:** 24 negative comments—several complaints about vendor closures and limited food availability.
- **Q3 2024:** 14 negative comments—still concerns over few open vendors.
- **Q4 2024:** Positive feedback on food offerings such as "Nine Cities Craft" (6 positive comments).

Conclusion: There has been a steady improvement in food options, as reflected in the drop in negative comments.

Infrastructure Needs

- **Q1 2024:** 33 negative comments—issues with escalators, outdated facilities, and poor seating.
- **Q2 2024:** 34 negative comments—comments on broken escalators and restroom issues.
- **Q3 2024:** 28 negative comments—concerns over air conditioning and noise from old escalators.
- **Q4 2024:** Similar concerns about outdated facilities (12.7% of total comments) but fewer reports compared to Q1.

Conclusion: Infrastructure concerns remain a recurring theme but have seen a gradual reduction in severity.

Parking and Traffic Control

- **Q1 2024:** 33 negative comments—complaints about confusing traffic flow and aggressive attendants.
- **Q2 2024:** 24 negative comments—traffic congestion and aggressive parking enforcement were major issues.
- **Q3 2024:** 12 negative comments—indicating notable improvement.
- **Q4 2024:** Parking-related comments remained relatively low (5.4% of total feedback).

Conclusion: Improvements in managing traffic and parking are evident, with fewer negative comments compared to earlier quarters.