

SILICON VALLEY'S AIRPORT



# Training Standards Program

Orientation to Working at the  
Mineta San Jose International Airport: SJC

# Welcome to SJC!



Mineta San Jose International Airport is in the heart of Silicon Valley. Reflecting the innovative high-tech culture as well as the Valley's heritage, the new terminal is state of the art in both its dramatic appearance and operations.

- The long sleek terminal suggests a computer cable through its many layers. Or graceful soaring sails, you decide. The open lofty expanses of the terminal, with light streaming through the curves are a tantalizing mix of sunny California and our innovative and technological surroundings.
- The mural of hands across the new rental car center welcomes all visitors with waves of hello . . . and goodbye as they leave. The hands represent a spectrum of Silicon Valley residents ranging from opera singers to firefighters, from construction workers to surgeons, from children to retirees, representing our richly diverse population.
- Cutting-edge technology throughout the terminal truly reflects the leadership of San Jose and Silicon Valley. Local technology has advanced the operational efficiency and flexibility from ticket counters to aircraft gates, including the most modern systems for security and baggage handling. *Even our art has a technological edge . . .*

San Jose is the capital of Silicon Valley, with the largest concentration of technology expertise in the world, home to more than 6,600 technology companies employing 254,000 people.

- Rich cultural history and diversity
- Over one million residents
- 180 square miles
- Tenth largest city in the U.S.
- Third largest city in California
- Built a state of the art, modern airport
- Great place to live, work, learn or play
- Our City enjoys a fabulous mixture of downtown, industrial, residential, agriculture
- Average of 300 sunny days a year and 14 inches of rain
- King Library the is largest library west of the Mississippi
- Founded 1777, incorporated 1850 and first state capital
- Formerly known as the “Valley of Hearts Delight” due to the expansive valley dotted with orchards of Apricots, Walnuts, Cherries and Plums

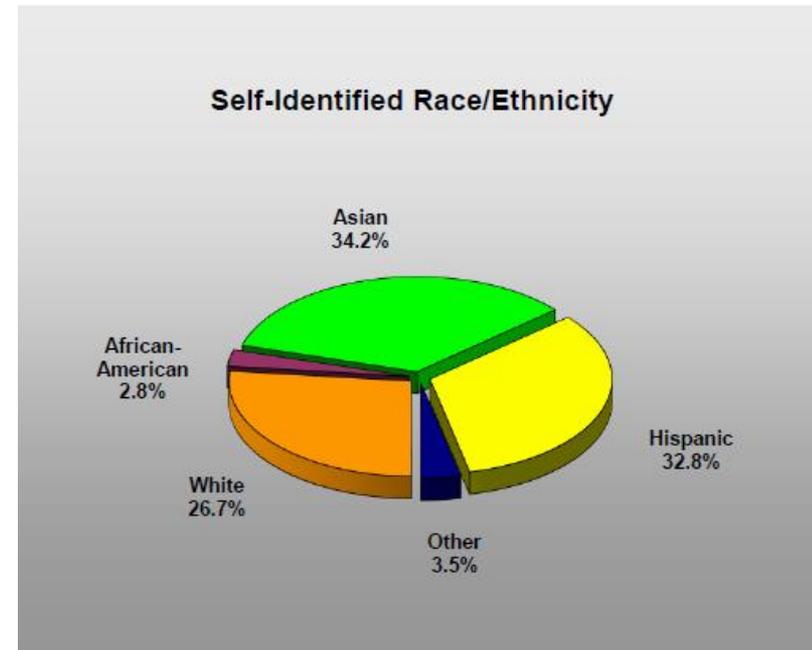


# City of San Jose: Rich Cultural Diversity



San Jose is a diverse community, proud of our rich cultural and ethnic identity.

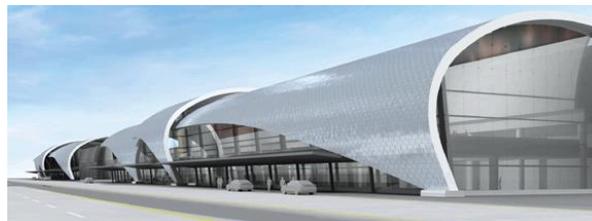
- More than 52 languages are spoken in San Jose.
- Strong cultural and economic ties with countries throughout the world.
- Destination for business and pleasure, with many tourists coming to visit San Jose and surrounding areas.
- Traditions are evident in a wide variety of festivals and events throughout the year.
- Parks include a zoo, historical museum, lakes, water theme park, gardens, wildlands.
- Museums, Art Galleries, Theatres.



Source: US Census Bureau, American Community Survey, 2014

## Mineta San Jose International Airport is the Gateway to Silicon Valley:

- SJC is the only commercial airport in Santa Clara / Silicon Valley and is conveniently located to more than 4 million people.
- SJC ranked 1<sup>st</sup> nationwide for management and operations, according to American City Business Journals, March 2017.
- 37 Silicon Valley companies with market capitalization greater than \$1 trillion are clustered within 18 miles of SJC.
- 29 of the nation's 100 fastest growing technology companies are here.
- Approximately 6,000 people work for various employers at SJC.
- SJC generates an estimated \$4 billion in direct business local economic activity annually and 50,000 jobs in the area.
- SJC is a self-supporting enterprise with revenues from airlines, user fees, and federal airport improvement grants. No local taxes used to support the Airport.
- SJC is owned and operated by the City of San José.



# SJC – Airlines and Destinations



## 12 Airlines

- AeroMexico
- Air Canada
- Air China
- Alaska Airlines
- American Airlines
- ANA
- British Airways
- Delta Airlines
- Hainan Airlines
- Hawaiian Airlines
- JetBlue Airlines
- Lufthansa
- Southwest Airlines
- United Airlines
- Volaris Airlines

## 41 Non-Stop Airports

- Atlanta
- Austin
- Baltimore/Washington
- Beijing
- Boise
- Boston
- Burbank
- Cabo San Lucas
- Charlotte (Seasonal)
- Chicago/Midway
- Chicago/O'Hare
- Dallas/Fort Worth
- Dallas/Love Field
- Denver
- Eugene
- Frankfurt
- Guadalajara
- Honolulu
- Houston - Intercontinental
- Kahului (Maui)
- Kona (Hawaii)
- Las Vegas
- Lihue (Kauai)
- London-Heathrow
- Long Beach
- Los Angeles
- Minneapolis-St. Paul
- New York-JFK
- Newark (New York Area)
- Ontario
- Orange County
- Phoenix
- Portland
- Reno
- Salt Lake City
- San Diego
- Seattle
- Shanghai
- Tokyo-Narita
- Tucson
- Vancouver

## SJC is on the go:

- 230 commercial flights daily
- 41 non-stop destinations
- 10.8 million passengers annually
- 116.1 million pounds in domestic and international cargo in 2016:
  - Federal Express
  - United Parcel Service



## Rental Cars

- Alamo
- Avis
- Budget
- Dollar
- Enterprise
- Fox
- Hertz
- National
- Payless
- Sixt
- Thrifty
- Zipcar

## Aircraft

- Boeing 717, 737, 757, 767, and 787
- Airbus A300, A310, A319, A320, A330, and A340
- Embraer 175
- Bombardier Canadair Regional Jet
- Q400

## Three Terminals

- Terminal A: 14 gates
- Terminal B: 12 gates
- International Arrivals Facility: 4 gates (in Terminal A and B)

## Two Runways – commercial, general aviation, business and corporate aircraft

- 30 Right: 11,000 instrument runway
- 30 Left: 11,000 instrument runway

## Curfew

- SJC has a noise-based curfew since 2003, prohibiting aircraft exceeding 89 decibels to takeoff or land between 11:30 pm and 6:30 am

## TERMINAL A

### RETAIL STORES

- Author's
- CNN Newstand
- Discover San Jose
- Duty Free/Duty Paid
- Hudson News
- InMotion
- Sunglass Icon
- Sunset News

### FOOD & BEVERAGE

- Access Point
- Einstein Bros. Bagels
- Euro Café
- First-Class Deli
- Fresh Attractions
- Gordon Biersch Brewing Co.
- Peet's Coffee and Tea
- Red Mango Yogurt & Smoothies
- Sip Savvy
- Sonoma Chicken
- Starbucks
- Tres Gringos

## TERMINAL B

### RETAIL STORES

- Benefits Cosmetics Kiosk
- CJ Olsen
- Hudson
- Hudson Booksellers
- San Jose Marketplace
- Sound Balance
- Sunglass Icon
- Sunset News

### FOOD & BEVERAGE

- Brioche Doree Café
- Flames Eatery & Bar
- Jamba Juice
- Le Boulanger
- Menchie's Frozen Yogurt
- Peet's Coffee and Tea
- Pizza My Heart
- San Jose Joe's
- Santa Cruz Wine Bar
- Sharks Cage
- Smashburger
- Starbucks
- Sushi Boat
- Soup and Salad Station
- The Brit
- Una Mas



## **Airport Administration Offices**

- 1701 Airport Blvd., Suite B-1100
- (408) 392-3660
- Monday – Friday, 8 am – 5 pm and closed holidays

## **Badging Office**

- 1701 Airport Blvd., Suite B-1270
- (408) 391-1100
- Monday, Tuesday, Thursday and Friday, 7 am – 4 pm
- Wednesday 7 am – 12 pm
- Closed 12 pm – 1 pm and Wednesday 12 pm – 4 pm

## **Lost & Found**

- 1701 Airport Blvd., Suite B-1100
- (408) 392-3559
- Monday – Friday, 8 am – 5 pm

## **Airport Communications**

- (408) 277-5100

## **San Jose Fire Department, Station 20 Aircraft Rescue & Fire Fighting**

- 1433 Airport Blvd.
- Emergencies dial 911

## **San Jose Police Department Airport Division**

- 1387 Airport Blvd.
- General number (408) 277-5400
- Emergencies dial 911

## **Parking Lots**

- Hourly Parking
- Daily Parking
- Economy Parking
- Cell Phone Waiting Area

## **Volunteers**

We have a vibrant and active HOST Volunteer Program at the Airport. They provide a wide variety of passenger services, such as staffing the customer service information booth, assisting travelers and helping them enjoy their stay in San José.

When you see them in their royal blue vests, say Hello!

# Working at an Airport – very different!



## *Working at a commercial Airport is very different than working for other organizations.*

- **Transportation Security Administration regulations**
  - Badging requirements and background check
  - Security gates
  - Fines for non-compliance
- **Safety Regulations**
  - Airport related issues
  - Large public space
  - Protection of passengers
  - Evacuation Policy and Procedures
- **Passengers**
  - Customer Service
  - Disability assistance/service issues
  - Checkpoints
  - Hurried, harried, frustrated – extra patience required for anxious passengers
  - Special needs for assistance (missed flight, lost luggage, confusion)

## You are an ambassador for the Airport!

- Give a positive impression of SJC and the City of San Jose – make our guests feel welcome!
- Have a pleasant demeanor
- Know the Airport and be ready to assist passengers

## How are customers different at SJC than in other situations/businesses?

- In a hurry
- Disappointed – plane was delayed or cancelled
- Frustrated about long lines in Security Checkpoints
- Long lines at ticket counters
- Not enough sleep – got up early to catch a flight or up late working or packing
- May have unpleasant or stressful reason for traveling (family illness, death, business problem)
- Don't want to leave loved ones
- Afraid to fly

## Diffusing difficult situations

- Calming down angry or upset customers
- Be Patient and Calm
- Go above and beyond to find solution to assist them

# Customer Service



## Benefits of good customer service

- Happier customer
- Higher sales
- Return customers
- Positive reputation spreads

## Characteristics of outstanding service providers

- Smile and eye contact, pleasant greeting, friendly tone of voice and body language
- Thank you and friendly send off: “Have a nice flight!” or “Welcome to San Jose!”
- Know the airport and give directions if asked
- Calm upset customers: listen, speak respectfully, take positive action
- Clean, inviting area of business
- Go the extra step: ask and follow through, get them assistance, make change if asked, be helpful
- Retail/Food Service: closing the sale, add-on sales, thank you, and invite back

## How SJC measures excellent customer service

- Customer surveys, secret shoppers, customer comments
- Average purchase amounts per passenger

# ADA Awareness and Assistance



Assist passengers with disabilities in a pleasant, helpful manner.

- **Ask** what you can do to help
- **Listen** and follow directions the best you can
- Enunciate clearly and face the individual (so they can read lips)
- Guidance for the blind
- Speak to the person, not their companion
- Patience and courtesy



New ACAA regulations effective May 2009 provide additional assistance for disabled passengers:

- Bring them to the front of the line
- Provide assistance with their luggage
- Make a brief stop at restroom or to purchase food items
- Proper usage of equipment for boarding or deplaning
- Proper use of movable armrests and appropriate transfer techniques

# ADA Awareness and Assistance



## Guests with mobility devices

- Speak directly to the person, not to a travel companion or assistant
- Try to be on the same eye level, if possible
- When giving directions, consider time constraints, distance, level changes (ramps, stairs)

## Guests who are deaf or hard of hearing

- Have pen and paper handy, determine best method of communication
- Speak clearly and at normal speed, provide a clear view of your face

## Guests who have speech impediments

- Listen, be patient, ask person to repeat or write down if you don't understand
- Ask questions that require short answers or yes/no if possible

## Guests who are blind or visually impaired

- Introduce yourself as an Airport employee and ask how you can best assist
- Don't touch the person without asking permission, don't touch a guide dog without permission
- Act as a human guide – offer your elbow and lead them, give directions as you travel
- Follow his/her instructions on the best way you can assist them

## Guests with developmental disabilities

- Display a calm, patient attitude, act naturally and maintain eye contact
- Maintain or enhance self-esteem and avoid confrontation or frightening the person

# Security Awareness and Responsibilities



## The Airport is a unique environment unlike anywhere you have worked.

- Passengers have needs that customers of other businesses don't have
- Security environment
- Personnel restricted to work areas (security gates and control points)
- Awareness – key job responsibility
- Procedures and rules are strict
- Security Checkpoints
- TSA, Airport Police, Security personnel

## Your responsibilities

- Security consciousness
- Be aware of what is going on around you
- Suspicious bags
- Suspicious persons
- Call 911

## Badging Requirements

- Background investigation
- Training and testing in security requirements
- Badge renewal, return when leaving, report if lost, special certifications
- Fines for not following security gate rules (piggy-backing, etc.)



## Basic Safety Principles

- Call 911 for emergencies
- Maintain a safe environment
- Follow all safety rules

## Importance of Safety Measures

- Reduce risk of death, injury or damage to property
- Maintain a safe and healthy workplace for both employees and the public

## Prevention and Vigilance

- Be PROACTIVE vs REACTIVE
- Everyone's responsibility to ensure employees and public are safe
- Be on lookout for suspicious activity. You are extra eyes and ears for the Airport. Report any suspicious, disruptive, harassing, or other activity to the appropriate authorities.

## Evacuation Plan

- Know the Airport's Evacuation Plan and your internal company plans.
- Assist the public during an emergency.
- Pay particular attention for anyone needing extra assistance, such as guests with a disability



# Safety – AED's Save Lives!



## What are AED's?

- Automated External Defibrillator
- Portable electronic device that applies electric shock to restore the rhythm of a fibrillating heart.

## Where are they located?

- Throughout the Airport in public access areas, hanging on the wall in recessed cabinets

## Who can use them?

- Anyone knowledgeable in administering CPR and the use of AED's
- No proof needed, they just step forward and offer
- During incident, call out to ask if anyone knows CPR/AED

## Number of lives saved at the Airport

- Seven people have been saved at SJC!



# Evacuation Plan



## Emergency – Unified Command Team orders evacuation

- Notification through Public Address (PA) System
- Stop all activity and listen
- Begin internal evacuation procedures (per your company policy)
- As you exit, inform people to immediately evacuate
- Be orderly and calm, assist others



## Levels of Evacuation

- Level 1 Evacuation is not time critical. Use normal public exits.
- Level 2 Evacuation is to **immediately** evacuate due to life threatening emergencies. Use closest emergency exit, do not use elevators.

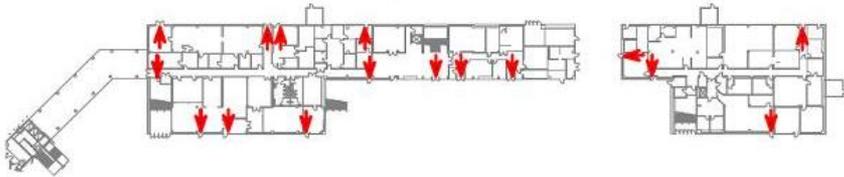
## Possible Evacuation Situations

- Security Breach
- Fire
- Earthquake
- Flooding
- Gas Leak
- Chemical Leak
- Bomb Threat/IED
- Active Shooter
- Structure Failure

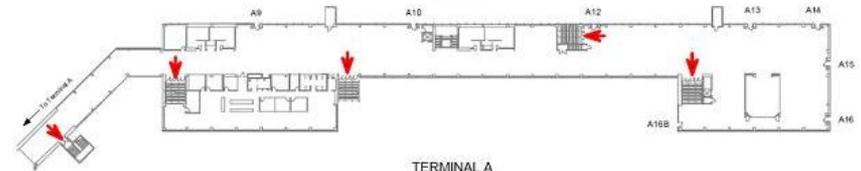
# Evacuation Plan: Emergency Exits Terminal A



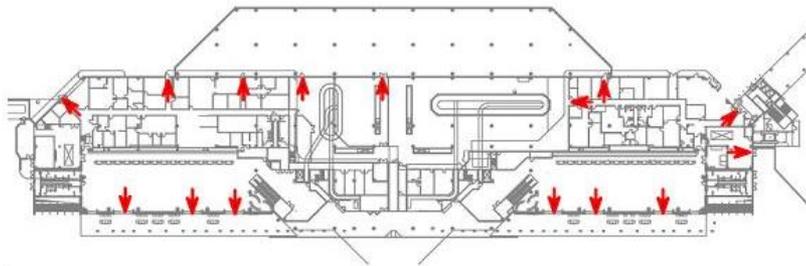
TERMINAL A+  
LEVEL 1



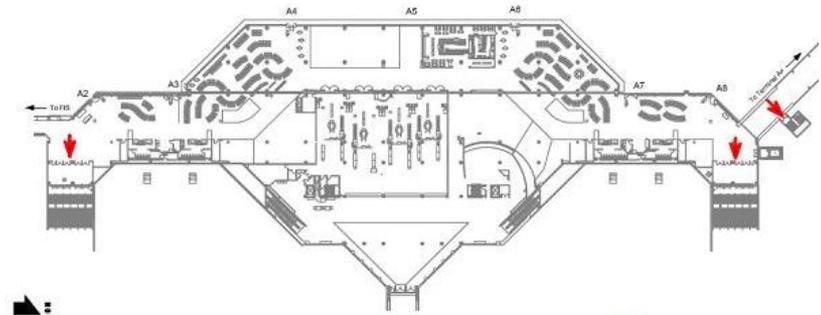
TERMINAL A+  
LEVEL 2



TERMINAL A  
LEVEL 1



TERMINAL A  
LEVEL 2



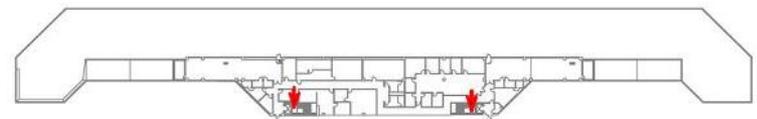
## Terminal A:

Emergency Exits in numerous locations. Be familiar with your area.

Emergency Exit locations:



TERMINAL A  
LEVEL 3



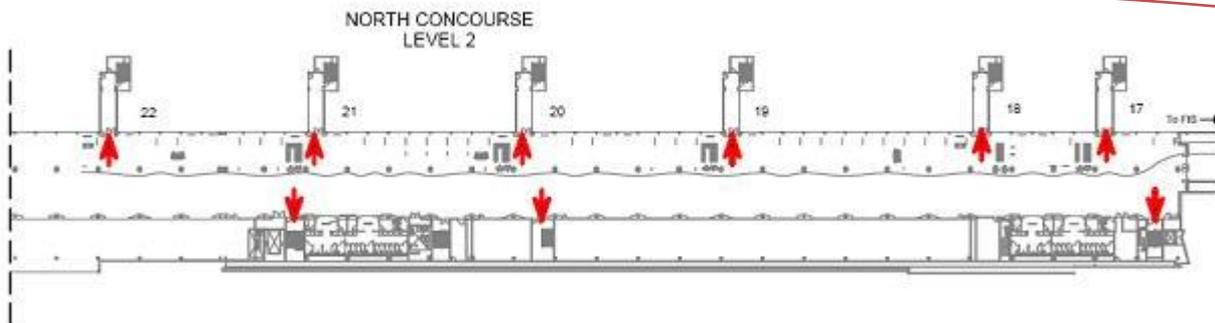
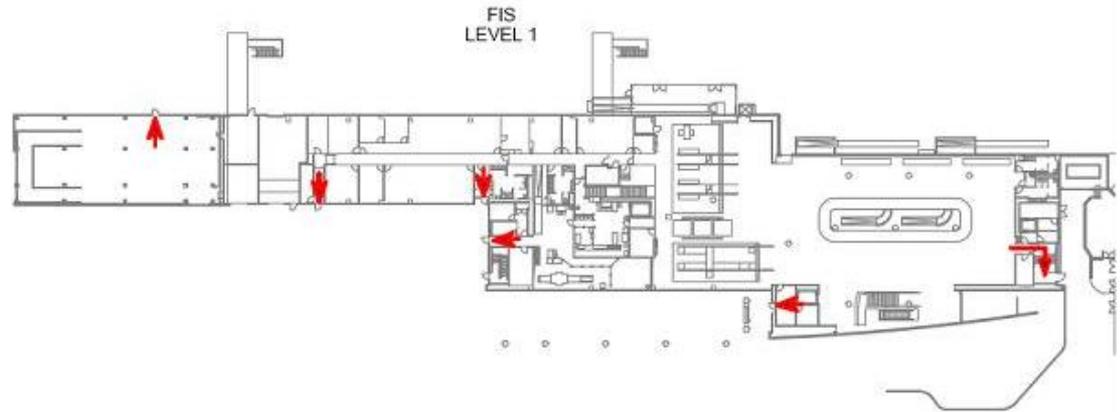
# Evacuation Plan: Emergency Exits Terminal B / FIS



## Terminal B and FIS:

Emergency Exits in numerous locations. Be familiar with your area.

Emergency Exit locations: →



**Mission:** To connect, serve and inspire

**Vision:** To transform how Silicon Valley travels



# Glad you have joined our team!



*In closing . . .*

Welcome to Mineta San Jose International Airport – we know you will enjoy being a member of our team and will represent the City of San Jose, our Airport, and your organization well.

