

Airports, Social Media, and Capital Investment Projects

Stakeholder Outreach and Coordination

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December 6, 2019



Stakeholder Outreach

- ✈ External stakeholder
 - Local communities
 - Airport passengers
- ✈ Common goals
 - HOW do we reach them?
 - WHAT do we communicate?
 - WHAT do we want them to take away?



Stakeholder Outreach

✈ Outreach and engagement channels

- YouTube
- Social media broadly
- Online public involvement (OPI)



We'll focus on how airports can encourage a **wide variety** of stakeholder **inputs** while remaining focused on your planning **goals and objectives**.



Project overview

Understanding the **use of online media platforms** to build community support for airport capital projects



Project overview

Understanding the use of online media platforms to
build community support for airport capital projects

- ✈ Keeping the public ...
 - ... Informed (tactically + strategically + unbiased)
 - ... Motivated (WHY? What's the impact?)
 - ... Involved and Engaged (non-trivially!)



Project overview

Understanding the use of online media platforms to build community support for **airport capital projects**



Airports and YouTube

- ✈ “Large” hub:
 - ATL ([AtlantaHartsfield](#))
 - ORD ([ChicagoAviationDept](#))
- ✈ “Medium” hub:
 - RDU ([RDUAirport](#))
 - HOU ([houstonairports](#))
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Research Question and Prevalence

- ✈ Many* US airports have YouTube channels with videos distilling and highlighting aspects of their master plans, ongoing CIPs/CDPs, etc.

**70% of all 122 L/M/S hubs for CY2017*



Research Question and Prevalence

- ✈ Many* US airports have YouTube channels with videos distilling and highlighting aspects of their master plans, ongoing CIPs/CDPs, etc.
- ✈ However, the motivation, effectiveness, and best practices for this new engagement channel is unclear.

**70% of all 122 L/M/S hubs for CY2017*



Research Stages

- ✈ Identify YouTube channels and quantify video metrics
- ✈ Analysis of video content versus AMP content
- ✈ Airport stakeholder interviews
- ✈ Public perceptions focus group and gap analysis



Video Metrics

The image shows a YouTube video player interface with several metrics highlighted by callouts:

- Search procedure:** Points to the search bar containing the text "chicago o'hare international airport modernization".
- Video title:** Points to the title "Modernizing Chicago O'Hare International Airport for the 21st Century".
- Channel:** Points to the channel name "Chicago Department of Aviation".
- Channel subscribers:** Points to the subscriber count "450 subscribers".
- Number of views and upload date:** Points to the view and date information "4,426 views • Apr 25, 2018".
- Video length:** Points to the video progress bar showing "0:04 / 2:19".
- Likes vs. Dislikes:** Points to the like/dislike buttons showing "20" likes and "0" dislikes.

The video player itself displays the title "O'HARE 21" in large blue letters, with "TERMINAL AREA PLAN" in red below it. The background image shows an airport tarmac with several airplanes, including a Lufthansa plane. The Chicago Department of Aviation logo is visible in the bottom right corner of the video frame.



Research Stages

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- 🕒 ➤ Analysis of video content versus AMP content
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 - Public perceptions focus group and gap analysis



Previous Literature

ACRP SYNTHESIS 56

Understanding the Value of Social Media at Airports for Customer Engagement

A Synthesis of Airport Practice



Key Findings from ACRP Synthesis 56

- ✈ Customers **expect** airports to use social media
- ✈ Usage of social media to **enhance brand identity**
- ✈ Linkage of **communications, marketing, public engagement, and business strategy**
 - All crucial aspects of airport planning

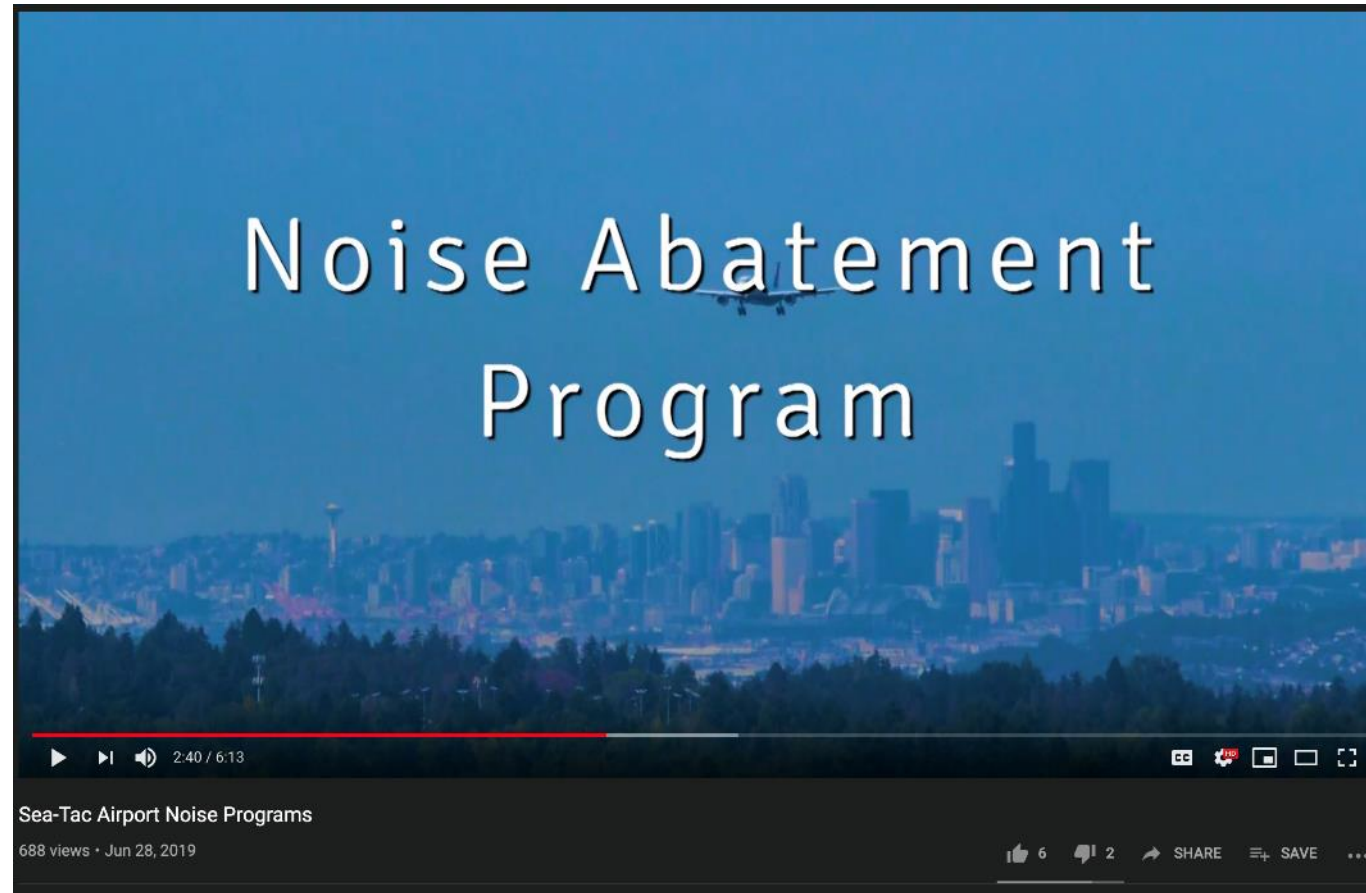


ACRP Synthesis 56 – Future Work Callouts

- ✈ Identify + define key elements of airport social media **guidelines and policies**
- ✈ Understand specific **customer engagement strategies**
- ✈ Estimate **cost** of social media programs



Addressing Airport Impacts?



Research Stages

✓ ➤ Identify YouTube channels and quantify video metrics

🕒 ➤ Analysis of video content versus AMP content

🕒 ➤ **Airport stakeholder interviews**

➤ Public perceptions focus group and gap analysis



Interview focal points

➔ Identify and document the ...

1. Motivations
2. Objectives
3. Rules and policies
4. Perceived effectiveness
5. Creative workflow
6. Future plans and goals

... behind YouTube channel contents, and more broadly, social media usage and OPI



Airport Participation!

I am actively looking to connect with and potentially **interview any airport public affairs/communications/marketing/social media team** with an active YouTube and social media presence!



Concluding Thoughts

- ✈ Airport planning is **extraordinarily interdisciplinary**
- ✈ Never too late to incorporate new engagement channels
 - PHL (2017); ONT (2018); PVD (2018) for YouTube (!)
- ✈ The questions are **who, how, why, and is it working?**



Acknowledgements



My ACRP committee: Randy Berg, John Fischer, Rich Golaszewski, Linda Howard, Dr. Megan S. Ryerson (*advisor*), David Weingart

ACRP staff: Larry Goldstein, Sarah Pauls, Mary Sandy

Airport staff*: Olga G., Michelle S. (LAX); Kathy R. (SEA); Julie R., Heather S. (PHX); Saba A. (IAH); Mailyn M., Cristina A. (MIA); Melissa S., Lindsay S. (MSP); Gregory M. (FLL); Lisa G. (DTW); Florence B. (PHL); Nancy V. (SLC); Kelley B., Susie R. (PDX); Mandy M. (AUS); Jeffrey L. (STL); Scott W. (SJC); Crystal F. (RDU); Samantha M. (SMF); Joe M. (MCI); Debbie J., Greg W. (JAX); Glen T. (MEM)

Special thanks: Dr. Seth Young (OSU) and Mary Ellen Eagan (HMMH)

** as of November 2, 2019*



Thank you!

Questions? Comments?

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