



FACT SHEET

October 2019

PROGRAM OVERVIEW

WHO

The iCARE Crew members are managed by the Los Angeles World Airports Guest Services Division in Operations through a partnership with the South Bay Workforce Investment Board. This partnership fulfills a need at LAX to assist guests and provides employment and experience to position community members for future jobs in the growing hospitality industry. This partnership is cost-effective and provides a consistent level of service with a scalable workforce while building community goodwill.

WHAT

Reflecting a gold-standard airport, the LAX iCARE Crew will be deployed to key construction pain points to provide information and help guests find their way around LAX. This is an opportunity to improve overall guest satisfaction and underscore LAX's commitment to exceptional service.

WHEN

Effective September 30, 2019, in the initial phase, 25 to 30 iCARE Crew members will be available from 7 a.m. to 3:30 p.m. daily, including weekends. The goal is to have 150 members available from 6 a.m. to midnight, with 15 to 30 members available at any one time.

WHERE

The iCARE Crew will be deployed to areas with the most construction impacts with most of the assignments on the Central Terminal Area curbside. The iCARE Crew members are not badged and will not have access post-screening, but will have unique identification badges. If there are cases in which guest assistance is needed post-screening, the Guest Experience Members and/or volunteers can be requested.

UNIFORMS

All iCARE Crew members will be highly visible in unique uniforms that were designed by Tuesday Bassen through a partnership with LA Original, a pilot program of the Mayor's Fund for Los Angeles in collaboration with the Mayor's Office of Economic Development. LA Original partners are small businesses headquartered in LA with products that are designed and assembled/produced in the city.

PROGRAM MANAGEMENT

iCARE Crew is managed by LAX Guest Services Division.

Marie O'Kelly-Green, Airport Manager II

Gail Gaddi, Airports Public and Community Relations Director

Nancy Aguilar, Volunteer Coordinator

CONTACT INFORMATION



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