

Promoting Airport Walking

A GUIDE





December 4, 2015



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Suggested Citation:

Frederick, G.M., Paul, P., Omura, J.D., Fulton, J.E. *Promoting Airport Walking: A Guide*. Atlanta, GA, U.S. Centers for Disease Control and Prevention; 2016.

<http://www.cdc.gov/physicalactivity/walking/airportguide.pdf>

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

Acknowledgements



Promoting Airport Walking: A Guide is a product of the Centers for Disease Control and Prevention and was supported by funding from the Kresge Foundation and administration by the National Foundation for the Centers for Disease Control and Prevention.

A. Jill Wagner, MA, at IconoGraph Designs, provided the design for *Promoting Airport Walking: A Guide*, and produced the document.

Special thanks to the following individuals who greatly contributed to the Walk to Fly Study and the conceptualization and design of *Promoting Airport Walking: A Guide*.

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Welcome to the Airport Walking Guide

Each day, millions of Americans travel through the nation's airports to destinations around the world. Because millions of Americans travel through the country's airports each day, they are good places for promoting healthy habits. Encouraging walking in your airport, when it is an option, may have numerous benefits to your airport and the travelers you serve, including:

- Exposure to airport amenities or advertising
- Opportunities to promote physical activity in a large and diverse population
- Employee wellness

This guide is primarily intended to be a resource for airport managers who want their airport to encourage healthy habits and improve the customer experience. The strategies discussed here are most effective in airports with areas where travelers can choose between different transportation modes, such as taking a train or shuttle, or walking. Motivational signs placed in these areas can help encourage travelers to walk.

This guide was developed as a result of the Walk to Fly Study to encourage walking, instead of riding the Plane Train in Hartsfield-Jackson Atlanta International Airport. See Appendix A for an overview of this study.

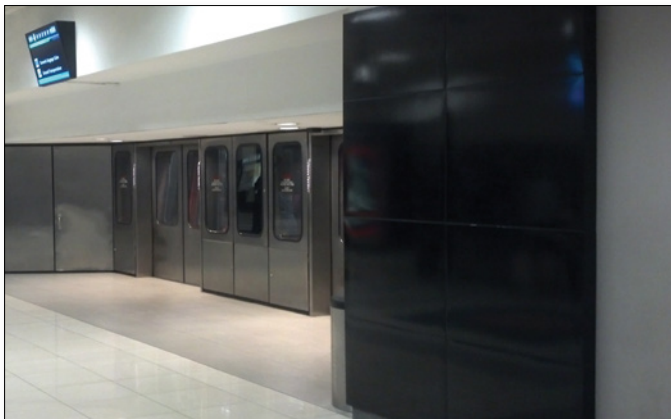


Introduction

The purpose of this guide is to inform readers of the benefits of promoting walking in airports when it is an option and how to use signs to do so. Topics covered include:

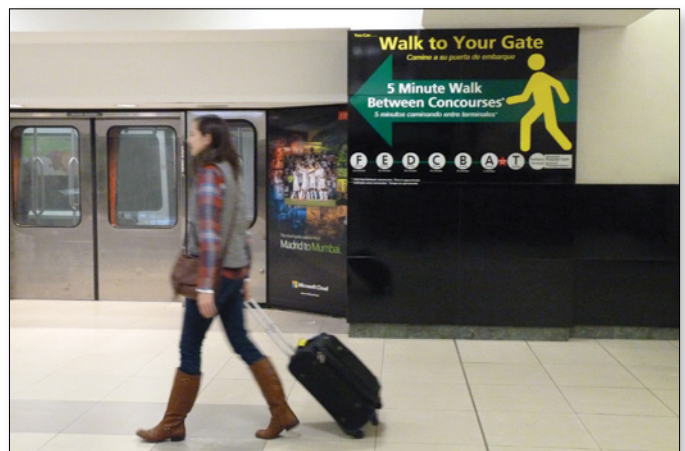
- Benefits of walking for health
- Benefits of walking for your airport
- Using signs to encourage walking at points of decision in your airport

Today, many airports have trains or shuttles that take travelers from one area of the airport to another. At some airports, these mechanized transportation systems are necessary because travelers cannot walk from one gate or terminal to another based on the layout or design of the airport. However, in airports where it is possible for travelers to get from place to place by walking, encouraging this option at the point where travelers make this decision may provide many benefits to the traveler and your airport.



At many airports, trains or shuttles are available for travelers to reach different areas of the airport.

The information in this guide will focus on promoting walking in your airport by using motivational signs that encourage travelers to walk at locations where they have the option to walk or use mechanized transportation. The use of such signs is a recommended strategy to increase stair use.¹ With this strategy, motivational signs are placed at locations where individuals must make a decision between an active or sedentary mode of transportation, such as taking the stairs as opposed to riding an escalator or elevator.^{1,5}



Motivational signs can be used to encourage walking in airports when it is an option.

In the Success Story section of this guide (Appendix A), you can see how this concept has been successfully applied in the Walk to Fly Study conducted at Hartsfield-Jackson Atlanta International Airport. Here, motivational signs were placed at the location where travelers must decide whether to board the train, or walk along the pedestrian walkway to reach their gate.

Why Walk?

Physical activity is an important part of a healthy lifestyle that can help people reduce their risk for chronic diseases such as heart disease, type 2 diabetes, and some cancers.² It can also help those living with such diseases manage their conditions.³

Current federal physical activity guidelines recommend that adults avoid inactivity and more specifically, engage in at least 150 minutes per week of moderate-intensity aerobic physical activity, or 75 minutes a week of vigorous-intensity aerobic physical activity, or an equivalent combination.²

Walking is a physical activity that most people can do to meet the aerobic physical activity guidelines.² When done in bouts of at least 10 minutes, walking in your airport can help people meet guidelines. Shorter bouts of walking can help people begin to make physical activity part of their daily routine.

Promoting walking is also a priority of the Surgeon General, as addressed in *Step It Up! The Surgeon General's Call to Action to Promote Walking and Walkable Communities*.⁴



Why Walk?

From the 2008 Physical Activity Guidelines for Americans

Key Guidelines for Adults

- All adults should avoid inactivity. Some physical activity is better than none, and adults who participate in any amount of physical activity gain some health benefits.
- For substantial health benefits, adults should do at least 150 minutes (2 hours and 30 minutes) a week of moderate-intensity, or 75 minutes (1 hour and 15 minutes) a week of vigorous-intensity aerobic physical activity, or an equivalent combination of moderate- and vigorous-intensity aerobic activity. Aerobic activity should be performed in episodes of at least 10 minutes, and preferably, it should be spread throughout the week.
- For additional and more extensive health benefits, adults should increase their aerobic physical activity to 300 minutes (5 hours) a week of moderate-intensity, or 150 minutes a week of vigorous-intensity aerobic physical activity, or an equivalent combination of moderate- and vigorous-intensity activity. Additional health benefits are gained by engaging in physical activity beyond this amount.
- Adults should also do muscle-strengthening activities that are moderate or high intensity and involve all major muscle groups on 2 or more days a week, as these activities provide additional health benefits.

Key Guidelines for Children and Adolescents

- Children and adolescents should do 60 minutes (1 hour) or more of physical activity daily.
 - **Aerobic:** Most of the 60 or more minutes a day should be either moderate- or vigorous intensity aerobic physical activity, and should include vigorous-intensity physical activity at least 3 days a week.
 - **Muscle-strengthening:** As part of their 60 or more minutes of daily physical activity, children and adolescents should include muscle-strengthening physical activity on at least 3 days of the week.
 - **Bone-strengthening:** As part of their 60 or more minutes of daily physical activity, children and adolescents should include bone-strengthening physical activity on at least 3 days of the week.
- It is important to encourage young people to participate in physical activities that are appropriate for their age, that are enjoyable, and that offer variety.

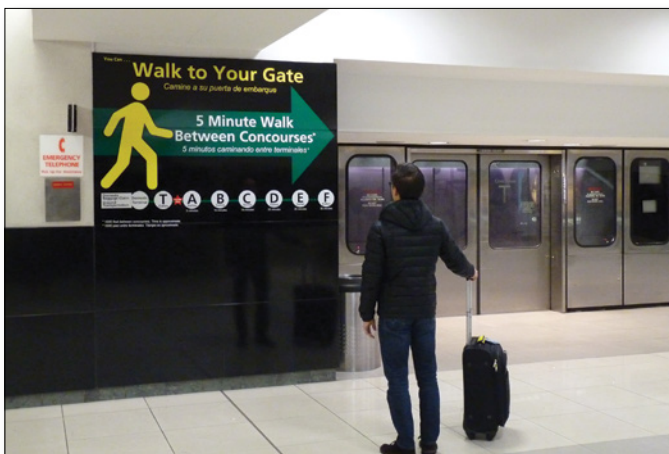
Why Promote Walking in Your Airport?

Airports are great places to promote walking. The airport environment is free from many of the barriers that prevent travelers from walking in their community such as inclement weather, safety concerns, and comfort.⁶⁻⁸ This gives your airport a unique opportunity to serve travelers not only as a transportation hub, but a place where they can get physical activity while traveling.

The potential benefits of promoting walking in your airport may include:

a. Customer Service

Providing travelers with information about walking options in the form of signs may help them more easily navigate, and be more comfortable in your airport. They may also enjoy the feeling of having a choice in how they get from one area of the airport to another.

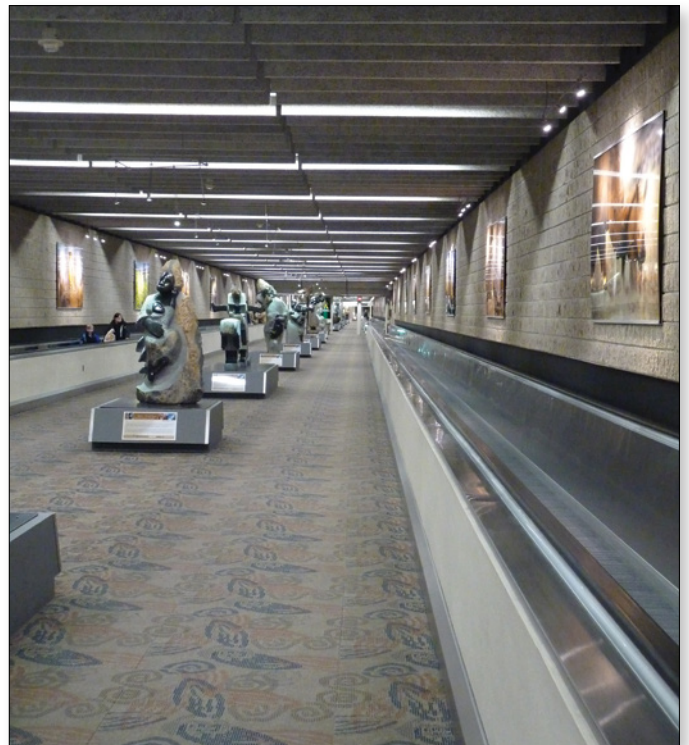


Providing travelers with signs may help them feel more comfortable in your airport.

When fewer travelers use a train or shuttle they become less crowded and more accessible for those who use them out of necessity.

b. Exposure to Amenities

Promoting walking gives travelers the opportunity to see more of the amenities your airport has to offer. Depending on the layout of your airport, travelers who walk from one destination to another may pass retail stores, restaurants, art exhibits, advertisements, and other attractions.



Encouraging walking may increase travelers' exposure to some of your airport's amenities.

Why Promote Walking in Your Airport?

c. Emergency Operations

Signs that promote walking options can also be useful in emergencies. In such instances, travelers who would not normally choose to walk may need to do so. Having signs with walking information in place may decrease confusion while helping to direct travelers to a safe area. While walking signs should not be relied on as the only emergency signage in your airport, they may complement emergency signage. They can also help travelers find their way when the train or shuttle is out of service.

d. Employee Wellness

Signs to encourage walking can also play a part in helping your employees to increase their physical

activity, thus incorporating a healthy habit into their daily routine. This could complement the airport's other activities to promote employee wellness. You can get more information on employee wellness programs in CDC's Steps2Wellness brochure (<http://www.cdc.gov/physicalactivity/worksites-pa/toolkits/pa-toolkit.htm>).

e. Healthy Airport Environment




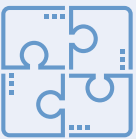


Promoting walking is just one way airports can encourage travelers and employees to live a healthy lifestyle. When coupled with healthy eating options and amenities for stress reduction or relief, such as quiet areas, signs to promote walking can be part of a well-rounded program to meet your airport's commitment to offering healthy options for travelers.



Considerations for Promoting Walking in Your Airport

Before you begin using signs to encourage walking in your airport, there are a few things to consider.

An outline of these considerations can be found in Appendix B and are briefly described below.

Things to Consider		
	Consider appropriateness	Determine if signs to encourage walking are appropriate for your airport.
	Gain support	Get support from Airport Management and other key stakeholders to use the signs to encourage walking.
	Evaluate resources	Take stock of the resources currently available to encourage walking.
	Develop signs	Use existing signs or develop your own.
	Install and maintain signs	Have the signs installed and create a plan to make sure they are maintained.
	Monitor success	Create a plan for evaluating the signs.

Considerations for Promoting Walking in Your Airport

a. Determine if signs to encourage walking are appropriate for your airport.



To determine if using signs is appropriate, you should first determine if travelers have the opportunity to walk instead of using a shuttle or train. Mapping out walking locations in your airport will help you create the most effective plan for using motivational signs.



Signs to encourage walking are most effective at locations where travelers can choose to walk or ride a train or shuttle.

You can also prompt travelers to walk if they have time to spare before boarding their flight. For example, providing signs with the time and direction to various shops, restaurants and art exhibits may prompt travelers to visit those points of interest instead of staying seated at the gate.

b. Get Support



Discuss with airport senior management the potential of using motivational signs to encourage walking in your airport, including the potential for an enhanced customer experience and better employee health. Be sure to include any relevant stakeholders that may have an interest in promoting walking. Key stakeholders will vary in each airport, but examples may include major airlines and leaders in the business community near your airport.

c. Evaluate Available Resources



Take stock of the resources available to you to help guide the planning process. For example, determine if there is any funding available for this project through your airport's budget, and identify personnel who are available to work on the project and how much time they can commit.

Consider any resources in your airport that currently promote walking. This may include wayfinding information, such as signs to direct travelers throughout the airport, or other programs, such as a walking program run by the employee wellness committee. Once you determine if and how walking is currently being promoted, you can think about how motivational signs may fit into those efforts.

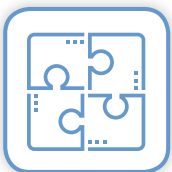
Considerations for Promoting Walking in Your Airport



Determine what resources already exist to encourage walking to see how motivational signs may fit in.

The next important step is to determine the additional resources you may need. You may need to seek outside funding to develop the signs or hire personnel to work on the project.

d. Develop Signs to Encourage Walking at Points of Decision



To make it easier for you to begin encouraging walking in your airport, you can adapt the signs provided in Appendix C to the locations in your airport where you want to encourage walking.

However, if you'd like to develop your own signs, here are a few things you may want to consider:

i. Existing Signage

Existing signage in the airport may give you a good idea of what your walking signs should look like. You should also check with the appropriate manager to determine if the new motivational signs need to follow any guidelines.

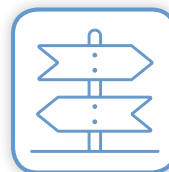
ii. Messages that Will Encourage Your Travelers to Walk

To be effective, walking messages should resonate with your travelers. For some travelers, just knowing that walking is an

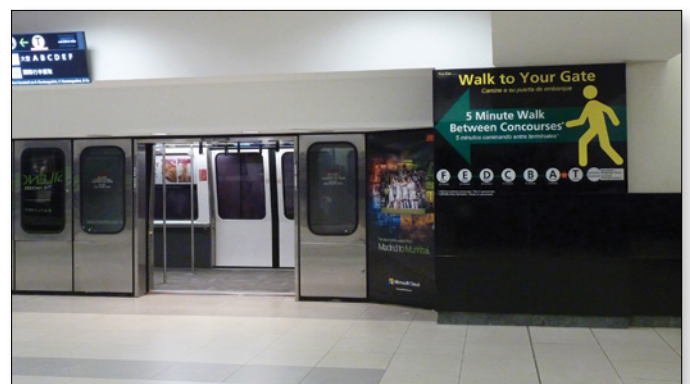
option and how long it will take is enough motivation to choose walking. Others may be motivated by messages that describe the health benefits of walking.

There are several ways to find out which messages will encourage your travelers to walk. If your airport conducts a yearly customer service survey, you can include questions on how your travelers feel about walking in your airport. Similarly, you can conduct a short survey with travelers while they are in your airport or give them a link to complete an online survey about walking in your airport. Examples of surveys you can use are available in Appendices D and E.

e. Install and Maintain Signage



Once you have installed signs to promote walking opportunities in your airport, it is important to have a plan for maintaining them. It may be beneficial to have a team member designated to periodically check the signs for graffiti, markings, or any other damage. This person should also ensure that the signs have not been moved or removed from their original locations.



Once signs are installed, it is important to have a plan to maintain them.

Considerations for Promoting Walking in Your Airport

You should also make sure that appropriate airport staff are aware of the signs and their purpose. For example, you might tell customer service representatives about the signs before they are installed so they can anticipate any questions they may receive from travelers.

f. Evaluating Success



Evaluation is an important part of any program. Evaluating the impact of your signs can help you learn if they are encouraging travelers to walk and how they might be improved. Evaluation can also give you information to share with airport management about the outcomes you achieved.

Your evaluation can include getting feedback from travelers, concessionaires, and airport managers. You can also evaluate the signs by monitoring walking at the sign locations. See Appendix F for more information about evaluating success.



Keys to Success

- **Continuously Engage Relevant Stakeholders:** Engage relevant internal and external stakeholders at the beginning of the planning process to build buy-in from the start. Keeping these individuals involved and informed of progress will help the process run more smoothly. Key stakeholders will vary in each airport, but examples may include major airlines, senior airport managers, and leaders in the business community near your airport.
- **Anticipate Delays:** When creating your timeline, incorporate extra time for possible delays. This will ensure that even if you hit a bump in the road, the project will progress according to the timeline you've set.
- **Anticipate Unintended Consequences:** Do your best to anticipate any unintended consequences. Take the time to think through how the signs will affect all aspects of your airport's operations. Make sure you've included relevant managers and decision-makers in the planning process to avoid any unforeseen set-backs. For example, ensure the signs lead travelers toward their destination and do not leave any room for possible confusion. Also, you should make sure that the signs have been approved by the department or office that oversees the location where they are to be placed. For example, if the signs will be placed in or near a TSA security checkpoint, it is important to get the appropriate clearances with this office before posting them.
- **Develop a Back-up Plan:** Have a plan in place to deal with less-than-optimal outcomes. While the process outlined in this guide has been implemented successfully, it is possible that the outcomes at your airport may be different than expected. If you do not see the results you anticipated, you may think about changing the signs' messages or design.



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Appendix A: Walk to Fly Success Story

Appendix A: Walk to Fly Success Story

In this section, we will describe Walk to Fly, an effort to increase walking at Hartsfield-Jackson Atlanta International Airport. The process used during this project and lessons learned from its implementation served as a basis for much of the content in this guide.

This project was part of a research study using point-of-decision prompts to increase the proportion of travelers choosing to walk to their departure gate, instead of riding the train inside the airport. The success of the Walk to Fly project was due, in large part, to the collaboration of several departments in the airport over the 3-year span of the project. These departments include:

- Aviation Transportation Systems
- Customer Service
- Information Technology
- Office of Communications
- Office of Public Affairs
- Operations
- Planning and Development
- Signage and Graphics

Airport Description

Hartsfield-Jackson Atlanta International Airport, the world's busiest passenger airport, is 10 miles from downtown Atlanta. The airport's domestic terminal has six concourses along a central spine. Travelers and airport employees can move between the concourses via an underground transportation mall that consists of a central walkway with a train on either side.

Point-of-Decision Sign Location

Upon entering the transportation mall of the airport, travelers and employees can choose whether to ride the train between concourses or walk along the pedestrian walkway. This location represents a point of decision where signs could be used to encourage walking.

Message development

For the Walk to Fly study, approximately 400 travelers completed a survey about why they chose to walk or ride the train and if they rode the train, what concepts might encourage them to walk instead. Using the information from traveler's responses, the airport's Signage and Graphics team developed two prototype signs with different messages. A second survey, conducted with approximately 200 travelers, asked travelers to choose which sign would most likely encourage them to walk to their departure gate instead of riding the train.

Appendix A: Walk to Fly Success Story

The final sign design (see Appendix C) is a result of feedback generated from both surveys, which were conducted with approximately 600 travelers. Travelers indicated that information about walking options and how long it would take to walk would likely help them make the decision to walk to their departure gate instead of ride the train. Both surveys are available in Appendices D and E of this guide.

Monitoring

Thermal sensors were used to monitor the proportion of travelers who chose to walk instead of ride the train. The airport's Department of Information Technology was instrumental in gaining the necessary approvals to install the sensors. The sensors were mounted in the ceiling above the escalators that bring travelers and employees into the entrance of the transportation mall, thus capturing the number of travelers and employees entering the area. Another set of sensors was mounted approximately 1,000 feet away, along the pedestrian walkway, to count the number of travelers and employees who choose to walk or use the moving walkway.

Data from the sensors were collected for 1 year before the signs were installed to determine the proportion of travelers and employees choosing to walk without being encouraged.

Intervention

After getting approvals for sign placement from the Department of Aviation Transportation Systems, the airport installed six signs to encourage walking in the entrance to the transportation mall. Four wall-mounted signs were installed around the entrances to the train. The simple message on the signs, "You can walk

to your gate," is accompanied by a large graphic of a person walking and a bright arrow to the concourses. Wording inside the arrow provides travelers with an estimate of how long it will take them to walk between each concourse. A simple diagram of the airport's layout across the bottom allows travelers to see their current location in relation to their departure concourse. All of the messaging on the signs is in English and Spanish.

In addition to these, a free-standing sign was placed at the beginning of the transportation mall walkway, and another wall-mounted sign was installed halfway between the first two concourses to encourage travelers to keep walking. These signs resemble the wall-mounted signs but only include the arrow and walking graphic to show direction, and the information about how long it will take to walk between concourses.

Outcome

Results from the first 6 months of intervention indicate that the proportion of travelers and employees choosing to walk increased approximately 10% after the signs were installed.⁹ The project team is continuing to monitor traveler walking patterns to see if the effect changes over time.

Next Steps

Based on the success of the Walk to Fly project using signs to encourage walking, managers at Hartsfield-Jackson Atlanta International Airport are planning to install these signs at other points of decision in the airport. Signs will eventually be placed at other concourses in the transportation mall to let travelers know that walking is an option.

Appendix B: Steps to Encourage Walking

Appendix B: Steps to Encourage Walking

This checklist highlights key steps to encourage walking in your airport. Use this checklist along with the information in the guide.

1. Determine if signs to encourage walking are appropriate for your airport.

- Determine if your airport has point-of-decision locations where signs would be appropriate.
- Identify possible sign locations on a map of your airport.

2. Get airport management support.

- Arrange a meeting with airport managers.
- Highlight the benefits of airport walking.
- Collaborate with management to develop a plan for implementing signs.

3. Evaluate available resources.

- Determine if there are resources available in your airport's budget to develop and install signs.
- Identify personnel available to work on the project.

- Evaluate existing resources that promote walking in your airport (e.g., existing signs that direct travelers, an employee wellness walking program).
- Determine what additional resources you will need to implement the signs.

4. Develop signs to encourage walking at points-of-decision.

- If you want to use pre-developed signs:
 - Modify the signs in Appendix C to fit your airport.
- If you want to develop your own signs:
 - Consider the look and feel of existing signs in your airport and determine if the new signs should be designed similarly.
 - Check with appropriate management to ensure the new signs meet guidelines for your airport.
 - Identify messages that will encourage your travelers to walk, by
- Adding questions about walking to your customer service survey.
- Conducting a short survey about walking with travelers in your airport.
- Giving travelers a link to an online survey about walking in your airport.

Appendix B: Steps to Encourage Walking

5. Install and maintain signs.

- ❑ Create a plan for maintaining the signs, including how you will replace signs if they are damaged.
- ❑ Designate a team member to check the signs periodically for graffiti, markings, or other damage.
- ❑ Check that movable signs remain in appropriate locations.

6. Monitoring success.

- ❑ Consider the following ways to evaluate:
 - Customer satisfaction: provide ways for customers to give feedback on the signs.
 - Concessions satisfaction: provide ways for concessionaires to give you feedback on how the signs have affected their business.
 - Monitor walking before and after the signs are installed.
 - Get feedback from customer service representatives.
 - Monitor feedback from airport management.



Appendix C: Sign to Encourage Walking

Appendix C: Sign to Encourage Walking

You Can . . .

Walk to Your Gate

Camine a su puerta de embarque



5 Minute Walk
Between Concourses*

*5 minutos caminando entre terminales**



Gate	Approximate Time
F	35 minutes
E	25 minutes
D	20 minutes
C	15 minutes
B	10 minutes
A	5 minutes
T	Domestic Terminal
	Domestic Baggage Claim Ground Transportation

* 1000 feet between concourses. Time is approximate.
* 1000 pies entre terminales. Tiempo es aproximado.

Appendix D: Concept Testing Survey

Appendix D: Concept Testing Survey

The purpose of this survey is to get information from travelers in your airport about why they may not walk instead of taking a train or shuttle, and also what concepts they think would encourage them to walk.

The following survey questions were developed to get input from travelers at Hartsfield-Jackson Atlanta International Airport. Feel free to adjust the questions to fit your needs.

<i>Question Number</i>	<i>Question</i>	<i>Response Options</i>	<i>Instructions for Interviewers</i>	<i>Special Considerations</i>
Verbal Consent	Are you ready to begin?	<ul style="list-style-type: none"> • Yes • No 	Read the verbal consent statement and record the response.	If “no”, end interview
Unable to Continue*	Check if unable to continue.	<ul style="list-style-type: none"> • Refused • Non-English speaker • Not enough time • Disabled • Other 		*If the randomly-selected individual indicates he/she is under 18, record under “Other”
<i>Begin Interview</i>				
1	Are you traveling today for business or leisure?	<ul style="list-style-type: none"> • Business • Leisure • Both • Other 		
2	How long have you been waiting at this gate?	<ul style="list-style-type: none"> • 1-4 minutes • 5-9 minutes • 10-29 minutes • 30 or more minutes 		
3	For this trip, did you...	<ul style="list-style-type: none"> • Depart from [your city] and enter through airport security? • Fly in at a gate on a different concourse at this airport? • Fly in at a gate at this concourse of the airport?* 		*If participant reports “Fly in at a gate in this concourse of the airport”, end interview.

Appendix D: Concept Testing Survey

4	In the airport today, did you ride the train?	<ul style="list-style-type: none"> • Yes • No 		If yes, skip to Question 7.
5	Did you walk rather than ride the airport train?	<ul style="list-style-type: none"> • Yes • No 		If no, skip to Question 10.
6	<p>You just told me that you walked, rather than rode the train, to get here. Now I would like to ask you why you chose to walk. For each sentence [below], is it a reason why you chose to walk today?</p> <ul style="list-style-type: none"> • Walking is quicker. • Walking is good for my health. • Walking helps me get exercise. • Walking helps me maintain weight. • Walking burns calories. • Walking allows me to view art along the walkway. • Walking allows me to avoid wait/crowd for the train. • I had extra time. • Walking reduces my stress. • Walking lets my children run around before the flight. • I like to walk. • I am familiar with the layout of the airport. • Other 	<ul style="list-style-type: none"> • Yes • No • Not Sure • N/A 	Read each statement and record the response.	If the participant indicates he/she does not have children or does not have children with them on this trip, mark N/A. Once completed, skip to Question 9.

Appendix D: Concept Testing Survey

7	<p>You just told me that you rode the train on your way here. Now I would like to ask you why you chose to ride the train. For each sentence [below], is it a reason why you chose to ride the train today?</p> <ul style="list-style-type: none"> • Everyone else was riding the train. • I did not know walking was an option. • I do not have enough time. • Walking was too difficult. • I was afraid of getting lost while walking. • I am not wearing suitable clothing for walking. • I do not want to sweat. • I do not like walking. • Riding the train is more fun than walking. • Other 	<ul style="list-style-type: none"> • Yes • No • Not Sure 	<p>Read each statement and record the response.</p>	
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Appendix D: Concept Testing Survey

<p>8</p>	<p>The airport is making signs to encourage people to walk rather than ride the train. I am going to show/read several ideas to encourage walking at this airport. For each one, please tell me how likely it is to convince you to walk.</p> <ul style="list-style-type: none"> • Walking takes 2 more minutes than riding the train to the next stop. • A map showing directions to the gates. • Signs showing directions to the gates. • Walking makes me healthier • Walking instead of riding is better for the planet. • Walking burns calories. • Walking helps maintain weight. • Walking helps me get exercise. • Walking lets my children run around before the flight. • Walking is fun. • Walking lets me enjoy art and music along the walkway. 	<ul style="list-style-type: none"> • Very unlikely • Unlikely • Likely • Very likely • N/A 	<p>Read each statement and record the response.</p>	<p>*If the participant indicates he/she does not have children or does not have children with them on this trip, mark N/A.</p>
<p>9</p>	<p>Do you have [other] comments or ideas to encourage walking? If yes, what are they?</p>	<ul style="list-style-type: none"> • No • Yes, _____. 		
<p>10</p>	<p>Gender</p>	<ul style="list-style-type: none"> • Male • Female 	<p>Record the participant's gender.</p>	

Appendix D: Concept Testing Survey

11	Age	<ul style="list-style-type: none"> • 18-24 years • 25-44 years • 45-64 years • 65 years or older 	Ask the participant which age category they fall in and record the response.	
12	Ethnicity	<ul style="list-style-type: none"> • Hispanic or Latino • Not Hispanic or Latino • Prefer not to answer 	Ask the participant whether or not they are Hispanic or Latino and record the response.	
13	Race	<ul style="list-style-type: none"> • White • Black/African American • Asian • Native Hawaiian or Other Pacific Islander • American Indian/Alaska Native • Prefer not to answer 	Ask the participant to select one or all that apply and record the response.	
Interviewer Comments				Use this space to note any other necessary information.

Appendix E: Message Testing Survey

Appendix E: Message Testing Survey

The purpose of this survey is to get feedback from travelers in your airport about which of two prototype signs would most likely encourage them to walk. This survey should be conducted after you have used the results from the Concept Testing Survey to develop prototype signs.

The following survey questions were developed to get input from travelers at Hartsfield-Jackson Atlanta International Airport. Feel free to adjust the questions to fit your airport's needs.

<i>Question Number</i>	<i>Question</i>	<i>Response Options</i>	<i>Instructions for Interviewers</i>	<i>Special Considerations</i>
Verbal Consent	Are you ready to begin?	<ul style="list-style-type: none"> • Yes • No 	Read the verbal consent statement and record the response.	If “no”, end interview
Unable to Continue*	Check if unable to continue.	<ul style="list-style-type: none"> • Refused • Non-English speaker • Not enough time • Disabled • Other 		+If the randomly-selected individual indicates he/she is under 18, record under “Other”
Begin Interview				
1	Are you traveling today for business or leisure?	<ul style="list-style-type: none"> • Business • Leisure • Both • Other 		
2	How long have you been waiting at this gate?	<ul style="list-style-type: none"> • 1-4 minutes • 5-9 minutes • 10-29 minutes • 30 or more minutes 		
3	For this trip, did you...	<ul style="list-style-type: none"> • Depart from [Your City] and enter through airport security? • Fly in at a gate on a different concourse at this airport? • Fly in at a gate at this concourse of the airport? 		If participant answers “Fly in at a gate at this concourse of the airport”, end the interview

Appendix E: Message Testing Survey

4	In the airport today, did you ride the train?	<ul style="list-style-type: none"> • Yes • No 		If “yes”, skip to Question 6.
5	Did you walk rather than ride the airport train?	<ul style="list-style-type: none"> • Yes • No 		If yes, skip to Question 17.
<p>I’m going to ask you now to think back to when you made the decision to ride the train today. I’m going to show you two signs the Atlanta Airport is making to encourage people to walk, instead of ride the train. The signs will be posted next to the doors of the train. I’m now going to ask you a few questions about each sign.</p>				
<p>SHOW SIGN 1</p>				
6	From this sign, how clear is it that you can walk to your gate, rather than ride the train?	<ul style="list-style-type: none"> • Very Unclear • Unclear • Clear • Very Clear 		If respondent answers Very Unclear or Unclear to any of 6-8, ask 9
7	From this sign, how clear is the amount of time it will take to walk between gates?	<ul style="list-style-type: none"> • Very Unclear • Unclear • Clear • Very Clear 		If respondent answers Very Unclear or Unclear to any of 6-8, ask 9
8	From this sign, how clear is the direction you should walk to reach your gate?	<ul style="list-style-type: none"> • Very Unclear • Unclear • Clear • Very Clear 		If respondent answers Very Unclear or Unclear to any of 6-8, ask 9
9	You just told me that the sign is unclear. Could you explain why? How could it be improved?	Open ended		Read only if respondent answered Very Unclear or Unclear to any of 6-8.

Appendix E: Message Testing Survey

<i>SHOW SIGN 2</i>				
10	From this sign, how clear is it that you can walk to your gate, rather than ride the train?	<ul style="list-style-type: none"> • Very Unclear • Unclear • Clear • Very Clear 		If respondent answers Very Unclear or Unclear to any of 10-12, ask 13
11	From this sign, how clear is the amount of time it will take to walk between gates?	<ul style="list-style-type: none"> • Very Unclear • Unclear • Clear • Very Clear 		If respondent answers Very Unclear or Unclear to any of 10-12, ask 13
12	From this sign, how clear is the direction you should walk to reach your gate?	<ul style="list-style-type: none"> • Very Unclear • Unclear • Clear • Very Clear 		If respondent answers Very Unclear or Unclear to any of 10-12, ask 13
13	You just told me that the sign is unclear. Could you explain why? How could it be improved?	Open ended		Read only if respondent answered Very Unclear or Unclear to any of 10-12.
Now I'm going to show you both signs side-by-side. The two signs are identical in everything except the wording. For the next two questions, focus on the words in the center of the signs.				
<i>SHOW BOTH SIGNS</i>				
14	Do you prefer one sign over the other? Which one?	<ul style="list-style-type: none"> • Sign A • Sign B 		
15	Which sign would most likely encourage you to walk to your gate, instead of ride the train?	<ul style="list-style-type: none"> • Sign A • Sign B 		

Appendix E: Message Testing Survey

16	Is there anything else you would like to comment on?	Open ended		
17	What is your gender?	<ul style="list-style-type: none"> • Male • Female 	Record the participant's gender.	
18	Age	<ul style="list-style-type: none"> • 18-24 years • 25-44 years • 45-64 years • 65 years or older 	Ask the participant which age category they fall in and record the response.	
19	Ethnicity	<ul style="list-style-type: none"> • Hispanic or Latino • Not Hispanic or Latino • Prefer not to answer 	Ask the participant whether or not they are Hispanic or Latino and record the response.	
20	Race	<ul style="list-style-type: none"> • White • Black or African American • Asian • Native Hawaiian or Other Pacific Islander • American Indian/ Alaska Native • Prefer not to answer 	Ask the participant to select one or all that apply and record the response.	
Thank you very much for your time.				

Appendix F: Evaluating Success

Appendix F: Evaluating Success

There are many ways you can evaluate your motivational signs. Here are a few ideas:

- **Customer Satisfaction:** You can provide a way for customers to give feedback on if and how the signs affected their experience in your airport. For example, you could use a suggestion box with comment cards located along the path where you are encouraging walking.
- **Concessions Satisfaction:** You can provide an opportunity for your concessionaires to give you feedback about the signs and how they have affected their business. Let them know when you put the signs up so they can give more accurate information on their business before and after the signs are installed.
- **Monitor Levels of Walking:** You can evaluate your signs by monitoring how many people walk at each location before and after you install the signs. You can monitor walking by manually counting travelers over a given time period or installing devices that count travelers automatically, such as sensors. Installing devices to automatically count travelers may also provide airport management with information that can be used for other purposes. For example, knowing the number of travelers that pass by a given point in your airport may be valuable information for advertisers. Information on the different types of sensors available are discussed later.

To ensure the signs are having the intended results, you may also ask for feedback from customer service representatives and senior airport officials. Such feedback can help you understand any concerns with the signs. This feedback will be a good indicator of whether the signs should remain as they are, or if you should consider revising the message, design, or location of the signs.

Monitoring Methods

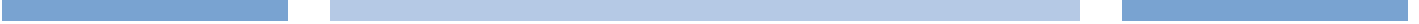
You can use several different methods to determine the proportion of people who choose to walk at a point of decision. Whichever method you choose should be appropriate for the resources available (e.g. financial, personnel, approvals needed) and for the location itself. You should also make sure that you use the same method of monitoring before and after installing the signs. This includes monitoring walking at the same time of day, and type of day (weekend vs. weekday) before and after the signs are installed. Some examples of monitoring methods include:

- **Periodic manual counts:** Using this monitoring method, a person or a group of people manually count travelers at the point of decision. Count both the number of travelers entering the area and the number of travelers choosing to walk, instead of ride the train or shuttle. Counts should be conducted for a pre-determined period of time using standardized recording methods each time.

Appendix F: Evaluating Success

- **Strengths:** Nothing to be physically installed; doesn't require purchasing products or software; can be completed with minimal equipment.
- **Limitations:** Requires ongoing commitment of personnel and time; subject to human error; can only get traffic data for certain blocks of time.
- **Infrared sensors:** These sensors detect heat waves from travelers. Using additional information processing, these sensors can actually track individual travelers and which direction they are moving.
 - **Strengths:** small and inconspicuous; most can detect bi-directional movement.
- **Limitations:** requires purchased equipment and software; requires installation of equipment.
- **Interrupted beam sensors:** This system detects interruptions in a low-powered beam of light as travelers walk through its path.
 - **Strengths:** small and inconspicuous; inexpensive to install and maintain.
 - **Limitations:** may undercount in crowded locations; cannot detect direction of movement.

Notes

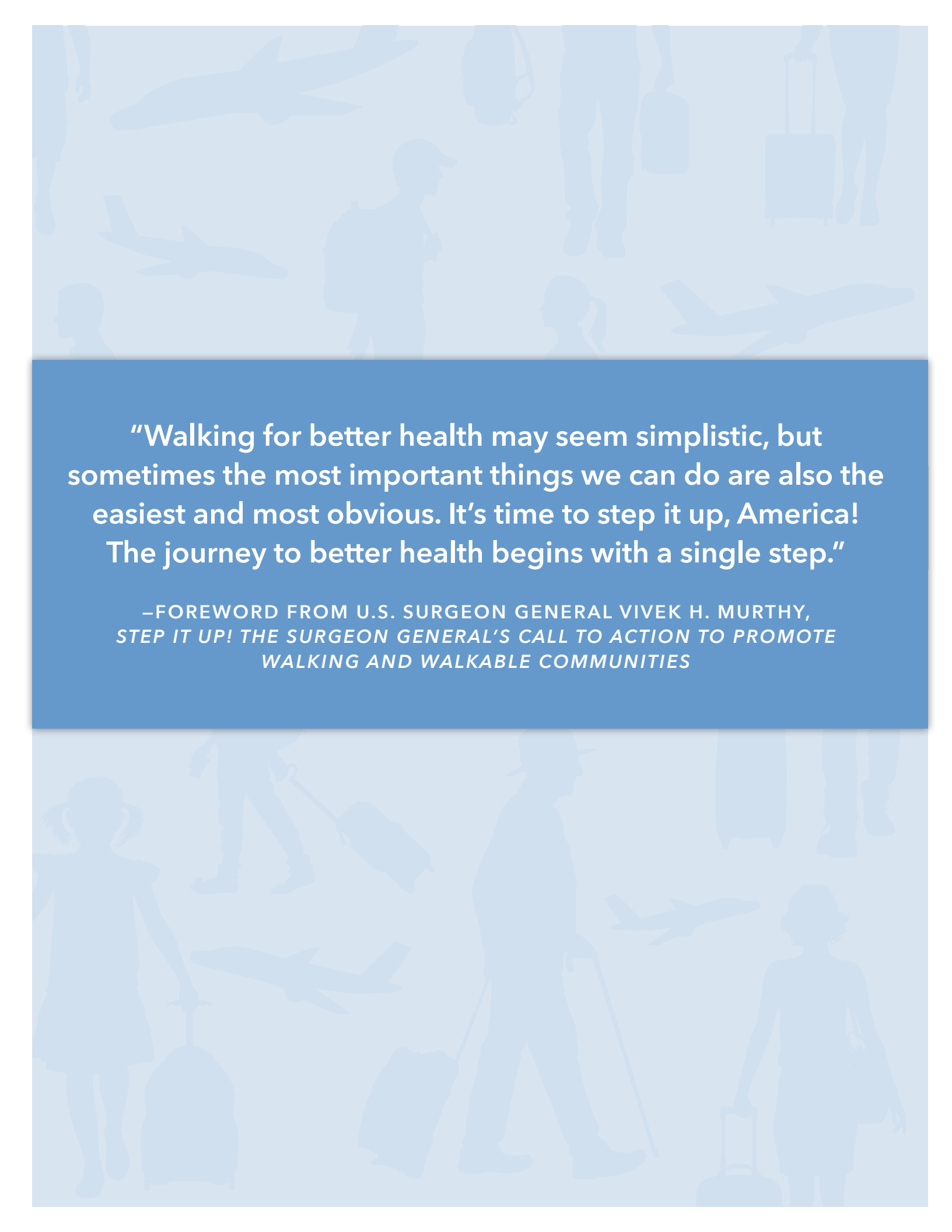


Notes



Notes



The background of the entire page is a light blue color with a repeating pattern of white silhouettes. These silhouettes include people walking with various types of luggage (backpacks, rolling suitcases, briefcases), and several commercial airplanes in flight. The silhouettes are scattered across the top and bottom sections of the page, framing the central text.

“Walking for better health may seem simplistic, but sometimes the most important things we can do are also the easiest and most obvious. It’s time to step it up, America! The journey to better health begins with a single step.”

**–FOREWORD FROM U.S. SURGEON GENERAL VIVEK H. MURTHY,
*STEP IT UP! THE SURGEON GENERAL’S CALL TO ACTION TO PROMOTE
WALKING AND WALKABLE COMMUNITIES***



“Encouraging walking in airports not only shows you care about the health and wellness of your travelers and employees, but it can also improve the customer experience. Here at Hartsfield-Jackson, we have seen a significant increase in people walking between concourses thanks to the CDC’s Walk to Fly project.”

**– REESE MCCRANIE, DIRECTOR OF POLICY AND COMMUNICATIONS,
HARTSFIELD-JACKSON ATLANTA INTERNATIONAL AIRPORT**

