

WASHINGTON-BALTIMORE REGIONAL AIR PASSENGER SURVEY

Proposed 2027 Pilot

Kenneth Joh, Ph.D., AICP
Principal Statistical Survey Analyst

Aviation Technical Subcommittee
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Purpose of Today's Discussion

- Provide an update on recent discussions with MWAA regarding future APS data collection
- Describe a proposed airport-administered APS pilot
- Review two options for incorporating APS questions into MWAA's survey platform
- Obtain Subcommittee input, particularly from MAA/BWI, to help shape the pilot

Recent Discussions and Proposed Direction

- Recent discussions with MWAA have focused on using existing airport Wi-Fi and survey infrastructure for APS data collection
- MWAA has expressed interest in fielding a pilot in the first quarter of 2027
- The pilot would assess passenger participation, completeness of required APS information, and linkage of responses to sampled flights
- Participating airports, fielding dates, and data-processing responsibilities remain to be determined

Pilot findings would inform the design of a future Regional APS.

Core Requirements of the Regional APS

- Collect passenger characteristics, trip origins, and ground-access information needed for regional planning
- Identify respondents' flights to support sample assessment and weighting
- Establish a defensible approach to sampling, passenger recruitment, and estimation
- Maintain sufficient consistency across BWI, DCA, and IAD to support regional analysis
- Establish procedures for protecting, processing, and sharing respondent data

Proposed Approach: Airport-Administered APS

The airport(s) would host and administer the APS, with COG and airport partners agreeing on data-processing and sharing procedures.

Airport(s) / COG
COG: Provide APS specifications
Airport(s): host/administer APS

COG
Select sampled flights

Airport(s) / COG
Store and process survey responses under agreed procedures

COG
Receive data and assess suitability for weighting, analysis, and reporting

KEY CONSIDERATIONS

Potential Benefits

- Leverages existing airport survey and communication infrastructure
- May reduce fieldwork and staffing requirements
- Provides flexibility in how sensitive location data are handled.

Questions to Resolve

- What recruitment methods can each airport support?
- How will the recruitment approach affect response rates and sample quality?
- How should respondent-level data, including geocoding and assignment to Aviation Analysis Zones (AAZs), be processed and shared?

Two Questionnaire Options for the Pilot

Option A: Integrate APS Questions

- Incorporate required APS questions into MWAA's existing customer survey
- Coordinate overlapping questions to avoid duplication
- Continue collecting customer feedback during the pilot
- Evaluate added survey length and completion of APS questions

OR

Option B: APS Substitution

- Replace MWAA's customer survey with a dedicated APS questionnaire
- Use the existing survey platform and invitation channel
- Provide a focused APS survey experience
- Evaluate participation and effects on customer feedback collection

Either option presents potential benefits and tradeoffs for pilot testing.

Questionnaire Options: Key Tradeoffs

Consideration	Option A: Integrate APS Questions	Option B: APS Substitution
Survey length	Adds questions to the existing survey	Focuses on APS questions
Customer feedback	Continues during the pilot	Pauses during the pilot
Participation	Added length may increase survey drop-off	May improve completion if shorter; requires testing
Collection period	Duration to be determined	Defined survey window
Programming	Requires integrating questions and reconciling overlap	Requires temporary replacement and restoration

Which option best balances APS data needs and airport operations?

What the Pilot Would Evaluate

- **Participation:** Survey starts, completions, and survey drop-off
- **Flight identification:** Ability to identify respondents' flights and link responses to sampled flights
- **Sample coverage:** Distribution of responses across flights, travel periods, and passenger groups
- **Data quality:** Completeness and usability of trip-origin and ground-access information
- **Operational requirements:** Programming, coordination, staffing, and data-processing needs
- **Regional applicability:** Requirements for adapting the approach across BWI, DCA, and IAD

MAA/BWI Perspective and Regional Applicability

- What survey capabilities or technical support would BWI need to support airport-administered APS data collection?
- Could BWI support APS recruitment through airport Wi-Fi or other passenger communication channels?
- What operational, technical, or data-sharing requirements should inform the pilot?
- Would MAA be interested in participating in the initial pilot or using MWAA's findings to inform a subsequent test?
- Which procedures should remain consistent across airports, and where is flexibility needed?

Proposed Pilot Schedule

- **Before data collection:** Confirm participating airports, questionnaire option, pilot scope, and fielding dates
- **Pilot preparation:** Develop and test the instrument, recruitment procedures, and data-transfer process
- **First quarter of 2027:** Conduct the proposed pilot, subject to operational readiness
- **Following fielding:** Assess participation, sample coverage, data quality, and implementation requirements
- **Subcommittee follow-up:** Present findings and discuss implications for a future Regional APS

Discussion and Next Steps

Questions for Discussion

- Which questionnaire option should the pilot test?
- What additional considerations should inform the pilot design?
- What would MAA/BWI need to participate in or adapt this approach?
- What evidence would partners need before supporting broader implementation?

Next Steps

- COG and MWAA use Subcommittee input to refine the pilot scope and coordinate with MAA/BWI on potential participation.
- COG will review the existing APS questionnaire and identify required questions for the pilot.

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SUBCOMMITTEE INPUT REQUESTED

What feedback does the Subcommittee have on the proposed Q1 2027 pilot and potential participation by MAA/BWI?

Kenneth Joh, Ph.D., AICP

Principal Statistical Survey Analyst
Department of Transportation Planning
(202) 962-3276
kjoh@mwcog.org

mwcog.org/tpb

Metropolitan Washington Council of Governments
777 North Capitol Street NE, Suite 300
Washington, DC 20002

National Capital Region
Transportation Planning Board