



Memorandum on Airport User Surveys Middleton Municipal Airport (C29) – Master Plan

Date: September 16, 2019

To: Mark Opitz, City Planner and Zoning Administrator, City of Middleton

This memorandum documents early data gathering efforts completed for the Middleton Municipal Airport Master Plan, specifically, two surveys (one local, one regional) undertaken in 2018. This memorandum also acknowledges and corrects an error in the July 18, 2019, presentation to the Airport Master Plan Advisory Committee (AMPAC). This memorandum recognizes community concerns that have been raised regarding the latter (regional) survey; consequently, we recommend that its conclusions not be utilized or referenced in the master plan development. However, there were several businesses who responded to the latter regional survey who could provide useful information that may warrant additional follow up. Lastly, this memorandum outlines the next steps for revising the draft master plan chapters.

Airport User Survey #1 – Summer 2018

The first survey was conducted at the onset of the master plan and was geared to the existing users. The purpose of the survey was to evaluate users' current and future activity and to identify their facility needs. Mead & Hunt, the Wisconsin Bureau of Aeronautics, City of Middleton staff, a representative from the Airport Commission, and the Airport Manager collaborated to develop the 36-question survey. The survey was divided into six sections:

- Section 1 - General (2 questions)
- Section 2 - Existing Use (11 questions)
- Section 3 - Future Use (3 questions)
- Section 4 – Runway Facility Needs (9 questions)
- Section 5 – Hangar Facility Needs (5 questions)
- Section 6 – Other Facility Needs & Rankings (6 questions)

At the request of the City, Polco (a Middleton-based company) helped with set up and administered Airport User Survey #1 (Survey #1) to provide a format accessible to the community and to help identify the location of respondents. The survey was published on May 25, 2018. The Airport manager then notified based tenants and other frequent users of the Airport through an e-mail that provided a link to access the survey.

Survey #1 received 185 responses, although not every question was answered by each respondent. The full survey and responses have been uploaded to the City's Airport Master Plan website and can be reviewed at the following link:

<https://cityofmiddleton.us/DocumentCenter/View/6499/All-response---Existing-User-Survey-1-Results-Summer-2018?bidId=>

Evaluating the need for a supplemental survey

Survey #1 results were presented to the Airport Commission at the July and August 2018 meetings. (The AMPAC had not yet been formulated at that time.) During these meetings, the Commission discussed broader outreach to businesses and proposed a survey for not just the needs of existing users, but to also identify potential users who would make use of the Airport if additional facilities were made available.

A feature of the first survey was that responses were anonymous, which did not allow an opportunity to identify or follow up with the existing users who expressed a need for facility improvements. The first survey was also lengthy, taking most respondents 20 to 30 minutes to complete.

Considering these factors, a supplemental survey was discussed with the goals of being more concise, regionally distributed, and in a format that would allow follow up with the respondents to understand their needs in greater detail. During the August 2018 Airport Commission meeting, Jade Hofeldt of Capital Flight (a current business tenant at the Airport) offered to help reach a broader segment of the aviation community by using her subscription to access a database of aircraft owners within Wisconsin and nearby states. This database included e-mail addresses, which helped facilitate survey distribution and any potential follow up communication.

Airport User Survey #2 – Fall 2018

Airport User Survey #2 (Survey #2) was formulated by Mead & Hunt based on suggested questions and feedback received following the Airport Commission meetings. The goals were to keep the survey brief and identify prospective airport users in the region. City staff reviewed the draft survey in mid-September, and Mead & Hunt distributed it on October 9, 2018, using SurveyMonkey as the platform. Using the contact information provided from Jade Hofeldt (Capital Flight), Mead & Hunt e-mailed a survey consisting of six questions to 1,275 aircraft owners within Wisconsin and seven nearby states (Minnesota, Michigan, Iowa, Illinois, Indiana, Ohio, and Missouri).

Survey #2 received 81 responses, the last received on November 6, 2018. The full survey and responses have been uploaded to the City's Airport Master Plan website and can be reviewed at the following link:

<https://www.cityofmiddleton.us/DocumentCenter/View/6602/User-Survey-2-All-Responses?bidId=>

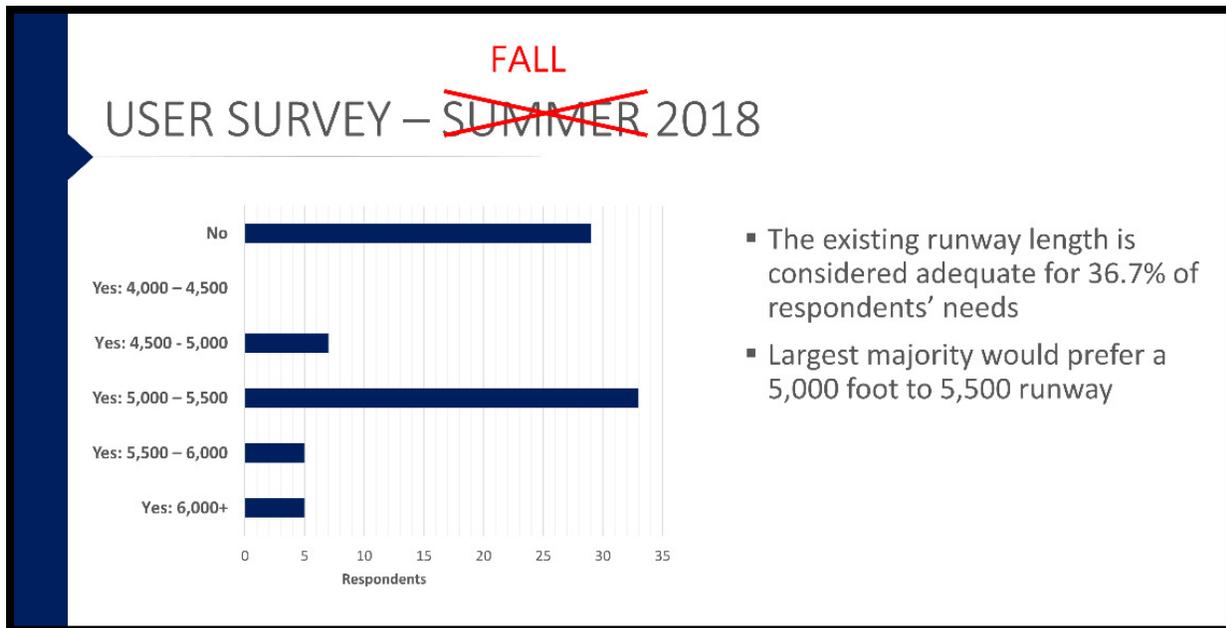
Upon further in-depth review of the responses to Survey #2, and in acknowledgement of community concerns raised about how this survey was formulated and administered, we suggest that its conclusions be

removed from the master plan. However, it may be helpful to follow up with several respondents to gain a more detailed and accurate accounting of their prospective needs and operations.

Correction to July 2019 Presentation to Airport Master Plan Advisory Committee

During the presentation on facility requirements at the July 18, 2019 AMPAC meeting, one member identified an error (mislabeling) of the User Survey results. The slide labeled "User Survey – Summer 2018" (**Figure 1**) was instead summarizing the results of the latter Fall 2018 survey.

Figure 1. Misabeled slide from presentation for AMPAC meeting July 18, 2019



This error was inadvertent, but understandably created confusion, and further supports removing the conclusions of Survey #2 from use in the airport master planning process.

Relationship of User Surveys to Master Plan Draft Chapter 2 – Aviation Forecasts

Results from Survey #1 were used to inform some forecasts and trends presented in the draft of Chapter 2 – Aviation Forecasts of the Master Plan, but Survey #2 was not used in this chapter.

Information from Survey #1 is referenced within Section 2.4 to describe the existing types of use, the existing fleet mix of aircraft, and the number of operations and trip lengths.

Feedback received from Survey #1 is also referenced in Section 2.6.5 to describe the demand for additional hangar space. The results of Survey #1 recorded 18 respondents who would consider basing their aircraft at the Airport if additional hangar space were available. This demand attributed to the number of based aircraft that can be anticipated at the Airport over the 20-year planning horizon.

To reiterate, the results of Survey #2 were not used in developing the draft Chapter 2 Aviation Forecasts. The draft forecasts were developed during the summer of 2018 prior to the second user survey being developed. The draft forecast chapter was submitted to the Wisconsin Bureau of Aeronautics for Federal Aviation Administration (FAA) review on October 2, 2018, prior to Survey #2 being finalized and distributed.

The FAA provided their initial comments on the draft Chapter 2 Aviation Forecasts on August 12, 2019. Mead & Hunt is currently working with the Airport, the City, and the Wisconsin Bureau of Aeronautics to gather additional information requested by the FAA to address their comments.

Relationship of User Surveys to Master Plan Draft Chapter 3 – Facility Requirements

The evaluation of runway length requirements presented in Chapter 3 is largely based on the guidance provided within FAA Advisory Circular 150/5325-4B, *Runway Length Requirements for Airport Design*. However, the results from Survey #2 are referenced within Sections 3.4 and 3.5 to supplement and support the results of the Advisory Circular. This draft chapter will be amended to remove the references to Survey #2 and will also be further updated based on the FAA's final approval of the Aviation Forecasts in Chapter 2.

Summary and Next Steps

It is our hope that the information contained in this memorandum helps to summarize and clarify the history and evolution of the two Airport User Surveys conducted in 2018 and resolve confusion resulting from the mislabeled slide in the July 2019 presentation to the AMPAC.

Mead & Hunt recognizes there are significant community concerns with Survey #2 and we want to acknowledge and thank the citizens who brought greater attention to this issue. In consideration of the community concerns, and with more in-depth review of the data, we recommend that the conclusions of Survey #2 be removed from the master plan. Follow up with the business respondents of this latter survey could be conducted to gain a more accurate and detailed understanding of their needs.

We would like to stress that Survey #2 was not used and did not influence the forecasts of aviation activity submitted to the FAA. Additionally, any references to Survey #2 will be removed from the discussion of facility requirements in subsequent drafts of the master plan chapters. Please let us know if we can provide additional information or help answer any other questions on this or other topics related to the Middleton Airport Master Plan.

Respectfully submitted,

MEAD & HUNT, Inc.
Greg Stern, P.E.

cc: Josh Holbrook, Wisconsin Bureau of Aeronautics