

COUNTY OF MILWAUKEE
Inter-Office Communication

Date: November 13, 2024

To: Marcelia Nicholson, Chairwoman, Milwaukee County Board of Supervisors

From: Donna Brown-Martin, Director, Department of Transportation; Brian Dranzik, Airport Director, Department of Transportation - Airport Division

Subject: From the Director, Department of Transportation, and the Airport Director, Department of Transportation - Airport Division, providing a presentation regarding results from the AirportNEXT survey taken earlier in 2024.

File Type: Informational Report

This informational report provides an overview and presentation of the AirportNEXT program that Milwaukee Mitchell International Airport participated in as a pilot project earlier in 2024.

BACKGROUND

Milwaukee Mitchell International Airport had the opportunity earlier this year to participate in a pilot project in association with Airports Council International – North America. AirportNEXT takes survey information from airport stakeholder groups and delivers that information back to the airport broken down by its size category to see how well we are responding to the needs of our stakeholders locally and how that compares to peer airports.

At its core, the AirportNEXT model provides feedback relative to the infrastructure and facility strength, as well as stakeholder alignment. For the areas of Airport Infrastructure and Facilities there are six variables used to make the assessment that include:

- Terminal
- Transportation Access
- Services
- Technology
- Security
- Boarder

There are six variables associated with stakeholder alignment which include:

- Airlines
- Government
- Community
- Workforce and Culture
- Sustainability
- Economic Development and Tourism

There are a variety of questions for each alignment area that provide the composite score or ranking for each individual area.

The objective of the survey helps the airport in the following ways:

- Assesses the overall alignment with our stakeholders and their needs.
- Provides feedback on what is important giving us validation or guidance of what areas to focus on for improvement.
- Can help as an advocacy tool for topics that are important to airport users.
- Can be used to help educate stakeholders on the complexity of airport operations and capital improvements.

Overall, I am pleased to say that the results for Milwaukee were very favorable and MKE a leader in many categories overall and within its peer group. In fact, Milwaukee was the overall leader in the area of Transportation Access to the airport of all 24 airports surveyed.

Milwaukee Mitchell International Airport as arranged for the creators of AirportNEXT to provide an overview and explanation of the results for Milwaukee.

ALIGNMENT TO STRATEGIC PLAN

3B: Enhance the County's fiscal health and sustainability.

Alignment to the above strategic objectives is articulated in response to the questions below.

FISCAL EFFECT

The report is informational only and there is no fiscal impact.

VIRTUAL MEETING INVITES

Donna Brown-Martin, Director, Department of Transportation
Brian Dranzik, Airport Director, Department of Transportation – Airport Division
Paul Ouimet – AirportNEXT, Paul.ouimet@airportnext.org
Tom Ruth – AirportNEXT, truth@airportnext.org

PREPARED BY:

Brian Dranzik A.A.E., Airport Director

APPROVED BY:

A handwritten signature in blue ink that reads "Donna Brown-Martin". The signature is written in a cursive style and is positioned above a horizontal line.

Donna Brown-Martin, Director, Department of Transportation

ATTACHMENTS:

PowerPoint

cc: Kelly Bablitch, Chief of Staff, Milwaukee County Board of Supervisors
Janelle M. Jensen, Legislative Services Division Manager, Office of the County Clerk