Abstract
The Maricopa Association of Governments (MAG), in collaboration with City of Phoenix, City of Mesa, Phoenix Sky Harbor International Airport (PHX), and Phoenix/Mesa Gateway Airport (AZA), undertook a comprehensive airport travel survey to support an update of its special airport ground access submodel and the development of new activity-based airport submodels. Several new innovative technologies were applied for this airport travel data collection exercise that can also be deployed for the purposes of a household travel survey.

Main Aspects of This Study
- Application of tablet devices for the purposes of intercept surveys and interviews
- Development and application of tablet software for real-time feedback and mapping
- Synchronized Anonymous Wireless Address Matching (AWAM) Bluetooth data collection for traffic counts

Data Collection and Expansion Process

Airport Survey Sampling Plan Targets and Completed Surveys

Lessons Learned
- Tablet technology drastically reduced interview times and allowed real-time feedback
- Mapping components of tablet software helped in precise and instant geocoding
- Tablet-based interviews addressed confidentiality concerns of respondents (e.g., income, age)
- More expensive gadgets – iPads with 3G connection – were used where Wi-Fi connection was spotty
- Requires adequate training for surveyors to master the tablet software and mapping tool
- Wearing airport-issued badges and shirts/vests increased survey participation rates
- AWAM technologies helped us in collecting origin-destination and travel time data collection
- Web-based surveys administered to airport employees were very cost effective

Tablet and Web-Based Regional Airport Travel Survey with Synchronized Bluetooth Traffic Data Collection
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