

Operations to Insight:

How ADS-B Data Is Shaping the Future of Airport Development and Management



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Why This Conversation Matters Now

- Airports are being asked to justify investment and priorities
- Expectations for transparency and accountability are increasing
- Decisions must be explained—not just made



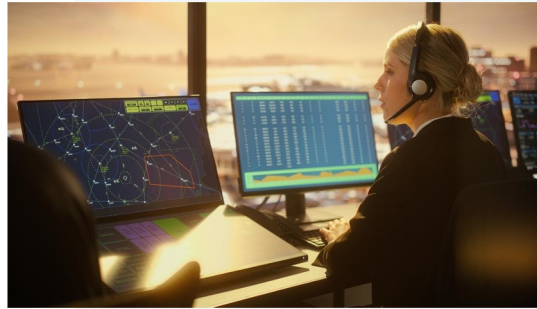
How Well Do We Really Understand Our Airport Operations?

- Many decisions are still based on estimates and assumptions
- Operations counts are often incomplete or inconsistent
- Visibility into actual activity is limited



From Operations to Insight

- Operations tell us what happens
- Insight helps us understand what it means
- Insight changes conversations and decisions



Operations



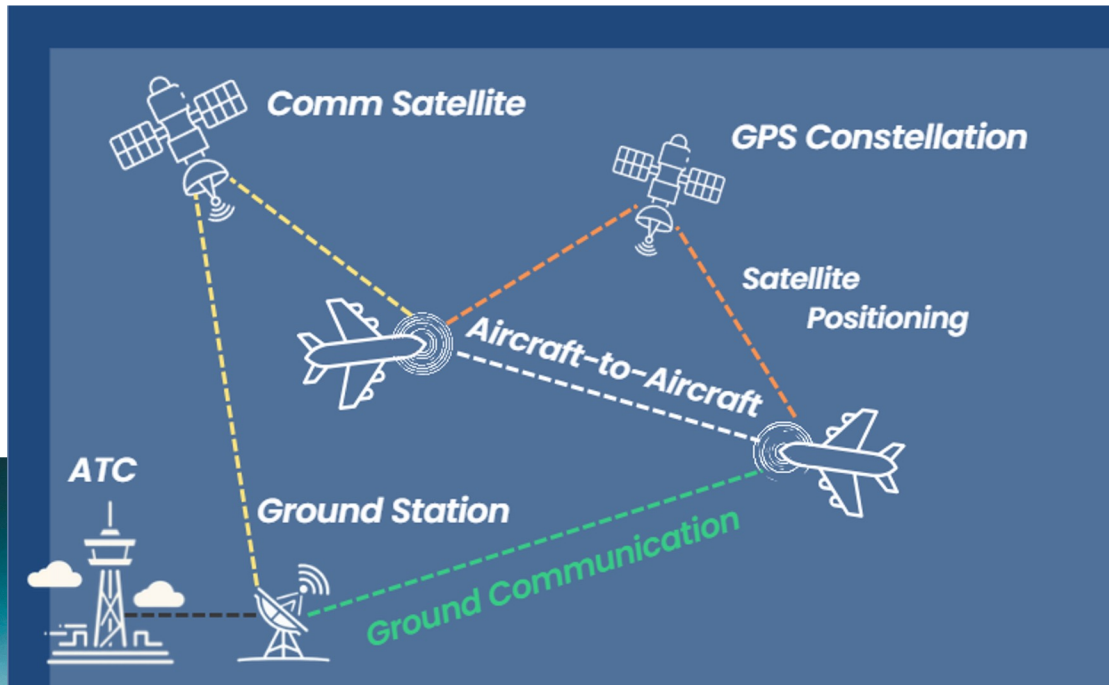
Multiple Data Sources



Integrated Insight



Better Decisions



Seeing What's Actually Happening at Your Airport

- ADS-B provides a continuous, objective record of aircraft activity
- Aircraft broadcast where they are and how they are operating—every second
- Data is collected and transformed into airport and system-level insight



Why ADS-B Data Is Reliable and Widespread

- ADS-B Out is required in most controlled airspace
- Adoption is now widespread across the national airspace system
- Consistency makes the data reliable for planning and analysis



Why ADS-B Is Transformational for Airports

FFC ground traffic since Wednesday, April 14: 60741 messages, 127 aircraft



- Continuous - not periodic - visibility
- Objective - not anecdotal - information
- Airport-wide and system-wide perspective

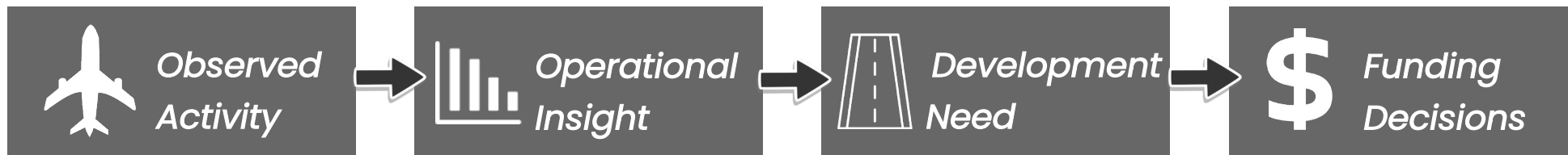
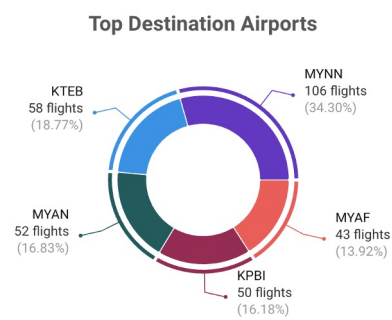
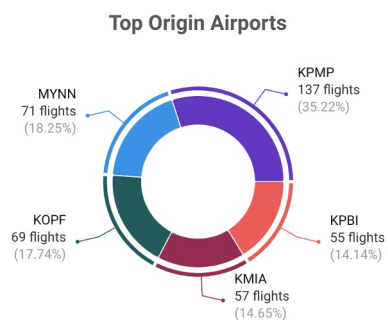
From Estimates to Evidence

- Objective, continuous record of aircraft activity
- Replaces estimates and unreliable operations counts
- Supports smarter planning and forecasting
- Improves situational awareness and service
- Creates a shared understanding of how airports are actually used



How Operational Insight Strengthens Funding Conversations

- Demonstrates how airport facilities are actually being used
- Supports prioritization of development and capital investments
- Provides objective justification for funding requests
- Aligns airport needs with state and FAA program goals



How Airports Are Using Operational Insight Today



Supporting funding and grant justification



Understanding runway and peak-use patterns



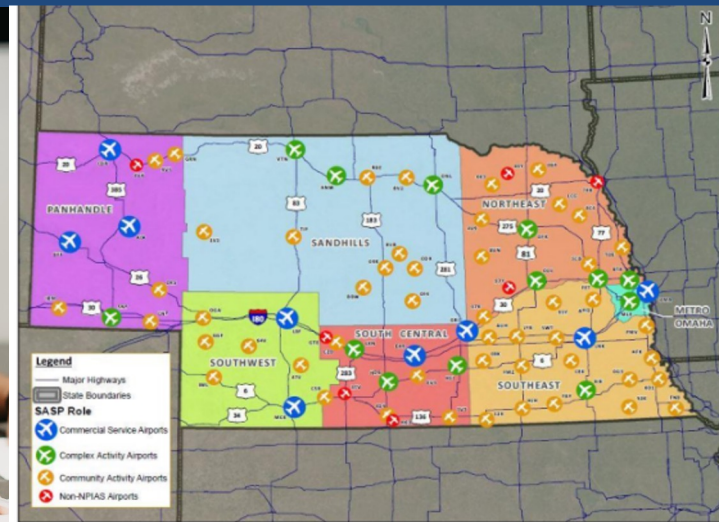
Improving master planning assumptions



Communicating airport value to communities

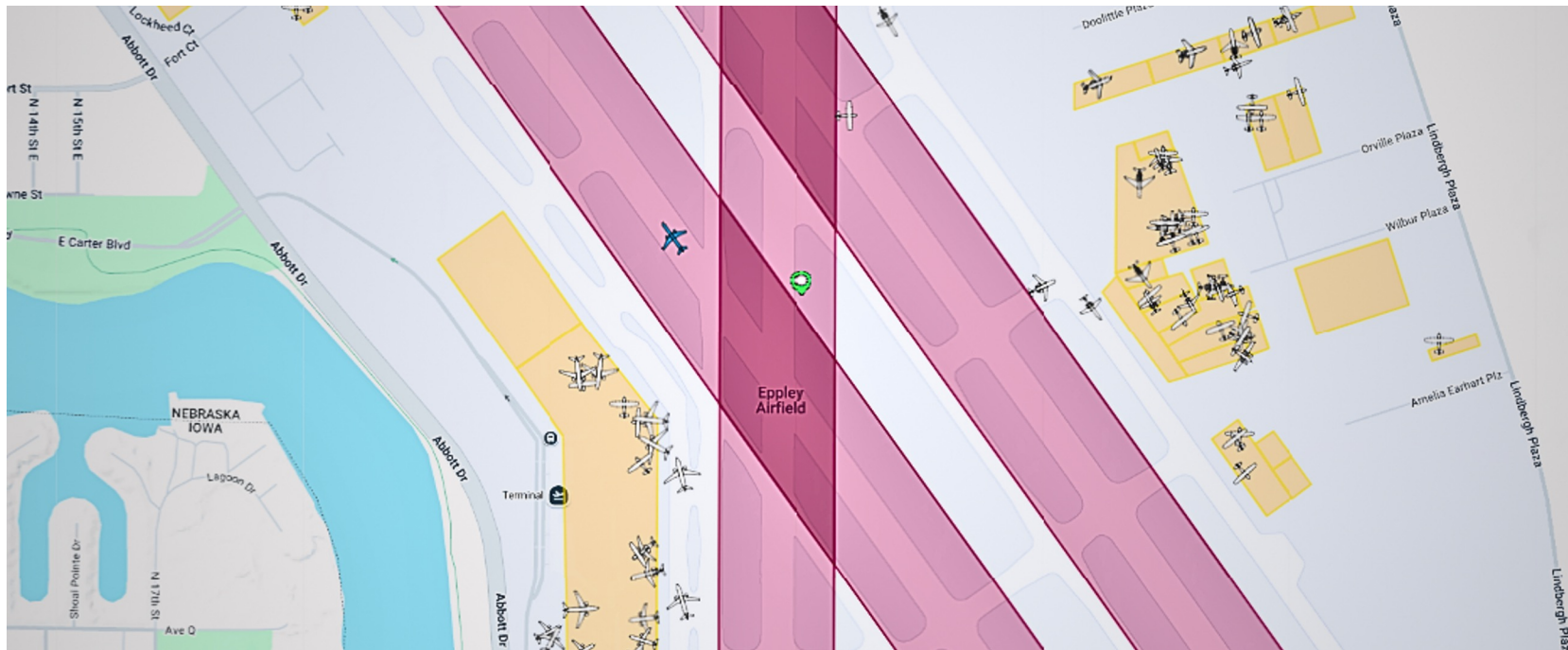
Turning Data into Decisions

- Data provides the foundation
- Experience provides the context
- Insight supports better recommendations



Source: McFarland Johnson analysis, 2021.

An Example of Operational Insight in Practice



Thank You



*Better Data
Doesn't Replace
Leadership.
It Strengthens It.*