

TRANSPORTATION RESEARCH BOARD


Incentivizing Sustainable Air Service

September 15, 2020
2:00-3:30 PM ET

@NASEMTRB
#TRBWebinar



Learning Objectives

1. Describe the different types of air service incentives, including the differences between airport and community incentives, and how they are typically used by different categories of airports and communities
 2. Discuss how to use the GIS tool to analyze incentive programs at different airports, and their potential applications
 3. Identify the factors that airport practitioners should be aware of in designing an air service incentive program
- 

American Association of Airport Executives (AAAE)

1.0 Continuing Education Units (CEUs) are available to Accredited Airport Executives (A.A.E.)

Report your CEUs: www.aaae.org/ceu



Incentivizing Sustainable Air Service

September 15, 2020



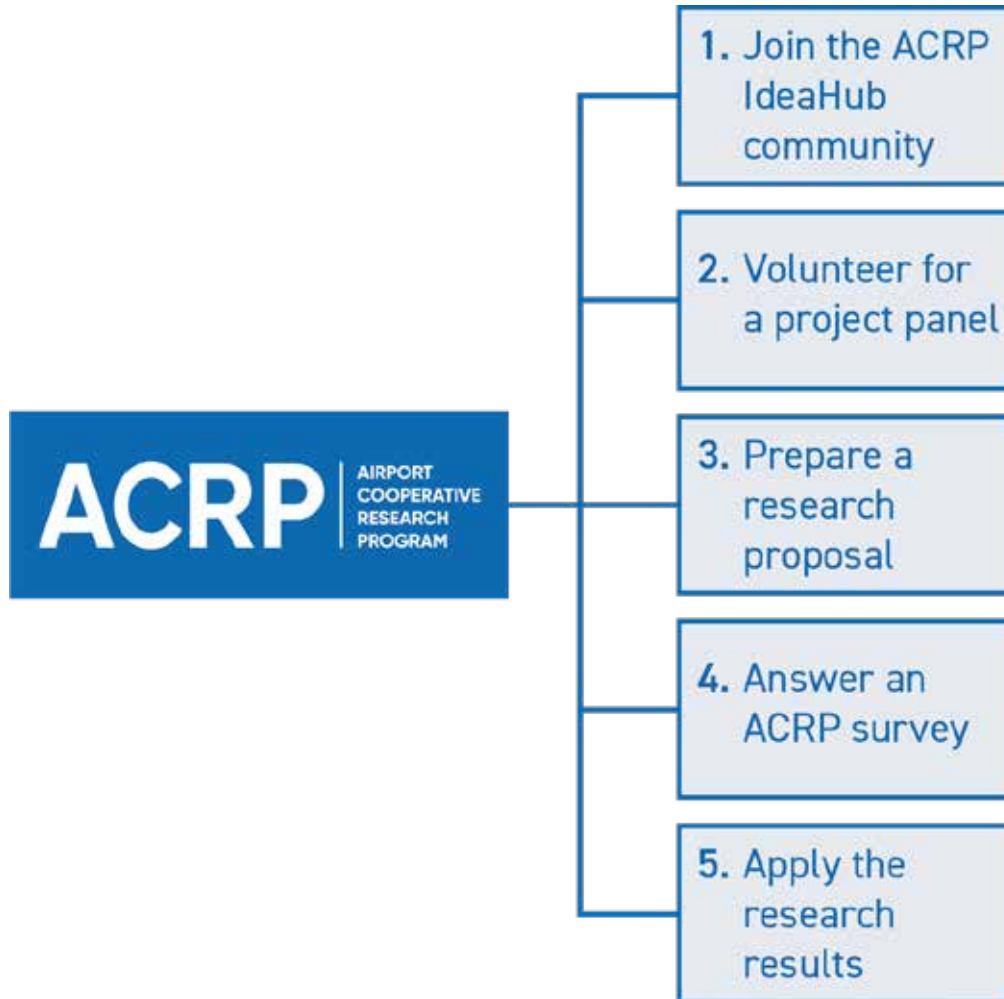
Pamela Hinman

Eastern Iowa Airport

- Director of Marketing & Communications
- Has been with CID since 2001
- CID is a small hub airport located in Cedar Rapids/Iowa City



Five Ways to Get Involved!



Visit us online:

www.trb.org/ACRP

Today's Speakers

David Weingart, GRA, Inc.

Russell Mills, Bowling Green State University

and

Laurie Garrow, Georgia Institute of Technology

Presenting

ACRP Report 218: Building and Maintaining Air Service Through Incentive Programs

Building and Maintaining Air Service Through Incentive Programs

David Weingart, GRA, Incorporated
Russell Mills, Bowling Green State University
Laurie Garrow, Atlanta Analytics, LLC

Webinar Outline

- Project Overview
- Air Service Incentives Database
- GIS Map Tool
- Airport Case Studies
- Airline Perspectives
- FAA Perspective
- Relationship of Incentives to Economic Activity
- Lessons Learned

ACRP Report 218 Investigators



Q David Weingart

- § President of GRA, Incorporated
- § Former FAA executive



Q David Ballard (retired from GRA)

- § Former Chair, TRB Aviation Group



Q Russell Mills

- § Senior Director, Center for Regional Development; Bowling Green State University



Q Laurie Garrow

- § Co-Director, Center for Urban and Regional Mobility; Georgia Tech
- § President, Atlanta Analytics

ACRP Report 218 Oversight Panel

Pamela J. Hinman, Eastern Iowa Airport, Panel Chairman

Patrick Dooley, Greater Fort Wayne, Inc.

Mark B. Gibbs, Lake Tahoe Airport

Barbara Halverstadt, Jacksonville International Airport

Kevin Schorr, Campbell-Hill Aviation Group, LLC

Timothy K. Skipworth, American Airlines, Inc.

Miguel Vasconcelos, FAA Liaison

Tom Devine, Airports Council International–North America Liaison

Mark Holding Raggio, U.S. Department of Transportation Liaison

Christine Gerencher, TRB Liaison

Joseph D. Navarette, ACRP Staff Officer

Types of Air Service Incentives



Airport-Administered	Community-Sponsored
Reduced/waived landing fees, rents or other airport charges	Minimum revenue guarantee agreements with airline
Advertising or marketing assistance (must be focused on the airport)	Advertising or marketing assistance (can include destination marketing)
Offset start-up costs of new service (provide equipment, staff, etc.)	Travel bank to purchase tickets on a new route
<i>Subject to FAA restrictions, including limits on duration</i>	<i>Not subject to FAA restrictions as long as not airport-directed or funded</i>

ACRP Report 218

Air Service Incentives Database

Overview of the Air Service Incentives Database and GIS Map

As part of the research effort for ACRP 03-44, the research team developed a database of airport and community air service development incentives at all 382 commercial service airports in the United States

The goal of developing these tools was to allow airport managers, air service development personnel and consultants, economic development officials, and tourism officials to benchmark their airport or region's incentive packages



Data Collection Process

The Center for Regional Development team collected and triangulated data on airport and community air service incentive packages using the following data sources:

- Airport websites and published incentive programs
- Local government and airport/port authority meeting minutes and agendas
- Small Community Air Service Development Program (SCASDP) grant applications and award announcements
- News accounts from local papers on new service announcements
- Chamber of Commerce, Convention and Visitors Bureau (CVB), and Economic Development Corporation (EDC) websites and press releases



Data Caveats and Limitations



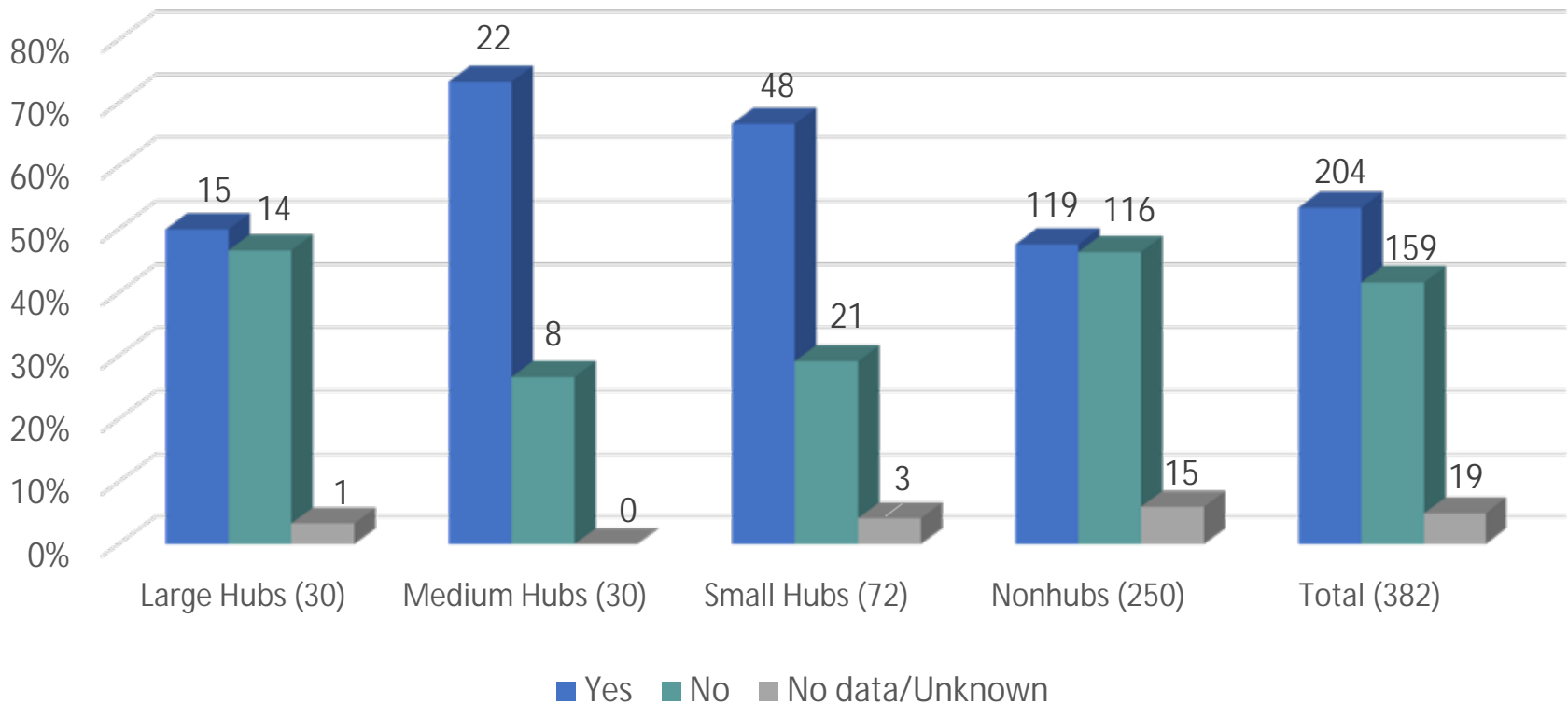
As with any original data collection effort, there are some caveats and limitations of the database:

- Data was last updated by the research team in April 2018
- Some airports and communities are reluctant to publicize incentive programs, therefore, there may be missing data for some airports
- Incentive amounts may be incorrect due to inaccurate reporting in news accounts
- Some incentives may be miscategorized as it was often difficult to confirm whether incentives were accepted by an air carrier after being offered by a community

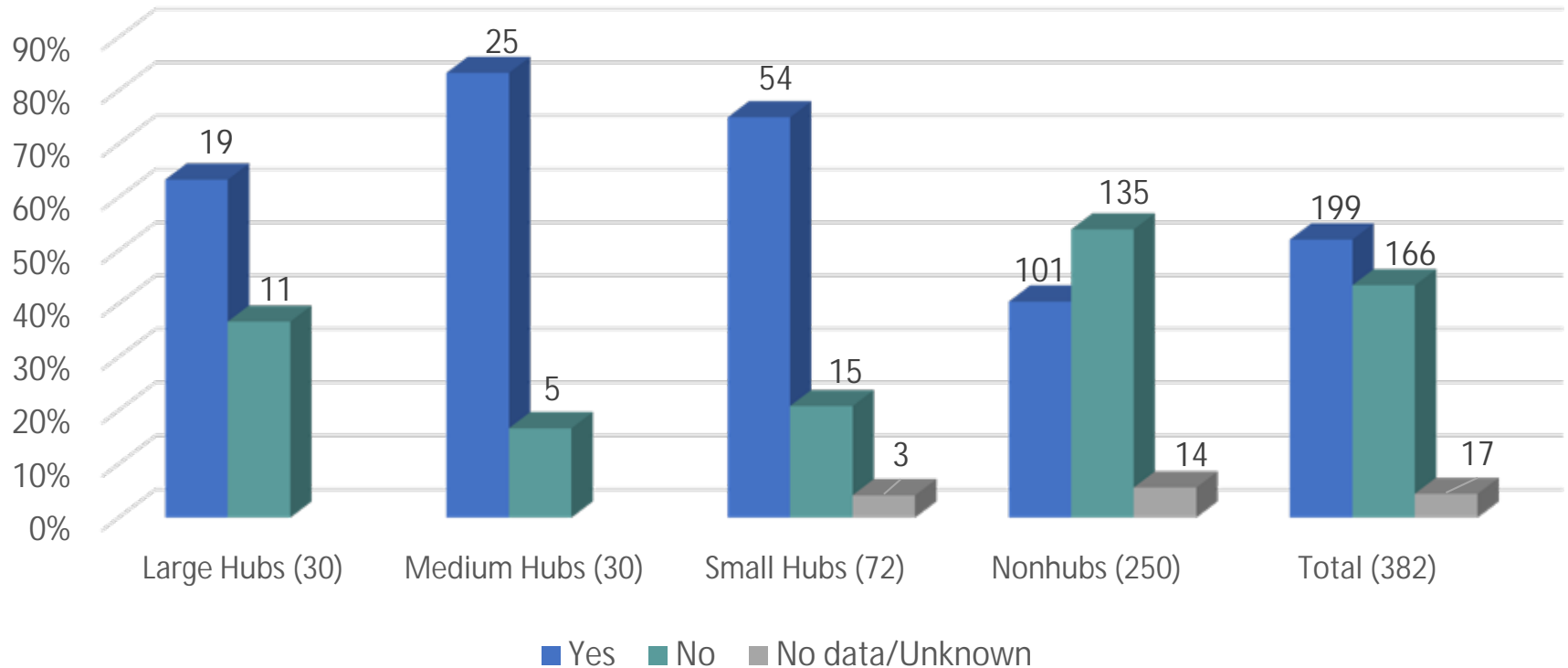
Incentive Program Summary Data – Overall Use of Incentives

	Airport Incentives	Community Incentives	Any Incentive
Large Hub (30)	73%	30%	73%
Medium Hub (30)	90%	37%	90%
Small Hub (72)	82%	54%	82%
Non-hub (250)	61%	58%	64%
All Airports (382)	68%	53%	70%

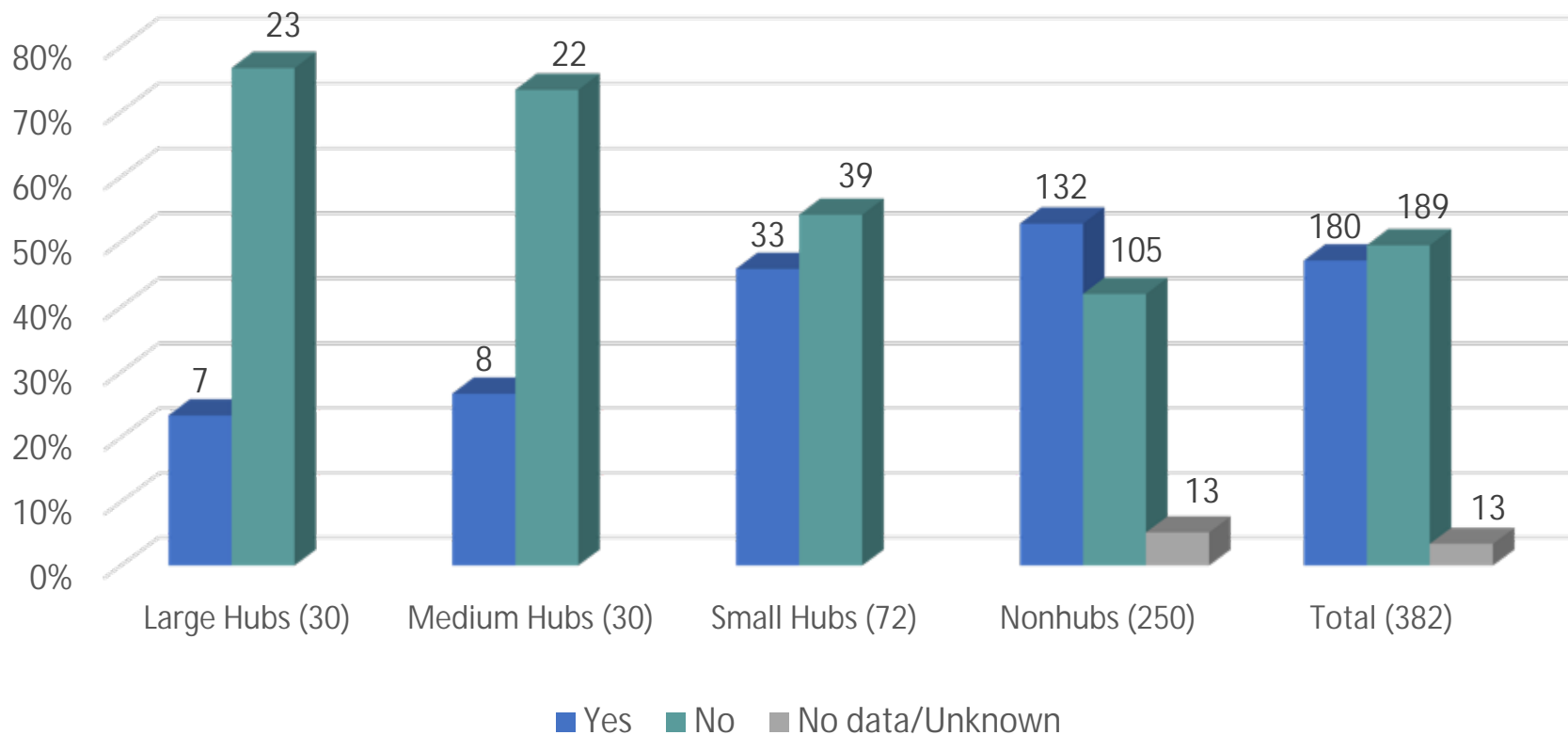
Incentive Program Summary Data – Use of Airport Marketing Incentives



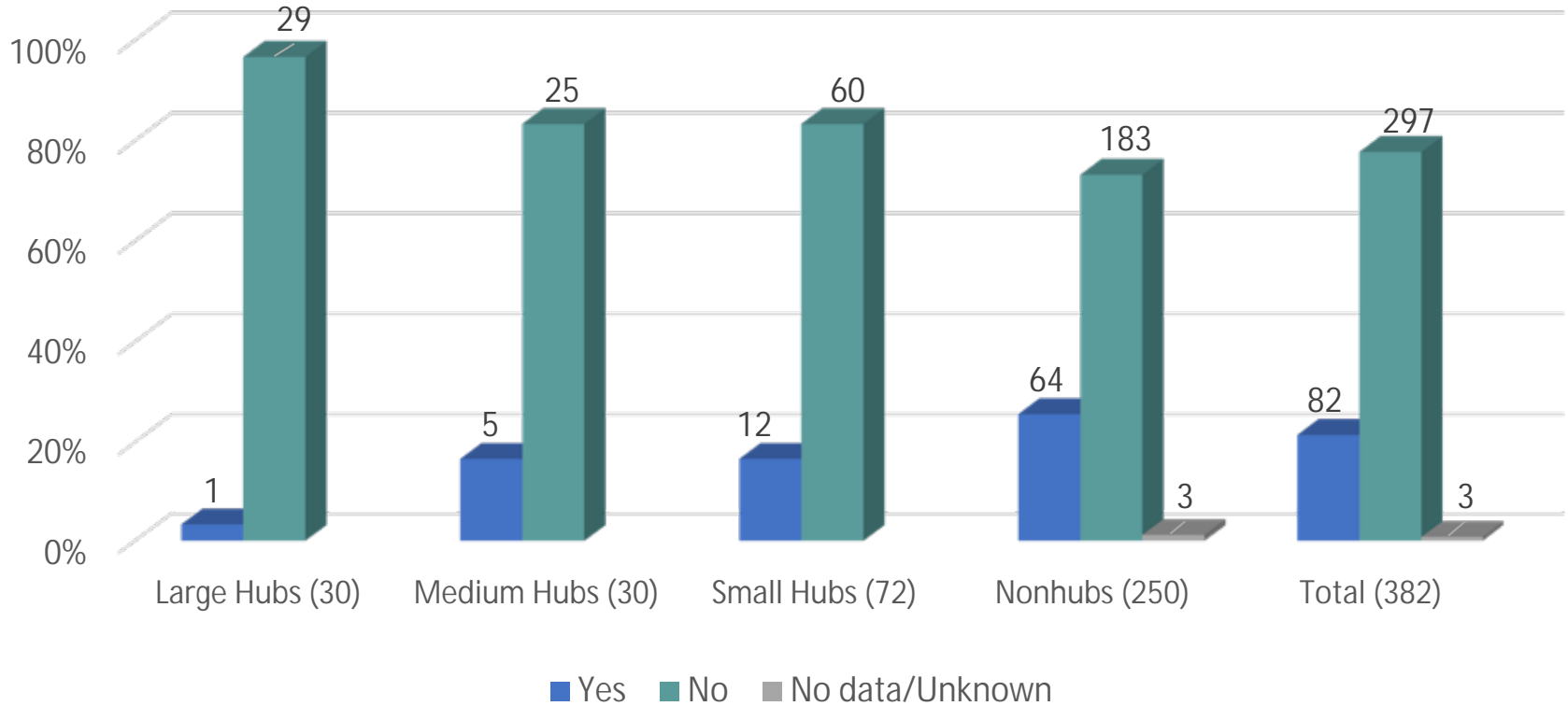
Incentive Program Summary Data – Use of Airport Fee Waiver Incentives



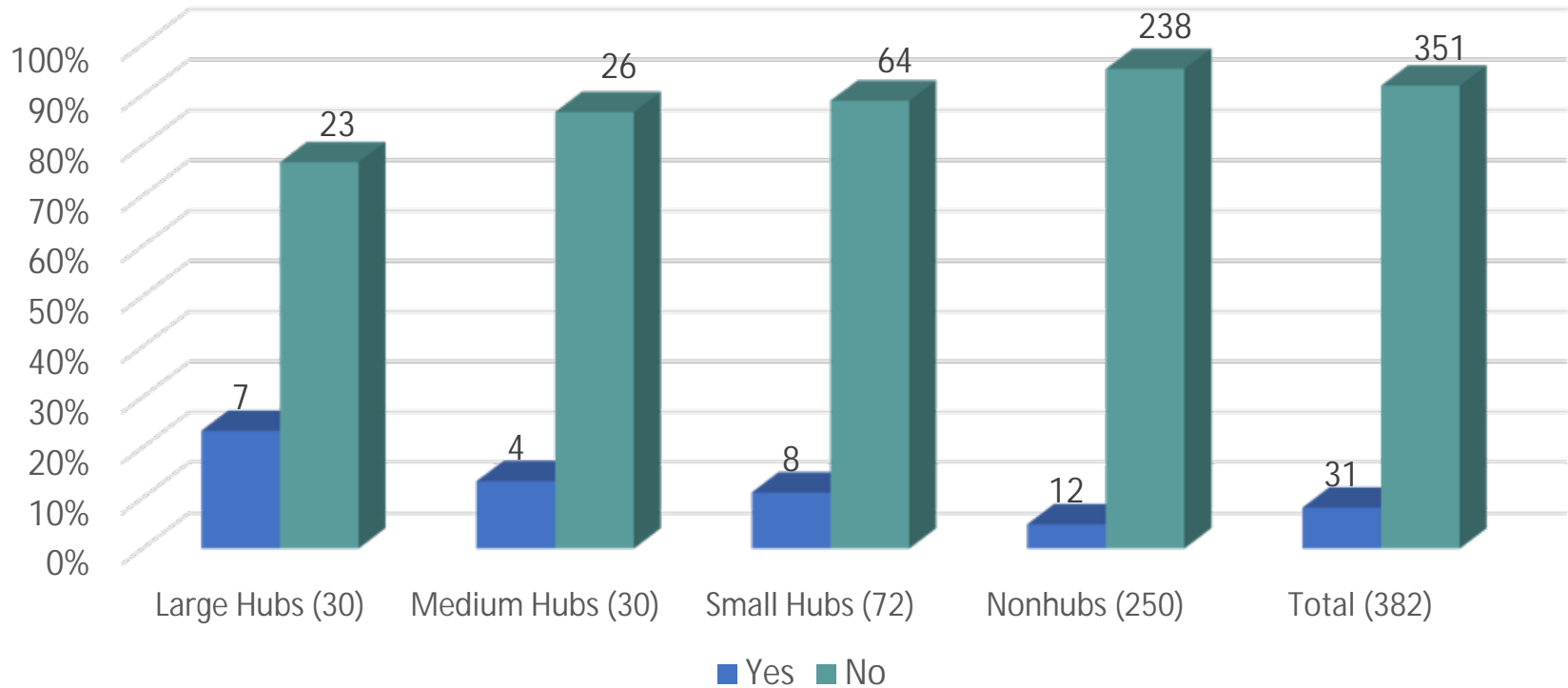
Involvement of Community Organizations in Air Service Incentives



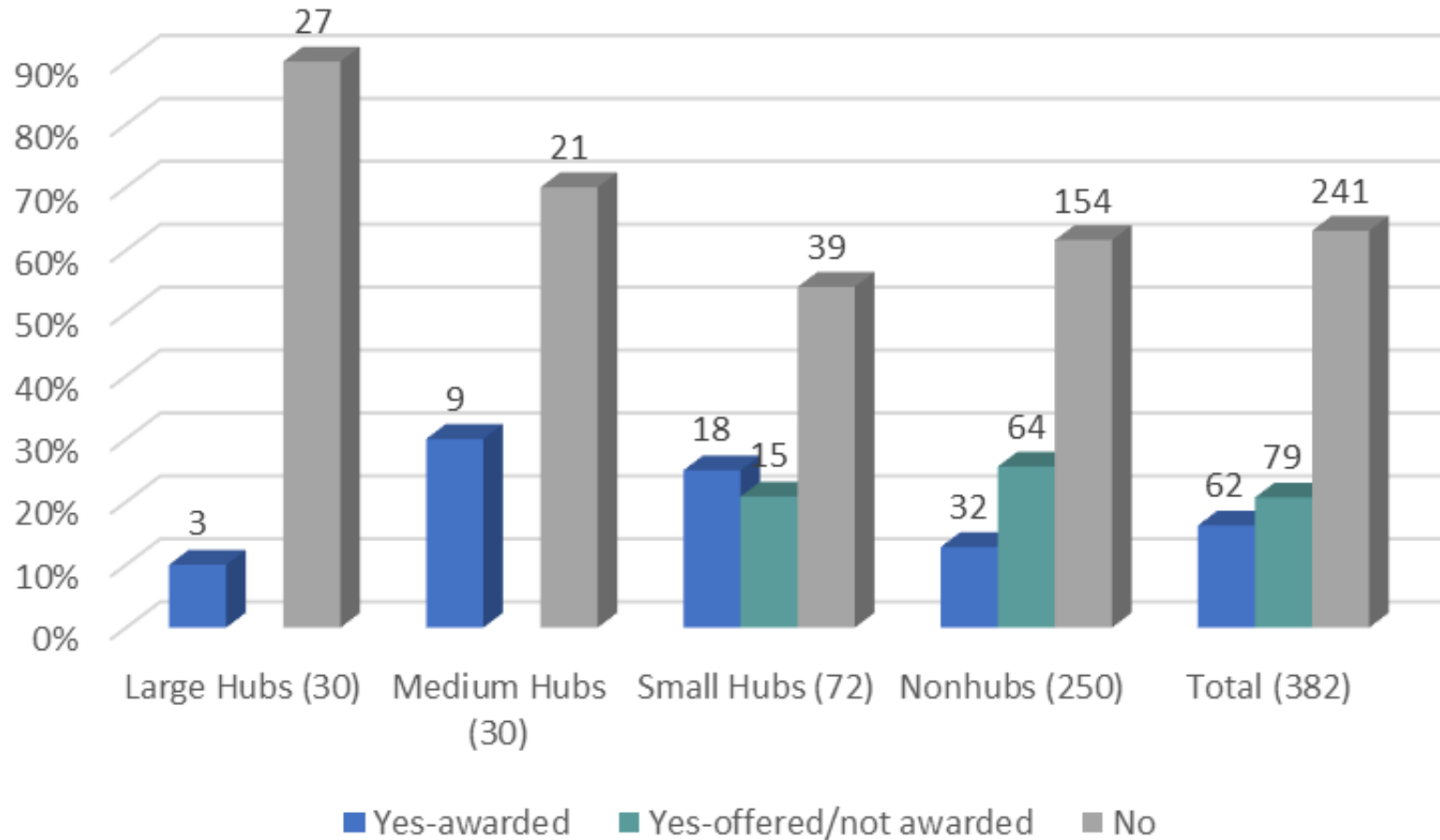
Involvement of Local Governments in Air Service Incentives



Involvement of State Governments in Air Service Incentives



Revenue Guarantees from Community or State/Local Government Sources



ACRP Report 218

Air Service Incentives GIS Map Tool

Data Contained in the GIS Map and Database

The database was then used to create a series of GIS maps to visually depict the prevalence of incentive programs in the United States. Maps are presented for each hub size as well as for all commercial service airports in the U.S. Each map includes the following information:

- Airport incentives and amount (Marketing, fee waivers, and rent abatement)
- Community air service committees or involvement by local organizations
- Local or state government involvement in incentives
- Minimum revenue guarantees and amounts
- Community marketing incentives and amounts
- SCASDP grant awards and amounts (Small and non-hub airports)

Demonstration of Air Service GIS Map Tool

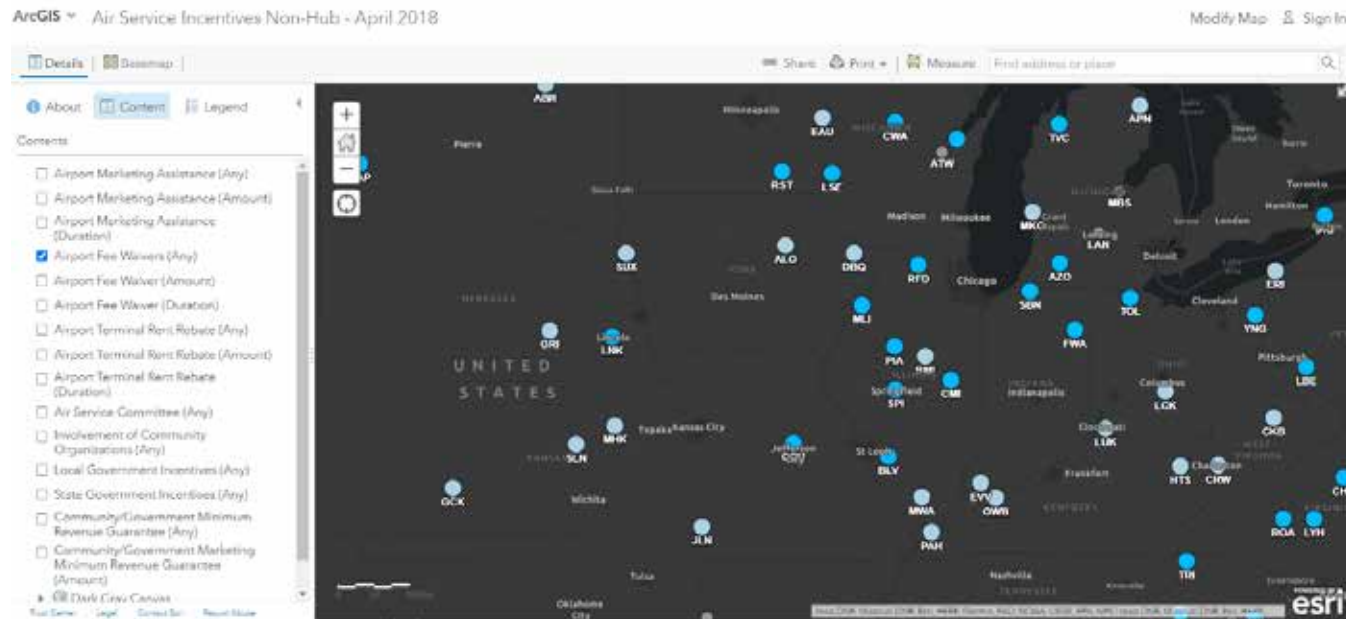
All Airports:
<https://arcg.is/ef8nq0>

Large Hubs:
<https://arcg.is/59PO4>

Medium Hubs:
<https://arcg.is/KPPbH>

Small Hubs:
<https://arcg.is/X1nXi>

Non-Hubs:
<https://arcg.is/HqOGL>



Demonstration of Air Service GIS Map Tool

ArcGIS Air Service Committees Non-Hub - April 2018

Modify Map Sign In

Details Basemap

Share Print Measure Find address or place

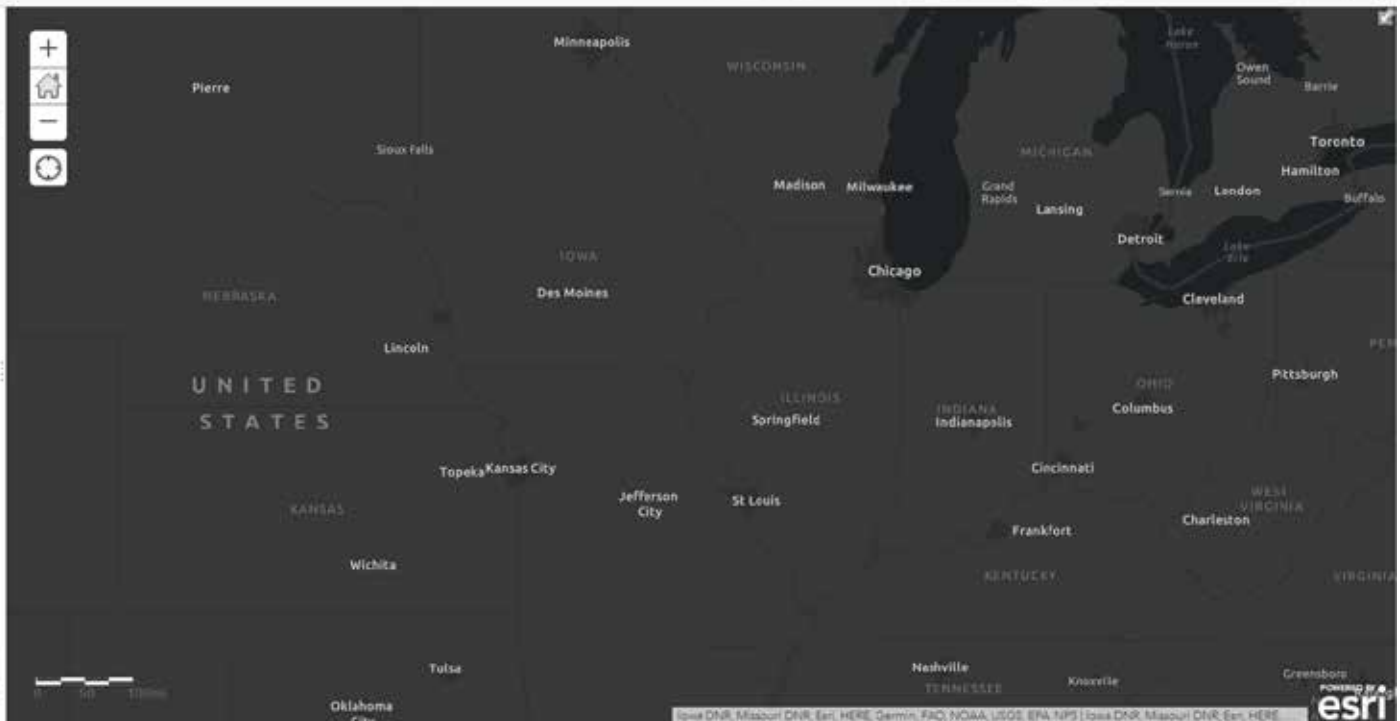
About Content Legend

Contents

- Airport Marketing Assistance (Any)
- Airport Marketing Assistance (Amount)
- Airport Marketing Assistance (Duration)
- Airport Fee Waivers (Any)
- Airport Fee Waiver (Amount)
- Airport Fee Waiver (Duration)
- Airport Terminal Rent Rebate (Any)
- Airport Terminal Rent Rebate (Amount)
- Airport Terminal Rent Rebate (Duration)
- Air Service Committee (Any)
- Involvement of Community Organizations (Any)
- Local Government Incentives (Any)
- State Government Incentives (Any)
- Community/Government Minimum Revenue Guarantee (Any)
- Community/Government Marketing Minimum Revenue Guarantee (Amount)

Dark Gray Canvas

Trust Center Legal Contact Esri Report Abuse



Demonstration of Air Service GIS Map Tool

ArcGIS Air Service Incentives Non-Hub - April 2018

Modify Map & Sign In

The screenshot displays the ArcGIS web interface for the 'Air Service Incentives Non-Hub - April 2018' map. The interface includes a top navigation bar with 'Details' and 'Basemap' tabs, and a search bar for finding addresses or places. On the left side, there is a 'Contents' panel with a list of incentive categories, each with a checkbox. A blue arrow points to the 'Airport Fee Waivers (Any)' checkbox, which is currently checked. The main map area shows a dark-themed map of the United States with numerous blue circular markers representing airports, each labeled with its IATA code (e.g., ABR, EAU, CWA, TVC, APN, RST, LSE, ALO, DBC, RFD, MLI, SBN, AZO, FWA, GRI, LNK, SPI, CMI, BLV, MWA, OVB, PAH, GCK, JLN, SLN, MHK, COM, EVV, HTS, CRW, ROA, LYH, TRI). The map also shows state names and major cities. At the bottom right, there is an 'esri' logo and a 'POWERED BY' text.

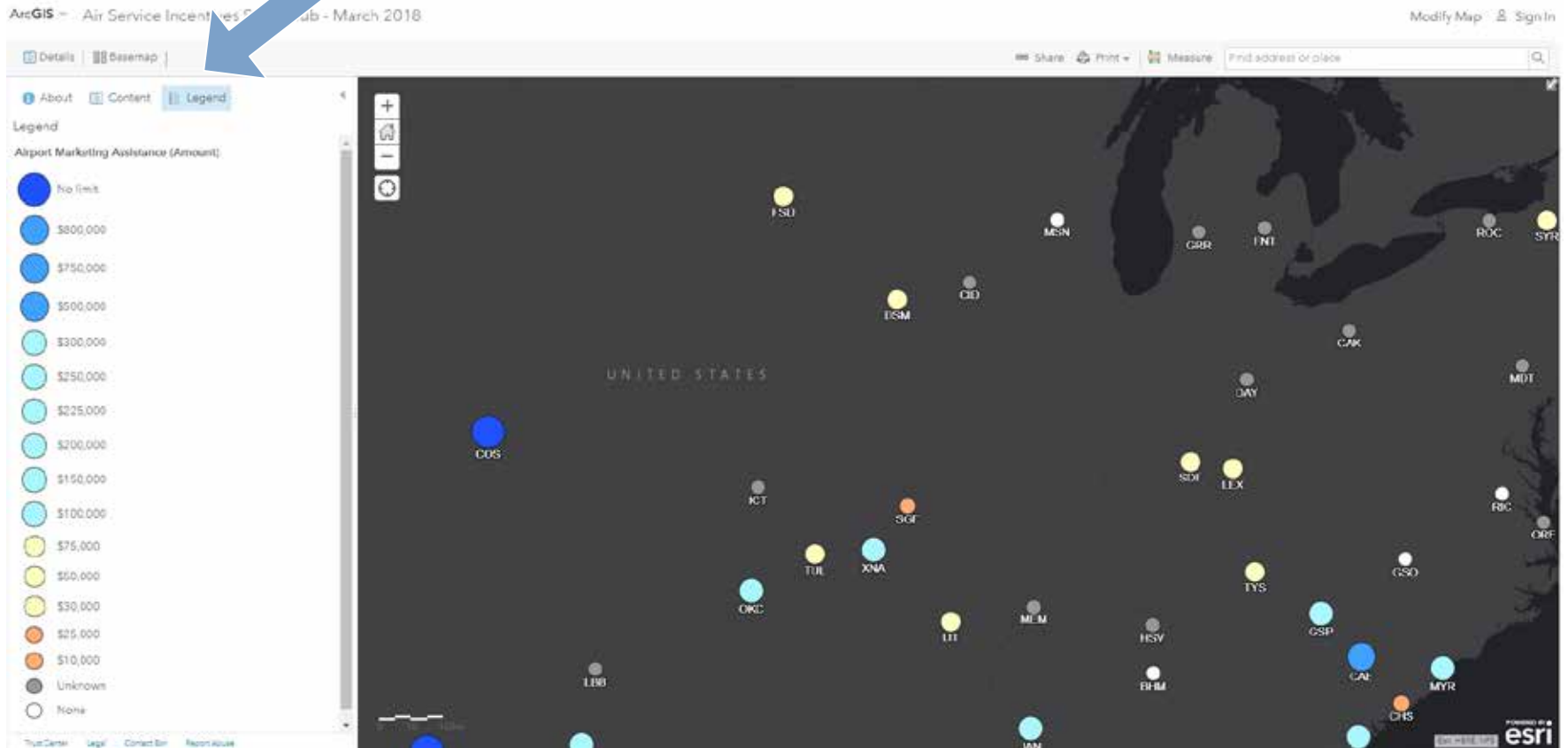
Contents

- Airport Marketing Assistance (Any)
- Airport Marketing Assistance (Amount)
- Airport Marketing Assistance (Duration)
- Airport Fee Waivers (Any)
- Airport Fee Waiver (Amount)
- Airport Fee Waiver (Duration)
- Airport Terminal Rent Rebate (Any)
- Airport Terminal Rent Rebate (Amount)
- Airport Terminal Rent Rebate (Duration)
- Air Service Committee (Any)
- Involvement of Community Organizations (Any)
- Local Government Incentives (Any)
- State Government Incentives (Any)
- Community/Government Minimum Revenue Guarantee (Any)
- Community/Government Marketing Minimum Revenue Guarantee (Amount)

Dark Gray Canvas

Trust Center Legal Contact Us Report Abuse

Demonstration of Air Service GIS Map Tool



ACRP Report 218

Air Service Incentives Case Studies

Air Service Development Case Studies

An additional goal of ACRP 03-44 was to provide airport managers, air service development personnel and consultants, economic development officials, and tourism officials insights derived from case studies of the development and implementation of air service development incentive programs

The research team selected airports to provide a representative sample of case studies based on the type of incentive, hub size, and geographic location

Geographic Scope	Incentive Sponsor	Hub Size			
		Large	Medium	Small	Nonhub
Domestic Service Only	<i>Airport-Directed</i>				
	<i>Community-Directed</i>	Team research did not identify any airports that had ONLY Community-Directed Incentive Programs			
	<i>Airport/Community</i>			BOI BZN GSP	BIL SUN
International Service Only	<i>Airport-Directed</i>				
	<i>Community-Directed</i>	Team research did not identify any airports that had ONLY Community-Directed Incentive Programs			
	<i>Airport/Community</i>				
Domestic and International Service	<i>Airport-Directed</i>	SEA	SJC		
	<i>Community-Directed</i>	Team research did not identify any airports that had ONLY Community-Directed Incentive Programs			
	<i>Airport/Community</i>	DEN	IND CMH PIT	BTV	DAB PBG

Case Study Methodology and Data Collection

The 14 case studies were developed using a variety of data sources including media accounts, airport press releases, and interviews with airport and community officials. Interviewees were granted anonymity to ensure candidness in the conversation.

The case studies focus on themes that emerged from each interview and were triangulated with other sources of data including:

- Media accounts
- Airport press releases
- SCASDP grant applications
- Airport incentive programs

ACRP 03-44 Case Study Airports



Denver International Airport (DEN)

- Denver's incentive program incentivizes airlines to fly larger planes by linking payments to enplanements
- DEN identified at least one airline as not collecting all the incentive funds they were offered (marketing support) for what it perceived to be a large administrative burden to collect the incentives.
- One airline identified that many of the businesses that had pledged to buy tickets in letters of support for new service did not fly on its international route

DENVER INTERNATIONAL AIRPORT AIR SERVICE INCENTIVE PROGRAM

DOMESTIC AIR SERVICE INCENTIVE

	INCENTIVE PER ENPLANEMENT	MAXIMUM INCENTIVE				MAXIMUM BUDGET
Unserviced Destination	\$5 <small>(\$250,000 maximum total)</small>	\$250K <small>1.0 month 100,000 enplanements</small>	\$125K <small>0.5 month 50,000 enplanements</small>	\$25K <small>0.1 month 10,000 enplanements</small>	\$10K <small>0.05 month 5,000 enplanements</small>	\$500K
New Enroute	NONE	\$500K <small>1.0 month 100,000 enplanements</small>	\$250K <small>0.5 month 50,000 enplanements</small>	\$100K <small>0.2 month 20,000 enplanements</small>	\$25K <small>0.1 month 10,000 enplanements</small>	\$500K

INTERNATIONAL AIR SERVICE INCENTIVE

	INCENTIVE PER ENPLANEMENT	MAXIMUM INCENTIVE				MAXIMUM BUDGET
North & Central America <small>Canada, Caribbean, Central America, Mexico</small>	\$20 <small>(Maximum total of \$2M)</small>	\$1M <small>5.0 months 50,000 enplanements</small>	\$500K <small>2.5 months 25,000 enplanements</small>	\$100K <small>0.5 month 5,000 enplanements</small>	\$25K <small>0.1 month 1,000 enplanements</small>	\$2M
South America, Europe, Asia, Middle East, Africa, Oceania	\$30 <small>(Maximum total of \$6M)</small>	\$2M <small>7.0 months 70,000 enplanements</small>	\$1M <small>3.5 months 35,000 enplanements</small>	\$500K <small>1.75 months 17,500 enplanements</small>	\$250K <small>0.875 months 8,750 enplanements</small>	\$6M

Program is effective for letters of intent received by Denver Sept. 1, 2012 and Aug. 31, 2018. Incentives not allowed on routes.

Indianapolis International Airport (IND)

- IND contracts with the Indy Chamber to coordinate corporate outreach, organize stakeholder meetings on air service, and provide market research
- The Chamber had identified international service to Paris as a critical route to the local economy. Governor Eric Holcomb inserted a provision creating an air service development fund for \$10 million
- The Indiana Economic Development Council (IEDC) agreement with Delta Air Lines reimburses up to \$5.5 million based on the number of passengers carried. Reduces risk to the community while providing an incentive to Delta Air Lines to increase loads



Bozeman Yellowstone International Airport (BZN)

- Bozeman's airport and community aggressively court air service from large hubs by maintaining a low-cost structure for airlines, pursuing revenue guarantees and fiercely marketing the region to high-yield metropolitan areas
- The airport has leveraged two Small Community Air Service Development Program (SCASDP) grants along with funds from the Big Sky Resort, Yellowstone Club, and other groups for service to Newark in 2011 and Dallas-Fort Worth in 2014
- Community groups have been focused on coordinating regional marketing efforts on markets where there are existing MRG agreements



Friedman Memorial Airport (SUN)

- The Idaho communities of Ketchum, Hailey, and Sun Valley support local air service attraction efforts through MRGs and marketing support funded through a local-option tax, which is expected to raise \$2.5 million in 2018
- The funding is split evenly between Visit Sun Valley, a local convention and visitor's bureau responsible for flight and destination marketing, and Fly Sun Valley Alliance, a nonprofit dedicated to air service development at Friedman Memorial Airport
- The community has undertaken several grassroots efforts to support air service including the Ski for Air Service Day at the Sun Valley Resort



ACRP Report 218

Airline Perspectives

Airline Interviews

Airline Number	Airline Type	Airline Headquarters	Typical Flight Frequencies
1	Network	U.S.	Daily
2	Network	Europe	Daily
3	Low cost	U.S.	Daily
4	Ultra low-cost	U.S.	Less than daily
5	Ultra low-cost	U.S.	Less than daily, often during peak seasons only
6	Low cost	Europe	Less than daily
7	Low cost	Europe	Less than daily, often during peak seasons only

General Airline Impressions of Incentives and Areas of Consensus

- Airlines valued particular incentives differently; those incentives that were well aligned with the airline's business model and growth strategy were most valued
- Majority of airlines liked incentives tied to enplanements, as those aligned with their business models
- Majority of airlines valued marketing dollars, especially unrestricted funds
- Incentives are expected and viewed as the "price of admission, particularly with respect to marketing dollars and rent/landing fees"

Airline Impressions of Cost-Reduction Incentives

- Majority of airlines valued cost-reduction incentives such as landing fees or those that lower ground-handling costs.
- Cost-reduction measures were also viewed as a “cost of admission” and were expected.
- Cost-reduction incentives were typically not the primary driver on whether an airline started a new route (and often were not included in the airline’s assessment of network profitability as they are not offered beyond year 2), but could be a “tie-breaker” across routes.
- One ULCC noted cost-reduction incentives were critical in their decision process.

Airline Impressions of Minimum Revenue Guarantees

- Q Non-consensus across airlines regarding minimum revenue guarantees, with 6 of the 7 airlines interviewed having strong opinions.

Airline Number	Airline Type	Airline Headquarters	Minimum Revenue Guarantee Impression
1	Network	U.S.	ê
2	Network	Europe	é
3	Low cost	U.S.	é
4	Ultra low-cost	U.S.	ê
5	Ultra low-cost	U.S.	ê
6	Low cost	Europe	é

What Do Airlines Want from Airports?

- While airlines expect airports to present data on regional demographics and economics that would drive projected demand, what is more valuable is local information, particularly for smaller carriers.
 - § Are new businesses being courted by the community?
 - § Are there college alumni that have migrated to another area that would regularly fly back to their alma mater to see games?

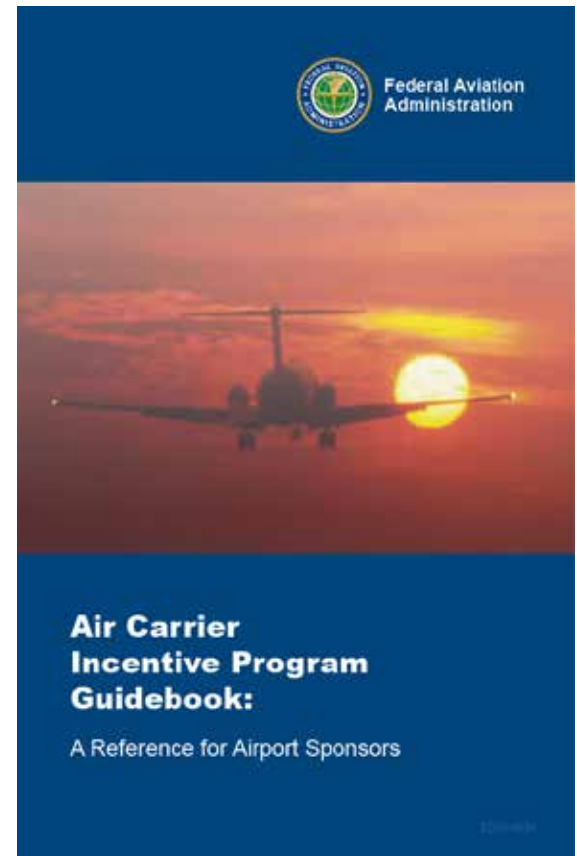
ACRP Report 218

FAA Perspectives

FAA Perspectives on Air Service Incentive Programs

- 2010 Air Carrier Incentive Program Guidebook was intended as general guidance and does not necessarily represent statements of regulation or law, and may be subject to legal interpretation


- Key grant assurances that apply to airport incentives include:
 - § Assurance 22: economic nondiscrimination with regard to access to the airport and its facilities by potential users
 - § Assurance 23: granting of exclusive rights to individual airport users or types of user
 - § Assurance 25: limits uses of airport aeronautical revenues



FAA Guiding Principles on Air Service Incentive Programs

- Airports must not discriminate among air carriers
- Airport revenue must be used in a sustainable fashion, and in a fashion consistent with FAA revenue use policies
 - § Subsidies (such as revenue guarantee agreements) are not permitted as a part of air service development incentives that are supported by airport funds
- In general, airport incentive programs can only be used to support new service:
 - § Nonstop service to a new destination
 - § New entrant carrier to the airport
 - § Additional frequencies to a destination that is already served
 - § Since 2011, the FAA has also permitted incentive provisions that would encourage aircraft upgauging

FAA Oversight of Incentive Programs

- FAA does not formally approve or reject an incentive program
 - § FAA will answer questions and provide guidance to airports and communities (Office of Airport Compliance (202) 267-3085) 
 - § FAA is open to considering new approaches to air service incentives, which can lead to changes to FAA guidance, as in when an airport approached FAA regarding incentives related to aircraft upgauging
 - § The FAA will point out aspects of an incentive program that are not in compliance with its policies and the governing statutes

- FAA conducts financial audits of two to four airports a year, with selection driven by FAA internal criteria
 - § Incentive programs, including marketing expenses, are generally a component of these audits
 - § FAA does not generally perform standalone audits of an airport's incentive program

FAA Oversight of Community-Sponsored Incentive Programs

- FAA has no oversight role for community air service incentive activities, there are limits on how airport management and staff can take part in these community activities
 - § Airports may work with local governments to discuss needs and provide expertise, but must remain separate from both finances and decision making
 - § Airports may not use airport funds to support community activities, or to market a destination, even if the activities ultimately benefit the airport
- Municipal/community funds used to support airport incentive programs must follow the FAA non-discrimination policy
- Essential Air Service (EAS) program and SCASDP fall under separate guidance from USDOT

ACRP Report 218

Relationship of Incentives to Economic Activity

How do Air Service Incentives Affect Economic Activity?

- Estimated regression models using our new database of airport incentives for two points in time to see if there was an association between the type of incentive and airline service characteristics

Airline service (#
seats,
departures,
QSI)

Regression
models
(by airport size)

Type of incentive

Conclusions: Large and Medium Hubs

- The number of large hubs and medium hubs without incentives are small
- Association between incentives and service metrics is weak; parameter estimates associated with different incentive types are all insignificant or are significant but with the wrong sign
- Potential interpretation: Results could be an indication that most large and medium airports need to offer incentives to be in consideration for new service
 - § This is supported by the high percentage of large and medium airports that offer incentives
 - § However, incentives alone are not a significant difference-maker
 - § Results could also potentially be influenced by slot constraints; most desirable airports may not need to offer incentives

Linking Seats to Economic Activity: Small and Non-hub Airports

- Regression results showed evidence of association between incentives and airlines service (number of departing seats) for small and non-hub airports
- We related number of departing seats to economic activity by reviewing airport economic studies published from 2004 to 2016

Exhibit 86. Economic Impacts and Annual Departing Seats at a Sample of Small Hub Airports

Small Hub Airport		Econ Impact (\$M)	Income (\$M)	Jobs	Annual Departing Seats	Jobs/Seat	Seats/Job
Norfolk	ORF	\$791.4	\$275.7	9,696	3,095,564	0.003	319.3
Charleston	CHS	\$710.9	\$243.9	6,725	2,024,202	0.003	301.0
Wilmington	ILM	\$1,630.8	\$83.4	4,910	599,492	0.003	296.6
Burbank	BUR	\$1,766.5	\$662.9	12,440	3,215,298	0.004	258.5
Lexington	LEX	\$370.3	\$104.3	3,478	763,860	0.005	160.7
Huntsville	HSV	\$0.0	\$66.0	6,075	1,250,178	0.005	205.8
Piedmont	GSO	\$1,953.3	\$229.7	8,410	1,717,330	0.005	160.7
Spokane	GEG	\$895.5	\$319.0	12,243	2,454,904	0.005	200.5
Boise	BOI	\$1,344.6	\$510.7	15,559	2,491,006	0.006	160.1
Greenville	GSP	\$817.1	\$170.5	9,528	1,440,136	0.007	151.1
Guam	GUM	\$1,722.0	\$628.0	20,440	2,117,579	0.010	103.6
					Overall Average	0.005	198.2
					Trimmed Average	0.005	213.5

How Do Incentives Relate to Economic Activity?

- The use of incentives at small hubs and non-hubs is associated in the data with between approximately **200 and 700 annual airport-associated jobs**

- **Small airport “outliers”**
 - § Orlando Sanford International (SFB) (Allegiant Air)
 - § St. Pete-Clearwater International (PIE) (Allegiant Air)
 - § Punta-Gorda (PGD) (Allegiant Air)

- **Non-hub airport “outliers”**
 - § Trenton-Mercer County (TTN) (Frontier)
 - § Cincinnati Municipal Airport Lunken (LUK) (Ultimate Air Service)
 - § Worcester Regional Airport (ORH)

ACRP Report 218

Lessons Learned

Key Lessons Learned

- Air service incentives are increasingly used by U.S. airports and their communities
 - § While sustainability of a new service remains key for airlines evaluating new markets and opportunities, incentives increasingly have become an airline expectation, especially for LCCs and ULCCs
 - § Importance and amount of incentives depends on a variety of factors including specifics of a particular market and carrier business models
 - § Because of constraints on airport-sponsored incentives, community-directed incentives may be the more likely source of innovation in U.S. air service incentive programs and offerings
 - § Large and medium hubs are focusing their incentive programs on attracting international air service; small hubs and non-hubs have focused on increased connectivity through routes to domestic hubs

Key Lessons Learned

- Community-funded and managed incentives are becoming increasingly important, but bring their own challenges
 - § Community organizations interested in providing incentives may be less well informed about commercial aviation, airline economics, and FAA constraints on airport involvement
 - § This may be especially challenging for small hub and non-hub airports that are departments of municipal governments, with airport directors reporting to city managers and councils

- Considerations for airports or communities designing programs
 - § Comparability to nearby or similar airports and/or communities
 - § Markets where incentives can plausibly encourage service
 - § What is the target “ROI” for an incentive offering?
 - § FAA restrictions
 - § Unique characteristics of the airport and/or community

FOR ADDITIONAL INFORMATION



David Weingart
davidw@gra-inc.com

Russell Mills
millsrw@bgsu.edu

Laurie Garrow
laurie.gatech@gmail.com

ACRP is an Industry–Driven Program

- Managed by TRB and sponsored by the Federal Aviation Administration (FAA).
- Seeks out the latest issues facing the airport industry.
- Conducts research to find solutions.
- Publishes and disseminates research results through free publications and webinars.



Other Ways to Participate



Become an Ambassador. Ambassadors represent ACRP at events and conferences across the country!



Sponsor or become an ACRP Champion. The champion program is designed to help early- to mid-career, young professionals grow and excel within the airport industry.



Visit ACRP's Impacts on Practice webpage to submit leads on how ACRP's research is being applied at any airport.

Visit us online:
www.trb.org/ACRP

Other ACRP Research on Today's Topic

Legal Research Digest 37: *Legal Issues Relating to Airports Promoting Competition*

Report 18: *Passenger Air Service Development Techniques*

Report 142: *Effects of Airline Industry Changes on Small- and Non-Hub Airports*

Report 204: *Air Demand in a Dynamic Competitive Context with the Automobile*

Synthesis 68: *Strategies for Maintaining Air Service*

Visit us online:

www.trb.org/ACRP

Upcoming ACRP Webinars

September 22

Designing Beyond - Improving Airport
Operations through BIM

October 7

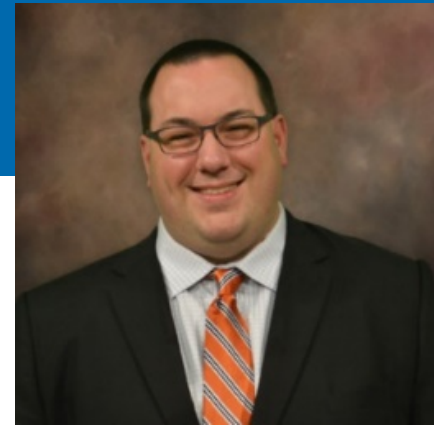
Weather the Storm - Climate Resilience
at Airports

October 29

Set the Stage - Estimating Market Values
for Small Airports

Today's Panelists

#TRBWebinar



Get Involved with TRB

#TRBwebinar

 @NASEMTRB

 @NASEMTRB

 Transportation
Research Board

Getting involved is free!

Be a Friend of a Committee bit.ly/TRBcommittees

- Networking opportunities
- May provide a path to Standing Committee membership

Join a Standing Committee bit.ly/TRBstandingcommittee

Work with CRP <https://bit.ly/TRB-crp>

Update your information www.mytrb.org

#TRBAM is going virtual!

- 100th TRB Annual Meeting is fully virtual in January 2021
- Continue to promote with hashtag #TRBAM
- Check our [website](#) for more information



TRB turns 100 on November 11, 2020



Help TRB:

- Promote the value of transportation research;
- Recognize, honor, and celebrate the TRB community; and
- Highlight 100 years of accomplishments.

Learn more at

www.TRB.org/Centennial

#TRB100

MOVING IDEAS: ADVANCING SOCIETY—100 YEARS OF TRANSPORTATION RESEARCH