



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: June 19, 2012

TO: Mayor and Councilmembers

FROM: Airport Administration, Airport Department

SUBJECT: Approval Of Santa Barbara Metropolitan Transit District As The Sole Vendor To Provide Busboard Display Space For Airport Advertising Panels

RECOMMENDATION:

That Council find it to be in the City's best interest to waive the formal bid process as authorized by Municipal Code Section 4.52.070(k) and approve the Santa Barbara Metropolitan Transit District (MTD) as the sole source for providing the City with busboard advertising for the Airport Department's marketing campaigns from July 1, 2012, through June 30, 2018, and authorize the General Services Manager to issue a purchase order to MTD for \$48,414 for busboard display space for Fiscal Year 2013, and to issue purchase orders in subsequent fiscal years, if required, subject to approved funding for the program.

DISCUSSION:

The Airport Department's marketing campaigns utilize a variety of media venues to reach the passenger demographic to maintain and increase use of the airline service provided at the Airport. MTD busboard advertising has been utilized by the Airport for more than 15 years as a highly effective means of promoting Airport services. The focus in early 2012 will be promotion of the Alaska Airlines seasonal service to Portland, Oregon.

MTD is the only local public transportation service and the only outdoor billboard advertising medium, so there would be no benefit to advertising and issuing a formal request for proposals for the Airport Department's busboard advertising needs.

BUDGET/FINANCIAL INFORMATION:

The Airport is charged the MTD published advertising rates, and there are sufficient funds in the Airport Department budget to cover the cost of this contract.

Council Agenda Report
Approval Of Santa Barbara Metropolitan Transit District As The Sole
Vendor To Provide Busboard Display Space For Airport Advertising Panels
June 19, 2012
Page 2

PREPARED BY: Hazel Johns, Assistant Airport Director

SUBMITTED BY: Karen Ramsdell, Airport Director

APPROVED BY: City Administrator's Office