



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: October 18, 2016

TO: Mayor and Councilmembers

FROM: Airport Administration, Airport Department

SUBJECT: Contract With Campbell-Hill Aviation Group, LLC For Air Service Development Services

RECOMMENDATION:

That Council authorize the Airport Director to execute a contract with Campbell-Hill Aviation Group, LLC, for specialized air service development support for the Santa Barbara Airport, in an amount not to exceed \$92,500.

DISCUSSION:

Background

Since 1979 the Airport has contracted with firms for specialized air carrier development services to assist the Airport in meeting its strategic goals of maintaining existing service and attracting new service.

In July 2016 Airport staff solicited Statements of Qualifications (SOQ) from experienced firms providing air service development consulting services. The proposals were evaluated based upon experience and qualifications of the consultant team and project manager, experience of the proposing firm, and approach to scope of services

As a result of the interviews and evaluation of the SOQs, Campbell-Hill was selected to provide air consulting services for the Airport. Kevin Schorr, the project manager, has more than 15 years of air service consulting experience, including 5 years for Santa Barbara Airport, and airline management experience at Trans World Airlines (TWA). In addition, Campbell-Hill has performed consulting services in the past five years for airlines such as Southwest, Allegiant, Peninsula Airways (PenAir), and Hawaiian.

Contract Scope of Services

Campbell-Hill will work with the Airport to develop and present an effective, comprehensive program to maintain and improve air service, including:

- Conducting a “leakage study” that analyzes the passenger volume from an expanded area around the Santa Barbara Airport, including for passengers that utilize other neighboring airports;
- Evaluating and prioritizing specific passenger routes based on leakage study results and airline strategies, including recommending actions to address deficiencies and competitive opportunities with the airlines;
- Assisting the Airport in scheduling and facilitating high-level meetings with domestic air carriers regarding potential new and/or improved air service routes, including developing detailed, written proposals and professional presentations;
- Conducting on-site meetings with community stakeholders; and
- Preparing additional market analyses and conducting research, as needed, related to Airport business and operational issues.

BUDGET/FINANCIAL INFORMATION:

This contract is at the discretion of the Airport Director and is charged on a time and materials basis. Funding for this contract is included in the Airport Department’s Fiscal Year 2017 operating budget.

PREPARED BY: Hazel Johns, Airport Director

SUBMITTED BY: Hazel Johns, Airport Director

APPROVED BY: City Administrator's Office