



# CITY OF SANTA BARBARA

## COUNCIL AGENDA REPORT

**AGENDA DATE:** January 29, 2008  
**TO:** Mayor and Councilmembers  
**FROM:** Marketing & Communications Division, 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:

- A. Find it to be in the City's best interest to waive the formal bid process as authorized by Municipal Code Section 4.52.080(k) and approve the Santa Barbara Metropolitan Transit District (MTD) as a sole source vendor for busboard advertising for the Airport Department's marketing campaigns from July 1, 2007, through June 30, 2012; and
- B. Authorize the General Services Manager to issue purchase orders not to exceed \$29,005 for busboard display space with MTD for fiscal year 2008, 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 SBA's passenger demographic to maintain and seek to increase use of the Airport. MTD busboard advertising has been utilized by the Airport for more than ten years as a highly effective means of promoting Airport services. The focus in early 2008 will be promotion of the new non-stop Express Jet service to Sacramento and San Diego.

There would be no benefit to advertising and issuing a formal request for proposals for the Airport Department's busboard advertising needs since MTD is the only local public transportation service.

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REVIEWED BY: \_\_\_\_\_ Finance \_\_\_\_\_ Attorney \_\_\_\_\_ Name of Additional Department(s) That Need to Review CAR

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Agenda Item No. \_\_\_\_\_

**SUSTAINABILITY COMPONENT:**

MTD display panel space on their new hybrid buses has become available for 2008. The Airport has elected to change out a certain number of older model MTD bus side panels for tail panels on the new hybrid vehicles.

**BUDGET/FINANCIAL INFORMATION:**

The Airport is charged the MTD published advertising rates.

There are sufficient funds in the Airport Department budget to pay this contract.

**PREPARED BY:** Terri Gibson, Airport Marketing Coordinator

**SUBMITTED BY:** Karen Ramsdell, Airport Director

**APPROVED BY:** City Administrator's Office