



City of Santa Barbara
Airport Department

Memorandum

DATE: March 18, 2015
TO: Airport Commission
FROM: Hazel Johns, Airport Director
SUBJECT: Air Service Development for Santa Barbara

RECOMMENDATION: That Airport Commission receive a presentation regarding air service development for the Airport.

DISCUSSION:

The Airport has contracted for specialized air service development services since 1979 to assist the Airport staff in maintaining and enhancing airline service and to pursue new air service opportunities. With the loss of air service in the last year, Santa Barbara has had a substantial reduction in passenger traffic.

The airlines have taken major steps to reduce costs through mergers, replacing inefficient aircraft, cutting back on capacity, and consolidating route structures, but appear to be poised to expand.

The presentation will address the status of the airline industry, impacts to Santa Barbara, and what actions are being taken to maintain and enhance airline service.