



City of Santa Barbara
Airport Department

DATE: September 19, 2018
TO: Airport Commission
FROM: Aaron Keller, Interim Airport Director *AK*
SUBJECT: Commercial Ground Transportation Program Update

RECOMMENDATION:

That the Airport Commission receive a report regarding the status of the Commercial Ground Transportation Program.

DISCUSSION:

Project Description

The Santa Barbara Airport Commercial Ground Transportation Program, as permitted by §18.08.065 of Santa Barbara City Ordinance, was adopted by City Council on July 25, 2017, upon recommendation of the Airport Commission. During the presentation to the Airport Commission on June 29, 2017, staff received feedback which has been incorporated into the various documents and fee schedules that support the Council-approved Commercial Ground Transportation Program established in Resolution No. 17-083.

Historically the Airport has only issued permits to on-demand taxicabs that queue in front of the Terminal. Limousines, courtesy vehicles, couriers, Transportation Network Companies (TNCs), and pre-arranged taxis have been operating without a permit or payment of fees. TNCs or "Rideshare" providers entered the US marketplace in approximately 2011 which resulted in a dramatic change to the way Airport Operators manage landside commercial vehicle operations. The number of customers utilizing TNCs is estimated to be approximately 80% of all commercial ground transportation rides at the Santa Barbara Airport.

2017 Commercial Ground Transportation Program Overview

The program provides a permitting system, with associated rules, regulations, fees, and procedures for all types of commercial ground transportation operators that serve the Airport. These fee based commercial ground transportation programs are common at

airports throughout the United States. The program is designed to keep operator cost as low as possible while still recovering the costs of administering the program.

The governing program regulations allow the Airport to implement and revise procedures and conditions of the permit as needed to ensure flexibility to meet the needs of the operators and the Airport. Three meetings were held with both taxicab industry drivers/operators and the pre-arranged operators before program adoption in 2017. Staff reviewed the program and revised it in response to industry input from all types of ground transportation providers serving the Airport.

Vehicle Trip Fees

This program requires per trip fees for all operators except on-demand taxicabs. Per trip fees result in a use-based system where those that use the Airport more often will pay more trip fees. On-demand cabs will be required to submit quarterly permit fees, but will not be charged per trip fees.

Airport Commission Ground Transportation Subcommittee

On September 14, 2018, the Subcommittee met and received a staff report highlighting the updates to the management of the program since the Airport Commission was last briefed. Some of the most significant changes include the following:

- Quarterly fees instead of annual fees for on-demand taxicabs
- Removal of the age limitation for on-demand taxicabs
- Curbside enforcement will be handled through existing Security Division staff members
- Adoption of the American Association of Airport Executive's (AAAE) App-based Transportation (ABT) Clearinghouse technology for facilitating TNC curbside compliance, data analytics, and accounting reconciliation
 - Established a staging area for TNC operators
- Offset the creation of a dedicated Ground Transportation Officer (GTO) position by utilizing existing staff resources
 - Existing full-time Security Aide promoted to Senior Security Aide to lead routine curbside enforcement
 - One additional hourly Security Aide (20 hours/week) budgeted in FY19
- Self-reporting and audit controls will replace hardware based Automatic Vehicle Identification (AVI) technology

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