



City of San Antonio

Agenda Memorandum

File Number:16-1388

Agenda Item Number: 24.

Agenda Date: 2/11/2016

In Control: City Council A Session

DEPARTMENT: Aviation

DEPARTMENT HEAD: Tom Jones

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT:

Air Service Development Strategic Plan (ASDS Plan) for the San Antonio International Airport

SUMMARY:

An Ordinance authorizing a professional services agreement for the development of a five-year Air Service Development Strategic Plan (ASDS Plan) for the San Antonio International Airport with Seabury Airline Planning Group LLC in the amount of \$116,750.00.

BACKGROUND INFORMATION:

The City would like to develop a five-year Air Service Development Strategic Plan (ASDS Plan) for San Antonio International Airport (SAT) to improve domestic and international air service at SAT. The Aviation Department currently has a contract for Air Service Development and Airline Analysis with InterVISTAS Consulting, LLC which provides on-call airline analysis services, market strategy development and city-pair analyses with preparation of technical presentations to airlines for targeted city pairs. The development of a strategic plan is not part of the scope of work.

The ASDS Plan will include strategy for attracting and securing new domestic service and international passenger and cargo routes along with the anticipated resources and timeline to complete these efforts. A key component of the ASDS Plan will be identifying the key business and community stakeholders and engaging them in the strategic planning process. Tasks include:

- Identify and engage SAT's key business and community stakeholders in the strategic planning process.
- Develop strategies with the City, business community and stakeholders to enhance the air service development program for the Airport.

- Make recommendations on strategies to increase the speed of effecting new air service in different markets.
- Study airports of similar demographics to optimize marketing/air service strategies.
- Identify constraints to air service development where applicable and assist in reviewing potential solutions for those constraints.
- Recommend ways to engage and sustain commitment of key business and community stakeholders and greater San Antonio community interests, associations, agencies in community-wide support of the ASDS Plan, especially in efforts to recruit new carriers.
- Identify viable domestic and international markets that will be targeted for new non-stop service and/or additional flights to support an underserved market situation.
- Provide task related deliverables and final Strategic Plan within agreed time frame.

Solicitation

A Request for Qualifications was released in August 2015 and advertised on the City of San Antonio website, TVSA, American Association of Airport Executives website, *San Antonio Express-News* and Airports Council International - North America website. Eight proposals were received on September 23, 2015. An evaluation committee comprised of representatives from the City Manager's Office, Office of Innovation, Convention and Visitors Bureau, Air Service Development Task Force and San Antonio Chamber of Commerce reviewed the proposals based on the published criteria: Experience/Background/Qualifications, Proposed Plan and Price. Four firms were selected to be interviewed and the evaluation committee selected Seabury Airline Planning Group.

Local Preference Program

There were no proposals submitted from local respondents for this contract; therefore, the Local Preference Program was not applied.

Veteran-Owned Small Business Preference Program

There were no proposals submitted from veteran-owned small business respondents for this contract; therefore, the Veteran-Owned Business Preference Program was not applied.

Seabury Airline Planning Group is a full-service aviation consulting firm headquartered in Reston, Virginia. Other clients include the following airports: Nashville, Palm Springs, Charleston, Sacramento and Cleveland.

ISSUE:

The Aviation Department will utilize the services under the agreement to develop and implement an Air Service Development Strategic Plan.

ALTERNATIVES:

City Council could elect to have the Aviation Department release another solicitation for these services. However, the solicitation process followed the procurement procedure and policies of the City.

FISCAL IMPACT:

Funding in the amount of \$116,750.00 is budgeted and available in the FY 2016 Airport Operating and

Maintenance Fund.

RECOMMENDATION:

Staff recommends approval of the professional services agreement with Seabury Airline Planning Group LLC for Air Service Development Strategic Plan for the San Antonio International Airport.