

# Charles M. Schulz - Sonoma County Airport Annual Summary 2010



## HIGHLIGHTS INCLUDE:

**Terminal Remodel • Taxiway Improvements • Air Service • Taxicab Guidelines  
Hangars • Remediation • ADA Improvements • Volunteer Program, and more.**

The Airport Enterprise Fund finances the operation, maintenance, and various capital projects of the Charles. M. Schulz - Sonoma County Airport (STS). STS is a commercial service airport with facilities for airline passenger service, business and recreational aircraft, law enforcement, emergency medical service, and fire fighting aircraft.

## FBO Remediation

In 2008, Oakland-based KaiserAir purchased Apex Aviation, one of two fixed-base operators at STS, taking over the 50-year lease period established in 2006. The acquisition was accompanied by an extensive list of needed improvements. The removal of three old fuel farms and a self-serve fuel island were essential tasks. Following the fuel tank removal, it was determined that only the underground storage tank associated with the fuel island had leaked. The resulting soil contamination was closely monitored over several months and remediation was completed in 2010.



## SK Aviation Hangar

In 2010 SK Aviation, a well capitalized corporate aircraft operator with experience in hangar development, was approved to build and operate a 22,500 square foot aircraft maintenance and storage facility adjacent to the Sonoma Jet Center leasehold at STS. The cost of the hangar project, which is in excess of \$2,000,000, represents a major capital investment during a period of extended economic uncertainty. The SK Aviation hangar development project is a significant addition to STS both in terms of improvement and as a revenue generator.

**Taxicab Guidelines** With an increased presence of taxi companies operating at the Airport, the need for regulations soon became evident. In 2010, STS began the process of enacting a Commercial Vehicle Operator Ordinance. The Ordinance will allow the Airport to regulate all commercial vehicle operations on site, including, but not limited to, taxis, luxury charter vehicles, and hotel shuttles. The purpose of the ordinance is to maximize reliable and efficient use of commercial ground transportation on Airport property, as well as to foster and maintain a high level of safety, quality, and customer service. Until completion of the entire ordinance, the Airport has temporary regulations in place for taxicab operators. These have been proven to be very effective and the Airport now has approved operators.

## First Floor Remodel of Tower

The Air Traffic Control Tower manager's office was moved from the second floor to the vacant first floor of the Tower. The new office received repairs to water damage and new paint and carpet.



## Terminal Remodel

The success of Horizon Air scheduled airline service gave a clear indication that the 1960s era terminal lacked space for increased passenger traffic and security needs. In 2009, STS received \$1,685,000 in American Recovery and Reinvestment Act funds to remodel and expand the terminal. The budget for the project totalled approximately \$2.4 million; the difference between the grant and total project cost was funded by the Airport with Passenger Facility Charge (PFC) funds. In September 2010, County officials and guests celebrated the completion of the remodel. Improvements to the terminal include an additional 5,000 square feet, a new security screening room, two new restrooms, additional ticketing and rental car counters and more space overall for passenger comfort.



Ribbon Cutting, September 22, 2010



**Taxiway Z, D, and Y** Three of the ten taxiways at STS received preservation and rehabilitation work to maintain compliance with Federal Aviation Regulations Part 139.305. The pavement on Taxiway Zulu was rehabilitated to meet the needs of larger aircraft. Taxiway Zulu also received updated electrical circuits and new LED edge lights which replace old incandescent bulbs. All taxiway preservation and rehabilitation work is part of the Airport's ongoing efforts to increase sustainability and decrease its environmental impact. Taxiways Delta and Yankee, as well as select apron areas, received pavement preservation and restriping. Taxiways Delta and Yankee also received new enhanced center line markings and hold position markings.

**Marketing Program** Highlights include the redesign of the Airport website, [sonomacountyairport.org](http://sonomacountyairport.org), for web search optimization and easy navigation, and a 16-week \$25,000 sponsored ad campaign in The Press Democrat, the premier regional newspaper that reaches 195,635 readers daily. The ads targeted the business, tourist, and local traveler markets and featured real people from Sonoma County.

**Thanks Again** STS, Alaska Airlines, Republic Parking System, Sky Lounge Restaurant, and Thanks Again joined forces to offer airport customers valuable rewards. Enrolled participants earn miles when they park or dine at STS and other participating businesses. Airline miles earned via Thanks Again are above and beyond any miles that consumers earn on existing affinity credit or debit reward cards. Customers can register up to five existing cards at [thanksagain.com/STS](http://thanksagain.com/STS).

**Airport Volunteer Program** With an increase in air traffic at the Airport, the need for passenger assistance also grew. Airport staff worked with the County's Human Resources Department and the Santa Rosa Convention & Visitors Bureau to develop a volunteer program. By mid-December the program was up and running with eight trained volunteers who committed to a minimum of two shifts a month. Volunteers answer questions and assist visitors in need. Along with helping people navigate airline and Airport logistics, volunteers provide information about things to do in the five-county area served by STS.



**ADA Improvements** In 2009 the County of Sonoma published an ADA self-evaluation audit. The audit named a list of facilities Countywide requiring ADA updates, based on established program priorities. The Airport terminal was designated as a Group One Facility because of its need to be easily accessible to all Airport users. Improvements made at STS in 2010 included the installation of ADA compliant door hardware at the entrance and new user-friendly restrooms. Other compliance work recently completed at STS includes redesigned pathways and parking lots.



## Airline Passenger Numbers

Horizon Air reported that 188,755 passengers flew in and out of STS in 2010, an increase of 1.47% over 186,014 total passengers in 2009.

## Air Service Development

Airport officials spoke with 14 airlines about providing air service to San Diego, Orange County, Salt Lake City, Denver, and Phoenix. Airlines met with include Alaska, American Eagle, Delta, Frontier, and US Airways.

**General Aviation** Work on hangars consisted mainly of preventative maintenance and repairs. A new main electrical panel was installed and new cables were added to hangar doors as needed.

**Airport Administration Office Annex** Less than ten years ago, Airport administrative staff consisted of an Airport Manager and an Administrative Assistant. The number of staff has increased due to the resumption of commercial air service in 2007 and increased security needs, leading to a very cramped office space. In 2010, several offices were moved to 2282 Airport Boulevard, just a few doors from the main office. The Annex currently houses the Airport Property Specialist, Marketing Coordinator, and Operations Supervisor. In the future it will also be home to the Airport Operations staff.

## ProDIGIQ Flight Information Display Screens

The Airport began the process of adding six televisions with the Airport TV Network and a Multi-User Flight Information Display System from ProDIGIQ. The Airport TV Network shows viewers real-time flight status and content about destinations, along with news, sports and business headlines on high-definition wide screen televisions. ProDIGIQ shares revenue from commercials with the Airport. ProDIGIQ is the first and only company using demographic, psychographic, and geographic analysis to bring the most relevant content to airport passengers.

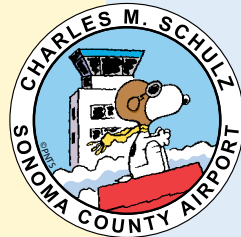
## Air Show

The 2010 Pacific Coast Air Museum's *Wings Over Wine Country* Air Show experienced a record attendance of close to 24,000 for the two day event (up 32% over 2009), in spite of a weak economy. Outstanding military, civilian, and warbird displays, and enhanced advertising and PR campaigns contributed to the success of the Air Show.



## Fast Facts 2010 • By the Numbers

<b>343</b>	Aircraft stored at Airport
<b>543</b>	Random security checks performed by Airport Operations Specialists
<b>569</b>	Permitted taxi pick-ups after program began on December 1, 2010
<b>798</b>	Cargo landings performed by Fed Ex and UPS
<b>14,687</b>	Connecting passengers
<b>94,383</b>	Passengers departed from STS
<b>130,759</b>	Lbs of cargo flown in
<b>\$327,130</b>	Passenger Facility Charges collected
<b>1,189,064</b>	Lbs of cargo flown out
<b>4,960,093</b>	Lbs of luggage in and out of STS
<b>\$1,428,641</b>	Dollars going back into the community from property tax revenue collected by STS (Schools, library, fire districts, etc)
<b>\$1,636,181</b>	Federal grant dollars received



**Charles M. Schulz -  
Sonoma County Airport (STS)**  
2290 Airport Boulevard  
Santa Rosa, CA 95403  
(707) 565-7243  
[www.sonomacountyairport.org](http://www.sonomacountyairport.org)

**Obstruction Removal** The U.S. Code of Federal Regulations (CFR) 14, Part 77, Objects Affecting Navigable Airspace, establishes standards for determining obstructions in navigable airspace. Airports are responsible for removing any obstructions that might create hazards for air navigation. A row of eucalyptus trees on a neighbor's property located southeast of Runway 32 bordered the airport's southern perimeter fence. For many years the trees were trimmed at an angle to refrain from violating runway clearance areas. In 2010 the Airport and the neighbor reached an agreement to remove the eucalyptus trees to maintain safe clearance. As part of the agreement, **4** Sonoma County's Regional Parks Department assisted with landscaping the area where the neighbor's trees were removed.