COUNTY OF SONOMA

575 ADMINISTRATION
DRIVE, ROOM 102A
SANTA ROSA, CA 95403

SUMMARY REPORT

Agenda Date: 7/7/2026

To: Board of Supervisors
Department or Agency Name(s): Sonoma County Public Infrastructure
Staff Name and Phone Number: Johannes J. Hoevertsz, 707-565-2550
Vote Requirement: Majority
Supervisorial District(s): Countywide

Title:

Award Agreement for Air Service Development at Charles M. Schulz-Sonoma County Airport

Recommended Action:

A. Approve and authorize the Director of Public Infrastructure to execute a Master Agreement with Crawford, Murphy, & Tilly Incorporated (dba CMT) to provide Air Service Development Consulting Services at the Charles M. Schulz-Sonoma County Airport for an initial term of 3 years ending June 30, 2029, with up to two (2) additional one (1) year extensions.

B. Approve Task Orders #1-11 in the amount of $373,006

C. Authorize the Director to execute additional task orders during the term up to a total not to exceed amount of $200,000 per fiscal year, $500,000 in initial term task orders, and a maximum task order value of $900,000.

D. Authorize the Director of Public Infrastructure to execute up to two one-year extensions of the master agreement.

Executive Summary:

The Sonoma County Public Infrastructure Department (SPI) Airport Division (Airport) is requesting the Board of Supervisors approve and authorize the Director of Public Infrastructure to execute a master agreement with Crawford, Murphy, & Tilly, Inc. for Air Service Development Consulting Services at the Charles M. Schulz - Sonoma County Airport. The Airport recently conducted a Request for Proposals for air services development consulting and data analytics for the next 5-year planning period. The services requested included air service development; general airport marketing and business planning; airport operations plans; economic analysis; and other related services.

Discussion:

The Airport requests that the Board authorize the Director of Public Infrastructure (Director) to execute a Master Agreement with Crawford, Murphy, & Tilly Incorporated (dba CMT) to provide Air Service Development Consulting Services at the Charles M. Schulz-Sonoma County Airport (Airport) for an initial term of 3 years ending June 30, 2029**,** with up to two (2) additional one (1) year extensions. If approved, during the initial three-year term, the maximum, not to exceed value of the contract is $500,000. This amount includes Task

Orders #1-11 in the amount of $373,006. The Airport also requests that the Board delegate authority to the SPI Director to approve task orders for a cumulative total not to exceed $200,000 per fiscal year for option years four and five.

In September 2025, the Airport issued a Request for Proposals (RFP) to establish a Master Agreement for Air Service Development Consulting Services. The RFP sought a qualified consultant to provide a full range of professional air service development and related consulting services for the Charles M. Schulz - Sonoma County Airport (STS), including preparation and maintenance of market data information, participation and representation at headquarter and conference meetings, airport management support, and the creation of economic impact statements. The solicitation and selection process complied with FAA Airport Improvement Program (AIP) procurement requirements and related federal requirements.

The Airport received two (2) qualified submittals. Proposals were evaluated by an airport operations and management review panel, including Airport management staff responsible for airport oversight, using the RFP evaluation criteria. Interviews were conducted, and CMT Infrastructure Professionals was determined to be the most qualified firm. Under the proposed Master Agreement, individual task orders will define the specific scope of work, schedule, and budget, and will be issued by the Director under Board-approved authority.

The Master Agreement will have an initial term of three (3) years, with up to two (2) additional one-year extensions, funded by Airport Enterprise Funds, with no General Fund impact.

Scope of Work & Task Orders

The proposed Master Agreement will authorize the issuance of individual Task Orders for the full range of professional air service development and related consulting services at the Charles M. Schulz - Sonoma County Airport, consistent with 14 CFR §139.337 and applicable FAA Advisory Circulars.

Task Order 1 - Catchment Area and True Market Demand Analysis

- Integrate non-traditional data sources to identify origin and destination trends.
- Provide passenger demand data including demand for destinations not currently served.
- Provide passenger demand data by market.

Task Order 2 - Online Market Intelligence Dashboard Requirement

- Catchment Area/True Market Demand Analysis Dashboard that incorporated the data described and requested under task 1. This shall include visualization tools of the catchment demand trends, demand by market, market leakage by type of service (non-stop vs. connections), airline market share, and average fares.
- TSA Throughput Volume Tracking Dashboard. This dashboard shall display TSA Checkpoint throughput volumes at STS and selected peer airports.

- Dashboard access, maintenance and support requirements. The dashboards must be web-based and allow secure 24/7 access for County staff; be interactive with customizable filters, views, export functionality.

Task Order 3 - Airline Meetings at Headquarters (HQs)

- Develop presentations for use with current and targeted airlines and attend one-on-one meetings with airlines at their headquarters.

- Provide pricing details for year 1 for a meeting with Alaska Airlines at their headquarters, including a presentation that covers a review and analysis of current flight activities, and recommendations for frequency, up gauging, and potential new markets.

Task Order 4 - Airline Meeting Conference Call Participation

- Support the Airport in conference calls with airlines; and may consist of the development of presentations for use with current and targeted airlines and attending virtual meetings with airlines in lieu of headquarters meetings.

Task Order 5 - Airline Conference Preparations

- Support the Airport in air service development conference material preparation, including the development of presentations for use with current and targeted airlines.

Task Order 6 - Airline Conference Attendance

- Support the Airport in air service development conference attendance and meetings with airlines.

- Provide pricing details for year 1 for attendance and support at the Airports Council International Jumpstart conference in Chicago in June 2026 for 7 airline meetings.

Task Order 7 - Provide On-Call Support to Airport Management

- Provide on-call professional services to support STS in air service development, strategic airline engagement, and related needs and initiatives.

- Services may include developing customized business cases for targeted airlines, preparing incentive program structures consistent with FAA guidance, schedule change reports, and providing subject matter expertise to Airport staff and County leadership.

Task Order 8 - Economic Impact Report

- Prepare an economic impact report using IMPLAN (or similar) modeling to measure direct, indirect, and induced effects on jobs, output, income, and tax generation in Sonoma County and the North Bay.

- Prepare materials to highlight the impacts in presentations and on the Airport's website.

Task Order 9 - Other Market Based Surveys/Analysis

- Provide specialized market-based survey and analytics services to support air service development, business case preparation, and market demand analysis.

Task Order 10 - Reimbursable Expense

- Track separately costs associated with reimbursable expenses from consulting services.

Task Order 11 - Community Engagement

- Conduct a recurring, in-person community engagement program consisting of three targeted sessions per year. These sessions will be held on-site and will be designed specifically for a curated group of local business leaders, chamber representatives, tourism officials, and other key stakeholders whose organizations are directly impacted by the availability and quality of commercial air service

Racial Equity:

Was this item identified as an opportunity to apply the Racial Equity Toolkit?
No

Prior Board Actions:
6/8/21 Item #52 - Award of Agreement for Air Service Development at Charles M. Schulz - Sonoma County Airport

FISCAL SUMMARY

Expenditures	**FY26-27 Adopted**	**FY27-28 Projected**	**FY28-29 Projected**
Budgeted Expenses	$146,467	$112,313	$114,226
Additional Appropriation Requested			
Total Expenditures	**$146,467**	**$112,313**	**$114,226**
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other	$146,467	$112,313	$114,226
Use of Fund Balance			
General Fund Contingencies			
Total Sources	**$146,467**	**$112,313**	**$114,226**

Narrative Explanation of Fiscal Impacts:

Expenses associated with Task Orders #1-11 are estimated at $373,006 over the first three fiscal years. These expenditures are included in the FY 2026-27 Airport Adopted Budget and will be included in future Airport Recommended Budgets. Funding for this contract will be supported by approved Airport Fees and Charges including Joint Use Fees, Landing Fees and other Airport Rents, Fees, and Charges.

Narrative Explanation of Staffing Impacts (If Required):
None

Attachments:
Task Orders

Related Items "On File" with the Clerk of the Board:
None.