

CONSENT AGENDA
ITEM NO. 23

**CITY OF SAN ANTONIO
INTERDEPARTMENTAL MEMORANDUM
AVIATION DEPARTMENT**

TO: Mayor and City Council

FROM: Kevin Dolliole, Aviation Director

THROUGH: Terry M. Brechtel, City Manager

COPIES TO: Christopher Brady, Office of Management and Budget, Finance, Legal, File

SUBJECT: San Antonio International Airport Telephone Directory Information

DATE: September 25, 2003

SUMMARY & RECOMMENDATION

The proposed ordinance authorizes the Aviation Director to renew contracts for placement of airport information in local and surrounding community telephone directories as they come due with SBC, Verizon, Sprint, and Kerrville Telephone Companies, and establishes a budget for the new contracts not to exceed a total amount of \$50,000.00. The directories will be published and distributed from October 2003 through November 2004 and will include general airport listing information. In some cases, depending on space purchased, the directories will include airline information and diagrams depicting the location of the San Antonio International Airport and its facilities.

Approval is recommended.

BACKGROUND INFORMATION

The San Antonio International Airport air service market area consists of a 30-county area with a population base of approximately 2 million inhabitants. The information assists patrons in locating various facilities before leaving home and, thus, encourages familiarity and use of the San Antonio International Airport by outlying communities. The San Antonio International Airport air service market stretches from the Fredericksburg/Kerrville area to the northwest of San Antonio and Laredo/Beeville to the south, with Del Rio and Seguin/Gonzales/Lockhart/Luling forming the western and eastern boundaries. A list of the major cities covered by approximately 28 telephone directories is attached.

The placement of airport information in local and surrounding community telephone directories has been very successful. According to passenger surveys, the percentage of total annual airport passengers, which live in outlying areas surrounding Bexar County, is approximately 14% (1,000,000).

POLICY ANALYSIS

City Council has appropriated funds annually since 1995 for the placement of information in various telephone directories in order to facilitate the City's policy of maximizing the use of the San Antonio International Airport facilities.

FISCAL IMPACT

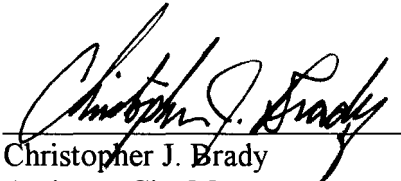
This is a budgeted item and covers telephone directory contracts executed within fiscal year 2003-2004. Payment to the telephone companies from Airport Funds will not exceed \$50,000.00.

SUPPLEMENTARY EN

Completion of the Discretionary Disclosure form will be required prior to contracts being executed between the City and the telephone companies.



Kevin C. Dolliole
Aviation Director



Christopher J. Brady
Assistant City Manager

Approved:



Terry M. Brechtel
City Manager

ATTACHMENT 1

CITIES COVERED IN TELEPHONE DIRECTORIES

SBC	Goliad
SBC	Yoakum
SBC	Luling
SBC	Kenedy/Karnes City/Falls City/Runge
SBC	Cotulla/Artesia Wells
SBC	Cuero
SBC	Greater Randolph Area (Converse/Garden Ridge)
SBC	Pleasanton/Poteet/Jordanton/Campbellton
SBC	Pearsall
SBC	North Coastal (Beeville/Skidmore)
SBC	Edna
SBC	Uvalde/Batesville/Eagle Pass/Carrizo Springs
SBC	New Braunfels
SBC	Seguin/Marion
SBC	Laredo/Encinal Region
SBC	San Antonio Yellow Pages
SBC	Bandera/Hondo/Pipe Creek/Castroville
VERIZON DIRECTORIES	Boerne
VERIZON DIRECTORIES	Del Rio
VERIZON DIRECTORIES	Fredericksburg/Stonewall
VERIZON DIRECTORIES	Floresville/Poth
VERIZON DIRECTORIES	Three Rivers/Dilly/Somerset
VERIZON DIRECTORIES	Gonzales/La Vernia/Nixon
VERIZON DIRECTORIES	Marble Falls/Johnson City/Burnet/Kingsland
VERIZON DIRECTORIES	Wimberley/Buda/Dripping Springs/Kyle/Hayes
SPRINT	Stockdale
SPRINT	Pettus
KERRVILLE TELEPHONE CO.	Kerrville