



COUNTY OF HUMBOLDT

For the meeting of: 2/25/2025

File #: 25-210

To: Board of Supervisors

From: County Administrative Office

Agenda Section: Departmental

Vote Requirement: Majority

SUBJECT:

Presentation from Volaire Aviation, Inc. Regarding Local Travel Trends at the California Redwood Coast-Humboldt County Airport (ACV)

RECOMMENDATION(S):

That the Board of Supervisors:

1. Receive and file the Volaire Aviation, Inc., Passenger Retention and Leakage Study presentation.

STRATEGIC PLAN:

This action supports the following areas of your Board's Strategic Plan.

Area of Focus: A Diverse, Equitable & Robust Economy

Strategic Plan Category: 2001 - Promote strong economic resiliency and growth

DISCUSSION:

On June 10, 2024, the Humboldt County Board of Supervisors approved a professional service agreement with Volaire Aviation, Inc. to conduct a passenger retention and leakage study. Volaire Aviation, Inc. is a nationally recognized aviation consulting firm with a proven track record in air service marketing and development strategies. Their extensive experience includes preparing in-depth passenger leakage studies, developing successful grant applications, and supporting air service recruitment and marketing efforts for the County of Humboldt.

The Volaire Aviation, Inc., Passenger Retention and Leakage Study is designed to determine which airports within the region travelers are utilizing instead of the California Redwood Coast Humboldt County Airport (ACV) to take advantage of lower rates or more convenient airline services. The results will enable the Department of Aviation to identify key areas of improvement and opportunities to remain competitive in the region.

Voltaire Aviation, Inc. will present findings to provide context to your Board and staff for consideration in future improvements for retention and growth of air service development at ACV. Coordination between the Department of Aviation and County Administrative Office, Economic Development Division will ensure that messaging aligns with the county's goals of promoting economic sustainability and enhancing regional connectivity. This collaboration is vital to ensuring that ACV continues to meet the needs of local travelers while remaining competitive within the broader regional air travel market.

SOURCE OF FUNDING:

Aviation Enterprise Fund (3530-381)

FINANCIAL IMPACT:

Narrative Explanation of Financial Impact:

There is no financial impact with receiving the presentation for the Volaire Aviation, Inc., Passenger Retention and Leakage Study.

STAFFING IMPACT:

Narrative Explanation of Staffing Impact:

No new staffing impacts are anticipated.

OTHER AGENCY INVOLVEMENT:

Voltaire Aviation, Inc.,

Department of Aviation

ALTERNATIVES TO STAFF RECOMMENDATIONS:

Board discretion.

ATTACHMENTS:

1. ACV Passengers Retention and Leakage Summary YE2Q24 1-25
2. ACV - Leakage and Retention Study YE 2Q 2024 - January 2025 II

PREVIOUS ACTION/REFERRAL:

Meeting of: June 10, 2024; Nov. 12, 2024

File No.: 24-969, 24-1430, 24-1431