

**RULE NO.: R161-19.17**

**NOTICE OF RULE ADOPTION**

**ADOPTION DATE: September 17, 2019**

**By: Jacqueline Yaft**  
**Executive Director, Aviation**

The Executive Director of the Aviation Department of the City of Austin, Texas has adopted the following rule. Notice of the proposed rule was posted on August 9, 2019. Public comment on the proposed rule was solicited in the August 9, 2019 notice. This notice is issued under Chapter 1-2 of the City Code. The adoption of a rule may be appealed to the City Manager in accordance with Section 1-2-10 of the City Code as explained below.

**EFFECTIVE DATE OF ADOPTED RULE**

A rule adopted by this notice is effective on September 17, 2019.

OCC RECEIVED AT  
SEP 17 '19 PM 1:25

**TEXT OF ADOPTED RULE**

The rule repeals and replaces Rule No. R161-15.10 and adopts an incentive program for airlines that provided scheduled air service to Austin-Bergstrom International Airport.

The adopted rule contains minor changes from the proposed rule. The definition of "Application" on page four, subsection 1.B. of Section 1 (*Definitions*), was deleted and the remaining subsections were re-designated accordingly. The term, "request the," was substituted for the term, "apply for," on page nine, in the second sentence of subsection 4.B. (*Effective Date and Expiration Date*) of Section 4 (*General Provisions*). Also, on page nine, the title of subsection 4.C. of Section 4 (*General Provisions*) was changed from "Application" to "Request" and the term, "written," was deleted from the opening sentence of the subsection.

A copy of the complete text of the adopted rule is available for public inspection and copying at the following locations. Copies may be purchased at the following locations at a cost of ten cents per page:

Aviation Department, 3600 Presidential Boulevard, Suite 411, Austin, Texas 78719.

Office of the City Clerk, City Hall, located at 301 W. 2nd Street, Room 1120, Austin, Texas 78701.

The text of the adopted rule is also available on the City of Austin Airport website at <http://www.austintexas.gov/airport>.

**SUMMARY OF COMMENTS**

The Aviation Department received comments regarding the rule adopted in this notice. A summary of the comments is set out in the following table.

Date	Submitted By	Comment summary
8/23/2019	Marina Ong Bhargava as CEO of The Greater Austin Asian Chamber of Commerce	General support for adoption of rule; particularly happy about Beijing, Seoul, Shanghai and Tokyo designation as priority routes.
8/26/2019	Tom Noonan on behalf of Visit Austin	General support and encouragement for adoption of rule.
8/27/2019	Doug Driskill on behalf Austin Chamber of Commerce	General support for adoption of rule, specifically mentioning incentivizing additional nonstop service to Europe, a transpacific flight to Asia and increasing domestic service.
8/27/2019	EC Chi	Expression of support for program and concern about parking and public transportation at Airport.
8/27/2019	Christian Chifor	Expression of support for incentive program; suggests expansion of south terminal to relieve Airport congestion.
8/28/2019	Garrick A. Vance	Expression of support for adoption of rule.
8/28/2019	Andre Brum	Expression of support for adoption of rule specifically mentioning routes to Brazil, India and Europe.
9/8/2019	Jonathan Coon	Expression of support for adoption of rule specifically mentioning route to Hawaii.
9/9/2019	Evan Levin	Inquired about application and interplay among aspects of incentive program; commented on adding new Continental U.S. Routes; identified markets writer asserted are "under-served."

A copy of the comments is available for public inspection and copying at the following locations. Copies may be purchased at the locations at a cost of ten cents per page:

Aviation Department, 3600 Presidential Boulevard, Suite 411, Austin, Texas 78719.

Office of the City Clerk, City Hall, located at 301 W. 2nd Street, Room 1120, Austin, Texas 78701.

## **AUTHORITY FOR ADOPTION OF PROPOSED RULE**

The authority and procedure for adoption of a rule to assist in the implementation, administration, or enforcement of the City Code is provided in Chapter 1-2 of the City Code.

## **APPEAL OF ADOPTED RULE TO CITY MANAGER**

A person may appeal the adoption of a rule to the City Manager. **AN APPEAL MUST BE FILED WITH THE CITY CLERK NOT LATER THAN THE 30<sup>TH</sup> DAY AFTER THE DATE THIS NOTICE OF RULE ADOPTION IS POSTED. THE POSTING DATE IS NOTED ON THE FIRST PAGE OF THIS NOTICE.** If the 30<sup>th</sup> day is a Saturday, Sunday or official city holiday, an appeal may be filed on the next day which is not a Saturday, Sunday or official city holiday.

An adopted rule may be appealed by filing a written statement with the City Clerk. A person who appeals a rule must (1) provide the person's name, mailing address, e-mail address, and telephone number; (2) identify the rule being appealed; and (3) include a statement of specific reasons why the rule should be modified or withdrawn.

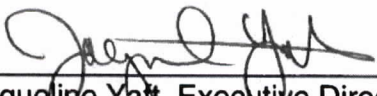
Notice that an appeal was filed will be posted by the City Clerk. A copy of the appeal will be provided to the City Manager, the Director of the department adopting the rule, and the City Council. An adopted rule will not be enforced pending the City Manager's decision. The City Manager may affirm, amend, or withdraw an adopted rule. If the City Manager does not act on an appeal on or before the 60<sup>th</sup> day after the date the notice of rule adoption is posted, the rule is withdrawn. Notice of the City Manager's decision on an appeal will be posted by the City Clerk and provided to the City Council.

On or before the 16<sup>th</sup> day after the City Clerk posts notice of the City Manager's decision, the City Manager may reconsider the decision on appeal. Not later than the 31<sup>st</sup> day after giving written notice of an intent to reconsider, the City Manager shall make a decision.

## **CERTIFICATION BY CITY ATTORNEY**

By signing this Notice of Rule Adoption R161-19.17, the City Attorney certifies the City Attorney has reviewed the rule and finds that adoption of the rule is a valid exercise of administrative authority.

## **REVIEWED AND APPROVED**

  
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Jacqueline Yait, Executive Director  
Aviation Department

  
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Anne Morgan, City Attorney  
Law Department



**AUSTIN-BERGSTROM INTERNATIONAL AIRPORT  
DOMESTIC AND INTERNATIONAL AIR SERVICE INCENTIVE PROGRAM**

In order to increase competition and to enhance domestic and international air service from Austin-Bergstrom International Airport, the City of Austin Aviation Department offers this Domestic and International Air Service Incentive Program ("Program"). Under this Program, any Qualifying Carrier providing new qualifying scheduled service to domestic or international destinations may be offered temporary waivers in specified Airport fees and charges and may be offered marketing assistance, subject to the availability and limits of the Airport's approved budget.

**1. Definitions.**

- A. Airport means the Austin-Bergstrom International Airport in Austin, Travis County, Texas.
- B. Department means the City of Austin Department of Aviation.
- C. Destination Airport means an airport with an IATA code. More than one airport may be within the standard census definition of metropolitan statistical area (MSA) or consolidated metropolitan statistical area (CMSA).
- D. Facility Fees means amounts payable by a Qualifying Carrier to the City of Austin Aviation Department for the use and occupancy of space or facilities in the Barbara Jordan Terminal, including to the extent applicable, ticket counter and associated queuing space, terminal hold rooms, operations office space, baggage storage space, common space rent (80/20), RON (Remain Over Night) aircraft parking, terminal equipment, US Customs Service, and Shared Use Fees. Facility Fees do not include charges for Passenger Facility Charges (PFCs) or other non-Department fees or costs.
- E. Good Standing means a Qualifying Carrier that is in compliance with the Program and its Agreement and does not owe any rents, fees, and other charges payable to the Department or the City of Austin.
- F. Incumbent Air Carrier means an air carrier that is currently serving AUS with scheduled service.
- G. Landing Fees means amounts payable to the Department by a Qualifying Carrier for the privilege of landing an aircraft at the Airport
- H. New Entrant means a Qualifying Carrier that has not, in the twelve (12) months prior to the request for incentive per section 4.C served the Airport either directly or indirectly through one of its subsidiaries, or an airline that operates at the Airport solely as an "Affiliate" (as that term is defined in the Airport Use and Lease Agreement) of an Incumbent Air Carrier that is not eligible to participate in the New Entrant Incentive Program.

- I. New Route means a nonstop round-trip flight between Austin, Texas (AUS) and a destination airport that, at the time of service announcement, does not have nonstop scheduled service to Austin nor has nonstop service been publicly announced or schedules filed by another carrier. A New Route may also be defined as a nonstop round-trip flight between AUS and a destination airport that currently only maintains scheduled service on a seasonal basis.
- J. Participating Airline means a Qualifying Carrier that is participating in the Program.
- K. Program means this Domestic and International Air Service Incentive Program.
- L. Qualifying Carrier means a certificated air carrier that has executed an Austin-Bergstrom International Airport Use and Lease Agreement or an Austin-Bergstrom International Airport Airline Operating Agreement with the City of Austin Department of Aviation ("Agreement"). A Qualifying Carrier must have a Letter of Credit or Security Deposit on file and be in Good Standing with the Department. A Qualifying Carrier may be either a New Entrant or an Incumbent Air Carrier operating at the Airport.

## **2. Program Qualifications and Incentives.**

- A. New Entrant Incentive Program Qualifications. A New Entrant that:
  - (1) Initiates and maintains round trip scheduled air service to Destination Airport(s) from the Airport with not less than eight (8) departures per month on average for twelve (12) consecutive months to at least one Destination Airport from the date of commencement of operations at the Airport ("Minimum Departure Requirement"); and
  - (2) Complies with the terms, conditions, and covenants of this Program and its Agreement shall be offered:
    - a. Facilities Incentives.
      - i. A Qualifying Carrier that meets the qualifications set forth in paragraph 2.A(1) shall be offered a waiver of all facilities fees payable by the Qualifying Carrier to the City under its Use and Lease Agreement or Airline Operating Agreement for a period of twelve (12) months from the effective date of such Agreement.
      - ii. Expressly excluded from the Program are (a) rent or other fees paid for use of a terminal other than the Barbara Jordan Terminal at Austin-Bergstrom International Airport, (b) amounts paid to another carrier operating at the Airport to sublease or use terminal space and/or equipment leased by such other carrier at the Airport, and (c) other fees such as STS, badge fees, finance charges, penalties, late fees, etc.
    - b. Landing Fee Incentives. A Qualifying Carrier that meets the qualifications set forth in paragraph 2.A (1) shall be offered a waiver of Landing Fees for a period of twelve (12) months from the date it first initiates service in AUS.
    - c. Marketing Introduction Program as described in Section 3.



- (3) If New Entrant does not meet the Minimum Departure Requirement it may, at the discretion of the Department, be required to reimburse all or a proportion of the incentive program expense equal to the number of the months in the first twelve (12) month period New Entrant falls below the Minimum Departure Requirement.

B. Continental U.S. New Route Program Qualifications. A Participating Airline that:

- (1) Initiates service from AUS to any destination in the Continental U.S.; and
- (2) Complies with the terms, conditions and covenants of this Program and its Agreement shall be offered:
  - a. Landing Fee Incentives. A Qualifying Carrier that meets the qualifications set forth in paragraph 2.B shall be offered a waiver of Landing Fees attributable to all flights from the Continental U.S. New Route(s) for a period of twelve (12) months from the date it first initiates service in AUS.
  - b. Marketing Introduction Program as described in Section 3.
  - c. Marketing Incentive. A Qualifying Carrier that meets the qualifications set forth in paragraph 2.B., may be offered a maximum of \$25,000 in advertising and marketing costs for year one (1), for a total amount not-to-exceed \$50,000 for two (2) or more routes announced simultaneously. The marketing incentive may be reduced at the discretion of the Executive Director for any carrier that operates the Continental U.S. New Route for less twelve (12) consecutive months from service inception.

C. Hawaii New Route Program Qualifications. A Participating Airline that:

- (1) Initiates service from AUS to any destination in Hawaii; and
- (2) Operates the Hawaii New Route a minimum of twelve (12) times a month for a period of not less than one (1) year from service inception; and
- (3) Complies with the terms, conditions and covenants of this Program and its Agreement shall be offered:
  - a. Landing Fee Incentives. A Qualifying Carrier that meets the qualifications set forth in paragraph 2.C shall be offered a waiver of Landing Fees attributable to all flights from the Hawaii New Route(s) for a period of twenty-four (24) months from the date it first initiates service in AUS.
  - b. Marketing Introduction Program as described in Section 3.
  - c. Marketing Incentive. A Qualifying Carrier that meets the qualifications set forth in paragraph 2.C., may be offered a maximum of \$100,000 in advertising and marketing costs for year one (1) and \$50,000 for year two (2).

D. North/Central/South American (Non-U.S.) New Route Program Qualifications. A Participating Airline that:

- (1) Initiates service from AUS to a North, Central or South American Destination not located in the Continental U.S. or Hawaii; and

- (2) Complies with the terms, conditions and covenants of this Program and its Agreement shall be offered:
- a. Landing Fee Incentives. A Qualifying Carrier that meets the qualifications set forth in paragraph 2.D shall be offered a waiver of Landing Fees attributable to all flights from the North, Central and South American New Route(s) for a period of twelve (12) months from the date it first initiates service in AUS.
  - b. Marketing Introduction Program as described in Section 3.
  - c. Marketing Incentive. A Qualifying Carrier that meets the qualifications set forth in paragraph 2.D. may be offered a maximum of \$100,000 in advertising and marketing costs for year one (1) and \$50,000 for year two (2). The marketing incentive may be reduced at the discretion of the Executive Director for any carrier that operates the North, Central or South American New Route for less twelve (12) consecutive months from service inception and/or less than twelve (12) flights per month.
- E. International Priority Routes (Amsterdam, Beijing, Dublin, Paris, Seoul, Shanghai and Tokyo only) New Route Incentive Program Qualifications. A Participating Airline that:
- (1) Initiates service to Amsterdam, Beijing, Dublin, Paris, Seoul, Shanghai, or Tokyo only from AUS; and
  - (2) Complies with the terms, conditions and covenants of this Program and its Agreement, shall be provided:
    - a. Facilities Incentives.
      - i. A Qualifying Carrier that meets the qualifications set forth in paragraph 2.E shall be offered a waiver of all Facilities Fees payable by the Qualifying Carrier to the City under its Use and Lease Agreement or Airline Operating Agreement for a period of twenty-four (24) months from the effective start date of service.
      - ii. Expressly excluded from the Program are (a) rent or other fees paid for use of a terminal other than the Barbara Jordan Terminal at Austin-Bergstrom International Airport, (b) amounts paid to another carrier operating at the Airport to sublease or use terminal space or equipment leased by such other carrier at the Airport, and (c) other fees such as STS, badge fees, finance charges, penalties, late fees, etc.
    - b. Landing Fee Incentives. A Qualifying Carrier that meets the qualifications set forth in paragraph 2.E. shall be offered a waiver of Landing Fees attributable to all flights from the applicable International Priority New Route(s) for a period of twenty-four (24) months from the date it first initiates service in AUS.
    - c. Marketing Introduction Program as described in Section 3.
    - d. Marketing Incentive. A Qualifying Carrier that meets the qualifications set forth in paragraph 2.E. may be offered a maximum of \$300,000 in advertising and marketing costs for year one (1) and a maximum of



\$200,000 in advertising and marketing costs for year two (2) for a total amount not to exceed \$500,000 in advertising and marketing costs for the twenty-four (24) months.

F. Transoceanic Seasonal New Route Incentive Program Qualifications. A Participating Airline that:

- (1) Initiates service to a destination not located in North or South America; and
- (2) Continuously operates the Transoceanic New Route for a minimum of two (2) times per week for a period of not less than eight (8) weeks from effective start date of service; and
- (3) Complies with the terms, conditions and covenants of this Program and its Agreement, shall be provided:

a. Facilities Incentives.

- i. A Qualifying Carrier that meets the qualifications set forth in paragraph 2.F shall be offered a waiver of all Facilities Fees payable by the Qualifying Carrier to the City under its Use and Lease Agreement or Airline Operating Agreement for a period of twelve (12) months from the effective start date of service.
  - ii. Expressly excluded from the Program are (a) rent or other fees paid for use of a terminal other than the Barbara Jordan Terminal at Austin-Bergstrom International Airport, (b) amounts paid to another carrier operating at the Airport to sublease or use terminal space or equipment leased by such other carrier at the Airport, and (c) other fees such as STS, badge fees, finance charges, penalties, late fees, etc.
- b. Landing Fee Incentives. A Qualifying Carrier that meets the qualifications set forth in paragraph 2.F. shall be offered a waiver of Landing Fees attributable to all flights from the Transoceanic Seasonal New Route(s) for a period of twelve (12) months from the date it first initiates service in AUS.
- c. Marketing Introduction Program as described in Section 3.
- d. Marketing Incentive. A Qualifying Carrier that meets the qualifications set forth in paragraph 2.F. may be offered a minimum of \$50,000 and maximum of \$150,000 in advertising and marketing costs for year one (1) and a maximum of \$100,000 for year two (2).

**3. Marketing Introduction Program.**

The Department will provide a variety of public relations, media strategies, advertising, and trade opportunities to promote the Airport's new air service for business and leisure passengers. The Airport's marketing incentive program is tailored to the characteristics of each specific route and the carrier providing the new service and is primarily directed at maximizing exposure to the local media and travel and tourism trades. The Department uses established strong partnerships with local travel, tourism, and business entities to organize inaugural events and generate publicity in key business publications. The Department arranges introductions to key decision-makers at local businesses and organizations, arranges familiarization trips for tourism trade representatives and facilitates access to targeted databases of partner organizations. The



Department utilizes its in-house advertising program to supplement the airline's key advertising message with advertising in the Airport terminal and on the Airport web site. This provides daily exposure to thousands of travelers, meeters, greeters, and the general public. For airlines willing to provide tickets for promotions, Department staff will assist the airline in bartering the tickets for advertising and promotional media time.

#### **4. General Provisions.**

- A. Incentives Non-Transferable. Incentives under this Program may not be transferred or assigned to another air carrier, except a carrier that succeeds to substantially acquire all of the Qualifying Carrier's assets by merger or acquisition.
- B. Effective and Expiration Date. This Program is effective on the date formally adopted by the Department ("Effective Date") and shall remain open for enrollment for a period of five (5) years. To qualify for incentives under the New Entrant Incentive Program, the New Entrant must request the incentives from the Airport within five (5) years from the Effective Date of this Program. To qualify for incentives under the New Route Incentive Program(s), a Qualifying Carrier must commence operations on the New Route within five (5) years from the Effective Date of this Program. A Qualifying Carrier must be in Good Standing at the time that it qualifies for the New Entrant Incentive Program and/or the New Route Incentive Program(s) and remain in good standing in order for the incentives to take and remain in effect. In the event the Qualifying Carrier reaches Good Standing within ten (10) days after receipt of written notice from the Department specifying failure and maintains Good Standing for a minimum of six (6) consecutive months following such notice, the incentives under the Program may be reinstated by the Department at its sole discretion. The Participating Airline must execute a rider or addendum to its Agreement incorporating the provisions of the Program.
- C. Request. An air carrier must submit a request to participate in this Program with the following:
  - (1) A request to participate in the New Route Incentive Program(s) shall identify the New Routes and schedule the Participating Airline plans to operate, including the proposed date of initial service for each New Route.
  - (2) A request to participate in the New Entrant Incentive Program shall demonstrate that the carrier meets the requirements of the Program.
  - (3) If a Participating Airline's Agreement expires, or is terminated, for any reason, its right and entitlement to incentives under the Program will automatically terminate as of the date of expiration or termination without notice.
- D. Notices. In order to ensure ongoing compliance with the terms and conditions of the Program, the Participating Airline shall give the Department written notice of any change in its scheduled operations to or from the Airport no later than the earlier of (a) the date such schedule change is published in the Official Airline

Guide or similar schedule publication media, or (b) sixty (60) days in advance of effective service change date.

- E. Duplication of Incentives. A Participating Airline may qualify to receive incentives under both the New Entrant and the New Route Programs; provided, however an air carrier that is participating in both the New Entrant and New Route Programs shall be entitled to receive only one set of the marketing incentives described in Section 3. A Participating Airline may not receive incentives under other or additional incentive programs the Department may adopt in the future while it is receiving incentives under this Program. If a Participating Airline qualifies for incentives under some other or additional incentive program the Department may adopt in the future, it must elect the program in which it wishes to participate. If the Participating Airline fails to make such election, it shall be deemed to have chosen the program in which it first participated.
- F. Subject to Applicable Law. The Program is subject to all applicable laws, statutes, rules, regulations (including, but not limited to, Federal Aviation Regulations set forth in Title 14 United States Code of Federal Regulations), and the provisions of any agreement between the City and the United States concerning the operation or maintenance of the Airport, required as a condition precedent to the transfer of federal rights or property to the City for Airport purposes, the expenditure of federal funds for the development of the Airport, or to impose or use passenger facilities charges under 49 U.S.C. § 40117. The Department may, without incurring any liability to Participating Airlines, amend or terminate the Program, including any payments or fee discounts under the Program, upon advice of its legal counsel, if necessary to comply with the requirements of applicable law, and agreements with the United States as a condition precedent to the granting of funds for the improvement of the Airport or to impose or use passenger facility charges under 49 USC §40117.
- G. Funding of Incentives. Fee waivers and marketing incentives under the Program are funded from Department non-airline revenue.

## **5. Default and Remedies.**

- A. Default. Each of the following shall be a default by a Participating Airline and a material breach of the Program:
  - (1) The Agreement of the Participating Airline expires or is terminated for any reason.
  - (2) A New Entrant, other than Transoceanic Seasonal New Entrants, fails to satisfy the Minimum Departure Requirement for the applicable Destination Airport, and does not resume flight operations at the Airport within ten (10) days after receipt of written notice from the Department.
  - (3) A Transoceanic Seasonal New Entrant fails to satisfy the operational requirements of paragraph 2.F(2) and does not cure the default within ten (10) days after receipt of written notice from the Department.



- (4) A Participating Airline:
  - (a) fails to timely initiate service on a New Route;
  - (b) ceases to operate a New Route for a period of fourteen (14) consecutive days or longer; or
  - (c) fails to operate a New Route as originally announced and schedules filed; incentives could be partially or totally revoked.
- (5) A Participating Airline fails to timely submit any report required by the Department or fails to keep, perform, or observe any other term or condition of the Program, and fails to cure such failure within ten (10) days after receipt of written notice from the Department specifying the failure.
- (6) A default under its Agreement.

B. Remedies of Department. In the event of a default by a Participating Airline, the Participating Airline's participation in the Program and all incentives under the Program will terminate. Termination of incentives arising out of a cessation of air service or failure to operate a New Route shall be effective as of the date the Participating Airline first ceased flight operations at the Airport, or first ceased to operate the New Route, as applicable. In addition, the Participating Airline may be required at the discretion of the Department to reimburse any incentives received under the Program.