



City of Santa Barbara
Airport Department

DATE: July 20, 2022
TO: Airport Commission
FROM:  Brian D'Amour, Interim Airport Director
SUBJECT: Presentation Regarding New Santa Barbara Airport Website

RECOMMENDATION:

That Airport Commission receive a staff presentation regarding the new City of Santa Barbara Airport Department website (flysba.com).

DISCUSSION:

The City of Santa Barbara launched a new website on Tuesday, June 28, 2022. The new website features a clean and modern design and better mobile compatibility. The website aligns with the City's goals of inclusivity, providing the capability for Spanish translation and a better experience for those in the disability community. The enhancements were driven by public input expressing a desire for ease of navigation and the ability to search.

When faced with the need for a new website, the City outlined three overriding goals that helped to shape the project:

- **Accessibility:** Making the website experience better for visitors with disabilities.
- **Bilingual:** Installing a website platform that is capable of providing an immersive Spanish user experience.
- **Mobile Devices:** Offering a better user experience on all devices.

The new site uses the open source Drupal platform, which has been standardized by the federal government as the website foundation of preference. Drupal provides a flexible, scalable, and accessible website foundation.

The changes affect the City's main website as well as its sub-sites for the Airport, Parks and Recreation, and Library departments.

This presentation will provide the Airport Commission with an overview of the Airport portion of the new City of Santa Barbara website.

PREPARED BY: Airport Administration Division