



TTAD Communications & Outreach Report

Q1 2015

3.4

Community Enhancement

Strategic Directive:

Through partnerships with community organizations and airport user groups, the District will enhance the community by providing unique and appropriate benefits and value to constituents.



Objective 1

The District will sponsor and/or participate in community and neighborhood outreach activities. When possible the District will partner with other local agencies on events and/or outreach efforts.

Objective 2

New and innovative methods will be identified to attract community members to the Airport that may not previously had aviation experiences or interaction with the Airport District.

Objective 3

Property acquisitions will consider community enhancement benefits and value to District constituents as opportunities are reviewed.

Objective 4

District wide benefits and community enhancements will be identified and pursued. The District will look for opportunities to provide aviation resources, sponsorships, and community enhancement to all areas of the District, not just areas in close proximity to the airport.

Objective 5

The District will conduct periodic professional surveys (typically every 3 years) in an effort to understand and comprehend desires of airport users and District constituents and to measure District performance in relation to Mission and Core Values.

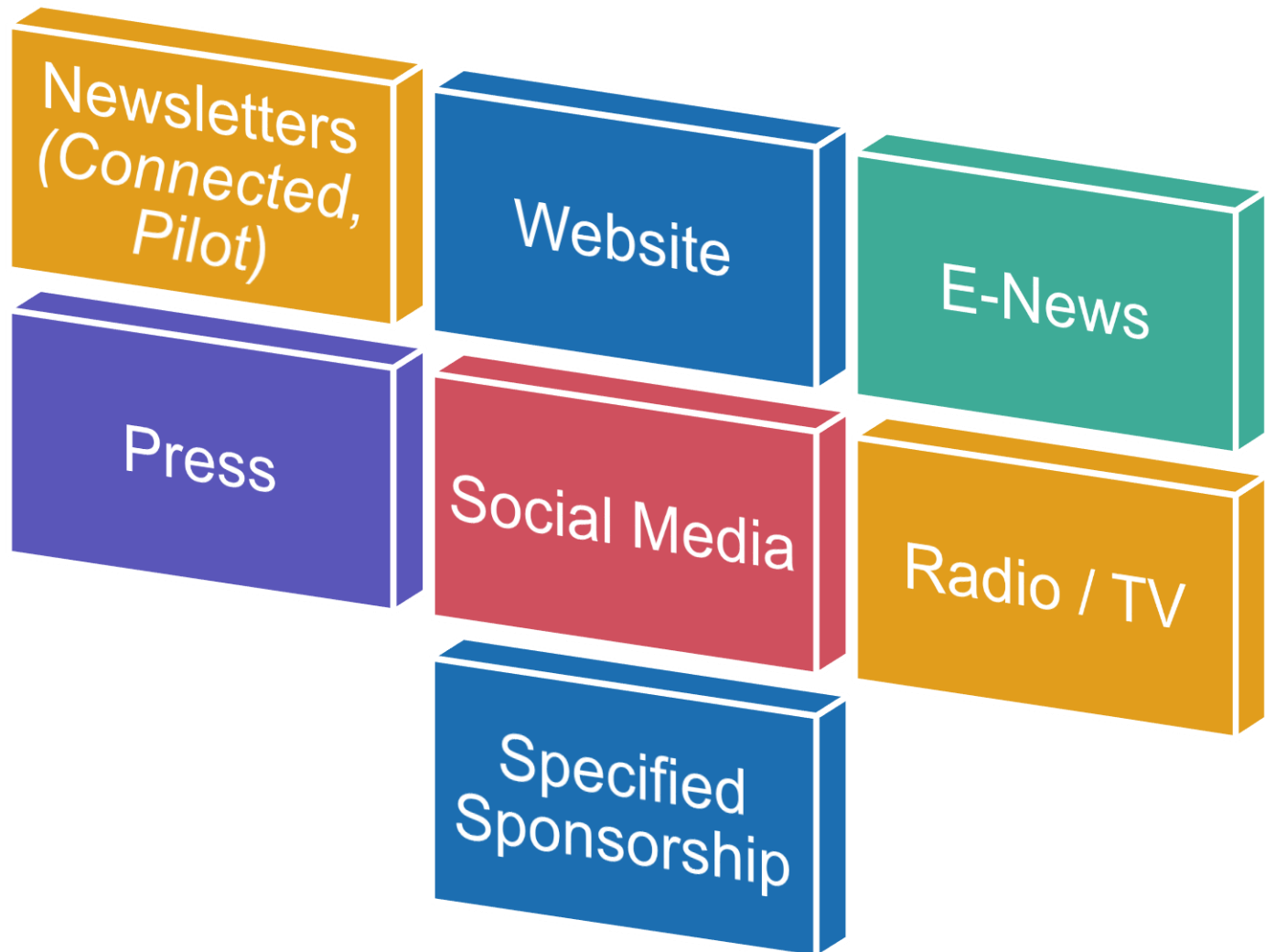
“CONNECTED , by more than a runway.”



Overall Communication and Outreach Strategy:

- Accurately and effectively communicate with our customers and constituents.
- Provide convenient access to information regarding the District.
- Be innovative in methods for conveying information.
- Establish www.TruckeeTahoeAirport.com as repository for all info related to the District.

Current Communication Methods



Website

truckeetahoeairport.com | April

THE TRUCKEE TAHOE AIRPORT DISTRICT WELCOMES YOU!

2015 TRUCKEE TAHOE AIRSHOW & FAMILY FESTIVAL



Saturday JULY 11, 2015, "A Salute To Veterans"

Gates Open 9am till 4pm. Come join the FUN!

Free admission! Free Parking! > [Please click here for the official 2015 AirShow website](#)



A.R.F.F. FIRE ENGINE

In Partnership with the Truckee Fire Protection District, the Truckee Tahoe Airport District purchased a new multipurpose "Aircraft Rescue & Fire Fighting" - Fire Engine. The fire engine will be based at Truckee Fire Station 96, located on the south side of the airport.

> [Click Here For More Info](#)

Airport Awarded Special District Transparency



2015

Recent News

SPEAKER EVENT SERIES

Apr 17, 2015

Dr. Howard Donner on "Are You Ready To Survive?" Part 2, captivated a crowd of 70. Great refreshments were provided by "Full Belly Deli".

GOLF & HOTEL ROWS 2015 PAVING PROJECT

Apr 16, 2015

Drainage and paving work is scheduled for G & H hangar rows summer 2015. Hangar tenants will be displaced. Click heading for full notice.

TTAD PARTNERS WITH BOYS & GIRLS CLUB

Apr 03, 2015

Airport Board of Directors votes to expand local youth programs and partners with the Boys and Girls Club of North Lake Tahoe.

MISSION TO MARS

Mar 02, 2015

Kid's "SPACE CAMP" summer programs sponsored by your Airport, the Civil Air Patrol and TD Rec & Parks. Click on the heading for more info.

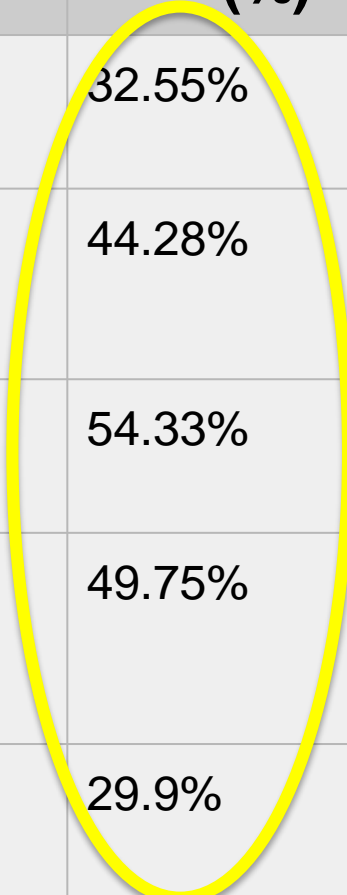
Website Visitor Stats

truckeetahoeairport.com | Jan 2015-April 2015

Total Number of Sessions	19,731		
Where Visitors Live (top 3)	Truckee - 2,615 Visitors	SF - 1,209 Visitors	Reno - 522 Visitors
Most Visited Pages (top 3)	Webcam - 14,714 Views	Home - 10,980 Views	Board Mtg. Schedule - 1,007 Views

E-News Stats

E-News Title	Date Sent	Open Rate (%)	Total # Sent
Operator Outreach	1/7/15	32.55%	5,598
Community Speakers Series	1/14/15	44.28%	404
Cold Water Boot Camp	2/5/15	54.33%	383
Community Speakers Series #2	3/24/15	49.75%	409
Pilot Safety Survey	3/25/15	29.9%	5,368



Pilot News

- Released March 2015
- 250 Printed & Distributed



IN THIS ISSUE

- 2015 AirShow - Save the Date
- New Pilot Spotlight
- Land Lease Update
- ACAT Corner
- Your Airport Business
- Upcoming Safety Seminar

2015 AIRSHOW TO HONOR VETERANS

Saturday, July 11, 2015 - 9am-4pm
www.TruckeeTahoeAirShow.com



The Truckee Tahoe AirShow and Family Festival will offer world-class entertainment in this year's "Salute to Veterans." This popular event includes The Cactus Air Force - an unsurpassed team of U.S. Army, Marine Corps and Navy veterans that bring with them an AH-1 Cobra Helicopter, OV-10 Bronco, A-26 Invader and CESSNA 0-2 Skymaster. The Commemorative Air Force So Cal Wing will be showcasing and selling flights to event-goers in the Man O'War and the - P51D Mustang; The Minsi III, and Gruman Bearcat will be on display.

The United States Air Force's Super Car Tour promises to engage attendees in the world of aviation and educate young people on the mechanical and technical career opportunities in the Air Force. Interactive gaming kiosks will offer visitors a chance to test their skills in U.S. Air Force missions.

Gates open at 9 a.m. and close at 4 p.m. on Saturday, July 11 at the Truckee Tahoe Airport. Admission and parking are FREE.

For a current line-up of performers, information on how to get involved in the Veterans Parade, or to find out how to be a sponsor or vendor, please visit www.TruckeeTahoeAirShow.com.



▲ An OV-10 Bronco in flight.



▲ Greg Colyer flies the Ace Maker, a Lockheed T-33, which is the U.S. Air Force's first operational jet. Photo: Evan Peers.

Press

Article Title	Date	Outlet
Special meeting Tuesday on Clear Capital's future in Truckee	1/1/15	Sierra Sun
Truckee Tahoe Airport awaits bids for Clear Capital building	1/8/15	Sierra Sun
Clear Capital Given OK to land at Truckee Tahoe Airport (w/updates)	2/12/15	Sierra Sun
Truckee airport ups price tag to \$4.1 million on Clear Capital building	2/26/15	Sierra Sun
Opinion: Truckee Airport-Clear Capital project a win-win for community	2/26/15	Sierra Sun
Town, Airport helping close \$1M shortfall for Truckee Aquatic Center	3/3/15	Sierra Sun
Sierra Sun guest editorial: The Sierra Sun's deadline dilemma	3/6/15	Sierra Sun

Social Media

Plan:

- May 15 launch
- 4 post per week



Radio / TV

KTKT spots

Tahoe TV

Upcoming Community Events

- Mission to Mars
(June 22-26 + July 20-24)
- Truckee Tahoe
Airshow & Family
Festival (July 11)
- Family Movie Night
(June)



Tranquility Campaign

Purposes:

- Educate pilot owners + community about flight path options with least impacts
- Publicize TTAD values

Methods:

- Ad campaign in local outlets



**We all value the peace and quiet up here.
Let's work together to keep it this way.**

Learn about our FlyQuiet Program today by going to www.ttad.org

**DRAFT
ONLY**



Business of the Airport In YOUR Business

Business of the Airport Campaign

Demand Driver Study

Safety Round Table

Exec Hangar Study

Policy: PMCD (min. standard)

Airspace Assessment

Other Info

For Board Review (in packet only)

Sponsorship List

- Truckee High School
- Big Brothers Big Sisters
- Disabled Sports USA
Far West
- Family Resource Center
of Truckee
- Placer Co. Search &
Rescue
- Truckee Little League
- Truckee Baseball
Foundation
- Association of California
Airports
- Mission to Mars
- Truckee High School
Softball
- Truckee High School
Grad Project
- Kid Zone Museum
- Sierra Nevada Dance

Use of Airport & Community Rooms

- ACAT
- Airshow Committee
- American Red Cross
- Aspen Grove Condo Assoc.
- California Highway Patrol
- Civil Air Patrol
- CATT
- Girl Scouts
- Good Morning Truckee
- Leadership Program
- Los Medicos Voladores
- Mountain Bells
- Palisades Truckee HOA
- RMC - Volvo
- SHRA
- Sierra HR Assoc.
- Sierra Seniors
- Stonewood HOA
- Tahoe Expedition Academy
- Tahoe Flying Club
- TD Chamber
- Toastmasters
- Truckee Fire Protection District
- Truckee Little League
- TTCF
- Truckee Tribe Lacrosse Club
- TT Swim Team
- Wholesale Resorts

Sponsorship

Placer County Sheriff

CA Aviation Day at the
Capitol

Tahoe Truckee HS
Alpine Ski Team

Disabled Sports USA

Recognition / Thank You Letters