



# TTAD Communications & Outreach Report

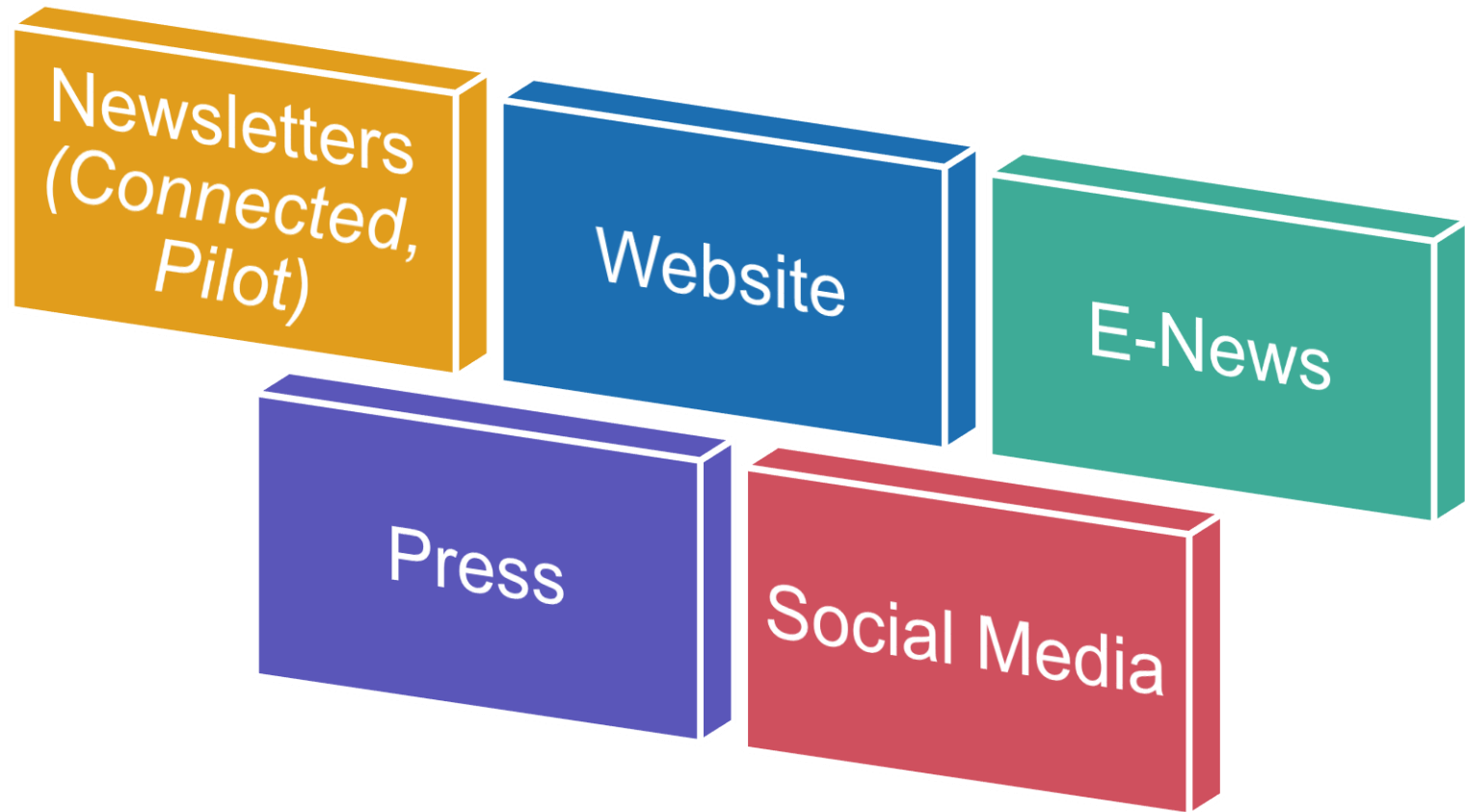
Quarter 3, 2015

**“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](http://www.TruckeeTahoeAirport.com) as repository for all info related to the District.

# Current Communication Methods



# Website Visitor Stats

truckeeahoeairport.com | July 1 – Sept 30 2015

<b>Total Number of Sessions</b>	Q3=19,230 (Q2=16,212)  Up <b>28.71 %</b> over 2014 Q3		
<b>Where Visitors Live (top 3)</b>	Truckee – 3,002 Visitors	SF – 1,201 Visitors	Sacramento - 772 Visitors <i>(was Reno Q2)</i>
<b>Most Visited Pages (top 3)</b>	Webcam – 13,626	Home – 11,850	Procedures – 1,030 <i>(was staff only Q2)</i>

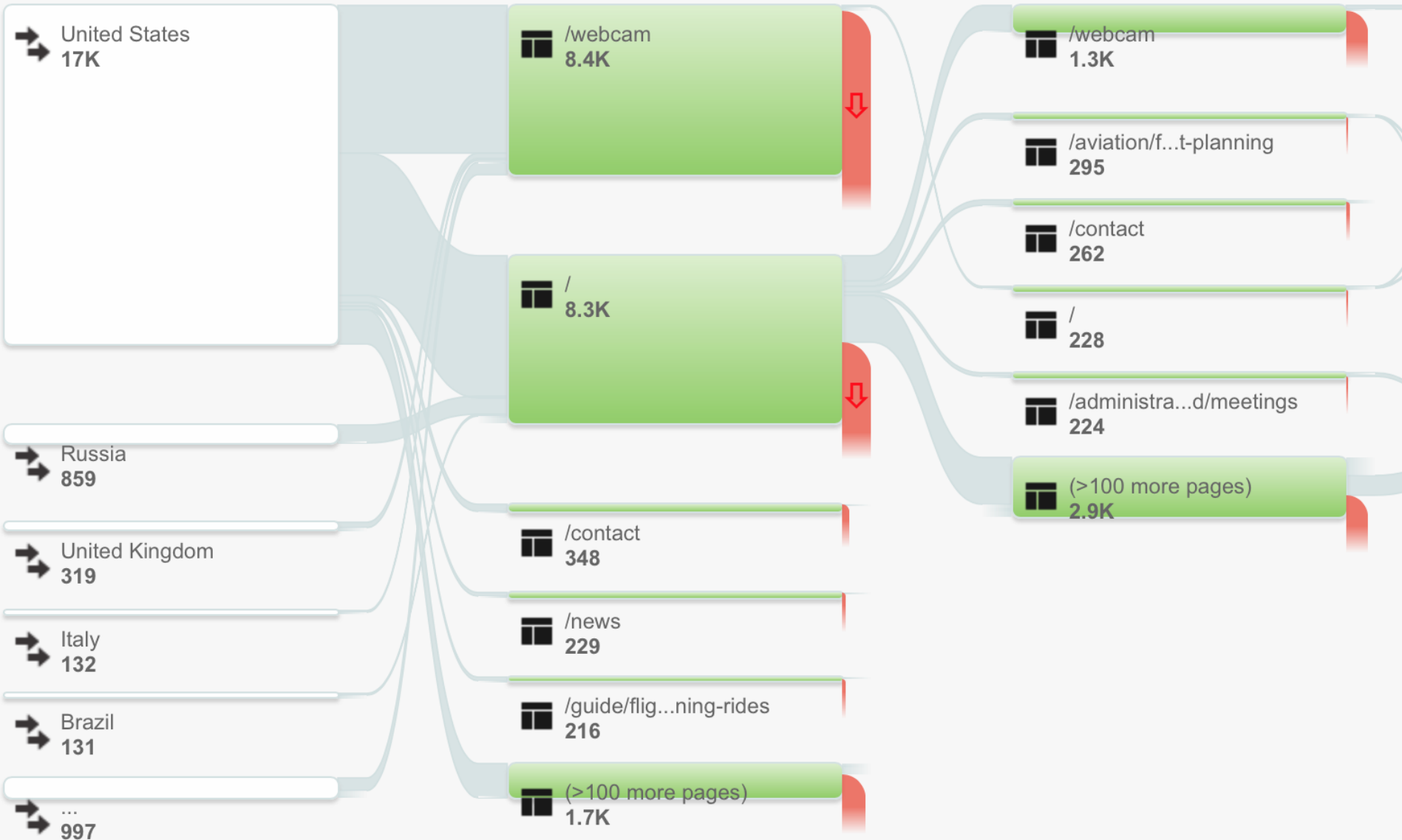
# Website Stats, Continued

How did people get to the website?

- Organic (search i.e. Google): 8,342 (43.38%)
- Direct (straight to website): 7,202 (37.45%)
- Referral (from other websites): 3,303 (17.18%)
- Social (Facebook): 383 (1.99%)



# How people move through Website



# E-News Stats (549 current subscribers)

<b>E-News Title</b>	<b>Date Sent</b>	<b>Open Rate (%)</b>	<b>Recipients</b>
NAP Call to Action	7/9/15	26.48%	5,415
Multi-Use Hangar – Your Input Needed	7/14/15	51.45%	530
Flashvote 2 <sup>nd</sup> Chance	7/20/15	48.92%	524
ACAT Recruitment	8/4/15	45.26%	526
Speaker Series September	8/27/15	47.18%	521
Truckee Roundhouse	9/17/15	53.16%	477
RWY 2-20 Closure	9/29/15	58.19%	464

# Pilot News (When & how many)

**TRANQUILITY**

It's why we come here.  
It's why we fly here.  
It's why we live here.

*Let's work together to keep it this way.*

**FLY Quiet** + Learn what pilots are doing to reduce impacts on local neighbors.

Go to [www.TruckeeTahoeAirport.com](http://www.TruckeeTahoeAirport.com) to learn more about your local airport including the Fly Quiet Program.

Truckee Tahoe Airport  
**PILOT NEWS**  
CONNECTED BY MORE THAN A RUNWAY  
SUMMER 2015



## Understanding Truckee Tahoe Airport Airspace

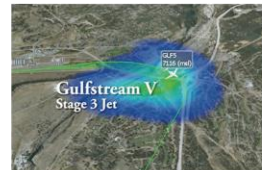
The Truckee Tahoe Airport District recently launched an Airspace Study designed to assess opportunities for increasing efficiency and safety while decreasing community annoyance as aircraft arrive and depart.

Retaining the consultant BridgeNet International, the District's goals with the Airspace Study are to survey existing airspace restrictions and define approach paths, departure paths and transitions from higher altitude into the Airport. Another key feature will include new ways to disseminate flight information to pilots through the National Flight Data Center.

"The study will focus on the airspace around the Airport, including obstructions, restrictions, radio coverage and surveillance volumes in order to better understand how to design flight procedures that could reduce impacts on the community and increase safety," said Hardy Bullock, Director of Aviation & Community Services.

BridgNet International and the Airport District are establishing an advisory team, including representatives of Northern California TRACON, Oakland CENTER, Surf Air, other Airport users, both transient and based at the Truckee Tahoe Airport and the consultant team.

"The outcome of the Airspace Study will be a set of recommendations about how Truckee can move forward with NextGen procedures for general aviation, from single engine to large turbines," said Cindy Gibbs, Project Manager with BridgNet International.



One of the images from the AirSpace Study commissioned by the Truckee Tahoe Airport



Redhawk

and rather

TAD

The Redhawk in Flight

Go to [truckee Tahoe Airport.com](http://truckee Tahoe Airport.com) for a final report and potential next steps with the RedHawk.



## District Working To Improve Safety at the Airport

The Truckee Tahoe Airport District holds safety as the highest priority, and a new comprehensive Safety Management System is being implemented to review Airport safety from every possible angle.

The Airport has hired Convergent Performances, LLC of Colorado Springs, Co. on a \$55,000 two-year contract as an outside expert on safety. Convergent Performances works with schools, airports, the U.S. Air Force, businesses and hospitals with a long track record and a depth of expertise not only on the Airport side of safety, but the human factor as well.

"The whole premise is to take a holistic and transparent look at absolutely every part of the Airport that can affect safety," said Hardy Bullock, Director of Aviation & Community Services.

Convergent Performances and the Airport's staff hit the ground running with four scenario-based safety tabletop exercises in preparation for the Truckee Tahoe Airshow & Family Festival, to be followed later in the year with a full live drill on the airfield involving multiple local agencies.

A Safety Roundtable Working Group is also up and running, bringing in community leaders from agencies like the U.S. Forest Service, Town of Truckee, local fire and EMS services along with pilots and other Airport users. The group will meet two to three times a year not only on Airport safety issues, but also external safety issues like fires and floods.

## THE ACAT CORNER

The Airport Community Advisory Team, a group of six community members and aviation users that works on Airport issues from community benefits to safety, has recently been considering an Automated Weather Station on the Sierra Crest.

Known as AWOS, the station would be installed somewhere along the Sierra Crest—the high spine of the Sierra Nevada—between Alpine Meadows and Sugar Bowl to give the Airport and pilots real-time weather information for crossing the Sierra.

Currently, there is no AWOS system along the Sierra Crest for 500 miles. Flying the Donner Pass corridor, pilots rely on information from Blue Canyon at 5,000 feet and Truckee Tahoe Airport at 5,900 feet, while the crest ranges from 7,000 to 9,000+ feet in the area.

To make it safer for those pilots passing through the quickly changing weather patterns of the crest, ACAT has been studying different types of AWOS and potential locations to give pilots automated voice updates. In a five-month period, there are 2,200

flights over the crest in the region, with 32 percent of traffic over the crest to the Airport below 15,000 feet.

With a price tag ranging from \$50,000 to \$70,000, along with installation, yearly inspections and other costs, the Airport Board of Directors asked ACAT to explore cost-sharing options with KSL. Owners of Alpine Meadows and Squaw Valley where it may be installed, in exchange for shared weather data. The Directors also asked ACAT to contact weather organizations like the National Weather Service and the Desert Research Institute regarding data and cost sharing.

Join ACAT: The Airport Community Advisory Team has two open seats—one community user and one aviation user. Please submit a cover letter and resume to [Hardy Bullock \(hardy.bullock@truckee Tahoe Airport.com\)](mailto:Hardy.Bullock@truckee Tahoe Airport.com) by September 4 if interested.

## TTAD Safety Updates

- The Airport will also be using a computerized safety management system in the future called Vortex—a way for pilots and Airport staff to connect on safety issues. Look for more information at [truckee Tahoe Airport.com](http://truckee Tahoe Airport.com) in the future.
- Convergent Performances will be running a gap analysis—a safety analysis of the airport that takes a holistic look at every possible factor that can affect safety. The report should be released this fall.
- Stay tuned to the Airport website for an announcement on an Unusual Attitude Pilot Safety Seminar by Tim Brill, coming sometime in September.
- The Airport District asks pilots to consider the changing and diverse fleet mix now operating in Truckee Tahoe Airport airspace—with everything from gliders to jets, helicopters to turboprops, and a skydiving operation testing out a potential landing zone in August.



TTAD and Truckee Fire Protection District Fire Engine

## AIRPORT HOURS OF OPERATION

**Airport:** 7 a.m. - 9:30 p.m., 7 days a week  
**Fuel:** 7 a.m. - 7 p.m.  
**Red Truck CAFE:** 9 a.m. - 3 p.m., Monday-Saturday  
**ACAT Meetings:** 2nd Tuesday of each month, 10 a.m.  
**Board Meetings:** 4th Wednesday of each month, 4:30 p.m.  
**General Info:** 530-587-4119  
**Visit our website at [truckee Tahoe Airport.com](http://truckee Tahoe Airport.com).**  
Want to submit an article to Pilot News?  
Send it to [seana@fresh-tracks.org](mailto:seana@fresh-tracks.org).

## Voluntary Curfew Update

Our voluntary curfew has changed to 10 p.m. to 7 a.m. to match FAA and Caltrans definitions. We appreciate the pilot community's efforts to make our Airport a better neighbor.



# Press

Article Title	Date	Outlet
Young Eagle Flights to Take Place Sunday after Truckee Air Show	7/09/15	Sierra Sun
Photos: Truckee Air Show Propels Aviation Interest Among Young and Old	7/14/15	Sierra Sun
Sunshine Letter: More Young Eagle Scholarships in the Works	9/22/15	Sierra Sun
Lush Coppins Meadow Habitat Latest in Sierra Checkerboard to be Preserved	9/25/15	Sierra Sun

# Social Media

Launched June 1

274 fans

Highest reach, paid: 6,901

**Fans:**

Women: 55%

Men: 44%

Primary age: 35-44

Primary location: Truckee

Review ratings: 4.4 stars

Traffic sent to website: **383**

The screenshot displays the Facebook profile for Truckee Tahoe Airport. The cover photo is a first-person view from a yellow helicopter cockpit, showing the rotor blades and the surrounding landscape. The profile picture is a logo with the text 'TRUCKEE TAHOE AIRPORT' and a mountain scene. The page has 274 fans and a 4.4-star rating. A recent post from James Shues, published 21 hours ago, describes the 'KTRK UNICOM DESK' and lists responsibilities such as communicating with area aviation traffic, submitting weather reports, and managing customer service requests. The 'ABOUT' section provides the address (10356 Truckee Airport Rd, Truckee, California), phone number ((530) 587-4119), and website (http://www.truckeeatahoearp...). A 'Boost Post' button is visible at the bottom right, indicating that 207 people reached the post.

# Communication & Outreach Highlights

- Truckee Tahoe Airshow & Family Festival
  - Hangar 3 booth
  - Flashvote signups
- Tranquility Campaign
- Hangar 3 Outreach
- Speaker Series September: Tim Brill
- Truckee Roundhouse Communications Collaboration
- ACAT Recruitment
- Truckee Thursdays Booth
- Airspace Inventory & Demand Driver Outreach



# TRANQUILITY

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It's why we live here.

*Let's work together to keep it this way.*

FLY  
Quiet



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# Airport Community Events

- Aviation Speaker Series – Tim Brill
- Bicycle Safety Awareness
- Boys and Girls Club Airport Tour
- Chamber Mixer
- Elementary School Tour
- Mission to Mars
- Truckee Airshow
- Truckee Thursdays



# Letters of Appreciation

- Alder Creek Middle School
- High fives Foundation
- Lake Tahoe School
- Mission to Mars
- Sierra Senior Services
- South Yuba River Citizens League
- Truckee Baseball Foundation
- Truckee Donner Land Trust
- Truckee High School Football
- Truckee River Watershed Council



# Sponsorship List

- Positively Rolling
- Truckee Rodeo Association
- Truckee Donner Chamber of Commerce – 4<sup>th</sup> of July
- Truckee North Tahoe Transportation Management Association
- Arts for the Schools
- Auburn Ski Club
- Sierra Expedition Learning School
- Truckee Donner Chamber of Commerce – Annual Dinner
- Sierra Senior Services – Meals on Wheels
- Truckee Donner Land Trust – 25<sup>th</sup> Anniversary
- Truckee Tahoe Unified School District – Athlete Committed Program
- High Fives Foundation
- Sierra Watershed Council – Film Festival
- InnerRhythms – Sand Harbor
- South Yuba Citizens League
- Tahoe Lake PTO – Walk – A – Thon Sponsorship

# Use of Airport & Community Rooms

- ACAT
- ACMG
- Adventure Risk Management
- Airshow Committee
- Airspace Meeting
- American Red Cross
- Aviation Speaker Forum
- CATT
- Civil Air patrol
- Girl Scout Troop 660
- Good Morning Truckee
- Los Medicos Volardores
- Mountain Bells
- Palisade HOA
- Pine Forest HOA
- Ponderosa Palisades Townhomes HOA
- Schaeffer Mill HOA
- Sierra Business Council
- Sierra Seniors
- Soar Truckee
- SWEP
- Tahoe Expedition Academy
- Tahoe Flying Club
- Tahoe Food Hub
- TNT Transportation Management Association
- Toastmasters
- Truckee Donner Chamber of Commerce
- Truckee Donner Chamber of Commerce – Knowledge Bites
- Truckee Downtown Merchants Association
- Truckee River Watershed Council
- Truckee Rotary
- Truckee Tahoe Soaring Association
- Truckee Tahoe Swim Team
- Wolfe Estate HOA