



# TTAD Communications & Outreach Report

Quarter 4, 2015

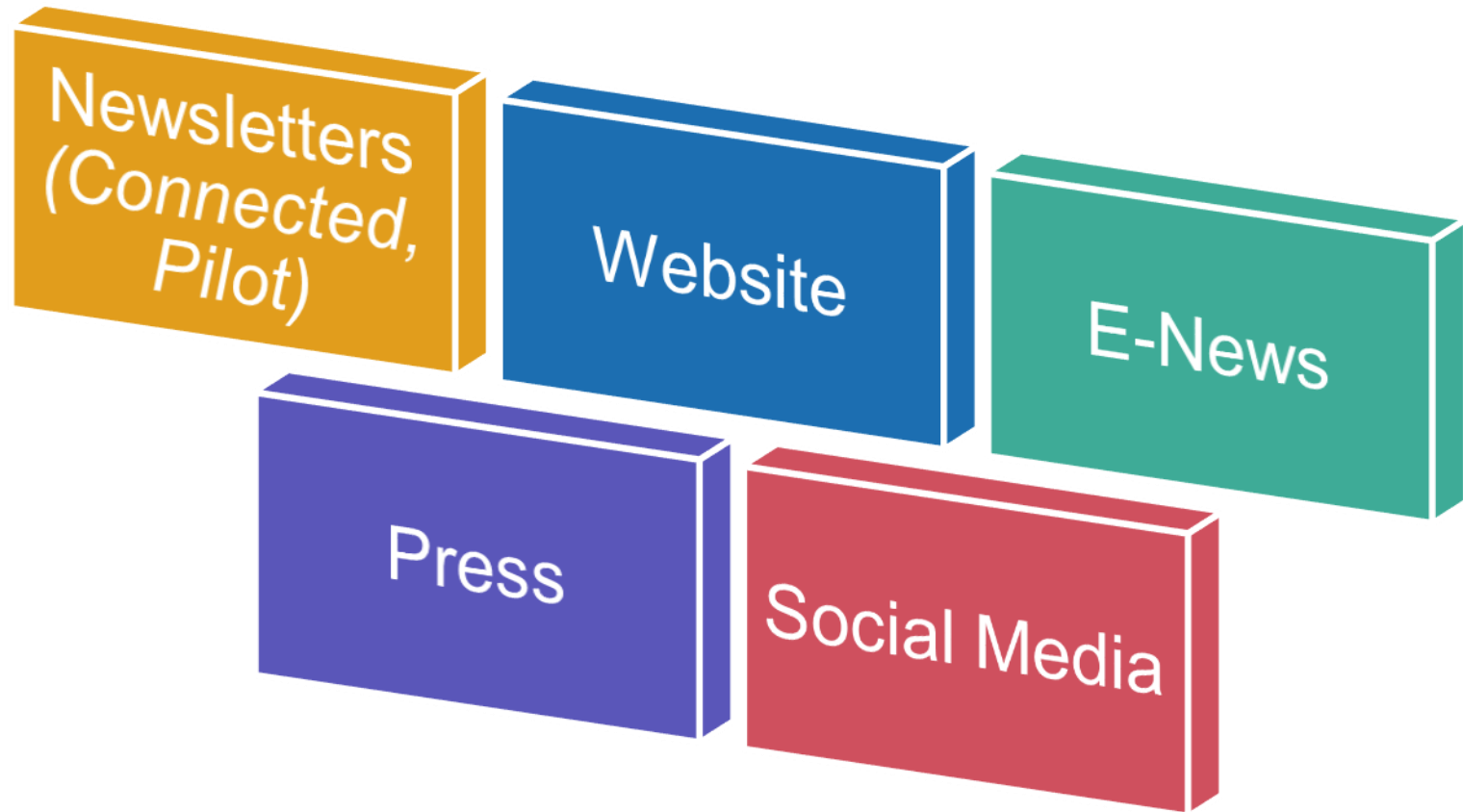
# “CONNECTED, by more than a runway.”



## 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 information related to the District.

# Current Communication Methods



# Website Visitor Stats

truckee Tahoe Airport.com | Oct 1 – Dec 31, 2015

<b>Total Number of Sessions</b>	Q4=29,429 (Q3=19,230)  Up 54.37 % over 2014 Q4		
<b>Where Visitors Live (top 3)</b>	Truckee – 2,896 Visitors	SF – 1,948 Visitors	Reno – 1,019 Visitors <i>(was Sacramento in Q3)</i>
<b>Most Visited Pages (top 3)</b>	Webcam – 25,459	Home – 10,759	H.R – 762 <i>(New Job Posting)</i>

# Website Stats, Continued

How did people get to the website?

- Organic (search i.e. Google): 13,608 (46.24%)
- Direct (straight to website): 11,403 (38.75%)
- Referral (from other websites): 3,915 (13.30%)
- Social (Facebook): 502 (1.71%)



# E-News Stats (557 current subscribers)

<b>E-News Title</b>	<b>Date Sent</b>	<b>Open Rate (%)</b>	<b>Recipients</b>
Paint Drop Off	10/15/15	40.97%	467
Santa Fly In	12/03/15	40.97%	474
Snow Removal (Hangar Tenants)	12/09/15	64.48%	272
Happy Holidays	12/24/15	30.07%	5,300

# Press

Article Title	Date	Outlet
Clear Capital Building at Truckee Tahoe Should Break Ground in Coming Weeks	10/01/2015	Sierra Sun
Truckee's New Community Makerspace Finds a Home at the Airport	10/03/2015 10/19/2015	Sierra Sun Northern Nevada Business Weekly
Truckee Airport Boys & Girls Club Partner for STEM Education	10/08/15	Sierra Sun
Truckee Residents Recycle 55,000 Gallons of Unwanted Paint	11/06/2015	Sierra Sun
By Plane & Fire Truck Santa Claus Coming to Truckee, Tahoe City	12/05/2015	Sierra Sun
Santa Fly In	12/12/2015	MoonShine Ink
Truckee Airport Accepting Land Proposals After Grocery Store Interest	12/19/2015	Sierra Sun
Across the Universe: More Than 600 Non-Profit Gifts Donated – and Counting	12/23/2015	Sierra Sun

# Social Media

Launched June 1, 2015

521 fans

Highest reach, paid: 3,294

Highest Reach, unpaid: 1,693

## Fans:

Women: 53%

Men: 47%

Primary age: 35-44

Primary location: Truckee

Review ratings: 4.6 stars

Traffic sent to website: 502

Page Messages Notifications 2 Insights Publishing Tools

Truckee Tahoe Airport

Sign Up Liked Message

Timeline About Photos Reviews More

525 likes +1 this week  
Sophie Moeller and 6 other friends

1,300 were here 0 this week  
Mark Covey and Sophie Moeller

View Pages Feed  
See posts from other Pages

Invite friends to like this Page

3,934 post reach this week

ABOUT

10356 Truckee-Tahoe Airport Rd  
Truckee, California

(530) 587-4119

Open  
Today 7:00AM - 9:00PM

Status Photo / Video Offer, Event +

Write something...

Truckee Tahoe Airport added 3 new photos.  
Published by James Shues [?] · 4 hrs ·

AFTER THE STORM! Sunrise with clearing fog at KTRK. Officially another 5" of snow fell in the last 24hrs on the valley floor in Martis Valley. The winter sporting opportunities are the best they've been in years! Clear blue sky's today!  
(Photos by: James Shues)



# Communication & Outreach Highlights

- WOB Ground Breaking
- Town of Truckee Big Truck Event
- KTRK Awarded - Excellence In Government by the Truckee Donner Chamber of Commerce
- Public Comment Request – Master Plan MND
- Public Comment Request – Proposed FAA AIP Funded AC Projects
- Santa Fly In
- Tranquility campaign
- Doubling of TTAD Website “Likes”



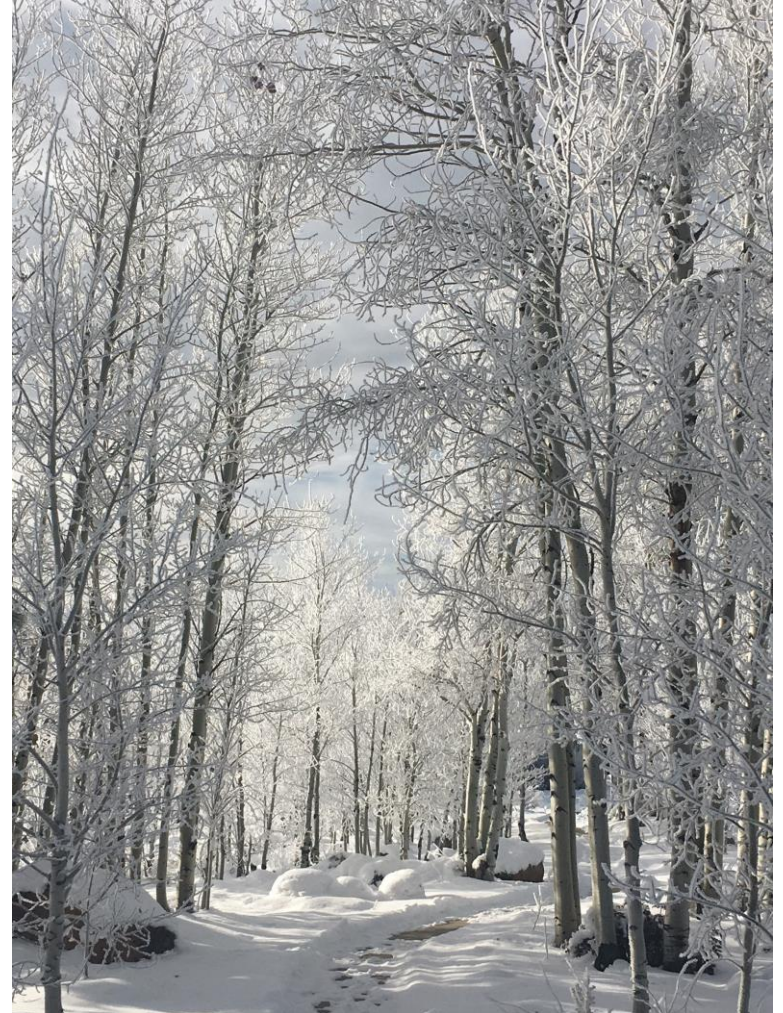
# Airport Community Events

- Bicycle Safety Awareness Day
- High School S.T.E.A.M. Fair
- Big Truck Day
- Town of Truckee Paint Recycle
- Santa Fly In
- New Year's Eve – Inner Rhythms Fund Raiser



# Letters of Appreciation

- Glenshire Elementary School PTO – Santa Breakfast
- High Fives Foundation
- Sierra Senior Services
- Tahoe Fund – Green Bucks
- Truckee Donner Chamber of Commerce



# Sponsorship List

- 2041 Foundation – Leadership on the Edge Sponsor
- American Cancer Society
- Excellence in Education Foundation – Discovery Museum Sponsor
- Glenshire Elementary School PTO Santa Breakfast
- Headwaters Science Institute
- Homeless Warming Shelter
- Placer County Search & Rescue
- Truckee AYSO Soccer Team Sponsorship 2015
- Truckee North Tahoe Transportation Mgmt. – NLT Express Sponsor

# Use of Airport & Community Rooms

- ACAT
- Airshow Committee
- Airspace Roundtable
- American Red Cross
- Aviation Speaker Forum
- Boys & Girls Club of North Lake Tahoe
- California Highway Patrol
- Cedar Flat Improvement Association
- Civil Air patrol
- Creekside HOA
- EMT training
- Girl Scout Troop 660
- Good Morning Truckee
- iFoster
- Los Medicos Volardores
- Managed Growth Workshop
- Mountain Bells
- Palisade HOA
- Riverview Townhomes HOA
- Santa Fly – In
- Sierra Business Council
- Sierra Senior Services
- Squaw Valley National Ski Patrol
- Stonewood HOA
- SWEP
- Tahoe Back Country Ski Patrol
- Tahoe Expedition Academy
- Tahoe Flying Club
- Toastmasters
- Truckee Airport Industrial Park – HOA
- Truckee Donner Chamber of Commerce
- Truckee Donner Chamber of Commerce – Knowledge Bites
- Truckee Little League
- Truckee Police Officer Association
- Truckee Rotary
- Truckee Roundhouse
- Truckee Tahoe Airport Land Use Commission
- Truckee Tahoe Swim Team
- Truckee Tribe Lacrosse
- U.S. Army Corps of Engineers
- U.S. Forest Service