



**TRUCKEE TAHOE AIRPORT DISTRICT  
BOARD OF DIRECTOR STAFF REPORT**

**AGENDA TITLE: Pilot Outreach Coordinator Position**

**MEETING DATE: February 24, 2016**

**PREPARED BY: Hardy Bullock**

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**RECOMMENDED ACTION:** Approve the addition of one staff member to perform pilot, passenger, and community outreach in an effort to reduce community annoyance from aircraft operations.

**DISCUSSION:** On February 2, 2016 the Board of Directors held a strategic planning workshop with an emphasis on understanding the concept of managed growth. Staff presented an option to add one full time permanent staff member to the District payroll to accomplish the following:

- Local pilot outreach to hangar tenants, local student pilots, flight instructors, rental companies, and aeronautical operators such as EMS providers, glider rental / instruction operations, skydiving operators, and other aeronautical service providers.
- Itinerant pilot outreach to visiting pilots, flight crews, and passengers.
- Development of internal pilot outreach methods for District staff members.
- Development of external pilot outreach methods for both private and commercial operators.
- Assure flight data sources such as Jeppesen, Fore Flight, Garmin, and federal publications accurately reflect KTRK procedures, rules, regulations, and safety of flight information.
- Develop methods of data collection that enhance customer contact and communication.
- Attend trade shows to promote KTRK Community Annoyance Reduction from aircraft operations

The Board expressed an interest in adding a component to these duties to include support of passenger outreach efforts, commonly referred to as the “Tranquility Campaign”. These efforts are aimed at effecting pilot behavior through the creation of contact with the aircraft passengers

as decision makers in the flight process with respect to route and time of operation. In support of this staff is suggesting the addition:

- **Develop and promote programs designed to reach the passengers of aircraft visiting KTRK in an effort to raise awareness regarding District efforts to reduce annoyance from aircraft operations.**

In addition the Board directed staff to summarize the staffing levels of the airport over the past 10 years or so. The District has historically employed approximately 18 or 19 people. Using employment records I have compiled a historical record of staffing levels. It appears that part time, temporary, seasonal, and contractual employees such as those provided by staffing agencies have routinely been a productive solution to complete District work. Often times these individuals have gained full time employ following the departure of staff members or the full funding of positions initially structured under a “full time temporary” status.

In basic terms:

1. The District has employed 18 people with number 19 being fulfilled through the use of part time, temporary, seasonal, and contractual employees for most of the last ten years with the exception of 2009 when the GM and Assistant GM resigned and a GM search was underway.
2. In early 2015 the District added an Operations & Maintenance Clerk to assist with UNICOM clerical tasks and to add capacity during peak periods in UNICOM with customer service and point of sale presence, this is number 20.
3. In late 2015 the District added Aviation & Community Services Manager Public Relations to assist in communication and public relations, this makes 21.
4. Adding a Pilot Outreach Coordinator/Manager will make 22.

**WHAT’S NEXT:** Discuss the merits of using Districts funds to employ a full time pilot/passenger outreach position.

**FISCAL IMPACT:** \$90,000 per year.

**PUBLIC COMMUNICATIONS:** This position will work closely with our internal Public Relations team using our existing media channels; Facebook, website, and radio. Additional channels are part of the expected work should the position be funded. These include enhanced use of face to face meetings, seminars, guest speaker engagements such as the “Roadshow”, and other wider reaching publications to pilots such as AOPA, Flying Magazine, and Business Aviation Monthly. Our communication methods will be developed further in an effort to reach the flying public in the back of the plane, the passengers. Some of these methods include homeowner monthly publications, targeted ads in magazines, and homeowner meetings.

**SAMPLE MOTION(S):**

Move to authorize staff to hire a Pilot outreach Coordinator and make changes to the District organization chart reflecting this position.

**ATTACHMENTS:**

1. Pilot Outreach Coordinator Job Description
2. Aviation & Community Services Job Roles Chart
3. Historical Staffing Worksheet