



TTAD Communications & Outreach Report

Quarter 1, 2016

Current Communication Methods

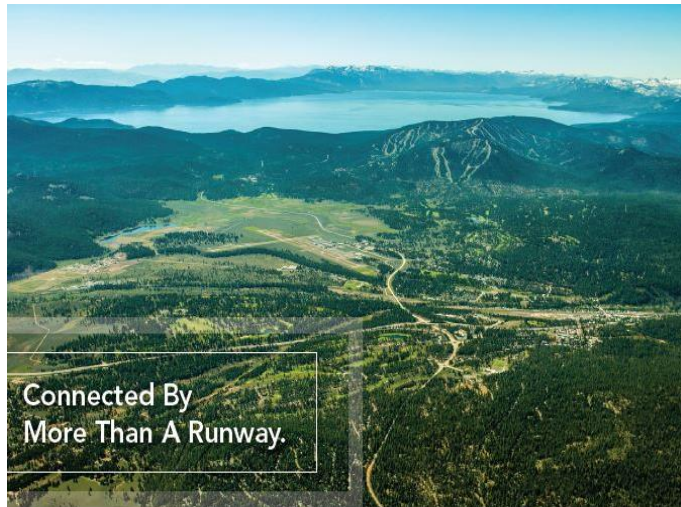


“CONNECTED, by more than a runway.”

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 information related to the District.

Tranquility Campaign



Connected By
More Than A Runway.

TRUCKEE Tahoe's community friendly general aviation airport welcomes you. Located in beautiful Martis Valley and meeting local aviation needs safely since 1958.

What makes this a special place is the serene outdoor environment and our unique local community. It's why people visit, it's why people live here, and it's why people fly here.

Learn how visitors, community members, and pilots are working together to keep the Truckee / North Tahoe area tranquil. Help us make it a great place to live and visit for years to come.



www.truckee-tahoeairport.com



- **2016 Truckee Business Directory & Relocation Guide**
- **2016 - 2017 Nevada County Gold.com**

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 to learn more about your local airport including the Fly Quiet Program.

- **2016 - 2017 TRUCKEE.COM**
- **Summer HOA Publications - Tahoe Donner, Northstar, & Glenshire**

Website Visitor Stats

trucketahoeairport.com | Jan 1 – March 31, 2016

Total Number of Sessions	Q1 = 34,373 (Q4 = 29,429) Up 16.8 % over 2015 Q4		
Where Visitors Live (top 3)	Truckee – Tahoe 3,063 Visitors	SF – 2,288 Visitors	Reno – 1,294 Visitors Worldwide - 27,728
Most Visited Pages (top 3)	Webcam – 30,487	Home – 11,404	H.R – 1,956 (New Job Postings) #4 Staff Page - 5,798 #5 Flt Planning - 721

Website Stats, Continued

How did people get to the website?

- Organic (search i.e. Google): 17,046 (49.59%)
- Direct (straight to website): 13,299 (38.69%)
- Referral (from other websites): 3,804 (11.07%)
- Social (Facebook): 219 (0.64%)



E-News Stats (658 current subscribers)

E-News Title	Date Sent	Open Rate (%)	Recipients
Speaker Event - FAA Safety Team Winter Ops & Survival	01/25/16	41.68%	477
Executive Hangar Study Board Presentation	03/16/16	57.23%	506

Press

Article Title	Date	Outlet
Airport Earns "Local Vision Award" from American Planning Assoc., CA Chapt. Sac. Valley	02/02/16	Sierra Sun
Interview with General Manager Kevin Smith - Managing Growth / Mitigating Noise	03/01/16	Sierra Sun
Tahoe Truckee Community Foundation lists TTAD as "Give Back Tahoe Campaign" sponsor	01/06/16	Sierra Sun
TTAD Honored for Partner of the Year - STEM Support Boys & Girls Club 2016	03/09/16	Sierra Sun
TTAD Master Plan Public Comment Period Extended	01/20/16	Sierra Sun
TTAD Partner of the Year 2016 Boys & Girls Club	03/29/16	Sierra Sun

Social Media

INSTAGRAM Launched 02/01/16
52 Followers.....as of Qtr 1, 2016

FACEBOOK Launched 06/01/15
593 Fans.....as of Qtr 1, 2016

Highest Reach, unpaid: 7,470

Fans:

Women: 52%

Men: 48%

Primary location: Truckee /
Northern Cal

Review ratings: 4.3 of 5.0

Page Messages Notifications Insights Publishing Tools

DO NOT OPEN DOORS IN FLIGHT

TRUCKEE TAHOE AIRPORT

Truckee Tahoe Airport ✓

Sign Up Liked Message

Timeline About Photos Reviews More

Search for posts on this Page

Status Photo / Video Offer, Event +

Write something...

Truckee Tahoe Airport added 3 new photos.
Published by James Shues [?] · Yesterday at 9:36am ·

Seen on the ramp at TRK...a Hughes 500 series Helicopter.
The MD Helicopters MD 500 series is an American family of light utility civilian and military helicopters. The MD 500 was developed from the Hughes 500, a civilian version of the US Army's OH-6A Cayuse/Loach. The series currently includes the MD 500E, MD 520N, and MD 530F. Light utility helicopter... See More

ABOUT >

10356 Truckee-Tahoe Airport Rd
Truckee, CA Save

(530) 587-4119

Add Price Range

http://www.truckeetahoeairport.com/

Impressum [?]

Communication & Outreach Highlights

- **PILOT NEWS Spring 2016**
(500 copies)
- **RED TRUCK “SOUP NIGHT”**
Tahoe Food Hub Fund Raiser
- **SPEAKER SERIES - FAAST**
Dave Tranquilla - Winter Operations:
Preparations, Risks, Survival
- **AIRPORT DRONE / UAV POLICY**
- **TTAD Trifold Factoid Mailer**
(21,000 copies)



Look Inside!

Truckee Tahoe Airport District

OUR MISSION
COMMUNITY IMPACT
GEOGRAPHIC BOUNDARY
NON-PROFITS WE SUPPORTED
BENEFITS & PROGRAMS
EMERGENCY SERVICES
FINANCIAL DATA
AWARDS RECEIVED

CHALLENGER CENTER MISSION TO MARS



Challenger[®]

LEARNING
CENTER

NORTHERN NEVADA

Introduction

Today we are going to discuss the following:

- Programs offered through the Boys and Girls Club
- Information about the Truckee Tahoe Airport and aviation
- What you will experience during your field trip to the Challenger Center

The following organizations work together to make the Challenger Center field trip possible for each 5th grade class:

- Excellence in Education Foundation
- Tahoe Truckee Unified School District
- Truckee Tahoe Airport



MISSION ACCOMPLISHED!

Letters of Appreciation

- Achieve Tahoe – 2016 Ability Challenge (Adaptive Ski Program)
- Boy Scouts (XMAS Tree Storage)
- Church of the Mountains (Emergency Warming Center)
- Sierra Business Council (Entrepreneurship Program)
- Sierra Senior Services (Meals)
- Truckee Community XMAS (Hangar 2 space for food & toy gift bags)
- Truckee High Wrestling



Sponsorship List

- Achieve Tahoe
- Civil Air Patrol
- Girls On The Run Sierras
- North Tahoe Business Assoc.
- Truckee Baseball Foundation
- Truckee Day
- Truckee River Watershed Council
- Truckee Tahoe High Football

Use of Airport & Community Rooms

- ACAT
- AirShow & Family Festival
- American Cancer Society
- FAAST Safety Meeting
- CA/NV Border Counties Workshop
- CHP
- Contractors Assoc. of Truckee-Tahoe
- Girl Scouts
- Glenshire Devonshire HOA
- Knowledge Bites
- Mountain Bells
- Sierra Regional Ski For Light
- Sierra Senior Services
- Tahoe Expedition Academy
- Tahoe Forest Hospital District
- Toastmasters
- Truckee Donner Chamber of Commerce -Good Morning Tuesday
- Truckee Donner Chamber of Commerce – Tourism Committee
- Truckee Fire HAZMAT Training
- Truckee Little League
- Truckee Roundhouse – Makers Space
- Truckee Tahoe Airport Board of Directors
- Truckee Tahoe Airport Land Use Commission
- Truckee Tahoe Swim Team
- Winter Creek HOA