



TTAD Communications & Outreach Report

Quarter 3 - 2016

End of District Fiscal Year 2015-2016

“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 a repository for all information related to the District.

Current Communication Methods

Community &
Pilot Outreach

E-News Blasts

Printed
Publications

Social Media

TTAD Website

Press
Coverage

Community & Pilot Outreach Events Calendar Year 2016



KTRK DIRECTLY MANAGED EVENTS (x26)

- **NBAA – Tampa, FL “Schedulers & Dispatchers Conference”** (x5)
- **Truckee Thursdays**
- **AirShow & Family Festival**
- **Makers Space Town Event**
- **Glenshire HOA Block Party**
- **Speaker Events** (x4)
- **FAA FAST / Dr. Tony Kern / Nicole Dorr / Robert DeLaurentis**
- **ACAT Neighborhood Community Outreach Events** (x6)
- **Paint Recycle Event**
- **CSDA State Legislative Airport Tour**
- **Truckee Donner PUD Community Event**
- **Run The Runway**
- **Town of Truckee Big Truck Event**
- **Truckee High School S.T.E.A.M. Event**
- **Santa Fly In**

AIRPORT SPONSORED & STAFFED SUPPORTED EVENTS (x10)

- **Earth Day Waddle Ranch Sugar Pine Tree Planting**
- **C.A.P. “Mission To Mars” Aviation Summer Camps** (x2)
- **Kid Zone Science Fair Hangar A-9**
- **Boys & Girls Club Aviation Summer Camp**
- **Soar Truckee FAI U.S. Region 11 Soaring Contest**
- **B-25 “Executive Sweet” Rides and Tours**
- **Community Soup Night** (x2)
- **NorthFace 2017-2018 Clothing Line Fashion Show Hangar A-9**

Airport Highlights Q3 2016

- **KTRK annual AirShow & Family Festival**
- **Civil Air Patrol's "Mission To Mars" summer camp week #2 in Hangar 2**
- **Boys and Girls Club of NLT and Truckee - Aviation Summer Camp**
- **FAA paving AIP's started on the Jet Ramp, Taxiway Alpha and the Terminal Ramp**
- **Soar Truckee FAI U.S. Region 11 Soaring Contest**
- **ACAT Community Outreach - 6 local Neighborhood Meetings**
- **KTRK Speaker event - Nichole Dorr "Lessons From Antarctica"**
- **California Special District Association - State Legislative tour of KTRK**
- **WWII B-25 "Executive Sweet" Tours & Rides**
- **CareFlight celebrates 35 year anniversary with a community BBQ**
- **Fall 2016 "Pilot News" publication released**
- **KTRK hires new Pilot & Passenger Outreach Coordinator Katie Greenwood**
- **Board appoints new term ACAT members Leigh Golden & Dan Lutkenhouse**
- **District partners with TRWC for Middle Martis restoration project**
- **Airport hosts Community Paint Recycling Event**

E-News Blast (890 current subscribers)



TOPIC	RECIPIENTS	OPENED	DATE
• Airshow TFR's (Temporary Flight Restrictions)	503	52%	7/06/16
• Summer Pavement Work - Taxiway Alpha Repavement	512	51%	7/22/16
• Airport Neighborhood Meetings	561	46%	8/01/16
• August KTRK Community News	631	51%	8/17/16
• September KTRK Community News	686	54%	9/16/16

Press Coverage

Article Title	Date	Outlet
AirShow & Family Festival	7/9/2016	KRNV TV Station
AirShow & Family Festival (news coverage and paid ads)	Multiple Dates (July)	Sierra Sun, NLT Bonanza, Moonshine Ink
KTRK Expands Vector's Aircraft ID System	7/13/2016	www.prweb.com
ACAT Neighborhood Meetings (news coverage and paid ads)	Multiple Dates (July/August)	Sierra Sun, NLT Bonanza, Moonshine Ink
Tranquility Campaign, Pilot & Pax Outreach (paid ¼ pg ad)	9/18/2016	San Francisco Chronicle Travel: NV County
Membership Airline at KTRK (Surf Air)	9/25/2016	Tahoe Daily Tribune
Roundhouse Makerspace at the Airport	Multiple Dates (July/August/September)	Sierra Sun, NLT Bonanza, Moonshine Ink
Run The Runway (pre-event news coverage and paid ads)	Multiple Dates (September)	Sierra Sun, NLT Bonanza, Placer Sentinel

Social Media

INSTAGRAM Launched 02/01/16
142 Followers – as of Q3, 2016
Average 1-2 posts per week

FACEBOOK Launched 06/01/15
688 Fans – as of Q3, 2016
Facebook Page Rating: 4.4 of 5.0
Average 2-3 posts per week

Highest Single Post Reach, unpaid: 929

Fans:

Women: 51%

Men: 49%

Primary locations: Truckee-Tahoe /
Reno / Northern California

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 [?]

Website Stats

THE TRUCKEE TAHOE AIRPORT DISTRICT WELCOMES YOU!

Date	Neighborhoods	Meeting Location
Monday, July 18 6:00 p.m.	TAHOE CITY, NORTH LAKE TAHOE, & WEST SHORE	TAHOE CITY MUNICIPALITY CENTER - BOARD ROOM 221 Fairway Drive, Tahoe City, CA
Tuesday, July 19 6:00 p.m.	SERRA MEADOWS, NORTHEAST PONDOSA, PRADERS, & MARTIN VALLEY SOUTH	HAMPDEN INN 1951 State Highway 202, Truckee, CA
Wednesday, July 20 6:00 p.m.	TAHOE DONNER, DOWNTOWN TRUCKEE, DOWNER LAKE, & OTHER	THE LODGE RESTAURANT & PUB 12850 Northwoods Blvd., Truckee, CA
Monday, August 1 6:00 p.m.	PROSSER HIGHLAND, AULDER HILL, PROSSER LAKEVIEW ESTATES, COACHLAND, & SHAW'S CROSSING	TERRIFIC COMMUNITY RECREATION CENTER 8924 Donner Pass Road, Truckee, CA
Tuesday, August 2 6:00 p.m.	OLYMPIC HIGHLANDS, OLD GREENWOOD, MARTIN VALLEY TRAVEL, & PONDOSA RAINWAY ESTATES	TERRIFIC COMMUNITY RECREATION CENTER 8924 Donner Pass Road, Truckee, CA
Wednesday, August 3 6:00 p.m.	GLENDHIRE	GLENDHIRE CLUBHOUSE 16754 Glendhire Drive, Truckee, CA

IF YOU ARE UNABLE TO ATTEND THE MEETING DATE DESIGNATED FOR YOUR NEIGHBORHOOD, PLEASE FEEL FREE TO ATTEND ANY SCHEDULED MEETING DATE.

NEIGHBORHOOD TOWN HALL MEETINGS

The Truckee Tahoe Airport District will host six neighborhood town-hall style meetings this summer. Come join us and hear what is going on at your airport and give us your feedback. All meetings will start promptly at 6 p.m. and last approximately 1 - 1 1/2 hours.

► [Please click here for further details and information](#)

AIRPORT COMMUNITY NEWS

NEIGHBORHOOD MEETINGS PRESENTATION & SURVEY Jul 14, 2016
Click heading for full details and to give your community feedback by taking our quick survey.

TTSA SOAR TRUCKEE 2016 Region 11 FAI CONTEST Jul 13, 2016
Practice: July 16-17, 2016 / Contest: July 18-23, 2016. Click heading for full details.

AIRSHOW 2016 DRAWS RECORD CROWDS Jul 12, 2016
The Truckee Tahoe AirShow & Family Festival on July 09, 2016 attracted 15,000 spectators! Click heading for full story.

With 23,445 visitors to the TTAD website in Q3, how did people find our site?

- **Organic (search i.e. Google):**
9,605 (41%)
- **Direct (straight to website):**
8,731 (37%)
- **Referral (from other websites):**
4,839 (21%)
- **Social Media (Facebook):**
2381 (1%)

Website Visitor Stats

truckeetahoeairport.com | July 1 - September 30, 2016

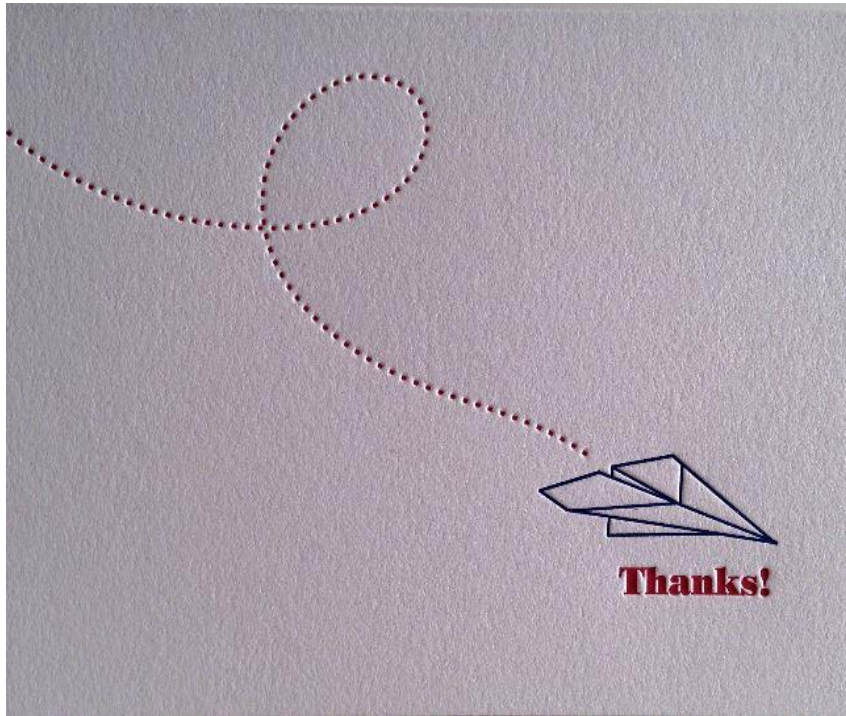
Total Number of Sessions	Q3 = 23,445 (Q2 = 23,418) Average 255/day Up 0.12% over Q2 2016		
Where Visitors Live (top 3)	Truckee - Tahoe 3,787 Visitors Up 16% from Q2	San Francisco - Bay Area 1,186 Visitors Up 22% from Q2	Reno - Incline Village 926 Visitors *IV added this Q3 to total. No previous comparison Worldwide 17,546 Visitors
Most Visited Pages (top 4)	#1 Webcam - 15,416	#2 Home Page - 11,651	#3 FLT Procedures & NAP's - 1,088 #4 Flt Planning - 819

Level I – Community Sponsorship Program

Approved Requests Fiscal year 2015-2016

COMMUNITY NON PROFIT ORGANIZATION	SPONSORSHIP AMOUNT	COMMUNITY NON PROFIT ORGANIZATION	SPONSORSHIP AMOUNT
2041 Foundation - Leadership on the Edge	\$500.00	Truckee Day	\$1,000.00
Truckee AYSO - Truckee Tornado U10 Girls	\$500.00	Truckee Follies	\$1,500.00
Glenshire Elementary School PTO	\$500.00	Kindred Art and Folk Institute	\$500.00
Project Graduation	\$500.00	Tahoe Food Hub	\$1,500.00
American Cancer Society (Relay for Life)	\$500.00	Truckee Pop Warner / Truckee Youth Football	\$200.00
Placer County Search and Rescue	\$250.00	Tahoe Institute for Natural Science	\$500.00
Headwaters Science Institute	\$500.00	Truckee High Wrestling Team	\$800.00
Sierra Senior Services	\$500.00	Tahoe City Downtown Association	\$1,500.00
Truckee High School Alpine Ski Team	\$1,000.00	Truckee Donner Chamber	\$500.00
Church of the Mountains	\$1,000.00	Sierra State Parks Foundation	\$1,500.00
Truckee High School - Baseball	\$1,000.00	Tahoe Expedition Academy	\$1,000.00
Sierra Business Council	\$1,000.00	North Tahoe Arts	\$250.00
Truckee Rodeo Association	\$500.00	Truckee Donner Recreation & Parks District	\$250.00
Truckee River Watershed Council	\$3,000.00	Truckee Donner Recreation & Parks District	\$250.00
Truckee Baseball Foundation	\$1,000.00	Truckee Tahoe Soaring Association	\$3,000.00
Truckee Tahoe High School - Football	\$1,790.00	TNT Junior Development Cycling Team	\$1,000.00
Celebration Party Rentals	\$540.00	Sierra Senior Services	\$1,000.00
Civil Air Patrol	\$996.00	South Yuba River Citizens League	\$250.00
Achieve Tahoe	\$1,500.00	Tahoe Safe Alliance	\$1,000.00
Girls on the Run Sierras	\$500.00	Crystal Compass (SELS)	\$1,000.00
Truckee High School Softball Team	\$1,000.00	Placer County Search and Rescue	\$250.00
North Tahoe Business Association (NTBA)	\$2,000.00	SELS	\$211.44
		Fiscal Year 2015-2016 Total =	\$39,537.44
		Green = Q3 Recipients Calendar year 2016	

Letters of Sponsorship Appreciation



- **North Tahoe Arts**
- **Sierra Business Council**
- **Sierra Senior Services**
- **Tahoe Safe Alliance**

Use of Airport & Community Rooms

- AirShow & Family Festival Committee
 - American Red Cross
 - CHP - Mental Illness Response Training
 - Civil Air Patrol - Mission To Mars
 - Girl Scouts Troop #660
 - Los Medicos Voladores
 - Mountain Bells
 - Palisades HOA
 - Sierra Senior Services
 - Tahoe Expedition Academy
 - Tahoe Forest Hospital
 - Toastmasters
 - Truckee Donner Chamber of Commerce
 - EDD Tax Seminar
 - Good Morning Truckee
 - Knowledge Bites
 - Truckee Rotary
 - Truckee Tahoe Swim Team
 - Truckee Tribe Lacrosse
 - TTAD - ACAT
 - TTAD - Board of Directors
 - TTAD - Speaker Event Series
 - TTAD - Staff Meetings
 - Wolfe Estates HOA
- * Total number of scheduled meetings for calendar year 2016 = 402**