

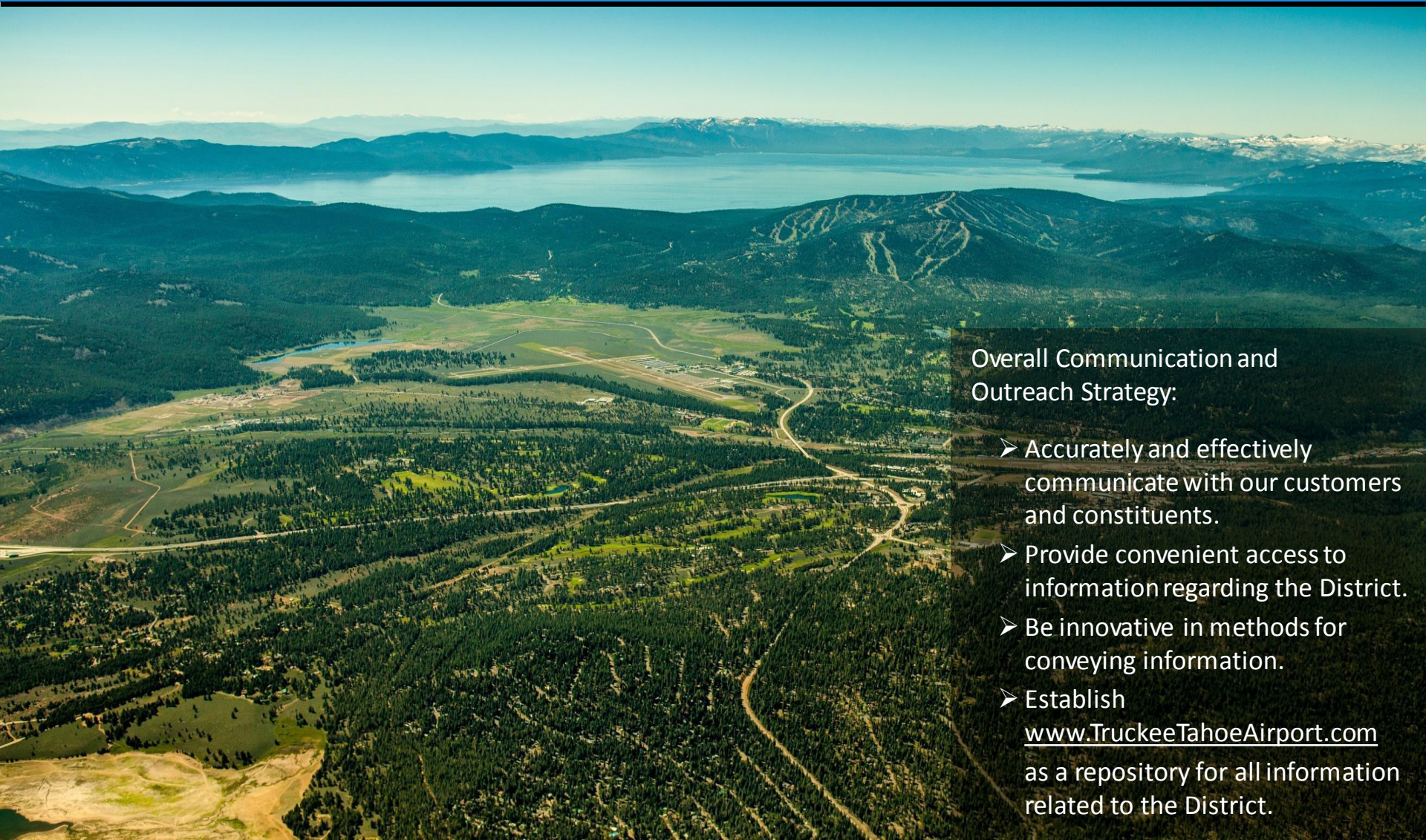


# TTAD Communications & Outreach Report

Quarter 4 - 2016

End of District Calendar Year

# “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 a repository for all information related to the District.

# Q4 2016

## Current Communication Methods



# Q4 2016

## Airport Highlights



- **TDPUD, Annual Community Block Party – Glenshire**
- **Run The Runway Inaugural TTAD Event (Pictured)**
- **Truckee Donner Chamber of Commerce, Awards Dinner**
- **North Face 2018 Clothing Line Fashion Show, Hangar A-9**
- **Town of Truckee, Annual Big Truck Event**
- **TTAD Speaker Event, Zen Pilot Robert DeLaurentis’ Flight Around the World**
- **Truckee High, S.T.E.A.M. Career Event**
- **TTAD Public Elections: Directors O’Dette, Stephens and Wallace elected to 4 year terms**
- **Community Soup Night, Tahoe Food Hub & Red Truck Café, Main Terminal Bldg.**
- **Toys For Tots (Airport sponsored temporary storage space)**
- **Truckee Community Christmas (Airport sponsored temporary storage space)**
- **TTAD Board meeting summary report Neighborhood Outreach Meetings**
- **Truckee Roundhouse Makerspace Grand Opening (Airport sponsored facility use space)**
- **TTAD Employee Christmas Party, Alpine Club Northstar**
- **Safety Training Drill (Scenario based training with TTAD staff, Truckee Fire & Truckee Police)**
- **Sierra Aero Annual “Glogg” Christmas Party**
- **Santa Fly In (over 200 attend during a major rain event)**
- **TTAD gets occupancy permit for the Warehouse Office Building and Clear Capital moves in**
- **Truckee Tahoe Airport co-sponsors Downtown Truckee Free Holiday Shuttle**

# Community & Pilot Outreach Events Calendar Year 2016



## KTRK MANAGED / ATTENDED EVENTS (x26)

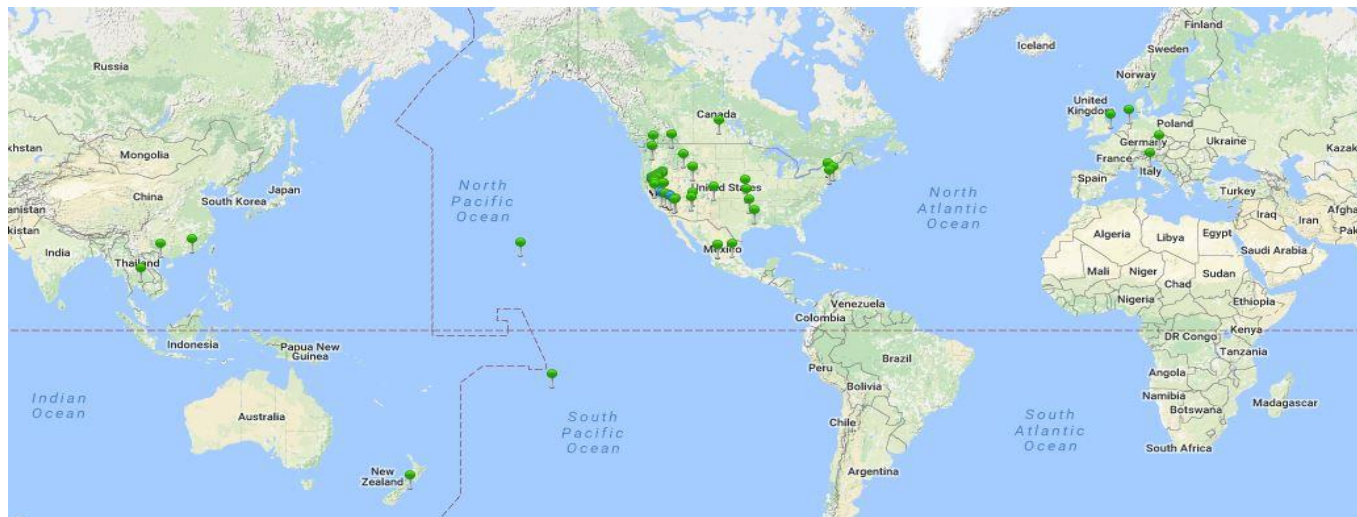
- **NBAA – Tampa, FL “Schedulers & Dispatchers Conference”**
- **Truckee Thursdays** (x5)
- **AirShow & Family Festival**
- **Truckee Roundhouse Makerspace Town Event (Grand Opening Pictured)**
- **Glenshire HOA Block Party**
- **Speaker Events** (x4)  
**FAA FAST / Dr. Tony Kern / Nicole Dorr / Robert 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 (Pictured)**

## 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 at Red Truck Cafe** (x2)
- **North Face 2017-2018 Clothing Line Fashion Show Hangar A-9**

# Q4 2016

## E-News Blast (Campaign Monitor)



<u>TOPIC</u>	<u>RECIPIENTS</u>	<u>OPENED</u>	<u>DATE</u>
• Run The Runway TTAD Inaugural Event	594	50%	10/05/2016
• October Airport Community News E-Blast	631	53%	10/18/2016
• November Airport Community News E-Blast	790	50%	11/23/2016
• Winter Ops at KTRK	776	57%	11/28/2016
• Airport Operations	459	59%	12/01/2016
• Terminal Building Christmas Closure	448	53%	12/22/2016

# Q4 2016

## Press Coverage



### TOPIC

### DATE

### OUTLET

- Inaugural “Run The Runway”, 5K & ¾ Mile Fun Run 10/04/2016 Sierra Sun, NLT Bonanza
- Sugar Pine Trees, Seedling Planting Sponsored by TTAD 10/13/2016 Sierra Sun, NLT Bonanza
- Kevin Sloane TTAD Hangar Tenant and Pilot Personality 10/20/2016 Tahoe Weekly
- Community Soup Night at TTAD sponsored by Red Truck Cafe 11/07/2016 Intelligent Aerospace
- TTAD Board Reviews Community Noise and Annoyance Ideas 11/17/2016 Sierra Sun, NLT Bonanza
- Truckee Radio TTAD special Event Coverage Misc. Dates 101.5 Radio
- TTAD & Truckee Roundhouse Makerspace 12/07/2016 Sierra Sun, NLT Bonanza
- Tahoe City Ice Rink, TTAD Recognized as a Major Donor 12/16/2016 Sierra Sun, NLT Bonanza
- Truckee Roundhouse Makerspace article and video link 12/16/2016 Sierra Sun, NLT Bonanza
- Santa Fly-In at TTAD 12/21/2016 Sierra Sun, NLT Bonanza

# Q4 2016

## Social Media

### INSTAGRAM

Launched 02/01/2016

182 Followers - as of Q4 2016

Average 1-2 posts per week

### FACEBOOK

Launched 06/01/2015

724 Fans - as of Q4 2016

Facebook Page Rating: 4.4 out of 5.0

Average 2-3 posts per week

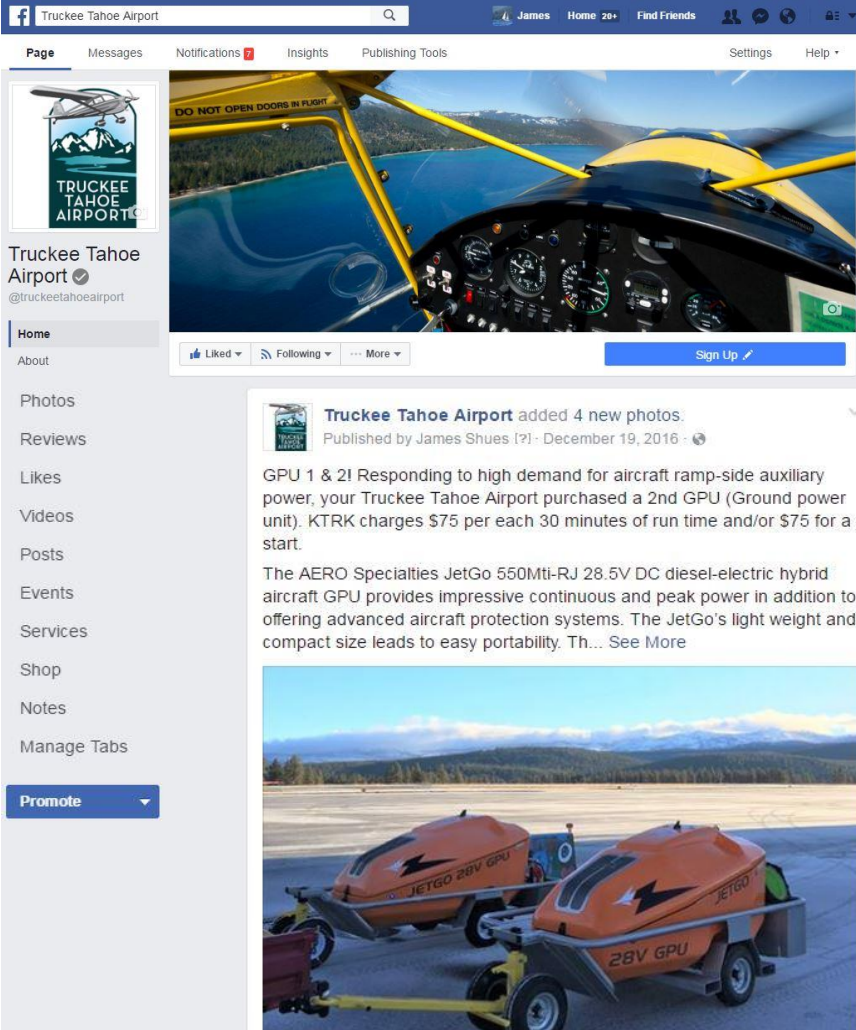
Highest Single Post Reach: 1,355 on 11/29/2016

Topic: Phred Stoner Retirement

Women: 51%

Men: 49%

Primary locations: Truckee-Tahoe, Reno,  
Northern California



The screenshot displays the Facebook profile for Truckee Tahoe Airport. The profile picture is a logo with a mountain and the text 'TRUCKEE TAHOE AIRPORT'. The cover photo is a cockpit view of a yellow aircraft. A post from James Shues, dated December 19, 2016, is visible. The post text reads: 'GPU 1 & 2! Responding to high demand for aircraft ramp-side auxiliary power, your Truckee Tahoe Airport purchased a 2nd GPU (Ground power unit). KTRK charges \$75 per each 30 minutes of run time and/or \$75 for a start. The AERO Specialties JetGo 550Mt-RJ 28.5V DC diesel-electric hybrid aircraft GPU provides impressive continuous and peak power in addition to offering advanced aircraft protection systems. The JetGo's light weight and compact size leads to easy portability. Th... See More'. Below the text is a photo of two orange JetGo 28V GPU units on a tarmac.

Truckee Tahoe Airport

GPU 1 & 2! Responding to high demand for aircraft ramp-side auxiliary power, your Truckee Tahoe Airport purchased a 2nd GPU (Ground power unit). KTRK charges \$75 per each 30 minutes of run time and/or \$75 for a start.

The AERO Specialties JetGo 550Mt-RJ 28.5V DC diesel-electric hybrid aircraft GPU provides impressive continuous and peak power in addition to offering advanced aircraft protection systems. The JetGo's light weight and compact size leads to easy portability. Th... See More



# Q4 2016

## KTRK Website Stats



THE TRUCKEE TAHOE AIRPORT DISTRICT WELCOMES YOU!

### RAMP ACCESS GATE CLOSURE



Ramp access gates #5 (AirShow Way by the blast fence) and Gate 6 (west side of the terminal building) will be closed 24/7 starting Monday, January 9, 2017. For the full story regarding the planned closure of KTRK ramp access gates [please click here](#).

AIRPORT COMMUNITY NEWS

- OPERATIONS & MAINTENANCE DIRECTOR RETIRING** Dec 27, 2016  
Long time Operations and Maintenance Director Phred Stoner is retiring. [Click heading for full story.](#)
- NO SERVICES AVAILABLE XMAS DAY AT KTRK** Dec 26, 2016  
The Terminal Building and Ramp Access gates will be closed XMAS Day. No services will be available. [Click heading for details.](#)
- SPECIAL AIRPORT BOARD MEETING** Dec 22, 2016  
Friday, January 6, 2017, 1:00pm, Terminal Bldg., Board Room A. Meeting agenda will be posted at the end of business day 12/30/2016.
- SANTA FLY-IN A LOCAL HOLIDAY FAVORITE** Dec 10, 2016  
Santa and Mrs Claus flew into your Truckee Tahoe Airport to see all the kids on Saturday, December 10th! [Click heading for full story.](#)
- TRUCKEE, BASE CAMP FOR A BIG LIFE (video)** Dec 08, 2016

**We had 30,990 visitors and 50,771 page views to the TTAD website in Q4 2016.**

**How did people find our site?**

- Direct (straight to website): 14,016 (45%)**
- Organic (search i.e. Google): 12,983 (42%)**
- Referral (from other websites): 3,748 (12%)**
- Social Media (Facebook): 243 (1%)**

# Q4 2016

## KTRK Website Visitor Stats

TruckeeTahoeAirport.com | October 01, 2016 – December 31, 2016

Total number of visitor website sessions:

Q4 = 30,990 Average 337/day

Q3 = 23,445 Average 255/day

Q4 visitor traffic up 32% over Q3

Where top 5 percentage of website visitors live:

USA = 26,738 (86.28%)

California = 19,519 (73.00%)

Nevada = 738 ( 6.50%)

Texas = 789 ( 2.95%)

Washington = 354 ( 1.32%)

Arizona = 350 ( 1.31%)

Of 50,771 page views, top 8 most visited web pages:

Webcam = 24,326 (47.91%)

Home Page = 10,486 (20.65%)

Staff = 703 ( 1.38%)

Flight Planning = 667 ( 1.31%)

Flight Procedures = 640 ( 1.26%)

Board Page = 622 ( 1.23%)

Meetings = 595 ( 1.17%)

Hangars = 575 ( 1.13%)



# Q4 2016

## Use of Airport & Community Rooms

- AirShow & Family Festival Committee
- American Red Cross
- Asante Fair Trade African Gift Fair
- CareFlight
- CFI Dave Tranquilla – Check Ride
- CHP – Driver Training
- Civil Air Patrol - Mission To Mars
- Friends of Truckee Library
- Girl Scouts Troop #660
- Los Medicos Voladores
- Mountain Bells
- Pine Forest HOA
- Santa Fly-In Bag Stuffing
- SHRA-HR Training
- Sierra Senior Services
- Stonewood HOA
- SWEP
- Tahoe Backcountry Ski Patrol
- Tahoe Expedition Academy
- Tahoe Forest Hospital
- Tahoe Regional Arts Foundation
- TNT Junior Development Cycling Team
- Toastmasters
- Truckee Donner Chamber of Commerce
  - Good Morning Truckee
  - Knowledge Bites
- Truckee Fire Protection District
- Truckee High – JV Football
- Truckee Rotary
- Truckee Roundhouse Makerspace
- Truckee Tahoe ALUC
- Truckee Tahoe Swim Team
- Truckee Tribe Lacrosse
- TTAD – ACAT
- TTAD – AED/CPR Staff Training
- TTAD - Board of Directors
- TTAD - Speaker Event Series
- TTAD - Staff Meetings

**\* Total number of scheduled meetings in Board Rooms  
A&B for calendar year 2016 = 415**

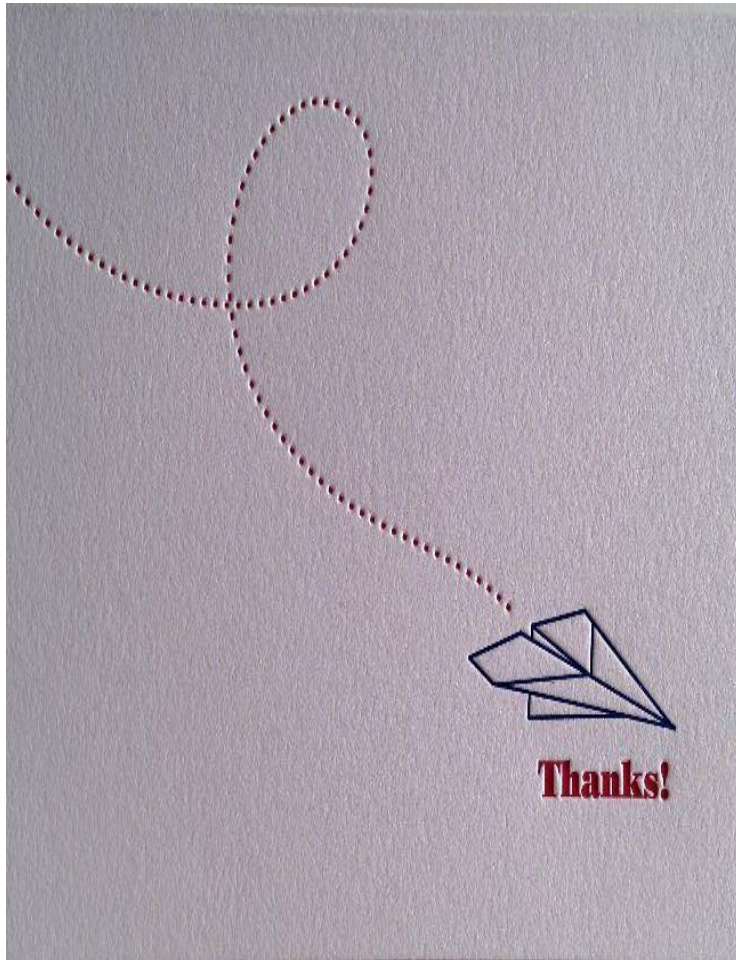
# Q4 2016

## Community Sponsorship Program

<u>COMMUNITY NONPROFIT ORGANIZATION</u>	<u>SPONSORSHIP AMOUNT</u>
• Truckee River Watershed Council (Adopt-A-Stream Project Gap Funding)	\$ 3,000
• Sierra Watershed Education Partner (SWEP Film Festival)	\$ 1,000
• Truckee Tahoe Civil Air Patrol (CAP Mission To Mars Summer Camps)	\$ 1,500
• Church of the Mountains (Emergency Warming Center)	\$ 1,000
• Headwaters Science Institute (Middle School Research Project)	\$ 1,000
• Tripoli Rocketry Association (STEAM Events)	\$ 3,000
• Glenshire Elementary PTO (Event Sponsorship)	\$ 500
• Big Brothers Big Sisters (Mentoring Program)	\$ 2,500
• Town of Truckee (Holiday Transportation Shuttles)	\$ 3,000
• North Lake Tahoe SNOWFEST (Event Sponsorship)	\$ 1,500
• Sierra Senior Services (Event Sponsorship)	\$ 500
<hr/>	
Community Sponsorship TOTAL for Q4 2016	\$18,500
Community Sponsorship BUDGET for 2016 - 2017 Fiscal Year	\$40,000
Community Sponsorship TOTAL FUNDED for 2015 - 2016 Fiscal Year	\$39,537

# Q4 2016

## Letters of Sponsorship Appreciation



- Boys and Girls Club of North Lake Tahoe Truckee
- Family Resource Center of Truckee
- Girls On The Run
- Glenshire Elementary PTO – Santa’s Breakfast
- Sierra Expeditionary Learning School
- Sierra Senior Services
- Tahoe City Downtown Association
- Tahoe Safe Alliance
- Tahoe Truckee Community Foundation
- TT Excellence in Education Foundation – Challenger
- TTUSD 5<sup>th</sup> Grade Classes Challenger Space Museum
- TNT Junior Cycling Development Team
- Truckee Chamber of Commerce
- Truckee Community Christmas
- Truckee High Ladies Softball
- Truckee Pop Warner Youth Football
- Truckee Pro Rodeo Association
- Truckee River Watershed Council
- Truckee Wrestling (TTUSD)