

Tranquility Campaign

Project Fact Sheet

February 2, 2016

- Tranquility Campaign is designed to reach the passengers and pilots of aircraft in an effort to influence behavior.
- Original Ad campaign targeted Martis Camp, Lahontan, Tahoe Donner and Northstar.
- New Ad created.
- Signs in restrooms.
- Signs at entrance to building from ramp
- Signs at UNICOM
- Signs at stairs.
- Vehicle Access Policy will include provisions for “Tranquility” campaign literature from driver to passengers.
- Staff continues to develop this program.

Ancillary Considerations

- Is a challenge to measure effects and to find targeted audiences
- New Pilot Outreach Coordinator would if approved will enhance this program.