



# TTAD Communications & Outreach Report

Quarter 2, 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](http://www.TruckeeTahoeAirport.com) as repository for all information related to the District.

# Current Communication Methods

Community &  
Pilot Outreach

E-NEWS Blasts

Press  
Coverage

Printed  
Publications

Social Media

TTAD Website



# Community & Pilot Outreach Events Calendar Year 2016



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

# Airport Highlights Q2 2016

- **ACAT - new member Lisa Krueger joins team**
- **Boat Inspection Station operations begin on south ramp for Summer 2016**
- **Civil Air Patrol's "Mission To Mars" summer camp week #1 in Hangar 2**
- **"CONNECTED" Summer 2016 Community News Letter (21K copies mailed)**
- **Earth Day Waddle Ranch Sugar Pine planting**
- **Golf / Hotel hangar row asphalt reconstruction begins**
- **Long Term Parking Lot moved to new lot location**
- **Skydiving operations begin at KTRK**
- **Soar Truckee begins summer operations**
- **Speaker Series – Dr. Tony Kern speaks on "Human Performance"**
- **Staff Event "RENO ACES" ball game**
- **UNICOM Mid West ATC consultant starts summer season observations & training**

# E-News Blast (756 current subscribers)



TOPIC	RECIPIENTS	OPENED	DATE
• June KTRK Community E-News	503	52%	6/30/16
• Golf / Hotel Row Construction Update	269	50%	6/24/16
• Long Term Parking – New Location	87	68%	6/23/16
• Jet Ramp Construction – West Side Alpha Hangar Tenants	35	69%	6/14/16
• May KTRK Community E-News	286	51%	5/11/16
• Noise Reporters - Get KTRK NEWS, Sign Up Online	70	64%	5/04/16
• AOPA ASN Truckee Tahoe Airport	288	63%	4/19/16

# Press Coverage

<b>Article Title</b>	<b>Date</b>	<b>Outlet</b>
<b>EAA – 3 Tahoe Truckee kids get scholarships to attend Oshkosh Air Academy</b>	<b>4/01/16</b>	<b>Sierra Sun</b>
<b>Truckee Tahoe AirShow – Top 10 Things to Know About the Show</b>	<b>5/24/16</b>	<b>PR Web</b>
<b>Give Back Tahoe: Emergency Cold Weather Warming Center Saves Lives</b>	<b>5/25/16</b>	<b>Sierra Sun</b>
<b>TTAD Prepping for 5<sup>th</sup> Annual AirShow &amp; Family Festival</b>	<b>6/09/16</b>	<b>Tahoe Weekly</b>
<b>Clear Capital's Move</b>	<b>6/09/16</b>	<b>Sierra Sun</b>
<b>Major Construction Finish Line – Clear Capital</b>	<b>6/16/16</b>	<b>Moonshine Ink</b>
<b>Challenger Learning Center</b>	<b>6/28/16</b>	<b>Sierra Sun</b>
<b>North Tahoe 6<sup>th</sup> Graders Study How Erosion Affects Their Backyards</b>	<b>6/28/16</b>	<b>Sierra Sun</b>

# Social Media

**INSTAGRAM** Launched 02/01/16  
108 Followers.....as of Qtr 2, 2016

**FACEBOOK** Launched 06/01/15  
648 Fans.....as of Qtr 2, 2016

Highest Reach, unpaid: 4,219

**Fans:**

Women: 51%

Men: 49%

Primary locations: Truckee / Reno /  
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...

593 likes +2 this week  
Peter Beaupre and 6 other friends

1,318 were here +13 this week  
Mark Covey and 3 others

See Pages Feed  
Posts from Pages you've liked as your Page

Invite friends to like this Page

344 post reach this week

ABOUT

10356 Truckee-Tahoe Airport Rd  
Truckee, CA Save

(530) 587-4119

Add Price Range

http://www.truckeetahoeairport.com/

Impressum [?]

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



# Website Stats

**TRUCKEE TAHOE AIRPORT** 72°F QUICK LINKS WEBCAM BOARD INFO CONTACT REPORT NOISE Search

HOME AVIATION INFORMATION AIRPORT GUIDE ADMINISTRATION GIVING BACK VISITING NEWS

Connected By More Than A Runway

OUR MISSION

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 PUBLIC/CLUBBY CENTER BOARD ROOM 221 Fairway Drive, Tahoe City, CA
Tuesday, July 19 6:00 p.m.	SERRA MEADOWS, NORTHSTAR, PONDEROSA FRANCIS, & MARTIN VALLEY SOUTH	HAMPTON INN 1951 State Highway 202, Truckee, CA
Wednesday, July 20 6:00 p.m.	TAHOE DONNER, DOWNTOWN TRUCKEE, DONNER LAKE, & OTHER	THE LODGE RESTAURANT & PUB 12850 Northwoods Blvd., Truckee, CA
Monday, August 1 6:00 p.m.	PROSSER HIGHLAND, ALDEN HILL, PROSSER LAKEVIEW ESTATES, COACHLAND, & S&M'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, & PONDEROSA RAINWAY ESTATES	TERRIFIC COMMUNITY RECREATION CENTER 8924 Donner Pass Road, Truckee, CA
Wednesday, August 3 6:00 p.m.	SLLENHIRE	SLLENHIRE CLUBHOUSE 16724 SLENNHIRE DRIVE, TRUCKEE, CA

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.

**TISA 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 23,418 visitors to the TTAD website in Q2, how did people find our site?

- **Organic (search i.e. Google):**  
9,790 (42%)
- **Direct (straight to website):**  
9,755 (41%)
- **Referral (from other websites):**  
3,762 (16%)
- **Social Media (Facebook):**  
111 (.05%)

# Website Visitor Stats

truckeetahoeairport.com | April 1 – June 30, 2016

<b>Total Number of Sessions</b>	<b>Q2 = 23,418 (Q1 = 34,373)</b> <b>Average 260/day</b> <b>Down 31.8% over Q1 2016</b>		
<b>Where Visitors Live (top 3)</b>	<b>Truckee – Tahoe</b> <b>3,271 Visitors</b> <b>Up 6.8% from Q1</b>	<b>San Francisco – Bay Area</b> <b>966 Visitors</b> <b>Down 57.8% from Q1</b>	<b>Reno Area</b> <b>569 Visitors</b> <b>Down 56% from Q1</b>  <b>Worldwide</b> <b>18,612 Visitors</b>
<b>Most Visited Pages (top 5)</b>	<b>#1 Webcam – 19,099</b>	<b>#2 Home Page – 9,831</b>	<b>#3 Staff – 849</b>  <b>#4 H.R. Page - 779</b>  <b>#5 Flt Planning - 775</b>

# Level I – Community Sponsorship Program

## Approved Requests Q2 2016

Girls on the Run	5K Run June 4 <sup>th</sup>	4/04/16	\$ 500
Truckee High School Softball Team	Team sponsorship	4/04/16	\$ 1,000
North Tahoe Business Association (NTBA)	Summer concert park ranger	4/04/16	\$ 2,000
Truckee Follies	Band sponsorship	4/11/16	\$ 1,500
Kindred Art and Folk Institute	Adventure Spring Festival	5/09/16	\$ 500
Tahoe Food Hub	Farm to Market Program	5/09/16	\$ 1,500
TRK Pop Warner / Youth Football	Various programs	5/09/16	\$ 200
Tahoe Institute for Natural Science	Event sponsorship	5/09/16	\$ 500
Truckee High School Wrestling Team	Table-top score clock	5/09/16	\$ 800
Tahoe City Downtown Association	Concerts at Commons Beach	5/27/16	\$ 1,500
Truckee Donner Chamber	2016 4 <sup>th</sup> of July Parade	5/27/16	\$ 500
Sierra State Parks Foundation	Donner Memorial Annual Gala	5/27/16	\$ 1,500
Truckee Donner Rec & Parks District	July 4 <sup>th</sup> Games West End Beach	6/09/16	\$ 250
Mike Brown Splash In	Annual float plane event	6/13/16	\$ 3,000
Truckee Donner Rec & Parks District	Ballfield sign at Regional Park	6/16/16	\$ 250
			<u>\$15,500</u>

# Boys & Girls Club of NLT / Truckee Update

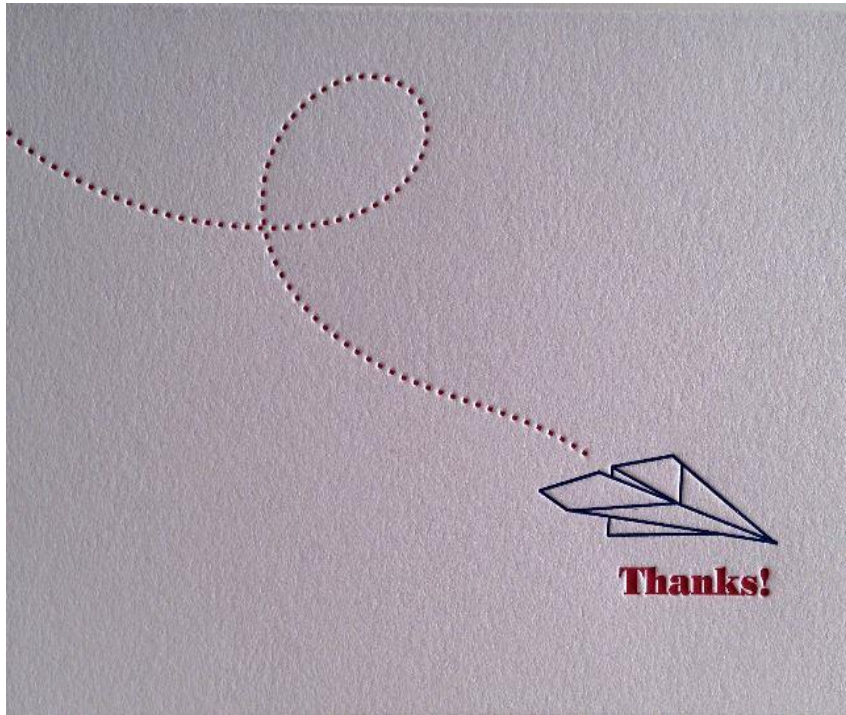
The Truckee Tahoe Airport Board approved a 3 year partnership funding program for a full time S.T.E.M. Coordinator with the Boys & Girls Club of NLT / Truckee. Will Sinnott was hired to fill this position and is now deeply involved with the day to day operations of the Boys and Girls Club, (currently at 1,586 members strong). The following is an update of the benefits and activities this new position has provided not only for the Boys and Girls Club, but also for the Truckee Tahoe Airport District and its constituents to date in 2016.

- C.A.P “Mission To Mars” summer camp volunteer June 27 - July 2 and July 25 - 30
- Challenger Learning Center Field Trip – 8 event introductions to 13 - 5<sup>th</sup> Grade classes
- BGC onsite “Aviation & STEM Summer Camp” w/ Young Eagles Flights July 11-16 (15 kids enrolled)
- KTRK honored as “Partner of the Year”
- Lego, Robotics & Aviation School Program run at Truckee and Kings Beach sites
- TTAD booth staffing volunteer
  - Truckee Thursday Events (x2)
  - High School STEM Event
  - Town of Truckee Big Truck Event





# Letters of Appreciation



- **AYSO North Tahoe & Truckee Clubs**
- **Boys And Girls Club of NLT / Truckee**
- **Girls on the Run**
- **KidZone Museum**
- **Sierra Expeditionary Academy**
- **Tahoe Food Hub**
- **Tahoe Institute for Natural Science**
- **Tahoe Truckee Community Foundation**

# Use of Airport & Community Rooms

- ACAT
- Adventure Risk Challenge
- Airport Land Use Commission (ALUC)
- AirShow & Family Festival Committee
- CHP – Mental Illness Response Training
- Civil Air Patrol – Mission To Mars
- Family Resources Center of Truckee
- Girl Scouts Troop #660
- Mountain Area Preservation
- Mountain Bells
- National Rural Accountable Care Consortium
- Nevada County Arts Council
- Sierra Nevada Conservancy
- Sierra Senior Services
- Tahoe Expedition Academy
- Tahoe Regional Arts Foundation
- Tahoe Trampler – Wilderness First Aide
- Tahoe Truckee Community Foundation
- TNT/TMA
- Toastmasters
- Truckee Donner Chamber of Commerce
  - Good Morning Truckee
  - Knowledge Bites
  - Placed Based Marketing
  - Public Private Partners
- Truckee Donner Rec & Park District
- Truckee Little League
- Truckee Swim Team
- TTAD - ACAT
- TTAD - Board of Directors
- TTAD - Operations Ground School
- TTAD - Speaker Event Series
- TTAD - Staff Meetings