



**TRUCKEE TAHOE AIRPORT DISTRICT
BOARD OF DIRECTOR STAFF REPORT**

AGENDA TITLE: Godbe Research, Community and Pilot Survey
MEETING DATE: March 22, 2017
PREPARED BY: Marc R. Lamb, Aviation & Community Services Manager
PRESENTATION BY: W. Bryan Godbe, M.A., President Godbe Research

RECOMMENDED ACTION: Staff is requesting the Board review the survey, its methodology, the proposed timeline, and provide direction with one final “timely” survey question. Staff is also requesting Board approval in authorizing the Board President to sign and enter into a contract with Godbe Research for the May - June 2017 “Community and Pilot Survey”.

DISCUSSION: A new 2017 Godbe Research survey would build on historical survey data and continue to measure the District’s progress with not only its community outreach and partnership programs, but also take the pulse of current public opinion surrounding TTAD.

The District hired Godbe Research in 2005 to poll the local community on levels of awareness and general favorability of the Airport, its actions related to land use, annoyance, growth, traffic, and community character. Extensive discussion related to the survey content took place among a special group of Board members, ACAT members, staff members, and community participants. The long term value of the survey has become apparent following its inception in 2005 and deployment in 2009 and again in 2013.

In general the survey result trends from 2005 until 2013 show positive improvement in the District’s efforts to inform constituents, promote programs and services, and assure the broad community that action is being taken in a number of key areas. The data supports increased awareness of the District mission, the efforts being taken to reduce community annoyance, and the District’s overall level of community involvement and support. Staff anticipates the use of the unified questioning methods will yield valuable data guiding the Board and Staff through strategic decisions in the areas of public communications, noise and annoyance, land use, and peak period growth.

Godbe Research is proposing using the latest methodologies with a hybrid approach at conducting meaningful and useful surveys. The hybrid approach involves using a combination of landlines, cellphones and emails to conduct community (resident) and pilot surveys 16-20 minutes in length.

With regards to one final “timely” survey question, some survey question ideas could include:

- Awareness of Emergency service helipad in Tahoe city and should the District build more/less of these facilities?
- Awareness and opinion related to District advocacy for commercial airline service enhancements out of Reno Tahoe International Airport?
- Awareness and/or public opinion on Hangar Development?
- Awareness or opinion related to Air traffic control/Tower project?
- Should the Airport District advocate and fund projects that address the workforce housing issues facing our community?

WHAT’S NEXT: TTAD staff will pre-market the survey. Godbe Research will add the final question, review existing historical data, pretest the proposed survey, do the field survey, analyze and compile reports on data collected, present the findings and offer post project support.

FISCAL IMPACT: \$36,500. Funding is included in the FY2017 Budget.

PUBLIC COMMUNICATIONS: Once approved, prior to the proposed May 25th launch date, staff would work with Godbe Research in marketing the survey through our standard means: website, social media, info flyers, local media and then once completed, make the presentation of findings and reports available publicly at a District Board meeting and again through all our standard marketing methods.

GODBE EXPERIENCE INFORMATION: The following is an excerpt provided by Godbe Research.

“Godbe Research, a State of California certified small business (SBE), was founded in January of 1990. The firm is a full-service public opinion research and revenue measure feasibility study agency that offers its clients extensive experience in public opinion research for community needs assessments, resident and voter priorities, public education and outreach strategies, ballot and revenue measure feasibility, strategic and master planning efforts, resident and user satisfaction, public sector marketing efforts, and other customized client needs. Our offices in Burlingame, CA (Corporate/California), Reno, NV (Southwest), and Bellevue, WA (Northwest) house a staff of highly trained and experienced researchers and a commitment to providing superior quality research and client services.

Since our founding in 1990, Godbe Research has conducted more than 2,500 public opinion research studies for a variety of public and private sector clients. Specific to our transportation related research, Godbe Research is an on call opinion research provider for the Southern California Regional Rail Authority/Metrolink, San Jose International Airport/SJC, Metropolitan

Transportation Commission/MTC, Santa Clara Valley Transportation Authority/VTA, San Francisco Municipal Transportation Agency/SFMTA, and Kern Council of Governments/KCOG. In addition, we are conducting research studies or have recently completed research studies for clients such as the Stanislaus Council of Governments/StanCOG, Oakland International Airport/OAK, Transportation Authority of Marin/TAM, San Carlos Airport, Los Angeles County Department of Public Works/LADPW, San Joaquin Council of Governments/SJCOG, Merced County Association of Governments (MCAG), City/County Association of Governments of San Mateo County/CCAG, Southern California Association of Governments/SCAG, Bay Area Rapid Transit/BART, San Luis Obispo Council of Governments/SLCOG, San Francisco County Transportation Authority/SFCTA, Caltrans/National Parks Service, Sacramento Area Council of Governments/SACOG, Sacramento Regional Transit (RT), and others. Specific to the Truckee Tahoe Airport District (District) and surrounding communities along the 50 and 80 highway corridors, Godbe Research has conducted three similar studies for the District in 2005, 2009, and 2013, as well as other public opinion research projects for clients such as the Nevada County Library, Northstar Community Services District, Donner Summit Area Association, Truckee Donner Recreation and Park District, County of El Dorado, City of Placerville, City of South Lake Tahoe, and others.”

ATTACHMENTS:

- Godbe Research Power Point
- 2013 Historical Godbe Research Survey with 2016 updates.
Full 1,164 page 2013 doc available for viewing at TTAD web link:
<https://truckeetahoeairport.com/administration/publications>