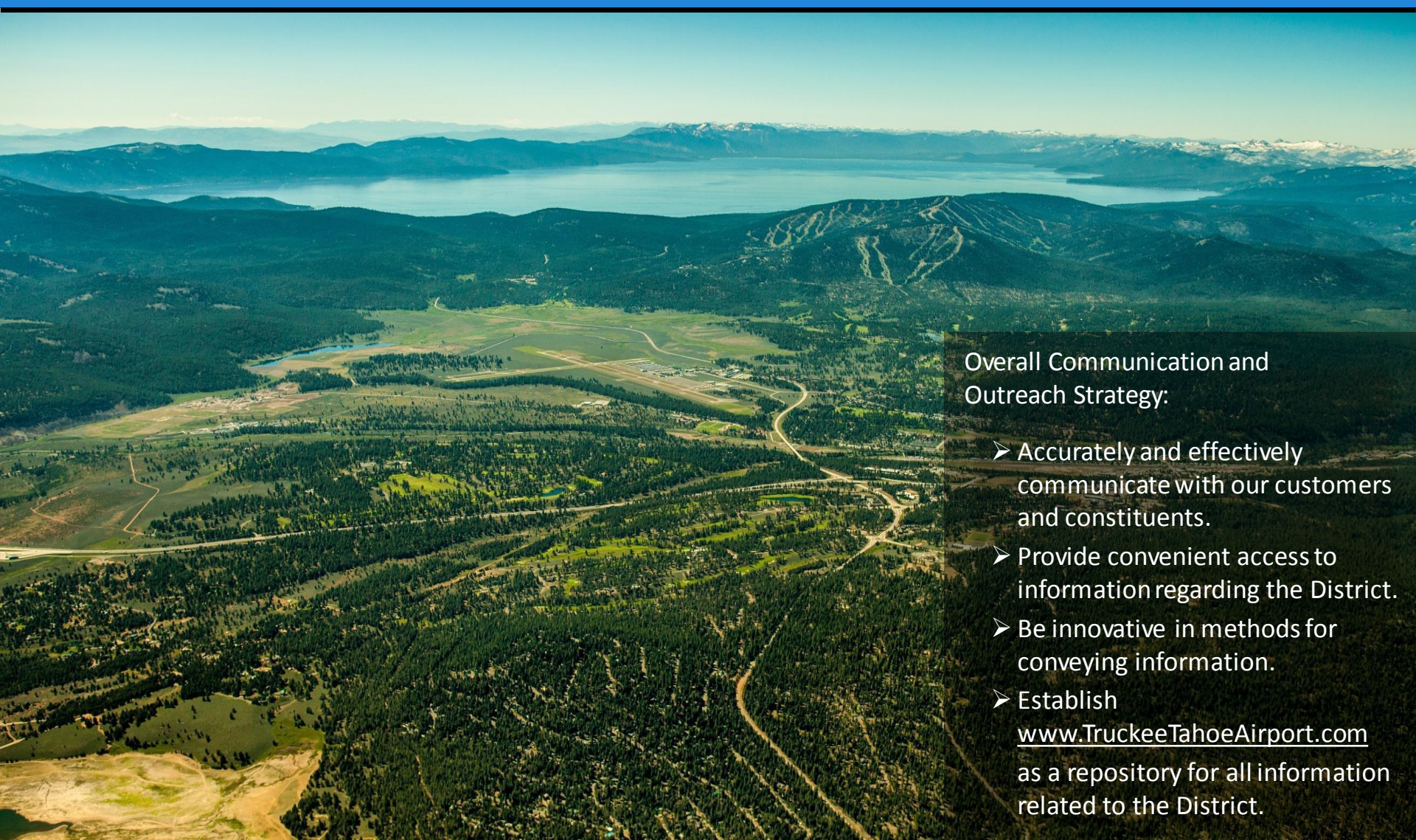




# TTAD Communications & Outreach Report

Quarter 1 - 2017

# “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.



Q1 2017

# Current Communication Methods



# Q1 2017

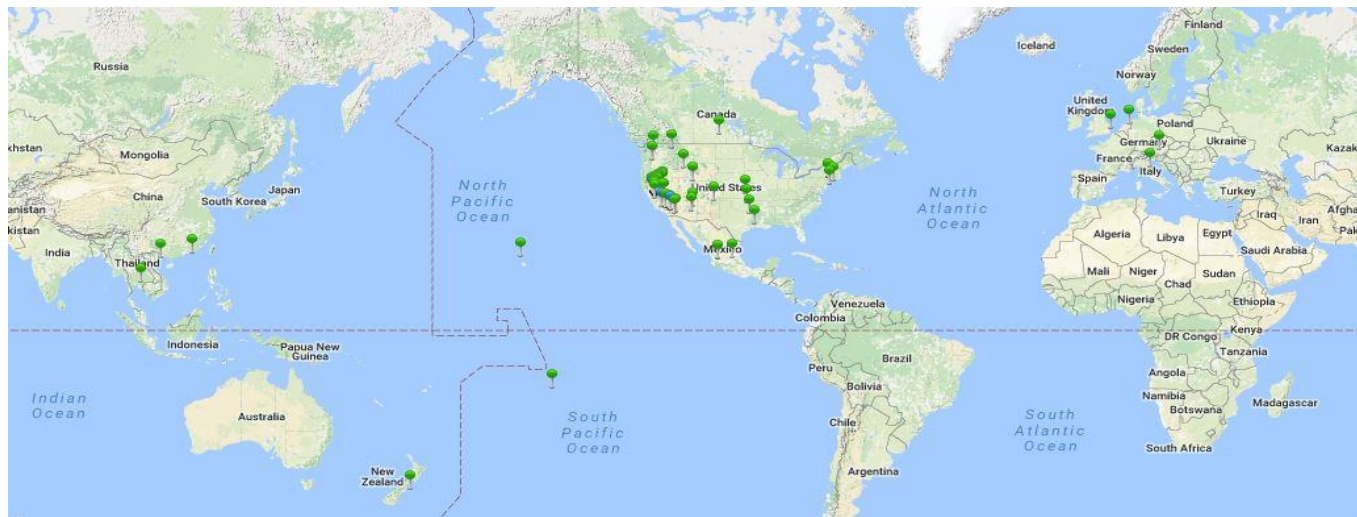
## Airport Events & Highlights

- **Airport provides Squaw Valley WORLD CUP event with 300 vehicle parking spots and shuttle stops**
- **ACAT member and TTAD staff attend annual UC Davis Aviation Noise Symposium**
- **Dave Hoffman is promoted as new Director of Operations & Maintenance**
- **Directors Hetherington and Van Berkem retire, O'Dette and Stephens sworn in**
- **FAA FFAST Speaker Event – Topics Winter Flying, Aeronautical Decision Making and Wake Turbulence (38 in attendance)**
- **Red Cross uses 100's of cots and blankets stored at KTRK for Orville Dam evacuation**
- **TTAD Accounting officially changes Fiscal Year to a standard Calendar Year**
- **Hangar 2 collapses due to record snow fall**
- **TTAD stores 1,000's of boxes of Girl Scout Cookies for local troop fundraising**



# Q1 2017

## E-News Blast (Campaign Monitor)



<u>TOPIC</u>	<u>RECIPIENTS</u>	<u>OPENED</u>	<u>DATE</u>
• March 2017 Community E-Blast	783	55%	03/30/2017
• February 2017 Community E-Blast	780	53%	02/20/2017
• Building and Hangar Access Update	782	57%	01/25/2017
• Snow Event KTRK Ops Update	466	58%	01/20/2017
• KTRK FAA FAAST Speaker Event	741	46%	01/17/2017
• KTRK Operational Update	787	51%	01/13/2017
• Snow Removal Operations & MLK Weekend	788	52%	01/10/2017
• Weather Alert – Flood Warning	462	62%	01/06/2017

# Q1 2017

## Social Media

### INSTAGRAM

Launched 02/01/2016

219 Followers - as of Q1 2017

Average 1-2 posts per week

### FACEBOOK

Launched 06/01/2015

786 Fans - as of Q1 2017 (all organic)

Facebook Page Rating: 4.5 out of 5.0

Average 2-3 posts per week

Highest Single Post Reach Q1 2017: 3,412

03/31/2017 Topic: Zagster Bikeshare Program

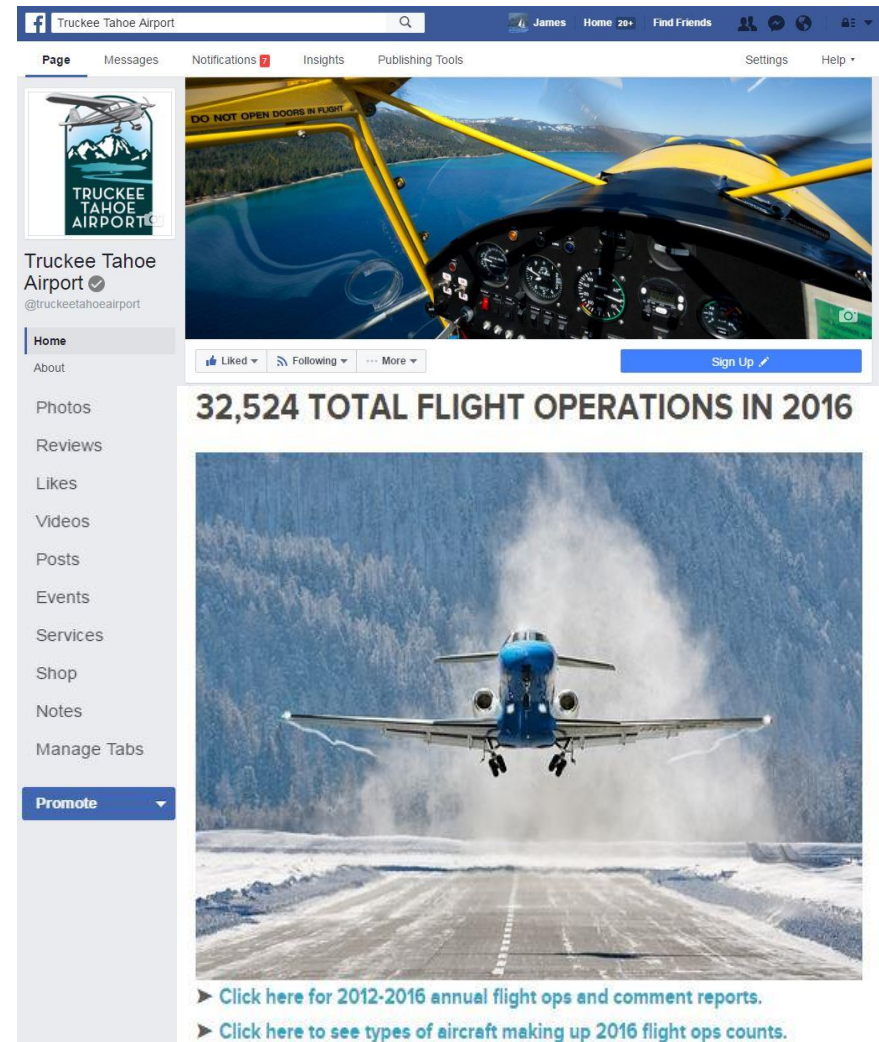
Women: 51% Men: 49%

Primary locations: Truckee-Tahoe, Reno,  
Northern California

### YELP

“People Love Truckee Tahoe Airport”

2016 Award – 4 out of 5 Star Rating



Truckee Tahoe Airport

Page Messages Notifications Insights Publishing Tools Settings Help

Truckee Tahoe Airport  
@truckeeatahoeairport

Home About Photos Reviews Likes Videos Posts Events Services Shop Notes Manage Tabs Promote

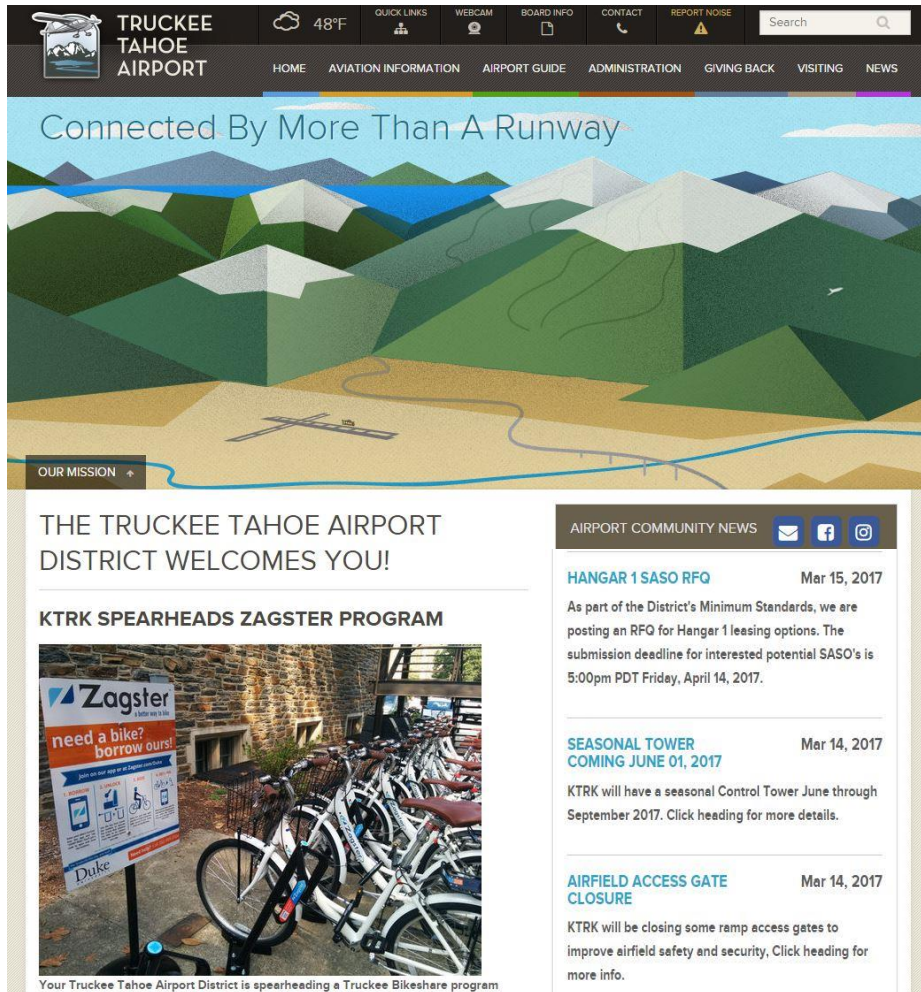
32,524 TOTAL FLIGHT OPERATIONS IN 2016

Click here for 2012-2016 annual flight ops and comment reports.  
Click here to see types of aircraft making up 2016 flight ops counts.



# Q1 2017

## KTRK Website Stats



**We had 60,400 visitors and 93,337 page views on the TTAD website in Q1 2017.**

**How did people find our site? (top 4)**

- **Direct (straight to website):  
24,835 (41%)**
- **Organic (search i.e. Google):  
24,825 (41%)**
- **Referral (from other websites):  
7,052 (12%)**
- **Social Media (Facebook):  
489 (1%)**

# Q1 2017

## KTRK Website Visitor Stats

TruckeeTahoeAirport.com | January 01, 2017 - March 31, 2017

Total number of visitor website sessions:

Q1 2017 = 60,400 Average 671/day

Q4 2016 = 30,900 Average 337/day

**Q1 visitor traffic up 95% over Q4 2016!**

Where top 5 (by percentage of website visitors live:

USA	=	55,757	(92.31%)
California	=	38,554	(69.15%)
Nevada	=	3,829	( 6.87%)
Texas	=	1,440	( 2.58%)
Ohio	=	910	( 1.63%)
Florida	=	888	( 1.59%)

Of 93,337 page views, top 8 most visited web pages:



Webcam	=	57,842	(61.97%)
Home Page	=	15,415	(16.52%)
Administration/HR	=	1,022	( 1.09%)
Flight Planning	=	943	( 1.01%)
Aviation/Advisory	=	832	( 0.89%)
Administration/Staff	=	802	( 0.86%)
Aviation/Procedures	=	740	( 0.79%)
Hangars	=	713	( 0.76%)



# Q1 2017

## Use of Airport & Community Rooms

- Adventure Risk Challenge
- AirShow & Family Festival Committee
- Army Corp of Engineers
- Coalition for a Drug Free World
- CFI Dave Tranquilla, Check Ride
- CFI Kevin Quinn, Check Ride
- CFI Kevin Sloane, Oral Interview
- Contractors Association of Truckee Tahoe
- Girl Scouts Troop #660
- Mountain Belles
- North Lake Tahoe Leadership Class
- PEO Chapter XR
- RASC
- River Coyote
- Sierra Avalanche Center Education Course
- Sierra Senior Services
- Sierra Regional Ski for Light
- SWEP
- Tahoe Backcountry Ski Patrol
- Tahoe Expedition Academy
- Tahoe Regional Arts Foundation
- Tahoe Regional Fine Arts
- Tahoe Truckee Democratic Club
- Toastmasters Truckee
- Truckee Donner Chamber of Commerce
  - Good Morning Truckee
  - Knowledge Bites
- Truckee Fire Protection District
- Truckee Lutheran Presbyterian Church Council
- Truckee Police Department - POA
- Truckee Roundhouse Makerspace
- Truckee Tahoe Swim Team
- Truckee Tribe Lacrosse
- TTAD - ACAT
- TTAD - Bid Opening - Shop Expansion
- TTAD - Board of Directors
- TTAD - Speaker Event Series
- TTAD - Staff Meetings
- TTAD - Staff Training – Verbal Judo
- TTUSD - Suicide Prevention Training
- Winter Creek HOA

# Q1 2017

## Community Sponsorship Program

<u>COMMUNITY NONPROFIT ORGANIZATION</u>	<u>SPONSORSHIP AMOUNT</u>
• North Tahoe Business Association	\$ 1,200
• North Tahoe High Cross Country Team	\$ 1,000
• North Tahoe High Swim Team	\$ 1,000
• Sierra Expedition Learning School (SELS) – Great Skate Event	\$ 1,000
• Sierra Expedition Learning School (SELS) – Robotics Program	\$ 1,000
• Tahoe Expedition Academy (TEA)	\$ 1,000
• Truckee Baseball Foundation	\$ 500
• Truckee High Girl's Softball Team	\$ 500
• Truckee High Project Graduation	\$ 1,000
• Truckee High Track and Field Team	\$ 1,000
• Truckee Tahoe Swim Team (at TDRPD)	\$ 700
<hr/>	
Community Sponsorship TOTAL for Q1 2017	\$ 9,900
Community Sponsorship BUDGET for 2016 - 2017 Fiscal Year	\$40,000
Community Sponsorship TOTAL FUNDED for 2016 - 201 Fiscal Year To Date	\$31,340

# Q1 2017

## Letters of Sponsorship Appreciation



- **Sierra Expeditionary Learning School - Robotics Team**
- **Sierra Senior Services**
- **Snowfest! North Lake Tahoe**
- **Tahoe Expedition Academy - Renewable Energy Technology and Markets Class**
- **Truckee Boosters "Project Graduation"**
- **Truckee High School Track and Field**