



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

AGENDA TITLE: Godbe Research, Community and Pilot Survey (Part 2)
MEETING DATE: April 19, 2017
PREPARED BY: Marc R. Lamb, Aviation & Community Services Manager

RECOMMENDED ACTION: As a requested follow-up to the March 22, 2017 Board meeting “Godbe Staff Report and Presentation,” staff is requesting the Board select 1 or 2 final survey questions from the 4 sample questions provided on page 14 of the attached survey. A single question selection will keep the survey in the allotted budgeted time frame of 16-20 minutes. Once a selection has been made, it will finalize the Godbe survey questions for the May - June 2017 “Community and Pilot Survey.”

DISCUSSION: During the March 22, 2017 Board meeting staff gave the Board 5 potential topic ideas on a final survey question to be added to the 2017 survey. Directors requested that staff return to the April 19, 2017 meeting with a shortened list of specific questions based on 3 current and relevant airport topics: 1) TTAD and workforce housing, 2) TTAD and construction of additional executive hangars, and 3) TTAD and construction of a larger multi use hangar (H3).

Godbe Research has prepared 4 questions from which the Board will choose 1 or 2. They are located on page 14 of the attached survey. I have also listed them here for your convenience:

18) The Truckee Tahoe Airport is considering constructing a large multi-use hangar. The hangar will primarily be used to park and de-ice private aircraft and business jets for a fee. The hangar will also be available for community use, public events, nonprofit fundraisers, as well as emergency services. Do you support or oppose this proposal?

19) The Truckee Tahoe Airport is considering constructing additional executive hangars to meet current demand. The hangars would be available to private and business turbo props and smaller jets for a fee. Do you support or oppose this proposal?

20) The Truckee – North Lake area is changing. Do you support or oppose the Truckee Tahoe Airport growing to meet the changing community’s needs?

21) Do you support or oppose the Truckee Tahoe Airport spending existing property tax revenue to encourage the development of workforce housing in Truckee?

In review... a new 2017 Godbe Research survey will 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.

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.

WHAT’S NEXT: TTAD staff can pre-market the survey as guided by Godbe Research. Once the Board has made their selection(s), Godbe Research will add the final 1 or 2 questions, 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: Godbe Research will guide staff in pre-survey marketing efforts if warranted. Options could include public marketing through: TTAD website, social media, info flyers and local media. Once the survey is completed, presentation of findings and reports will be made available publicly at a District Board meeting and again through all our standard marketing methods.

ATTACHMENTS: 2016 Community and Pilot Survey Draft to be used for the 2017 survey

Full 1,164 page 2013 doc available for viewing at TTAD web link:
<https://truckeetahoeairport.com/administration/publications>