



GODBE RESEARCH
Gain Insight

TRUCKEE TAHOE AIRPORT DISTRICT

2016 Community and Pilot Survey

Questionnaire

n=500 Residents (19 to 20 minutes)

n=50 Pilots (16 to 17 minutes)

April 11, 2017

Draft 24

www.godberesearch.com

Northern California and Corporate Offices
1660 South Amphlett Blvd., Suite 205
San Mateo, CA 94402

Southern California/Southwest
4695 MacArthur Court, 11th Floor
Newport Beach, CA 92660

Nevada
59 Damonte Ranch Parkway, Suite B309
Reno, NV 89521

Pacific Northwest
601 108th Avenue NE, Suite 1900
Bellevue, WA 98004

PROJECT RESEARCH OBJECTIVES & METHODOLOGY

Primary Goal

Gather input from stakeholders, including residents of the district and pilots, to help validate and refine the strategic vision of the airport and the district.

Objective 1

Measure the awareness of the airport in terms of location and operations.

Objective 2

Measure the community's perception of the airport in terms of positive or negative influence on the quality of life within the community.

Objective 3

Quantify the community's perception of airport annoyance and test solutions for abatement.

Objective 4

Assess the needs of the community and pilot population in terms of the airport district and what it can provide.

Objective 5

Segment the data by key demographic variables and by geography to uncover differences in subgroups.



Zip codes (Truckee Tahoe Airport District)

- 96140 (PO Boxes – Carnelian Bay) – 1,928 (6%, 22)
- 96141 (PO Boxes – Tahoe Pines) – 840 (2%, 10)
- 96142 (PO Boxes – Tahoma) – 1,282 (4%, 15)

96143 (PO Boxes – Kings Beach) – 4,802 (14%, 55)
96145 (PO Boxes – Tahoe City) – 3,997 (11%, 46)
96146 (Olympic Valley) – 926 (3%, 11)
96148 (PO Boxes – Tahoe Vista) – 669 (2%, 8)
96160 (PO Boxes – Truckee) – 2,885 (8%, 33+14)
96161(Truckee) – 15,781 (45%, 180+77)
96162 (PO Boxes – Truckee) – 1,807 (5%, 21+9)
95728 (Soda Springs) – 76 (<.5%, 0-1)

Immediate vicinity of the airport:

Area 1 (Ponderosa/Sierra Meadows) – Ponderosa Drive and Pine Nut Drive (9)
Area 2 (Northstar/Lahontan) – Lodge Trail Drive and Stewart McKay (9)
Area 3 (Martis Valley Estates) – Estates Drive and Riverview Drive (10)
Area 4 (Downtown) – Bridge Street and E. Jibboom Street (9)
Area 5 (Donner Lake) – Donner Pass Road and Robin Lane (9)
Area 6 (Gateway) – Donner Pass Road and Vista Avenue (9)
Area 7 (Tahoe Donner) – Northwoods Blvd and Norse Avenue (9)
Area 8 (Alder) – Schussing Way and Telemark Place (9)
Area 9 (Prosser) – Heather Road and Lemon Ct (9)
Area 10 (Olympic Heights) – Highland Avenue and Floriston Court (9)
Area 11 (Glenshire) – Chelmsford Circle and Dorchester Way (9)

INTRODUCTION AND SCREENERS

[SURVEY INTRODUCTION FOR RESIDENT SAMPLES]

Hello, my name is _____ and I'm calling on behalf of GRA, a public opinion research firm. We're conducting a survey concerning important issues in the Truckee-North Lake Tahoe area, and we would like to get your opinion.

[IF NEEDED:] I can assure you that I am not trying to sell you anything – this is a study about local issues and your opinions are extremely valuable.

[IF THE INDIVIDUAL SAYS THEY ARE ON THE NATIONAL DO NOT CALL LIST, RESPOND BASED ON THE GUIDELINES FROM THE MARKETING RESEARCH ASSOCIATION. FOR EXAMPLE, IF THE INDIVIDUAL SAYS: "There's a law that says you can't call me," RESPOND WITH:] Most types of opinion research studies are exempt under the law that Congress recently passed. That law was passed to regulate the activities of the telemarketing industry. This is a legitimate research call. Your opinions count!

We are trying to obtain a representative sample of local residents in terms of their gender and age. For statistical reasons, I would like to speak to the youngest adult male currently at home that is at least 18 years of age. [Or youngest female depending on the statistics of previous interviews.]

[IF THERE IS NO MALE AT LEAST 18 AVAILABLE, THEN ASK:]

OK, then I'd like to speak to the youngest adult female currently at home that is at least 18 years of age.

[IF THERE IS NO MALE/FEMALE AT LEAST 18 AVAILABLE, THEN ASK FOR CALLBACK TIME.]

[IF RESPONDENT ASKS WHY S/HE IS NOT INVITED TO PARTICIPATE, RESPOND WITH:] The survey results are meant to be representative of the entire adult population of the Truckee-North Lake Tahoe area, and currently we have completed enough surveys with residents sharing your demographic characteristics.

- i. Before we get started, I'd like to verify that you are eligible to complete the survey. Are you, or any member of your household, associated with any County or City government board, committee, or commission?

Yes-----1 [CONTINUE TO Qii TEXT]
No -----2 [GO TO QA]
[DON'T READ] DK/NA ----- 99 [CONTINUE TO Qii TEXT]

- ii. Thank you for your time, but the focus of this survey is on the general public's opinion of local issues. Due to your response to this question, you are not eligible to complete the survey. Thank you again for your time and goodbye. [TERMINATE]

[SURVEY INTRODUCTION FOR PILOT SAMPLE]

Hello, may I speak to _____. My name is _____ and I'm calling on behalf of GRA, a public opinion research firm. We're conducting a survey on behalf of the Truckee Tahoe Airport District and we would like to get your opinions. The Airport District identified you as an airport user willing to participate in this study.

[IF NEEDED:] This survey should take just a few minutes of your time. I can assure you that I am not trying to sell you anything – this is a study about issues of importance in the Airport District and your opinions are extremely valuable.

[IF THE INDIVIDUAL SAYS THEY ARE ON THE NATIONAL DO NOT CALL LIST, RESPOND BASED ON THE GUIDELINES FROM THE MARKETING RESEARCH ASSOCIATION. FOR EXAMPLE, IF THE INDIVIDUAL SAYS: "There's a law that says you can't call me," RESPOND WITH:] Most types of opinion research studies are exempt under the law that Congress recently passed. That law was passed to regulate the activities of the telemarketing industry. This is a legitimate research call. Your opinions count!

[IF PILOT SAMPLE, SKIP TO Q4: OPINION OF THE AIRPORT]

iii. [IF RESIDENT SAMPLE] What is the zip code of your local residence? [DON'T READ CHOICES]

- 95728----- 1
- 96140----- 2
- 96141----- 3
- 96142----- 4
- 96143----- 5
- 96145----- 6
- 96146----- 7
- 96148----- 8
- 96160----- 9
- 96161-----10
- 96162-----11
- Other -----98 [THANK & TERMINATE]
- DK/NA -----99 [THANK & TERMINATE]

A. To begin, how many years have you lived at your local residence? [DON'T READ CHOICES; IF BETWEEN CATEGORIES, CODE AS LOWER CATEGORY]

- Less than 1 year ----- 1
- 1 to 3 years ----- 2
- 4 to 9 years ----- 3
- 10 to 15 years ----- 4
- 16 to 20 years ----- 5
- 21 to 25 years ----- 6
- More than 25 years ----- 7
- DK/NA -----99

COMMUNITY ISSUES

1. What do feel is the biggest problem facing this community? [DON'T READ CHOICES]

Airport noise or airport annoyances-----	1
Cost of living-----	2
Economy-----	3
Education-----	4
Environmental issues-----	5
Fire prevention-----	6
Flood control-----	7
Lack of affordable housing/high home prices-----	8
Medical and emergency services-----	9
Too much population growth or development-----	10
Traffic congestion-----	11
Other [SPECIFY]-----	98
DK/NA-----	99

GENERAL AIRPORT AWARENESS AND ISSUES

2. Next, I'd like to gauge your awareness of local airports. Please name as many of the individual airports within 60 miles of your residence as you can. [DON'T READ CHOICES; RECORD MULTIPLE RESPONSES]

[IF RESPONDENT REPLIES "TAHOE AIRPORT" ASK FOR SPECIFIC NAME; IF CAN'T BE MORE SPECIFIC, CODE "TAHOE AIRPORT (GENERAL)"]

Blue Canyon-Nyack Airport-----	1
Carson City Airport-----	2
South Lake Tahoe Airport-----	3
Minden Tahoe Airport-----	4
Nervino Airport-----	5
Reno/Tahoe Airport-----	6
Reno-Stead Airport-----	7
Tahoe Airport (General, not specific)-----	8
Truckee Tahoe Airport (incl. Truckee Airport, Tahoe-Truckee Airport, Airport in Truckee)-----	9
Other [SPECIFY]-----	98
DK/NA-----	99

I'd like to talk specifically about one local airport; in this case, the Truckee Tahoe Airport located just outside the Truckee downtown area.

3. Do you have a favorable or unfavorable opinion of the Truckee Tahoe Airport? [GET ANSWER, THEN ASK:] Is that strongly (favorable/unfavorable) or somewhat (favorable/unfavorable)?

Strongly favorable-----	1	[GO TO Q6]
Somewhat favorable-----	2	[GO TO Q6]
Somewhat unfavorable-----	3	[CONTINUE]
Strongly unfavorable-----	4	[CONTINUE]
[DON'T READ] No opinion/DK/NA-----	99	[GO TO Q6]

4. [IF Q34 = 3 OR 4, UNFAVORABLE] Why do you have a [PIPE IN RESPONSE TO Q4] opinion of the airport? [DON'T READ CHOICES; RECORD MULTIPLE RESPONSES]

Flight patterns not regulated/fly over homes-----	1
Noise-----	2
Only a few people use it-----	3
Planes fly too low-----	4
Planes make repeated passes over homes-----	5
Too much air traffic/growth-----	6
Other [SPECIFY]-----	98
DK/NA-----	99

5. Moving on, I'm going to read a list of various services and capabilities of the Truckee Tahoe Airport. As I read each one please tell me how important that item is to you.

Here's the (first/next), is: _____ extremely important, very important, somewhat important, or not at all important to you?

[RANDOMIZE]

	<u>Ext.</u> <u>imp</u>	<u>Very</u> <u>imp</u>	<u>Swt.</u> <u>imp</u>	<u>Not at all</u> <u>imp</u>	<u>[DON'T</u> <u>READ]</u> <u>DK/NA</u>
A. Acquiring and maintaining land around the airport for preservation of open space -----	1	2	3	4	99
B. Early forest fire warning -----	1	2	3	4	99
C. Flight instruction and training-----	1	2	3	4	99
D. Transportation for patients in need of urgent healthcare -	1	2	3	4	99
E. Search and rescue services-----	1	2	3	4	99
F. Resident pilot use for recreation-----	1	2	3	4	99
G. Visitor use for access to the North Lake Tahoe region ---	1	2	3	4	99

6. Do you think the Truckee Tahoe airport is doing too much, about the right amount, or not enough to minimize the amount of aircraft noise and low-flying aircraft?

- Too much----- 1 [GO TO Q9]
- About the right amount----- 2 [GO TO Q9]
- Not enough----- 3 [CONTINUE]
- [DON'T READ] No opinion/DK/NA -----99 [GO TO Q9]

7. [IF Q67 = 3, NOT ENOUGH] What do you feel the airport could do differently? [DON'T READ CHOICES; RECORD MULTIPLE RESPONSES]

- Control number of aircraft/Reduce traffic or growth ----- 1
- Implement curfew/Regulate hours----- 2
- Noise or size restriction on aircraft ----- 3
- Regulate flight patterns/Avoid residential areas----- 4
- Other [SPECIFY] ----- 98
- DK/NA----- 99

AIRPORT ROLE IN THE COMMUNITY

8. Next, I'm going to read a list of statements concerning the Truckee Tahoe Airport and its role in the community. After I read each one, please tell me whether you agree or disagree with the statement.

Here's the (first/next), do you agree or disagree that: _____? [GET ANSWER, THEN ASK:] Is that strongly (agree/disagree) or somewhat (agree/disagree)?

[RANDOMIZE]

	<u>Strongly agree</u>	<u>Swt. agree</u>	<u>Swt. disagree</u>	<u>Strongly disagree</u>	<u>[DON'T READ] DK/NA</u>
A1. The airport is an important component of the area's economy -----	1	2	3	4	99
A2. The airport is damaging the small-town character of Truckee and the surrounding area-----	1	2	3	4	99
B1. The Airport District limits development by acquiring surrounding land and preserving it as open space-----	1	2	3	4	99
B2. The airport is enabling growth and development in the Truckee-North Lake Tahoe area -----	1	2	3	4	99
C1. The airport should reduce operations and scale back its programs and capabilities -----	1	2	3	4	99
C2. The airport should grow to address increasing demands from the community -----	1	2	3	4	99
D1. There is little the airport can do to minimize noise and low-flying aircraft since the FAA regulates planes once off the ground -----	1	2	3	4	99
D2. There is a lot the airport can do to minimize noise and low-flying aircraft such as policies and restrictions imposed on pilots -----	1	2	3	4	99

9. Moving on, I'd like to read you six statements regarding the airport, ranging from one end of the spectrum to the other. After I read each one, please tell me whether you agree or disagree with the statement.

Here's the (first/next): _____. Do you agree or disagree with this particular statement?
 [GET ANSWER, THEN ASK:] Is that strongly (agree/disagree) or somewhat (agree/disagree)?

[ROTATE ORDER OF A TO G – HALF HEAR A-F, HALF HEAR G-A]

	<u>Strongly Agree</u>	<u>Swt. Agree</u>	<u>Swt. Disagree</u>	<u>Strongly Disagree</u>	<u>[DON'T READ] DK/NA</u>
A. The airport should reduce the number of flights into and out of the Airport-----	1	2	3	4	99
B. The airport should remain the way it is and not change-----	1	2	3	4	99
C. The airport should manage the growth of operations to be consistent with community needs-----	1	2	3	4	99
D. The airport should have no limitations and operations should be allowed to grow to accommodate all flights into or out of the area -----	1	2	3	4	99

PILOT SATISFACTION

[IF PILOT SAMPLE, ASK Q10~~4~~ AND Q1~~2~~]

10. Next, I'm going to ask you about a number of functions and activities provided by the Truckee Tahoe Airport. For each one, please tell me how satisfied you are with the job the airport is doing to provide the service.

Would you say you are satisfied or dissatisfied with the airport's efforts to: _____? [GET ANSWER, THEN ASK:] Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

[RANDOMIZE]

	<u>Very Satisfied</u>	<u>Swt. Satisfied</u>	<u>Swt. Dissat.</u>	<u>Very Dissat.</u>	[DON'T READ] DK/NA
A. Provide high quality community aviation facilities and services to meet local needs -----	1	2	3	4	99
B. Provide noise abatement procedures -----	1	2	3	4	99
C. Maintain runways -----	1	2	3	4	99
D. Maintain taxiways, parking ramps, and hangar ramps ----	1	2	3	4	99
E. Provide and maintain hangar facilities -----	1	2	3	4	99
F. Provide and maintain fueling and other aircraft support services -----	1	2	3	4	99
G. Provide pilots with information on airport events, operations, and activities -----	1	2	3	4	99
H. Keep airport and hangar fees at affordable levels -----	1	2	3	4	99

11. What is the most important improvement that you would like to see to the Truckee Tahoe Airport services or facilities? [OPEN-ENDED; RECORD MULTIPLE RESPONSES]

[PILOT SAMPLE GO TO Q20: LOCAL SOURCES OF INFORMATION]

RESIDENT SATISFACTION

[IF RESIDENT SAMPLE, ASK Q123 TO Q149]

12. Next, I'm going to ask you about a number of functions and activities provided by the Truckee Tahoe Airport. For each one, please tell me how satisfied you are with the job the airport is doing to provide the service.

Would you say you are satisfied or dissatisfied with the airport's efforts to: _____? [GET ANSWER, THEN ASK:] Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

[RANDOMIZE]

	<u>Very Satisfied</u>	<u>Swt. Satisfied</u>	<u>Swt. Dissat.</u>	<u>Very Dissat.</u>	<u>[DON'T READ] DK/NA</u>
A. Provide high quality community aviation facilities and services to meet local needs-----	1	2	3	4	99
B. Minimize the amount of aircraft noise and other annoyances on surrounding neighborhoods-----	1	2	3	4	99
C. Provide residents with information on airport events, operations, and activities-----	1	2	3	4	99
D. Manage taxpayer dollars and public funds-----	1	2	3	4	99
E. Provide community events like the Truckee Tahoe Airport Air Faire and Family Festival-----	1	2	3	4	99
F. Provide space for community events and meetings at the airport office-----	1	2	3	4	99
G. Provide a playground on airport grounds-----	1	2	3	4	99

13. [IF Q123B = 3 OR 4, DISSATISFIED] Which of the following types of aircraft are *MOST* responsible for your dissatisfaction with the airport's efforts to minimize the amount of noise and other annoyances on surrounding neighborhoods? [RECORD MULTIPLE RESPONSES]

Jet planes-----	1
Glider tow planes-----	2
Other propeller planes-----	3
Helicopters-----	4
[DON'T READ] Unsure of aircraft type-----	5
[DON'T READ] DK/NA-----	99

14. [IF Q123B = 3 OR 4, DISSATISFIED] During what time of day are you *MOST* dissatisfied with the airport's efforts to minimize the amount of noise and other annoyances on surrounding neighborhoods? [IF MULTIPLE RESPONSES, PROMPT FOR TIME WHEN AIRPORT NOISE AND OTHER ANNOYANCES ARE MOST DISTURBING]

- Morning, 6 AM to noon ----- 1
- Afternoon, noon to 5 PM ----- 2
- Evening, 5 PM to 11 PM ----- 3
- Night, 11 PM to 6 AM ----- 4
- [DON'T READ] DK/NA -----99

15. Moving on, the Truckee Tahoe Airport ~~recently~~ partnered with other agencies to purchase the Tahoe City Golf Course, on Tahoe Boulevard in Tahoe City.

Before taking this survey, were you aware that the airport helped purchase and protect this facility?

- Yes ----- 1
- No ----- 2
- [DON'T READ] DK/NA -----99

16. The Truckee Tahoe Airport offers pilots incentives to follow the voluntary curfew that discourages flights from 10:30 PM to 6:30 AM. The airport also works with certain aircraft owners to retrofit their equipment with quiet technology.

Before participating in this survey, were you aware of these efforts to minimize airport noise and other annoyances?

- Yes ----- 1
- No ----- 2
- [DON'T READ] DK/NA -----99

17. Now that you have heard more information, I'd like to ask you again whether you have a favorable or unfavorable opinion of the Truckee Tahoe Airport? [GET ANSWER, THEN ASK:] Is that strongly (favorable/unfavorable) or somewhat (favorable/unfavorable)?

- Strongly favorable ----- 1
- Somewhat favorable ----- 2
- Somewhat unfavorable ----- 3
- Strongly unfavorable ----- 4
- [DON'T READ] No opinion/DK/NA -----99

QUESTION ALTERNATIVES

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 fund raisers, as well as emergency services. Do you support or oppose this proposal?

Support ----- 1
Oppose ----- 2
[DON'T READ] No opinion/DK/NA -----99

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?

Support ----- 1
Oppose ----- 2
[DON'T READ] No opinion/DK/NA -----99

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?

Support ----- 1
Oppose ----- 2
[DON'T READ] No opinion/DK/NA -----99

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

Support ----- 1
Oppose ----- 2
[DON'T READ] No opinion/DK/NA -----99

[IF RESIDENT SAMPLE, ASK Q24 TO Q27]

~~19-22.~~ _____ Are you a licensed pilot?

Yes----- 1
No ----- 2
[DON'T READ] DK/NA -----99

~~20-23.~~ _____ Have you flown out of the Truckee Tahoe Airport within the past year?

Yes----- 1
No ----- 2
[DON'T READ] DK/NA -----99

~~21-24.~~ _____ Have you visited the airport for non-aviation reasons?

Yes----- 1 [CONTINUE]
No ----- 2 [GO TO Q27]
[DON'T READ] DK/NA -----99 [GO TO Q27]

~~22-25.~~ _____ [IF Q25 = 1, YES] For what reasons did you visit the airport? [DON'T READ CHOICES; RECORD MULTIPLE RESPONSES]

Airport 50th Anniversary events ----- 1
Airshow ----- 2
Business meeting ----- 3
Directions----- 4
Food ----- 5
Just to see it/curiosity----- 6
Parking----- 7
Pick-up or drop-off others ----- 8
Rental car ----- 9
Restroom -----10
Work there -----11
Other [SPECIFY] -----98
DK/NA-----99

DEMOGRAPHICS

There are just a few more questions that will only be used for statistical comparisons.

- B. First, please think of your residence in the Truckee-North Lake Tahoe area, do you currently rent or own this residence?

Rent----- 1 [GO TO QD]
Own----- 2 [CONTINUE]
[DON'T READ] DK/NA -----99 [GO TO QD]

- C. [IF QB = 2, OWN] Would you consider this residence your primary home, or is it a second home?

Primary home ----- 1
Second home----- 2
[DON'T READ] DK/NA -----99

- D. [IF Qiii = 9,10, OR 11, 96160, 96161, OR 96162] Next, I'm going to read a list of neighborhoods within the Truckee area. Please tell me in which neighborhood you reside.

Alder ----- 1
Donner Lake ----- 2
Downtown ----- 3
Gateway ----- 4
Glenshire ----- 5
Gray's Crossing ----- 6
Martis Valley Estates ----- 7
Northstar/Lahontan ----- 8
Old Greenwood ----- 9
Olympic Heights -----10
Ponderosa/Sierra Meadows -----11
Prosser-----12
Tahoe Donner -----13
[DON'T READ] Other [SPECIFY]-----98
[DON'T READ] DK/NA -----99

GET FROM VOTER FILE

E. Now I am going to read some age groups. Please stop me when I reach the group that best describes your age.

- 18 to 29 ----- 1
- 30 to 39 ----- 2
- 40 to 49 ----- 3
- 50 to 64 ----- 4
- 65 and over ----- 5
- [DON'T READ] DK/NA -----99

F. What ethnic group do you consider yourself a part of or feel closest to? [IF RESPONDENT HESITATES, READ CHOICES]

- African-American or Black----- 1
- American Indian or Alaska Native ----- 2
- Asian ----- 3
- Caucasian or White ----- 4
- Hispanic or Latino ----- 5
- Native Hawaiian or other Pacific Islander----- 6
- Some other race ----- 7
- Two or more races ----- 8
- [DON'T READ] DK/NA -----99

[IF PILOT SAMPLE, ASK Q~~GK~~ TO Q~~HM~~]

G. On average, how often do you operate flights out of the Truckee Tahoe Airport?

- More than once a week ----- 1 [CONTINUE]
- Once a week----- 2 [GO TO QM]
- Few times a month ----- 3 [GO TO QM]
- Once a month ----- 4 [GO TO QM]
- Few times a year or less----- 5 [GO TO QM]
- [DON'T READ] DK/NA -----99 [GO TO QM]

H. What types of aircraft do you pilot? [READ CHOICES; RECORD MULTIPLE RESPONSES]

- Single engine piston ----- 1
- Twin piston ----- 2
- Turbo prop ----- 3
- Small Jet of 12,500 to 25,000 pounds----- 4
- Medium Jet of 25,000 to 40,000 pounds----- 5
- Large Jet over 40,000 pounds----- 6
- [DON'T READ] Other [SPECIFY]-----98
- [DON'T READ] DK/NA -----99

These are all the questions I have for you. Thank you very much for participating!

I. [REQUIRED FOR ALL RESPONDENTS; RECORD BY VOICE] Gender:

Male ----- 1
Female ----- 2

PHONE NUMBER: _____

DATE OF INTERVIEW: _____ VALIDATED BY: _____

INTERVIEWER: _____ SURVEY NUMBER: _____