



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

AGENDA TITLE: Godbe Research, 2017 Community and Pilot Survey -
Compiled Results Report

MEETING DATE: August 23, 2017

PREPARED BY: Marc R. Lamb, Aviation & Community Services Manager

PRESENTATION BY: W. Bryan Godbe, M.A., President Godbe Research

RECOMMENDED ACTION: No Board action is required at this time. Bryan Godbe will be giving a presentation on the latest Board approved (April 19, 2017) “Community and Pilot Survey” compiled-data final results. The research survey was conducted from May 26 through June 17, 2017.

DISCUSSION: The 2017 Godbe Research survey builds on historical survey data and continues 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 first 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, ACAT and staff members, as well as with 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 and now with new 2017 results.

In general, the survey result trends from 2005 until 2017 reflecting the District’s efforts shows many areas where positive improvements have been made, but also that work still remains to be done in others. The data supports increased awareness of the District’s 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 future strategic decisions in the areas of public communications, noise and annoyance, land use, and peak period growth.

WHAT'S NEXT: TTAD Board, ACAT and staff will study the results and make strategic program adjustments in areas that the survey showed outreach or program improvements may be productive.

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

PUBLIC COMMUNICATIONS: As part of the District's ongoing transparency efforts, both the compiled survey results report and the Board presentation "Executive Summary" will be made available to the public on our website. Traffic will be directed to the posted publications via social media, info flyers and other marketing venues.

GODBE BIO & PUBLIC TRANSPORTATION RESEARCH HISTORY: 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 2017 Community Survey Board Presentation
- 2017 Community Survey Report