

# Connected.

## Truckee Tahoe Airport District

### Q3 - 2017 COMMUNICATIONS REPORT

By: Marc R. Lamb, Aviation & Community Services Manager

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More Than A Runway





# Q3 2017 DISTRICT COMMUNICATION METHODS





Q3 2017

# AIRPORT EVENTS & HIGHLIGHTS

- Air Show & Family Festival 2017
- Airfield Access Gate Closure Program commences
- Boys & Girls Club of NLT “Aviation Camp”
- Civil Air Patrol “Mission To Mars” Summer Camps (X2)
- CSDA Conference - TTAD Awarded Transparency Certificate
- EAA Flights for kids 8 years and older (X4)
- Hangar Rows Golf, Hotel and Juliet painted
- Regional Fire Fighting Efforts Staged Out of KTRK
- Reno Air Races
- Soar Truckee FAI Competition
- TDPUD Block Party - Tahoe Donner
- Tower “End of Season” Party
- Truckee Roundhouse Makerspace STEAM Event
- TTAD Booth & Simulators at Truckee Thursdays (X3)
- TTAD sponsored Paint & Mattress Recycle Event





# Q3 2017

## KTRK Website Stats

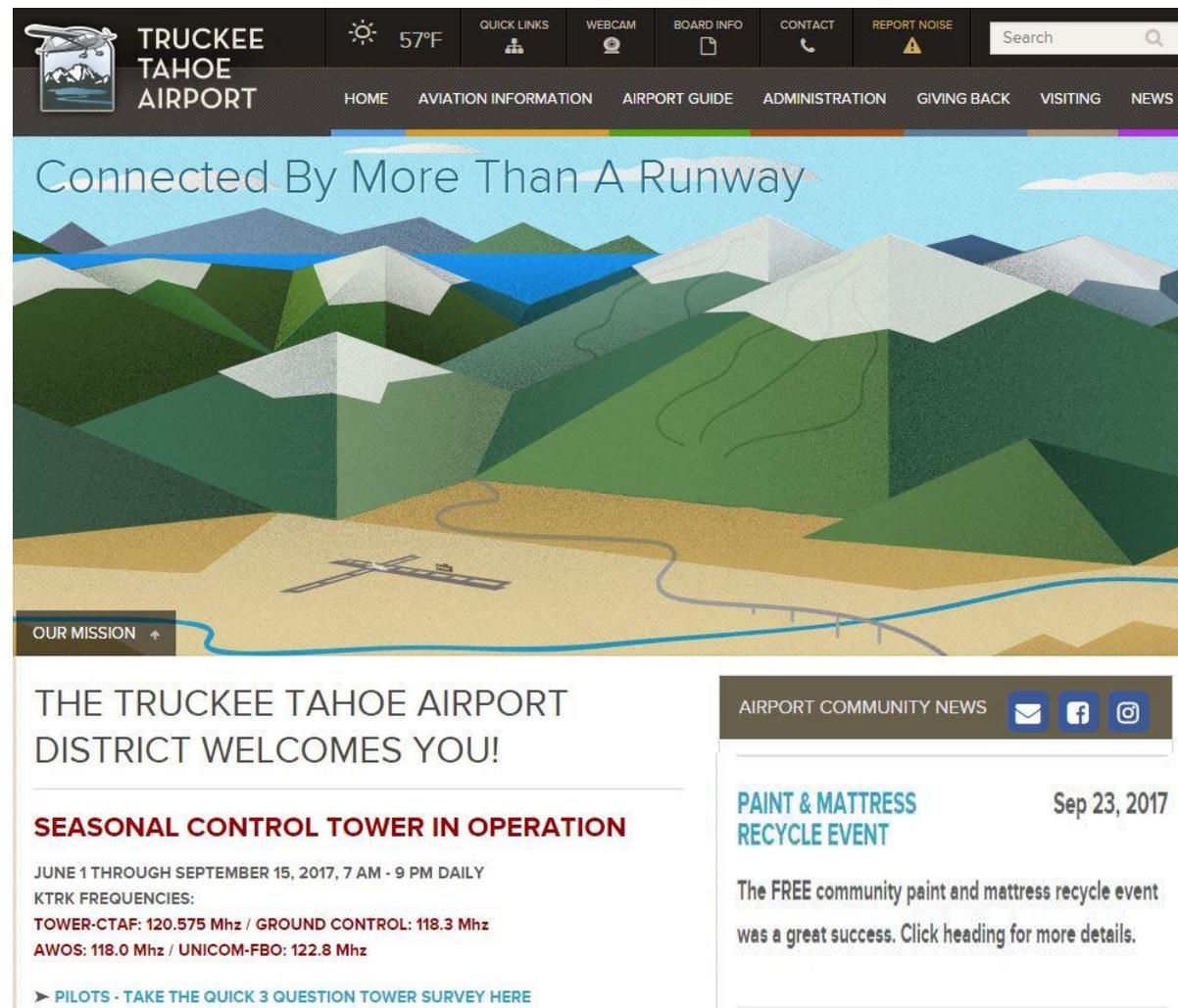
We had 27,154 visitors (~295/day) and 48,122 page views on the TTAD website in Q3 2017. That was statistically the same as Q2 2017 with 27,200 visitors and 48,075 page views.

### Where do people live that were checking in? (Top 5)

- Truckee 4,265
- San Francisco 1,763
- Sacramento 882
- Reno 646
- Los Angeles 494

### What web pages do visitors go to? (Top 5)

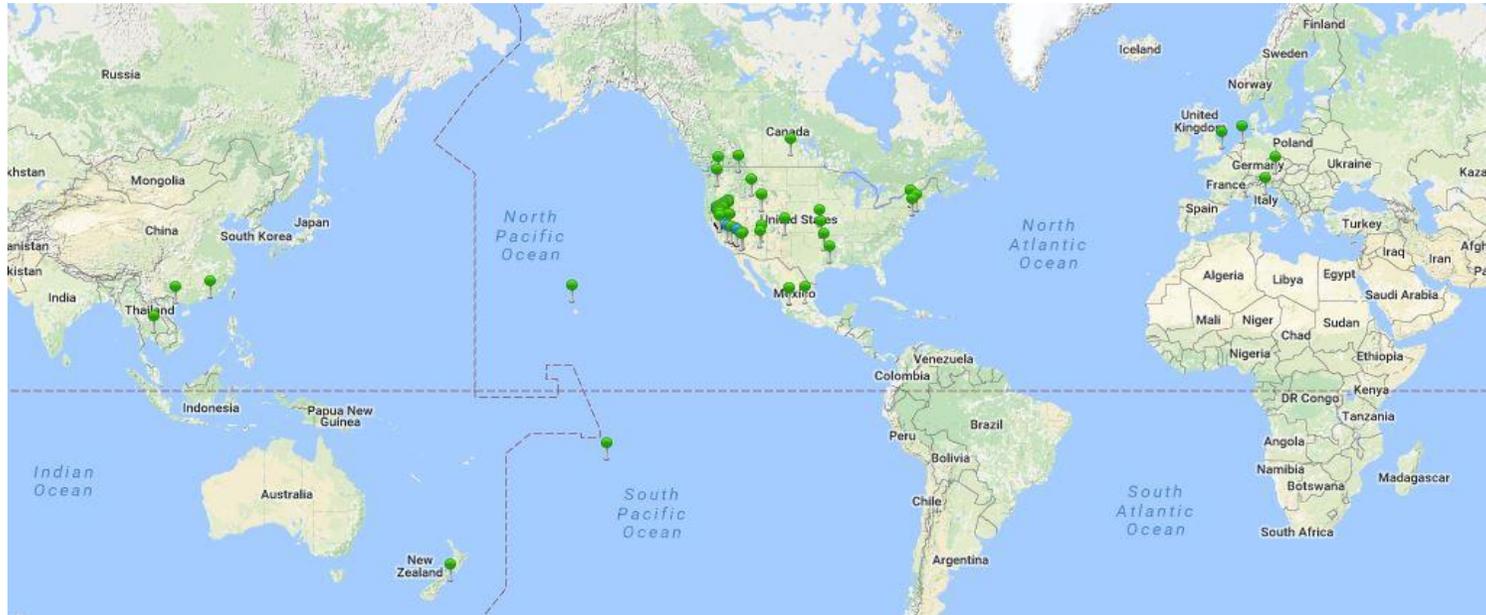
- Webcam 18,750
- Home Page 11,000
- NAP's (Flt Procedures) 1,391
- Admin/Staff 839
- Flight Planning 744





Q3 2017

# E-News Blasts (Campaign Monitor)



<u>TOPIC</u>	<u>RECIPIENTS</u>	<u>OPENED</u>	<u>DATE</u>
➤ Common Traffic Advisory Frequency (CTAF)	776	60%	09/23/2017
➤ Labor Day Holiday Weekend Traffic	834	55%	08/30/2017
➤ TFR's - Runway Closures at KTRK	794	55%	08/21/2017
➤ Hangar NEWS	751	52%	08/09/2017
➤ Mid Summer Community E-Blast	798	48%	07/31/2017



# Q3 2017 SOCIAL MEDIA

## INSTAGRAM

Launched 02/01/2016

272 Followers

Average 1-2 posts per week

## FACEBOOK

Launched 06/01/2015

901 Fans (all organic)

Facebook Page Rating: 4.3 out of 5.0

Average 2-3 posts per week

Highest Posts Reach Q3 2017: (Top 5)

- 3,618 - Blake Sortor “Local Youth Turns Passion of Aviation into a Career”
- 3,019 - Mitch Montgomery “New Facilities Maintenance Manager”
- 2,913 - Katie Greenwood “Awarded Amelia Earhart Memorial Scholarship”
- 1,573 - KTRK’s Temporary Tower Closing
- 1,440 – Air Show & Family Festival

## YELP

“People Love Truckee Tahoe Airport”

2016 Award – 4 out of 5 Star Rating





Q3 2017

# “TRANQUILITY” MEDIA CAMPAIGN

- **Essentials Magazine** Summer edition
- **Moonshine Ink** July, August, September editions
- **Nevada County Gold Magazine** 2017 - 2018 publication
- **Nevada County Gold Flyer** 2017 - 2018 events calendar
- **North Lake Tahoe Visitor’s Guide** Summer edition
- **Northstar Living** Summer and Fall issues
- **Summer Lovin’ 2017** Tahoe Summer Guide May - October
- **Tahoe Donner** July, August, September editions
- **The Northwoods Magazine** July/August, September/October editions
- **The Ritz Carlton Magazine** Q3 Edition July - September
- **The Shire** August, October editions
- **Truckee.Com Visitor Guide** 2017 - 2018 publication



It’s why we come here.  
 It’s why we fly here.  
 It’s why we live here.  
 Let’s work together to keep it this way.

Learn what pilots are doing to reduce impacts on local neighbors.

Go to [www.TruckeeTahoeAirport.com](http://www.TruckeeTahoeAirport.com) to learn more about your local airport including the Fly Quiet Program.



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Q3 2017

## Use of Airport Community Rooms

- Air Show & Family Festival Committee
- Boys & Girls Club of NLT
- CATT Government Affairs Commission
- CFI Dave Tranquilla, Check Ride
- CFI Jim Duvall, Check Ride
- CHP
- Citizens Climate Education
- Civil Air Patrol
- FWDD
- Girl Scouts Troop #660
- iFoster Board Retreat
- KidZone Organization
- LAFCO Municipal Service
- Lahontan Regional Water Quality Board
- Mountain Belles
- Palisades Truckee Townhomes HOA
- Pine Forest HOA
- Regional Arts Foundation
- Sierra Business Council
- Sierra Human Resources Council
- Sierra Senior Services
- Stonewood HOA
- SWEP
- Tahoe Expedition Academy
- Tahoe Forest Hospital
- Tahoe Truckee Community Foundation
- TNT Jr. Cycling Team
- Toastmasters
- Truckee AYSO (Youth Soccer)
- Truckee Chamber of Commerce
- Truckee Community Foundation
- Truckee Little League
- Truckee Optimists
- Truckee Tahoe Swim Team
- TTAD - ACAT, Board, Staff
- TTAD – Exec Hangar Bid Opening
- Winter Creek HOA
- Wolfe Estates POA





Q3 2017

# Community Sponsorships

- North Tahoe HS Athletic Club      \$ 1,000
  - South Yuba River Citizens League      \$ 300
  - SWEP      \$ 1,000
  - Tahoe Safe Alliance      \$ 1,000
  - TDRPD      \$ 250
  - Truckee Pop Warner      \$ 500
- \$ 4,050**

## TTAD COMMUNITY SPONSORSHIPS

Making a difference this year to over 43 local non-profit organizations!

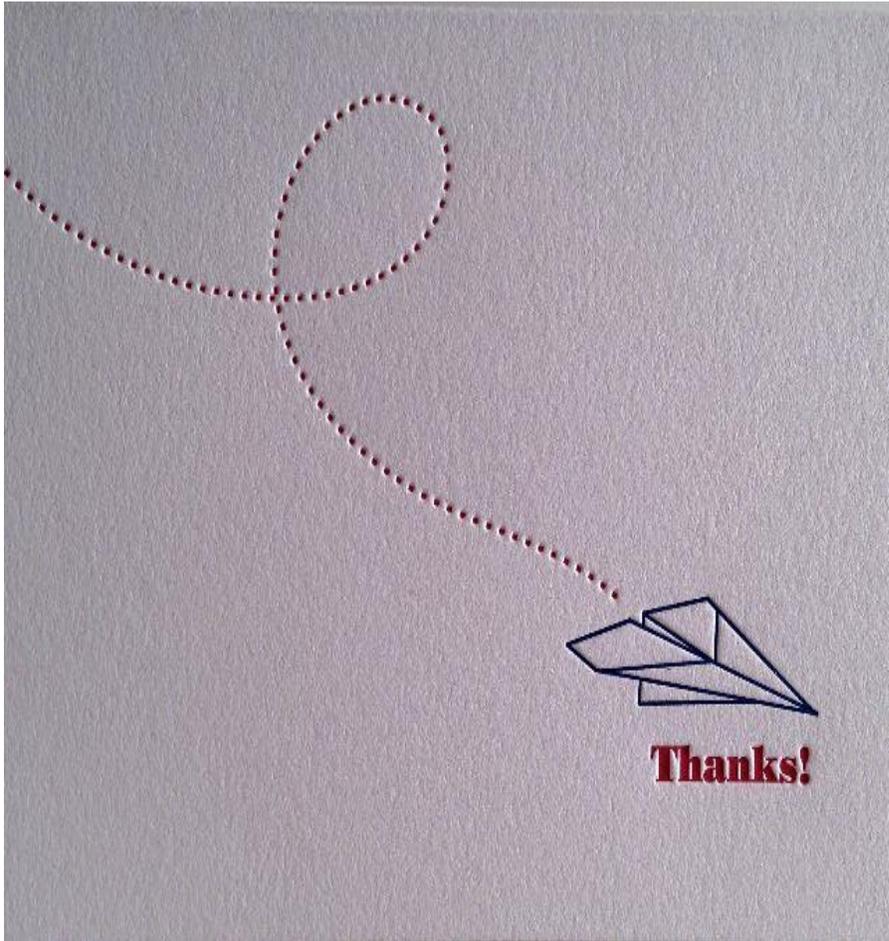
**TOTAL for 2016-2017 Fiscal Year      \$44,340**





Q3 2017

## Letters of Thanks & Appreciation



- **Great Basin Interagency Incident Management Team 6**
- **KidZone Museum**
- **North Tahoe Business Association**
- **North Tahoe High Athletic Club**
- **South Yuba Citizens League**
- **Tahoe Safe Alliance**
- **Tahoe Truckee Community Foundation**
- **Truckee - North Tahoe Warming Center**



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