

Connected.

Truckee Tahoe Airport District

Q4 - 2017 COMMUNICATIONS REPORT

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

Connected By
More Than A Runway





Display screen used at the Tower & UNICOM



127.95 – Oakland Center

TRUCKEE TAHOE AIRPORT | 10356 TRUCKEE AIRPORT ROAD
530.587.4119 | TRUCKEETAHOEAIRPORT.COM





Q4 2017 AIRPORT EVENTS & HIGHLIGHTS

- “Career Day” High School Junior Class Event
- “Connected” winter edition to 20,000+ addresses
- Executive Hangar Project tree felling by TTAD
- Forest Charter School Airport Tour
- Helicopter accident on approach end of RWY 29
- MLAT Flight - Tracking Upgrades
- NBAA Annual Conference - Las Vegas, NV
- “Pilot News” Flyer fall edition to tenants
- Pilot Outreach Airport Visits (KAUN, KOAK, KLVK)
- Santa Fly - In Event, 800+ attend
- Shop Expansion Completed
- Speaker Event - Christina Olds
- Town of Truckee “Big Truck” Event
- Truckee Chamber of Commerce Awards Dinner
- TTAD Christmas Party - Sunnyside Resort





Q4 2017 KTRK Website Stats

In Q4 2017, 10,959 visitors, completed 26,561 sessions (~295/day) and had 43,501 page views on the TTAD website. (This was a 2% decrease from Q3 2017 with 11,735 visitors, 27,154 sessions and 48,122 page views.)

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

➤ Truckee - Tahoe	3,753
➤ San Francisco	1,665
➤ Sacramento Region	1,408
➤ Reno	647
➤ Los Angeles	605

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

➤ Webcam	15,242
➤ Home Page	7,217
➤ Admin / HR	323
➤ NAP's (Flt Procedures)	313
➤ Admin / Doing Business	259

TRUCKEE TAHOE AIRPORT

57°F

QUICK LINKS

WEBCAM

BOARD INFO

CONTACT

REPORT NOISE

Search

HOME AVIATION INFORMATION AIRPORT GUIDE ADMINISTRATION GIVING BACK VISITING NEWS

Connected By More Than A Runway

OUR MISSION +

THE TRUCKEE TAHOE AIRPORT DISTRICT WELCOMES YOU!

➤ [CLICK HERE FOR A QUICK LINK TO ARRIVAL/DEPARTURE INFO and NAP's](#)

KTRK Frequencies When Seasonal Tower Is Open
Dec 15, 2017 thru Feb 28, 2018

TOWER/CTAF: 120.575 / GROUND: 118.3 (during tower ops 07:00-18:00 daily) /
AWOS: 118.0 / UNICOM-FBO SERVICES: 122.95 / OAKLAND CTR: 127.95

AIRPORT COMMUNITY NEWS

FAA SAFETY ALERT Dec 21, 2017

The FAA has issued Safety Alert For Operators (SAFO) # 17012 regarding Runway Intersection Incursions.

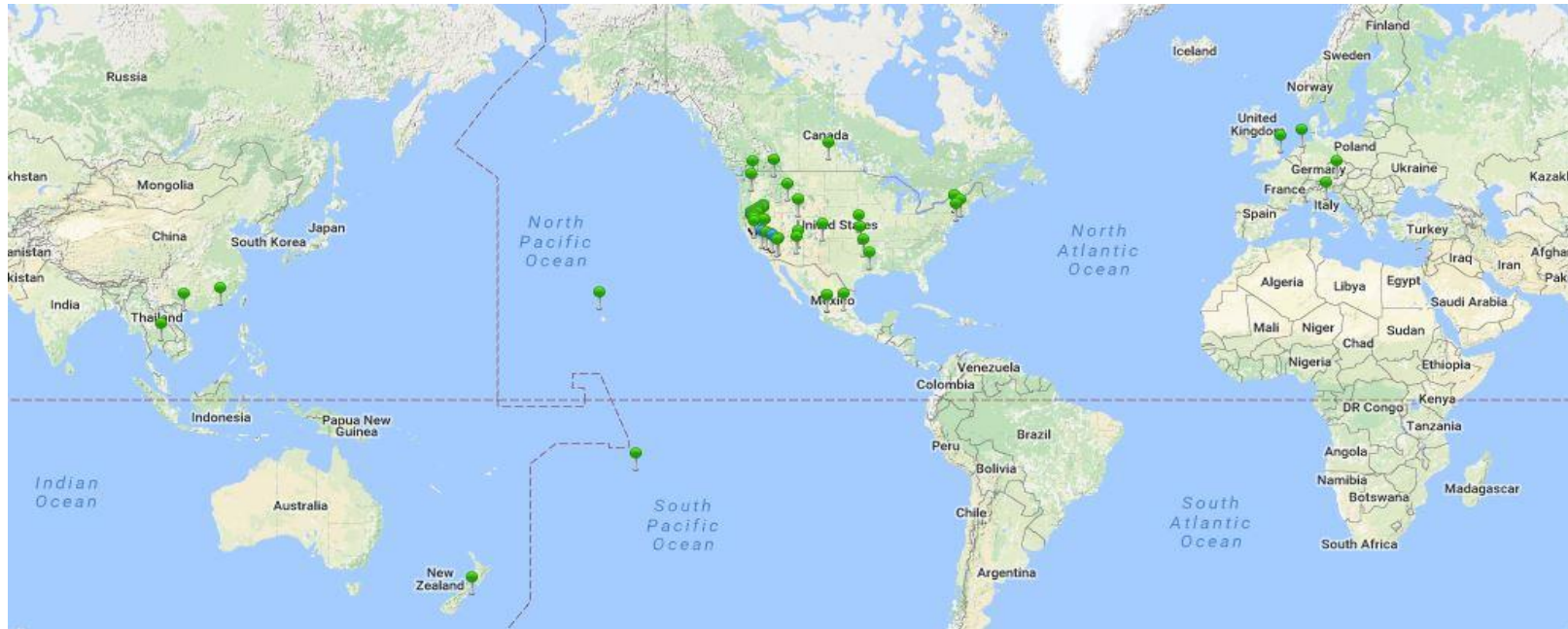
REQUEST FOR PROPOSALS Dec 20, 2017

KTRK is requesting proposals (RFP's) for 2 projects.
Spill Prevention, Control and Countermeasures



Q4 2017

E-News Blasts (Campaign Monitor)



<u>TOPIC</u>	<u>RECIPIENTS</u>	<u>OPENED</u>	<u>DATE</u>
➤ Pilot News Outreach	500	56%	12/30/2017
➤ December Airport Operations E-Blast	920	51%	12/01/2017
➤ November Community E-Blast	921	49%	11/15/2017
➤ October Community E-Blast	923	47%	10/09/2017



Q4 2017 SOCIAL MEDIA

INSTAGRAM

Launched 02/01/2016

352 Followers

Average 1 - 2 posts per week



FACEBOOK

Launched 06/01/2015

957 Fans (all organic)

Facebook Page Rating: 4.5 out of 5.0

Average 2 - 3 posts per week

Highest Posts Reach Q4 2017: (Top 5)

- 4,775 - Stacey & Norm Justesen (Connected Article)
- 1,764 - R22 Helicopter Crash
- 947 - Speaker Event, Christina Olds
- 909 - KTRK's 2017 Flight Operation Stats
- 751 - Winter Tower Operations



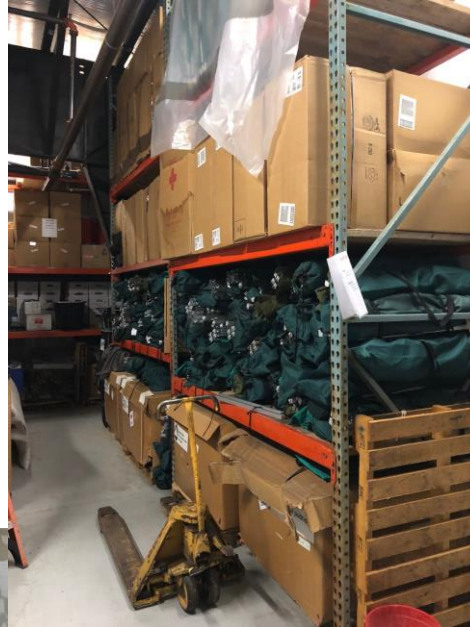


2017

AIRPORT STORAGE SPACE PROVIDED FOR NONPROFITS

- American Red Cross
- Boy Scouts Troop 267
- Civil Air Patrol
- Experimental Aircraft Association
- Friends of the Truckee Library
- KidZone Museum
- Sierra Watershed Education Partnerships (SWEP)
- Tahoe Forest Hospital EMS
- Tahoe Nordic Search + Rescue
- TCPUD - Lake Tahoe Music Festival
- Trails & Vistas
- Truckee Community Christmas Food Drive
- Truckee Community Christmas Toy Drive
- Truckee Donner Land Trust
- Truckee Optimist
- Truckee River Watershed Council

In 2017 TTAD provided free airport storage space to 16 local nonprofit organizations.



TRUCKEE TAHOE AIRPORT DISTRICT



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Q4 2017

Use of Airport Community Rooms

- Adventure Risk Challenge
- Asante Network Fair - Trade African Gift Fair
- Big Brothers Big Sisters
- Care Flight REMSA Training
- CFI - Katie Greenwood
- CHP
- Citizens Climate Education
- FAA & Truckee Fire
- Flying Doctors
- FWDD Coalition - Nevada County
- Girl Scouts Troop #660
- Moonshine Ink Agency
- Mountain Belles
- Pathways To Aviation
- Pilatus Training – Chris Snideman
- Pine Forest HOA
- Sierra Business Council
- Sierra Senior Services
- Squaw Valley National Ski Patrol
- SWEP
- Tahoe Backcountry Ski Patrol
- Tahoe Forest Hospital
- Tahoe Regional Arts Foundation
- Toastmasters
- TNT Jr. Cycling Team
- Truckee CERT Fire Academy
- Truckee Chamber of Commerce - Good Morning Truckee, Knowledge Bites, Truckee Tomorrow
- Truckee Community Foundation
- Truckee Downtown Merchants Assoc.
- Truckee Little League
- Truckee Optimists
- Truckee Police
- Truckee Rotary
- Truckee Tahoe Swim Team
- Truckee Tahoe Airport District - ACAT, Board, Hangar 2, Health Benefits, Santa Fly-In, Speaker Forum, Staff
- Truckee Tribe
- U.S. Army Corp of Engineers
- Winter Creek HOA
- Wolfe Estates POA

2017 BOARD ROOM USE ANNUAL TOTALS
491 Scheduled Meetings (416 in 2016)
95 Different Organizations



TRUCKEE TAHOE AIRPORT DISTRICT

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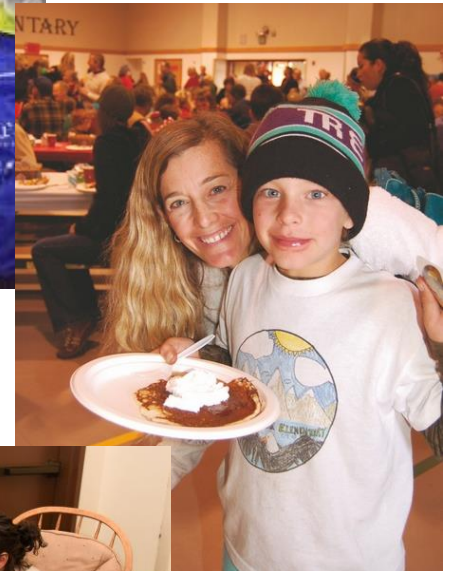
Q4 2017 Community Sponsorships

➤ Big Brothers Big Sisters	\$ 1,500
➤ Church of the Mountains	\$ 1,000
➤ C.A.P. – Mission To Mars Camps	\$ 1,500
➤ Friends of the Truckee Library	\$ 500
➤ Glenshire Elementary PTO	\$ 500
➤ Headwaters Science Institute	\$ 1,500
➤ Snowfest North Lake Tahoe	\$ 1,500
➤ Toys For Tots	\$ 500
➤ Truckee High School Robotics Club	\$ 1,500
➤ Truckee River Watershed Council	<u>\$ 1,500</u>
	\$11,500

TTAD COMMUNITY SPONSORSHIPS

Making a difference to over 41 local non-profit organizations in calendar year 2017!

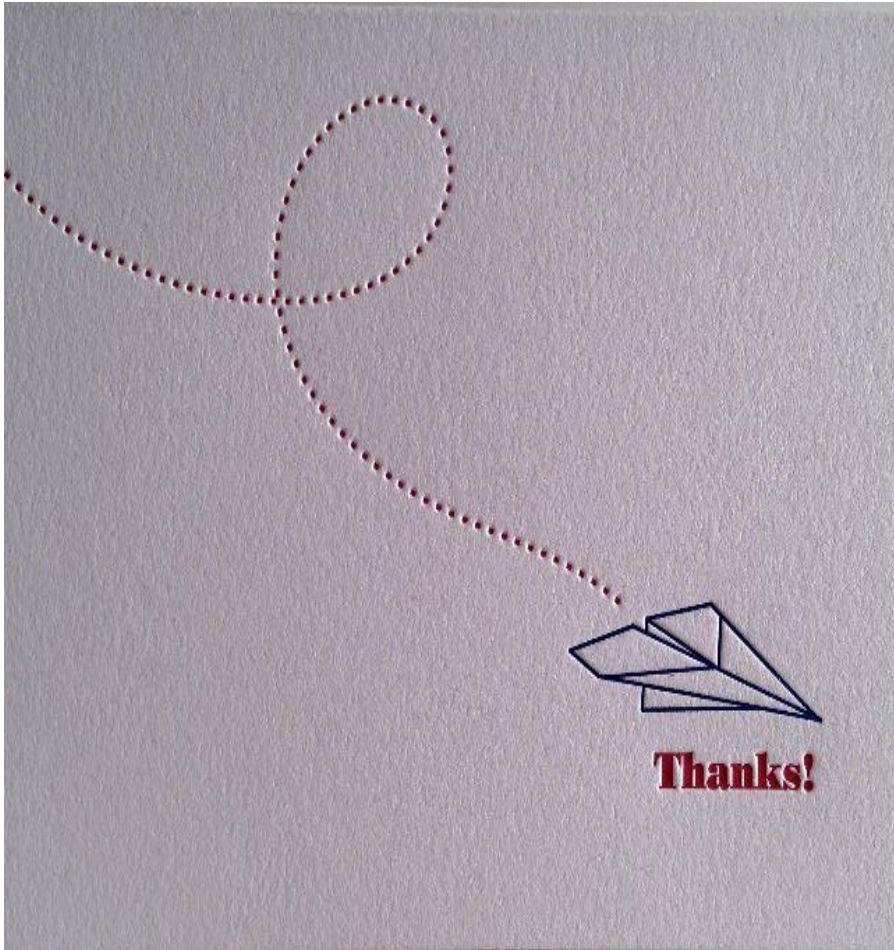
Total Community Sponsorships for calendar year 2017 - \$35,590





Q4 2017

Letters of Thanks & Appreciation



- **Big Brothers Big Sisters of Nevada County**
- **Boys & Girls Club of North Lake Tahoe**
- **Civil Air Patrol - USAF Auxiliary**
- **Foriver - Truckee River Watershed Council**
- **Friends of the Truckee Library**
- **Glenshire Elementary PTO**
- **Headwaters Science Institute**
- **SnowFest North Lake Tahoe**
- **Tahoe City Downtown Association**
- **Tahoe Safe Alliance**
- **Truckee Chamber of Commerce "Big Life"**
- **Truckee High School - Robotics Club**



Truckee Tahoe Airport District

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