Truckee Tahoe Airport District

Q4 - 2017 COMMUNICATIONS REPORT

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

Connected By
More Than A Runway
Q4 2017
DISTRICT COMMUNICATION METHODS

ENHANCED MLAT DISPLAY AT KTRK

KTRK has upgraded its MLAT (Multispectral Identification) tracking display screens for enhanced controller situational awareness.

The updates include a larger data set, which captures all transponder equipped aircraft, the FAA will require with the 2020 ADSB mandate.

Features include: visual reporting panels, enhanced centerline graphical areas, IFR procedures and range rings.

Step by step, UNICOM next time you're in the tower for training and check out the display. You may have noticed the new approach plates that are being used to keep our pilots and community safe.

Display screen used at the Tower & UNICOM

Notice to Airmen
KTRK Seasonal Control Tower resumes operation
Friday, December 15, 2017 – February 28, 2018

Frequencies:
- 120.570 – Tower / Calm
- Tower: 0700 – 8200
- 128.3 – Ground Control
- 129.950 – UNICOM / FRS
- Ground Control (only during tower open) 129.950 – UNICOM / FRS

Check NOTAMS daily prior to operation at KTRK:
https://www.faa.gov/npis/notams/

Seasonal Tower Opens December 15

Social Media
E-Blasts
TTAD Website
Press/Radio Coverage
Pilot Outreach
Community Outreach
Printed Publications

TRUCKEE TAHOE AIRPORT DISTRICT | CONNECTED.
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
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
### Q4 2017 E-News Blasts (Campaign Monitor)

<table>
<thead>
<tr>
<th>TOPIC</th>
<th>RECIPIENTS</th>
<th>OPENED</th>
<th>DATE</th>
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<tbody>
<tr>
<td>Pilot News Outreach</td>
<td>500</td>
<td>56%</td>
<td>12/30/2017</td>
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<tr>
<td>December Airport Operations E-Blast</td>
<td>920</td>
<td>51%</td>
<td>12/01/2017</td>
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<tr>
<td>November Community E-Blast</td>
<td>921</td>
<td>49%</td>
<td>11/15/2017</td>
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<td>October Community E-Blast</td>
<td>923</td>
<td>47%</td>
<td>10/09/2017</td>
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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.
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
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 $1,500

$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