



TRUCKEE TAHOE AIRPORT DISTRICT OFFICE MEMO

TO: Kevin Smith, General Manager
FROM: Marc Lamb, Aviation & Community Services Manager
TOPIC: Cessna JTA Communications Plan & “Plane Talk” Campaign
DATE: January 16, 2018

In 2015 the Aviation and Community Services department (AVCOM) began an aviation community outreach information initiative called the “Tranquility Campaign”. This campaign focused on informing the aviation pilot and passenger community about the Airport District’s Noise and Annoyance Abatement procedures and Fly Quiet programs. In 2017 the District continued to develop this campaign by hiring a Pilot and Passenger Outreach Coordinator who has adopted initiatives that include even more robust pilot and passenger interactions such as: pilot and passenger surveys, roadshows, extensive pilot and passenger ramp meet and greets, and even neighborhood outreach endeavors. The District’s efforts have also included instituting educational programs linked to our Commercial Operating Permits (taxis on the ramp) and informing these operators about Fly Quiet programs and safe operations on the airfield.

Fresh for 2018, AVCOM is launching a new and expanded community outreach program called “Plane Talk”. Plane Talk is a unique and more dynamic outreach information campaign focusing on, not only acknowledging the airport’s impact on the community, as a reflection of local commerce and growth, but it will also expose typically 5 of 10+ specific TTAD Noise & Annoyance mitigation initiatives. The list of our mitigating efforts will vary and include such focused efforts as: tower operations, airside pilot & passenger outreach, airspace management, MLAT enhancements, hangar tenant Fly Quiet incentive programs, ADSB lobbying efforts, open space land purchases, District constituent community outreach efforts, etc.

If the Board of Directors decides to move forward with the acquisition of the JTA, a diesel powered Cessna 172 Skyhawk, it too will be aggressively included in the “Plane Talk” communications efforts.

With online media campaigns, we will be able to provide links to detailed JTA information which can showcase the aircraft's roll as a local trainer and the potential benefits of its quieter noise footprint and more powerful engine (which enables the aircraft to get to altitude faster), its use of Jet-A fuel and that it eliminates an older, noisier, less technologically sophisticated aircraft that uses low lead aviation fuel from our local operator's flight school fleet.

The Plane Talk communication efforts will include the following outreach techniques:

- Website
- Social Media (Facebook and Instagram)
- Video Clips
- 101.5 Radio reads
- Newspaper and magazine ad campaigns
- Terminal Building Media (flyers and wall hanging box framed posters, etc.)
- Community Outreach events (Truckee Thursdays, Neighborhood Events, etc.)