

May 10, 2017

To: ACAT  
From: Freshtracks Communications  
Re: Concept for Community Focused Communications Platform

### **The Challenge + Opportunity**

For the past five years or more, TTAD has been working hard to raise awareness in the local community about aviation topics, annoyance programs and what they are doing to be good neighbors. From creating a new website to events to social media to mailers, TTAD staff has been reaching out via various communications methods to share information about the work of the District. Part of the TTAD communications includes explaining the priorities and work of ACAT. Through the *Pilot News*, *Connected* and the Airport website, a basic level of information about ACAT has been distributed. Despite all of these effort, general awareness of how the Airport operates, what programs exist for annoyance mitigation, what new programs are being investigated is still generally unknown by the majority of the population. The question is, why is this so? Perhaps people are too busy to track information about the Airport. Perhaps they are annoyed by aviation annoyance but feel powerless or are unaware of how to get more info or make a formal complaint. Maybe they are not annoyed at all and simply don't care. Or, maybe the community isn't getting the information they need, in a simple, quick and easy to digest manner, to make staying up on Airport topics plausible. An opportunity exists to potentially increase understanding and engagement through a community-driven communications effort.

### **Opportunity**

**A new online platform designed to get meaningful information to a wider range of community while soliciting feedback useful to decision makers.**

Following is a concept for building a unique brand and website called MyAirport.com that would be managed by an ACAT/TTAD staff team with support from Freshtracks Communications. The goal of this effort would be to build greater understanding of the mission, work and programs of the District and stronger community involvement

## MyAirport.com Website Concept

Following is an initial outline of this new communications effort and platform.

### Goals of Project:

- Create a separate identity for ACAT and the MyAirport.com to build awareness in the community for the work of the group and the new platform.
- Create a platform to share information about aviation and the Airport in a simple, easy-to-understand format. The focus would be more on what non-aviation members would be interested in learning about.
- Provide a complimentary site, not a competitive one, to truckeetahoeairport.com, giving an option for audiences with minimal aviation interest or background
  - Both sites will link to each other

**Recommended URL:** [www.myairport.org](http://www.myairport.org) or [www.myairport.net](http://www.myairport.net)

### Phase 1 Outline:

Estimated budget: \$7,500

Timeline: May-August, 2017

### Deliverables:

- Form Project Committee
  - Comprised of members of staff from TTAD, ACAT + Freshtracks
- Logo design + tagline development
  - 2-3 choices, Committee to pick one
- Website Development:
  - Web development program: Drupal
  - # of pages Phase 1: Potentially Include the following:
    1. **Home page:**
      - Banner: rotating suite of photographs (5-7 images)
      - Tag line, i.e. "Working to ...."
      - Link to TTAD site
    2. **About Page:**
      - ACAT
        - History, goals, Work Plan (link)
        - Members: bios, images
      - What is MyAirport.org
      - Input: What do you want to know about the Airport? Help us build this site.

### 3. Airport Fast Facts

- Pull info from graphic Annual Report
- Map of District
- FAQ doc or Fast Facts doc... "Did you know..."
- Other: TBD by ACAT + TTAD staff
- Very visual: charts, graphs, etc.

### 4. ACAT Work

- Mission, role, meeting summaries, key action
- Become a Member! Link to info about joining ACAT

### 5. Resource Hub Page

- Interesting and relevant documents (pull from TTAD site) and reports
- Potentially 1 page summaries to go with reports for the layperson

### 6. Get Involved Page

- Sign up for newsletters (goes to TTAD database as segmented list)
- Come to a meeting (link to meetings page)
- Contact us (link to contact page)

### 7. Contact Page:

- We would like to hear from you!

## Team

### TTAD Staff + ACAT:

Marc Lamb, TTAD

Hardy Bullock, TTAD

Dan Lutkenhouse, ACAT

### Freshtracks

Seana Doherty: Project Manager

Greyson Howard: Content Manager

Renee Deinken: Website Development

## Budget Estimate: MyAirport.com Logo + Website Project

<b>Deliverables: Phase 1</b>	<b>Budget</b>
Design logo (3 options, pick 1)	\$500
Build website: 10 pages	\$4,500
Work with Committee to: define process, build content outline, define messages/content priorities, write copy, photos	\$2,500
<b>Total Estimated Budget</b>	<b>\$7,500</b>

**Budget Notes**

Freshtracks has a current budget with TTAD and this project could fit within that approved budget. No additional funds needed for Phase 1.

**Phase 2 Web Enhancements and On-going Content Management Services**

On-going management of content: TBD depending on Phase 1. A new scope and estimate will be provided for this phase of work. Other content development areas could include:

- o Fact Sheets: to be developed and added to website depending on subject and purpose
- o Press: page listing related press
- o Development of infographics to help explain Airport topics and data