

TRUCKEE TAHOE AIRPORT DISTRICT  
BOARD OF DIRECTORS AGENDA ITEM SUMMARY

Topic                                      **Q4 2013 Communications Report**

Purpose	Information: <b>X</b> Guidance:                                      Decision:
Objective	Review Outreach Communication Activity from the Quarterly Communication Report to the Community and Airport Users.
Last Action	The Q3 Communication Report included 3 events, and 3 birthday parties in the playground. We sent 7 e-blast's to 618 recipients with an average of 259 (40%) open e-blast's. We also had 30 nonprofit organizations use the Community Rooms.
Discussion	<b>Events:</b> Aviation Safety Seminar Big Truck Day Kevin Bumen's Going Away Party Master Plan Meeting Santa Fly In Soroptoshop Staff Holiday Party Truckee Community Christmas

**E-blasts: 641 recipients**

Date	Information	Opens
<b>10/04/13</b>	Pilot E-News	<b>143</b>
<b>10/22/13</b>	Bumen Moving on	<b>130</b>
<b>10/30/13</b>	Master Plan Meeting Reminder	<b>297</b>
<b>11/05/13</b>	Unicom Survey Reminder	<b>119</b>
<b>11/06/13</b>	Master Plan Meeting Reminder #2	<b>264</b>
<b>11/07/13</b>	Pilots Meeting November 19th	<b>109</b>
<b>11/12/13</b>	Master Plan Meeting Reminder #3	<b>241</b>
<b>11/15/13</b>	Master Plan Meeting Thank You	<b>293</b>
<b>12/04/13</b>	Santa Reminder #1	<b>254</b>
<b>12/06/13</b>	Unicom Hours	<b>279</b>

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**Sponsorships:**

Association of California Airports – California Aviation Day  
Rotary – Cadillac Ball  
Deer Herd Tracking  
Excellence in Education Foundation  
North Lake Tahoe Express Association – North Lake Tahoe Express Sponsorship  
North Lake Tahoe Resort Association – Transportation Summit  
Truckee High School Women's Tennis  
Truckee Tahoe high School Men's Tennis  
Truckee Tahoe Transportation Management Association

**Use of Airport And Community Rooms:**

AA  
ACAT  
Aviation Safety Meeting  
Barcelona NorCal  
Boy Scouts  
Cal Trans  
Civil Air Patrol  
Good morning Truckee  
Kid Zone  
Land Use  
Los medicos Voladores  
Master Plan Workshop  
Mountain Belles  
Palisades Truckee Townhomes  
Pine Forest HOA  
Red Cross  
Riverview HOA  
Sierra Seniors  
Soroptomist Soroptosshop  
Stonewood HOA  
TD Chamber  
TNT TMA  
Toastmasters  
TD Chamber  
Truckee Little League  
Truckee River Watershed Council  
Truckee Rotary  
Truckee Swim Team  
TTBA (bar association)  
Young Life

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# MEMO:

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**To: Community Members, Board of Directors, ACAT and Staff**  
**From: Mike Barrett, Safety Coordinator**  
**Subject: 2013 Communication Report Summary**  
**Date: January 16, 2014**

This report serves as the summary for the Quarterly Communications Reports for 2013.

In 2013, the Airport hosted 25 events. Events that were held at the Airport varied a great deal in their location, size, and scope. In addition to hosting events at the airport staff also participated in off-site events such as Truckee Thursdays and the Block Parties hosted by the T.D.P.U.D. The size of our events varied from a small group of 10 people for a P.T.O. fundraiser to 15,000 + people for the Truckee Tahoe Airport Air Fair & Family Festival 2013. Some examples of the varied scope of our events include small family birthday parties held in Katie's playground which require no staff support. The Civilian Specialist Training hosted by the Truckee Fire Department focused on counter terrorism training provided by the F.B.I., which included all of the regional police and fire departments. This event required moderate staff support. The Truckee Tahoe Airport Air Fair & Family Festival 2013 required all staff members, pilots, community volunteers, other public agencies, community service organizations, and local vendors.

The staff sent 27 e-blast messages to the community. The District sends e-blasts to inform the community of information pertinent to the Airport including upcoming events, online surveys, A.C.A.T. openings, and information about construction and closures at the Airport. The e-blasts have proven to be an effective way of getting our messages to the public. There was an average of 597 recipients per e-blast with average opens of 297 per occurrence, or 52%.

In 2013, the Airport processed 38 sponsorship requests for local nonprofit organizations, community events, clubs, and wildlife tracking. In addition to monetary funding the Airport also provided in kind support by having staff members use their specific skills to assist in community events. An example of this would be the aviation exhibit on display at the Kidzone. This project was supported both monetarily and with the skill and labor of the staff to locate an aircraft, retrofit it to fit inside the building, transport it, and make it safe, functional, and fun for the children to use.

The use of the Airport Community rooms has filled a real need in the community which can be seen by the amount of use the rooms get. In 2013 the community rooms were reserved 344 times by 64 different groups. The majority of use is by nonprofit organizations.

Katie's playground has become a focal point at the Airport for our customers as well as our visitors. It provides a place for passengers and their children to unwind after a long flight, but the playground is also bringing people to the Airport that may not have an interest in aviation. Having this playground for anyone to use it shows that the Airport is here to support the entire community.

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