

Connected.

Truckee Tahoe Airport District

Q1 - 2018 COMMUNICATIONS REPORT


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

Connected By
More Than A Runway





Q1 2018 DISTRICT COMMUNICATION METHODS



Airport Speaker Series

Seasonal Mountain Weather and Class D Airspace at KTRK



When: Monday, March 26, 2018
Time: 6:00 - 8:00 pm (Doors open at 5:30 pm)
Where: KTRK Main Terminal, Board Room A

Chris Smallcomb, Reno NWS Warning Coordination Meteorologist
Chris works with emergency management, public safety, aviation, and media partners in Eastern California, the Sierra, and Western Nevada to help them make good weather based decisions for their communities. He holds degrees in Atmospheric and Oceanic Science and is an avid trail runner.

Bill Grava, Midwest Air Traffic Controller at KTRK
Bill is one of the five controllers staffing the KTRK Tower. Bill was with the FAA for 26 years working at Sacramento Executive and Phoenix Sky Harbor and was a radar controller at Northern California TRACON. Bill is also an Airline Transport Rated pilot, Commercial and Instrument Flight Instructor with experience in corporate and Part 135 charter operations, and is type rated in the Challenger 300 and Embraer 145.

**This is a free event open to the public. FAAST WINGS Safety credit eligible.*

TRUCKEE TAHOE AIRPORT | 10356 TRUCKEE AIRPORT ROAD | 530.587.4119





Connected By More Than A Runway

SINCE 1958

We are here for our community and have a responsibility to it. What happens here and how we grow, work together and prosper is important to us.

530.587.4119
info@truckeetahoeairport.com
www.truckeetahoeairport.com
Airport Community Hotline:
530.287.2799
(Your Comments Matter)



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Truckee Tahoe Airport PILOT NEWS

CONNECTED BY MORE THAN A RUNWAY

SPRING 2018

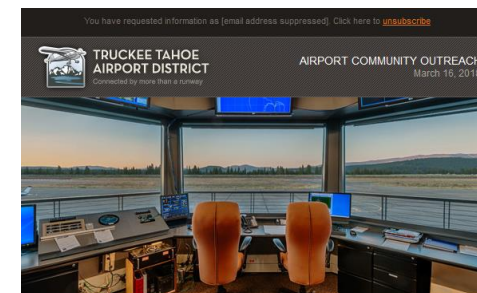


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Class D Airspace Designation for KTRK

Now that KTRK has a seasonal Tower, airport staff have been in a year-long process of petitioning the FAA for a Class D airspace designation. This change, expected at 9:01 UTC the morning of March 29, 2018, would supersede the previous KTRK Class E2 Non-Towered airspace designation. Pilots may ask, what will the new Class D airspace mean to me at KTRK?

1. Class D airspace at KTRK will be controlled airspace from the surface to 2,500' above the airport elevation, extending 4.2 NM from



HEAVY WINTER SNOWS AT KTRK

KTRK Ops & Maintenance crews are hard at work clearing the recent heavy snows. Please expect runway closures until Saturday afternoon 3/17/2018.

Hangar row snow removal will commence, after runways, taxiways, the ramp and access to the terminal building have been cleared. Due to the significant accumulation of snow, full access to all hangar rows may not be available until Sunday evening and/or Monday. We appreciate your patience.

Hangar tenants please remember to shovel the entire length of your hangar door. Closing the hangar door on top of snow and ice can cause damage and loss of hangar use.

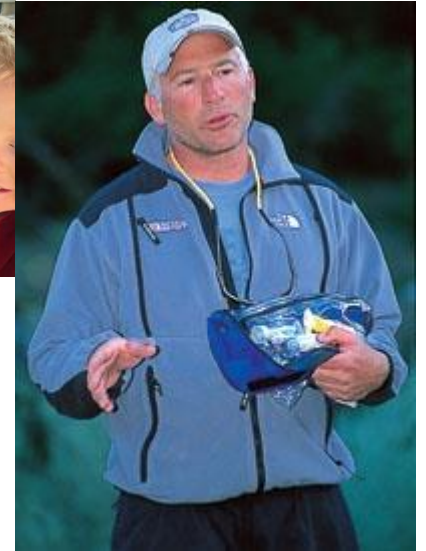
For the latest KTRK NOTAMS please visit: <https://pilotweb.nas.faa.gov/PilotWeb>





Q1 2018 AIRPORT EVENTS & HIGHLIGHTS

- Airport GMC Van Drawing Winner - Tahoe Cross Country
- Pathways To Aviation partners w/ TTAD completes 3 classes with 20+ students at each seminar
- TTAD hires Washington D.C. based Rosemont Strategies as its Airport Federal Legislative Consultant
- Hardy Bullock represents KTRK at Washington D.C. Congressional Hearing – “GA Airports & Noise and Annoyance Mitigation”
- Tahoe Expeditionary Academy Class gets KTRK Airfield Tour
- Community Speaker Event - Howard Donner
- Pilot News Spring 2018 flyer published
- Board of Directors and Staff Annual Workshop
- KTRK represented at Reno “Girls in Aviation” Conference
- Community Speaker Event - Weather & Class D Airspace
- FAA designated Class D airspace at KTRK during Tower operational hours
- District Clerk Lauren Tapia earns SHRM-CP certification and takes first-ever small airplane ride





Q1 2018 KTRK WEBSITE STATS

In Q1 2018 15,148 website visitors, completed 46,637 sessions

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

➤ California	10,266
➤ Nevada	1,072
➤ Washington	454
➤ Texas	425
➤ Tennessee	304

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

➤ Webcam	46,079
➤ Home Page	12,546
➤ Administration HR	1,572
➤ Aviation NAP's Flt Procedures	1,481
➤ Aviation Flt Planning	872

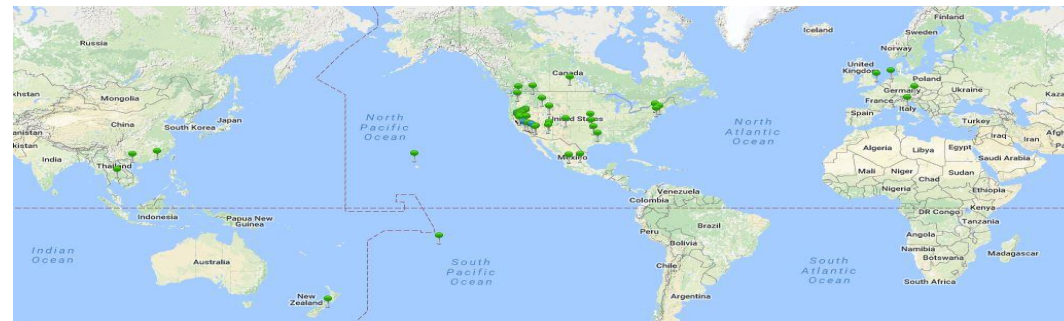
The screenshot shows the Truckee Tahoe Airport website. The header includes the airport logo, weather (57°F), and navigation links like HOME, AVIATION INFORMATION, and AIRPORT GUIDE. The main banner features a stylized mountain landscape with the text 'Connected By More Than A Runway'. Below the banner, there's a section titled 'OUR MISSION' and a large heading 'THE TRUCKEE TAHOE AIRPORT DISTRICT WELCOMES YOU!'. A link is provided for arrival/departure info. A 'FREQUENCIES' section lists various radio frequencies. On the right, a sidebar titled 'AIRPORT COMMUNITY NEWS' contains two articles: 'New Pilot Member of ACAT' dated Mar 29, 2018, and 'KTRK Familiarization Program' dated Mar 28, 2018.



Q1 2018

KTRK PILOT & COMMUNITY OUTREACH EFFORTS

<u>E-BLAST</u>	<u>RECIPIENTS</u>	<u>OPENED</u>	<u>DATE</u>
March Community Outreach	931	48%	03/16/2018
January Community Outreach	930	55%	01/09/2018



<u>IN-HOUSE PUBLICATION</u>	<u>NUMBER PRINTED</u>	<u>DATE</u>
"Pilot News" Spring 2018	600	03/09/2018



<u>SPEAKER EVENTS</u>	<u>NUMBER ATTENDED</u>	<u>DATE</u>
Dr. Howard Donner	61	02/06/2018
Weather & Class D Airspace	55	03/26/2018





Q1 2018 PILOT OUTREACH - ROAD SHOWS

<u>AIRPORT ROAD SHOWS</u>		<u>ATTENDENCE</u>
01/19/18	SONAMA, CA (KSTS)	32
02/10/18	REDDING, CA (KRDD)	42
02/13/18	SALINAS, CA (KSNS)	64
03/13/18	SANTA BARBARA, CA (KSBA)	49
03/14/18	PASO ROBLES, CA (KPRB)	66





Q1 2018 SOCIAL MEDIA

INSTAGRAM

Launched 02/01/2016

432 Followers

Average 1 post per week

FACEBOOK

Launched 06/01/2015

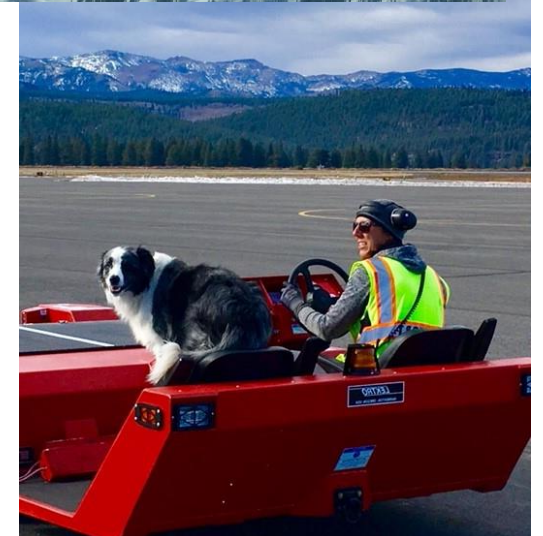
1,010 Followers (all organic)

Facebook Page Rating: 3.9 out of 5.0

Average 2 - 3 posts per week

Highest Posts Reach Q4 2017: (Top 5)

- 3,192 - Aerial Photo Donner Summit Sierra Crest Cornices
- 3,117 - Rick Anzar
- 1,702 - Sarah & Rex riding aircraft tug
- 1,290 - New Pilatus PC24 twin jet lands at KTRK
- 1,208 - Cessna JT-A Coming to KTRK

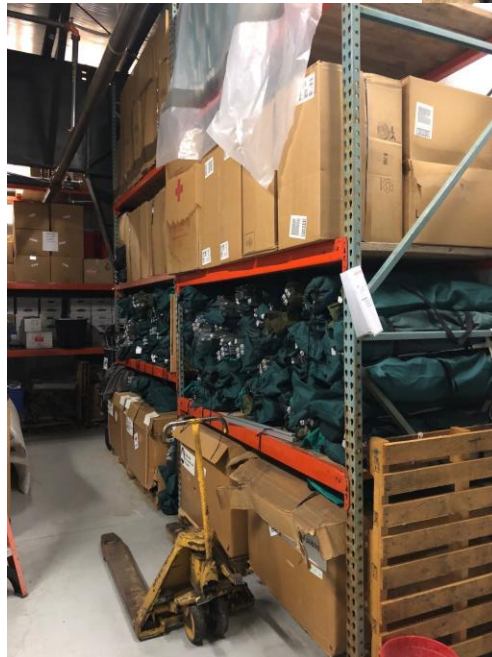




Q1 2018

AIRPORT SPACE PROVIDED FOR NONPROFITS

- American Red Cross
- 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 Donner Land Trust
- Truckee Optimist
- Truckee River Watershed Council





Q1 2018 USE OF AIRPORT COMMUNITY ROOMS

- Adventure Risk Challenge
- CATT
- Citizens Climate Lobby
- Girl Scouts Troop #660
- Mountain Area Preservation
- Mountain Belles
- Mountain Housing Council
- Nevada County Community Meeting
- North Tahoe Truckee Leadership
- Palisades - HOA
- Pathways To Aviation
- Rotary Club of Truckee
- Sierra Avalanche Center
- Sierra Business Council
- Sierra Senior Services
- Stonewood HOA
- SWEP
- Tahoe Backcountry Ski Patrol
- Tahoe Forest Hospital
- Tahoe Expedition Academy



- Tahoe Regional Arts Foundation
- TNT Jr. Cycling Team
- Toastmasters
- Trails and Vistas
- Truckee Chamber of Commerce
Good Morning Truckee, Knowledge Bites, Truckee Tomorrow
- Truckee Little League
- Truckee Lutheran Presbyterian
- Truckee Optimists
- Truckee Police
- Truckee Tahoe Swim Team
- Truckee Tahoe Airport District
ACAT, Board, & Staff meetings, Airshow, Airspace, Forestry Management, Midwest ATC, Safety, SHRA, Speaker Forums
- Truckee Tribe Lacrosse
- Winter Creek HOA



Q1 2018 COMMUNITY SPONSORSHIPS

➤ Creekside Charter School	\$ 1,000
➤ Friends of Cedar Sage Waldorf	\$ 1,500
➤ Girl Scouts Sierra Nevada	\$ 1,000
➤ Humane Society of Truckee Tahoe	\$ 1,500
➤ Kindred Art and Folk Institute	\$ 500
➤ Lake Tahoe Music Festival	\$ 1,500
➤ Mountain Area Preservation	\$ 1,000
➤ NTBA – Summer Music Kings Beach	\$ 1,200
➤ Sierra Expeditionary Learning School	\$ 1,500
➤ Sierra Senior Services - Meal on Wheels	\$ 1,500
➤ Sierra State Parks – Donner State Park	\$ 1,000
➤ Tahoe Community Nursery School	\$ 1,500
➤ Tahoe Rim Trail Association	\$ 1,750
➤ Truckee Day – Street Clean Up	\$ 1,000
➤ Truckee High Project Graduation	\$ 1,000
➤ Truckee High STEAM & Career Fair	\$ 3,000
➤ Truckee High Track & Field	<u>\$ 1,500</u>
	\$22,950

TTAD “Community Sponsorship” budget 2018 \$50,000





Q1 2018

LETTERS OF THANKS & APPRECIATION



- Boys & Girls Club of NLT/Truckee
- Creekside Charter School PTO (Olympic Valley)
- Friends of Tahoe Truckee Waldorf
- Girl Scouts Sierra Nevada
- Humane Society of Truckee – Tahoe
- Lake Tahoe Music Festival
- Mountain Area Preservation
- Sierra Expeditionary Learning School
- Sierra Senior Services – Local Meals on Wheels
- Sierra State Parks Foundation – “Donner Project”
- Tahoe Community Nursery School
- Tahoe Cross Country “GMC Van Winner”
- Tahoe Rim Trail Association
- Tahoe Expeditionary Academy
- Town of Truckee – Holiday Shuttle
- Truckee High – Track & Field
- TTUSD – STEAM Academy



Q1 2018 IN MEMORY



RICK ANZAR
06/11/1956 - 02/15/2018





Truckee Tahoe Airport District

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