

# Connected.

## Truckee Tahoe Airport District

### Q4 / **Annual** - 2018 COMMUNICATIONS REPORT

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

Connected By  
More Than A Runway





# Q4 2018 DISTRICT COMMUNICATION METHODS

**Aviator Speaker Series**

**Winter Operations & Weather**



**When:** Thursday, November 8, 2018, 6 – 8:30 p.m. &  
Thursday, November 15, 2018, 6 – 8 p.m.  
**Where:** KTRK Main Terminal, Board Room A

Come learn what, when and how the Truckee Tahoe Airport District Ops & Maintenance department prepares, plans and prioritizes snow removal operations. This meeting is intended for local aviators and Airport tenants, but is open to anyone interested in winter operations at the Truckee Tahoe Airport. This is also an opportunity for tenants to discuss their operational needs and how best to communicate with Airport staff.

Noted meteorologist **Chris Smallcomb** from the Reno National Weather Service will be at the November 8th meeting to talk about **Sierra Winter Storms and Expectations for Winter 2018-19**.

TRUCKEE TAHOE AIRPORT | 10356 TRUCKEE AIRPORT ROAD | 530.5874119



## COMMUNITY NEWS

### A VOICE OF EXPERIENCE FROM THE TOWER

BY LAUREL LARSEN, PHOTO: TOM LARSEN



▲ Bill Green brings his experience to the KTRK control tower.

shuttle they managed, was type rated in the Embraer 145 and then became chief pilot there, overseeing 30 pilots at three different bases. After leaving that operation, Bill learned of the need for a controller at the new KTRK tower facility and was assigned to take the job. "Tender camping, fishing and the many outdoor activities in the Truckee Tahoe Area," he says and shares those passions with his family. Being a controller with pilot and instructor experience, along with aviation knowledge, has been extremely useful in his career. Bill has taken several pilots through potentially serious situations, very recently saving a few lives. One of the most memorable was a pilot flying a Cherokee who announced she had full power but couldn't start the engine, and that her throttle cable had likely broken. Bill confirmed that her engine was running.

## AIRPORT NEWS

### INVESTING IN TAHOE'S LOCAL YOUTH



## AIRPORT HOLIDAY CLOSURES

In order to allow all KTRK District staff to celebrate the Christmas holiday with their families, the airport will be closed as follows:

**12/24:** The airport terminal building, ramp services and self-serve fuel will close at 18:00 local.

**12/25:** The airport terminal building, ramp services and self-service fuel will be closed all day.

**Pilots please plan accordingly!**

\*Tower Air Traffic Control will be operational daily as normally scheduled from 07:00 - 18:00 local.

Red Truck Cafe will be closed both 12/24 & 12/25.





# Q4 2018 AIRPORT EVENTS & HIGHLIGHTS

- Newly appointed ACAT Members Airport Tour 10/12
- The North Face – 2019 Product Launch Event 10/14-15
- ACAT Neighborhood Noise Measuring of Skydive Truckee Aircrafts 10/18
- Pathways To Aviation Program Introduction Class 10/18
- Town of Truckee “Big Truck Event” 10/20
- TTAD Staff CPR/AED and Fire Drill Training 10/26 & 10/31
- Public Votes – TTAD Board Member Elections 11/6
- Speaker Events “Winter Ops” & Snow Day Program Launch 11/8 & 11/15
- Boy Scout Troop 267 XMAS Tree Storage Space Provided 11/10
- Truckee Community XMAS Food Drive Storage Space Provided 11/15
- TTAD Board Approves TNSAR & Tahoe Fund Agency Partnerships 11/28
- “Connected” Winter edition released 11/28
- TTAD’s new Cessna Turbo Skyhawk JT-A N5901G Arrives 11/30
- TTAD Annual Christmas Party 12/1
- Santa Fly In Event 12/8
- Airport Terminal Building Closed Christmas Day 12/25
- TTAD provides space for Community XMAS Tree Recycling 12/26



**TOTAL 2018 TTAD EVENTS & HIGHLIGHTS = 71**

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# Q4 2018

## KTRK WEBSITE STATS

### Audience Overview

In Q4 we had 15,423 website users, who completed 38,721 sessions and 62,273 page views.

### Top 5 in each category:

#### Where do our website visitors live?

|              |       |
|--------------|-------|
| ➤ California | 8,170 |
| ➤ Nevada     | 1,103 |
| ➤ Texas      | 599   |
| ➤ Florida    | 318   |
| ➤ Washington | 236   |

#### What web pages do visitors view?

|                                 |        |
|---------------------------------|--------|
| ➤ Webcam                        | 30,682 |
| ➤ Home Page                     | 11,370 |
| ➤ Admin/Board/Meetings          | 1,643  |
| ➤ Aviation NAP's Flt Procedures | 1,427  |
| ➤ Admin/Staff/HR                | 978    |

### Audience Overview

In 2018 we had 56,508 website users, who completed 153,814 sessions and 250,837 page views.

The screenshot shows the KTRK website homepage. At the top is a dark navigation bar with the Truckee Tahoe Airport logo, a weather widget showing 28°F, and links for Quick Links, Webcam, Board Info, Contact, Report Noise, and social media. Below this is a secondary navigation bar with links for Home, Aviation Information, Airport Guide, Administration, Giving Back, Visiting, and News. The main content area features a large mountain landscape image. Below the image is a section titled 'KTRK WELCOMES YOU!' with links to arrival/departure info and winter ops status. Further down is a 'FREQUENCIES / TOWER OPS' section with detailed information about tower operations and winter hours. On the right side, there is a 'AIRPORT COMMUNITY NEWS' sidebar with two articles: 'Red Beacons Going Green' and 'Park-n-Ride to Northstar', both dated December 2018.



Q4 2018

# KTRK PILOT & COMMUNITY OUTREACH EFFORTS

| <u>E-BLAST</u>              | <u>RECIPIENTS</u> | <u>OPENED</u> | <u>DATE</u> |
|-----------------------------|-------------------|---------------|-------------|
| December Community Outreach | 905               | 45%           | 12/19/2018  |
| November Community Outreach | 913               | 52%           | 11/27/2018  |
| October Community Outreach  | 905               | 47%           | 10/23/2018  |

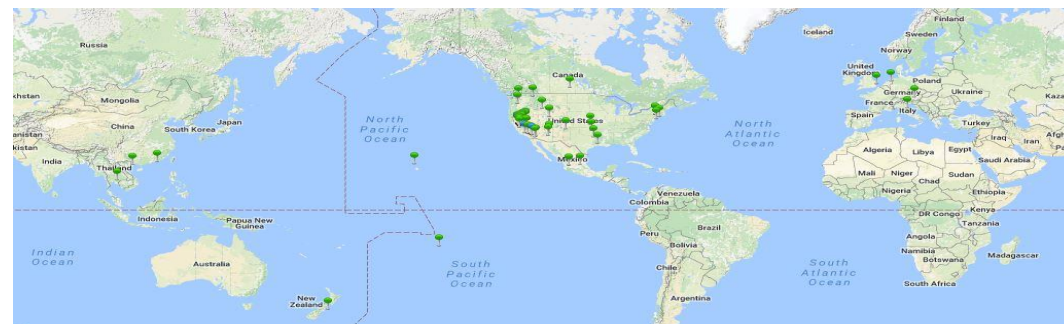
**Total E-Blasts for 2018 = 10**

| <u>PUBLICATIONS IN-HOUSE</u> | <u>NUMBER PRINTED</u> | <u>DATE</u> |
|------------------------------|-----------------------|-------------|
| Connected Winter 2018        | 21,000 copies         | 11/28/2018  |

**Total Mass Mailed TTAD Publications for 2018 = 5**

| <u>MAGAZINE &amp; NEWSPAPER PUBLICATIONS</u>           | <u>Edition</u> |
|--|----------------|
| Civil Air Patrol – Bear Facts (Community Partner Logo) | Annual         |
| Moonshine Ink – Summer Lovin' (Fast Facts)             | Summer         |
| Nevada Gold Magazine/Calendar Brochure (Fast Facts)    | Annual         |
| North Lake Tahoe Visitor's Guide (Fast Facts)          | Summer/Winter  |
| Northstar Living (Fast Facts)                          | Summer/Fall    |
| Sierra Sun/NLT Bonanza/Truckee Sun (ads, articles)     | As Scheduled   |
| Tahoe Donner (Fast Facts)                              | Summer         |
| The Northwoods Magazine (Fast Facts)                   | Summer/Fall    |
| The Shire (Fast Facts)                                 | Summer/Fall    |
| Truckee.Com (Fast Facts)                               | Summer/Winter  |

**Total TTAD Ads in Outside Publications in 2018 = 13**



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## KTRK PILOT & COMMUNITY OUTREACH EFFORTS Cont.

### PILOT OUTREACH

|   |            |
|---|------------|
| Mark Covey starts position as Pilot & Pax Outreach Coord. | 11/05/2018 |
| “Snow Day” Pilot Info and Request Program launched        | 11/08/2018 |
| Pilot & Pax Outreach on ramp, NAP & Curfew Compliance     | Daily      |
| 64 – DOI (Daily Operating Info) E-blasts to airport users | Daily      |
| Regular FICON (Field Condition) and NOTAMS posted         | As Needed  |

### KTRK FAMILIARIZATION PROGRAM

|  |    |
|--|----|
| Local Flight Instructor KTRK Familiarization Flights = 5 | Q4 |
| <b>Total KTRK Familiarization Flights in 2018 = 31</b>   |    |

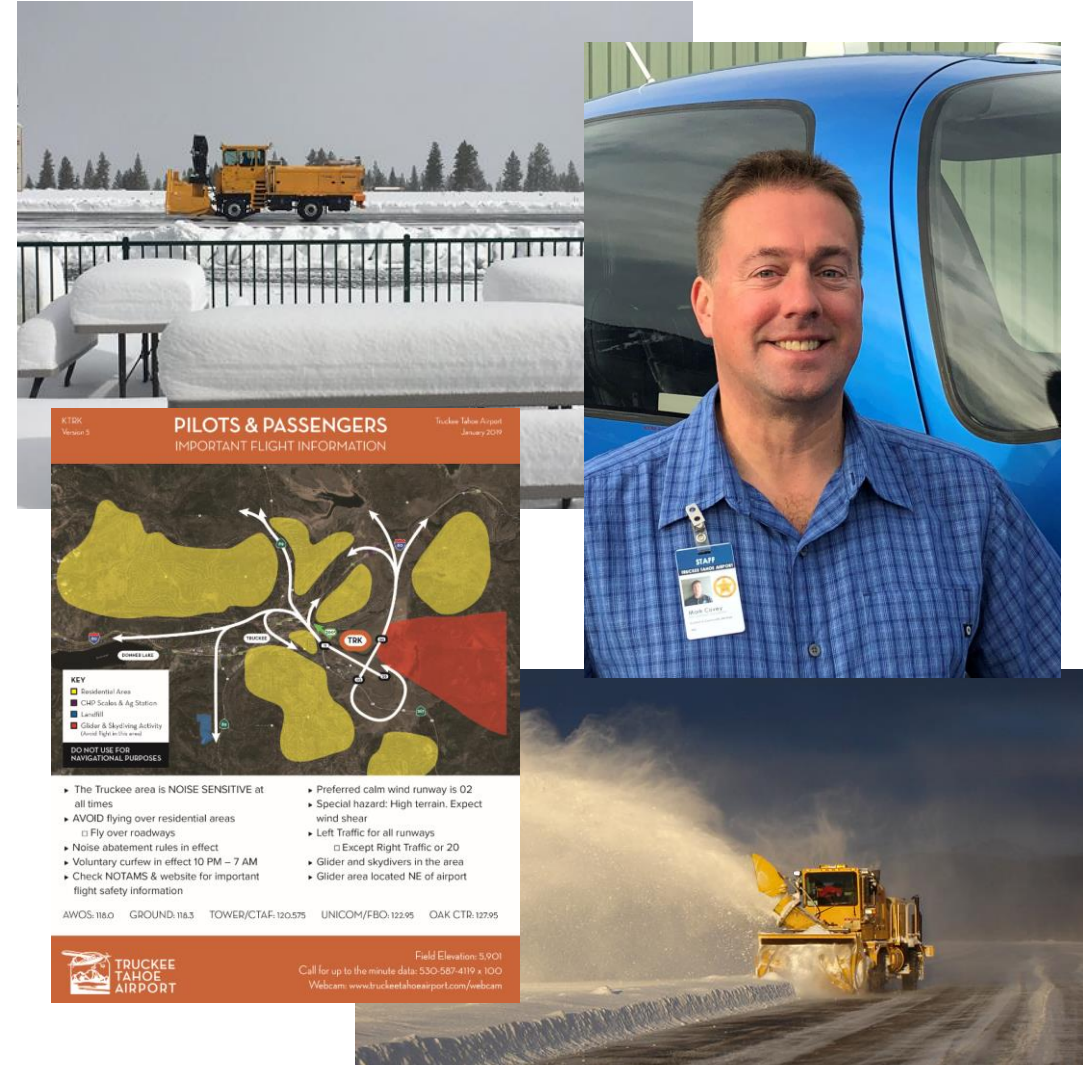
### SPEAKER EVENT(S)

### NUMBER ATTENDED

### DATE

|                                |    |               |
|--------------------------------|----|---------------|
| Winter Operations at KTRK (x2) | 39 | 11/08 & 11/15 |
|--------------------------------|----|---------------|

**Total Speaker Events for 2018 = 8**





# Q4 2018 SOCIAL MEDIA

## INSTAGRAM

Launched 02/01/2016

826 Followers as of 12/31/2018

Average 1 post per week

**New Followers in 2018 = 474**

## FACEBOOK

Launched 06/01/2015

1,303 Followers as of 12/31/2018

**New Followers in 2018 = 346**

Facebook Page Rating: 4.3 out of 5.0

Average 2 - 3 posts per week

Highest FB Post Reaches Q4 2018: (Top 5)

1,335 - Mark Covey Pilot & Pax Outreach Coordinator

1,180 - Santa Fly In Event

1,008 - Marc Lamb earns AAAE C.M. accreditation

575 - TTAD Truckee Chamber "Big Life" video

506 - New Executive Hangars opening

**Highest FB Post Reach in 2018 = 39,174 - KTRK July Hail Storm**







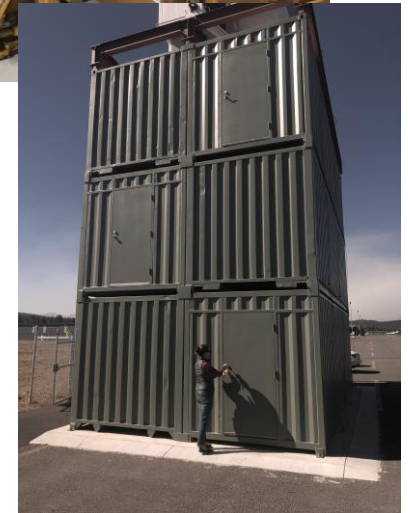
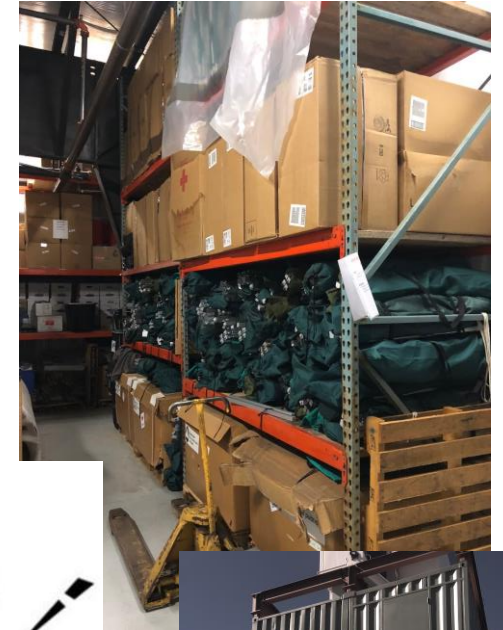
Q4 2018

# AIRPORT SPACE PROVIDED FOR 17 NON-PROFITS

- American Red Cross
- Civil Air Patrol
- Experimental Aircraft Association
- Foster the Sierra
- 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 Boy Scout Troop
- Truckee Donner Land Trust
- Truckee Optimist
- Truckee River Watershed Council

## Temporary Seasonal Non-Profit Storage

- Truckee Community Christmas Food Drive
- Boy Scouts XMAS Tree Fund Raiser



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## USE OF AIRPORT COMMUNITY ROOMS

- Assante Network Fair Trade
- Citizens Climate Lobby
- FAA Check Ride – Dave Tranquilla CFI
- Mountain Belles
- Pathways To Aviation
- Pine Forest HOA
- Rotary Club of Truckee
- Santa Fly In
- Sierra Nevada Alliance
- Sierra Senior Services
- Stonewood HOA
- SWEP
- Tahoe Back Country
- Tahoe Expeditionary Academy
- Tahoe Regional Arts Foundation
- Tahoe Truckee Democratic Club
- The Boulders Condo Assoc.
- The Timbers HOA
- Trails and Vistas
- TNT Jr. Cycling



34 organizations held 101 meetings in Q4 2018  
**Total 2018 Community Room usage = 457 meetings**

- Toastmasters
- Truckee Chamber of Commerce  
Good Morning Truckee,  
Knowledge Bites, Truckee  
Tomorrow
- Truckee Donner Historical Society
- Truckee Fire Protection District
- Truckee Optimists
- Truckee Police Officers Association
- Truckee Tahoe Swim Team
- Truckee Tahoe Airport District  
ACAT, Board, & Staff meetings,  
Airshow Committee, Community  
Events, Construction Projects,  
Safety Meetings, Speaker Events,  
Staff Training
- Truckee Tennis
- Truckee Tribe Lacrosse
- Truckee River Cohousing
- Winter Creek HOA



# Q4 2018 COMMUNITY SPONSORSHIP RECIPIENTS

|   |                 |
|---|-----------------|
| ➤ Big Brothers Big Sisters                      | \$ 1,000        |
| ➤ Civil Air Patrol “Mission To Mars”            | \$ 1,500        |
| ➤ Fine Arts North FAN Club                      | \$ 2,000        |
| ➤ Friends of Cedar Sage Waldorf                 | \$ 1,000        |
| ➤ Glenshire Elementary PTO                      | \$ 500          |
| ➤ Headwaters Science Institute                  | \$ 750          |
| ➤ Placer County Search & Rescue                 | \$ 500          |
| ➤ SELS – Parent Teacher Crew Inc.               | \$ 1,200        |
| ➤ Sierra Senior Service                         | \$ 1,500        |
| ➤ Truckee Community Theater/TCT Jr              | \$ 1,000        |
| ➤ Truckee Donner Railroad Society               | \$ 2,000        |
| ➤ Truckee Football Foundation                   | \$ 1,000        |
| ➤ Truckee High Basketball (Freshmen/JV/Varsity) | <u>\$ 1,750</u> |

Q4 Total \$ 15,700

\* \$30.5K in enterprise funding from Jeep and The North Face events provided \$15K in additional funding for the Air Show & Family Festival 2019 budget and \$15.5K for 2018 Community Sponsorships programs.

**TTAD “Community Sponsorship” Budget 2018 \$65,500.**  
**In 2018 TTAD gave \$59,100 in Community Sponsorship funding to 54 non-profit and/or educational organizations.**







## Q4 2018 LETTERS OF THANKS & APPRECIATION



- **Bear Facts – Civil Air Patrol (ad, CSPR and event space)**
- **Big Brothers Big Sisters (CSPR)**
- **Boys & Girls Club NLT (service agreement)**
- **Glenshire Elementary PTO (CSPR)**
- **Pathways To Aviation (CSPR and airport facility use)**
- **SELS Parent Teacher Crew (CSPR)**
- **Shane McConkey Foundation (CSPR)**
- **SWEP Bioneers Conference (CSPR)**
- **Tahoe Nordic Search and Rescue (Agency Partnership recipient)**
- **Tahoe Rim Trail Association (CSPR)**
- **Tahoe Safe Alliance (CSPR)**
- **Town of Truckee Event Shuttle (TTAD is a key sponsor)**
- **Trails and Vistas (airport facility use and storage space)**
- **Truckee High Boys Basketball (CSPR)**
- **Truckee Community Christmas (airport facility use)**
- **Truckee Community Theater / TCT Jr. (CSPR)**
- **Truckee Football Foundation (CSPR)**
- **TTUSD (STEM Career event attendee and sponsor)**

\* Community Sponsorship Program Recipient (CSPR)



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