

Connected.

Truckee Tahoe Airport District

Q1 - 2019 COMMUNICATIONS REPORT

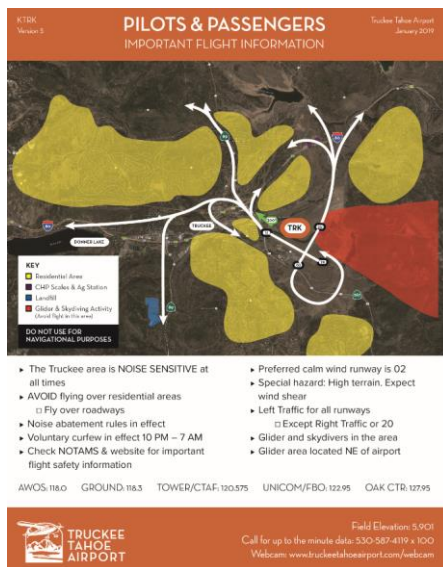
By: Marc R. Lamb, Aviation & Community Services Manager

Connected By
More Than A Runway





Q1 2019 DISTRICT COMMUNICATION METHODS



Safer Skies Through Education



When: Wednesday, January 30, 2019
Time: 6:00 - 8:00 pm (Doors open at 5:30 pm)
Where: KTRK Main Terminal, Community Room





Q1 2019 AIRPORT EVENTS & HIGHLIGHTS

- **TTAD Staff Member Sarah Person Earns AAE “ACE” Certification 1/2**
- U.S. Marine Flight Training at KTRK 1/10
- First New N-P Executive Hangar Tenant Takes Occupancy 1/15
- Social Media post goes viral, Citation Jet 1/16
- STEAM Event – Pathways to Aviation Youth Program 1/24, 2/28, 3/14
- Community Event in N-1, Tahoe Truckee Community Foundation 1/26
- **Non Injury Aircraft Incident (excursion) Rwy 20 1/29**
- Speaker Event – Pilot Safety Seminar Series 01/30
- TNSAR/TTAD Agency Partnership Pisten Bully Delivered 2/1
- **Warehouse Space D-2 RFP brings over 150 people to Board Meeting 2/27**
- TTAD Auctions off an abandoned Piper Tri-Pacer 3/8
- Girl Scout Troop tour of Airport 3/11
- Truckee Tahoe Humane Society EOP airfield tour 3/14
- Spring 2019 “*PILOT NEWS*” edition distributed 3/15





Q1 2019 KTRK WEBSITE STATS

Audience Overview

In Q1 we had 28,340 website users, who completed 88,606 sessions and 134,874 page views.

Website users up 86% over Q1 2018

Where do our website visitors live?

➤ California	16,231
➤ Nevada	2,265
➤ Texas	703
➤ Florida	673
➤ Virginia	583

What web pages do visitors view?

➤ Webcam	85,696
➤ Home Page	18,514
➤ Aviation "Snow Day" page	3,845
➤ Aviation NAP's Flt Procedures	2,062
➤ Aviation ADS-B	1,255
➤ Airport Community News	998
➤ Administration HR	969

The screenshot shows the KTRK website homepage. At the top is a navigation bar with the Truckee Tahoe Airport logo, a weather widget showing 28°F, and various utility links like Quick Links, Webcam, Board Info, Contact, Report Noise, and social media icons. Below the navigation bar is a main header with links to Home, Aviation Information, Airport Guide, Administration, Giving Back, Visiting, and News. The main content area features a large image of a yellow snowplow clearing a runway. Below the image is a section titled 'KTRK WELCOMES YOU!' with links to arrival/departure info and winter ops status. Further down is a section for 'FREQUENCIES / TOWER OPS:' providing details on tower and ground frequencies, and a note about Class D airspace. At the bottom of the main content area is a link for 'Automatic Dependent Surveillance Broadcasting'. On the right side of the page is a sidebar titled 'AIRPORT COMMUNITY NEWS' with two articles: '2018 Noise & Annoyance Comments' dated Mar 29, 2019, and 'Airport District CAT 950B For Sale' dated Mar 28, 2019.



Q1 2019 SOCIAL MEDIA

INSTAGRAM

Launched 02/01/2016

1,002 Followers as of 03/31/2019

Followers up 132% over Q1 2018

Average 1 post per week

FACEBOOK

Launched 06/01/2015

2,276 Followers as of 03/31/2019

Followers up 125% over Q1 2018

Facebook Page Rating: 4.2 out of 5.0

Average 2 - 3 posts per week

Highest FB Post Reaches Q1 2019: (Top 5)

436,622 - **Citation X on its tail**

13,703 - Non injury aircraft incident Rwy 20

5,281 - Tri-Pacer Auction

3,982 - **Snow Day Page**

3,182 - Noise Abatement Flight Tracking





Q1 2019

KTRK PILOT & COMMUNITY OUTREACH EFFORTS Cont.

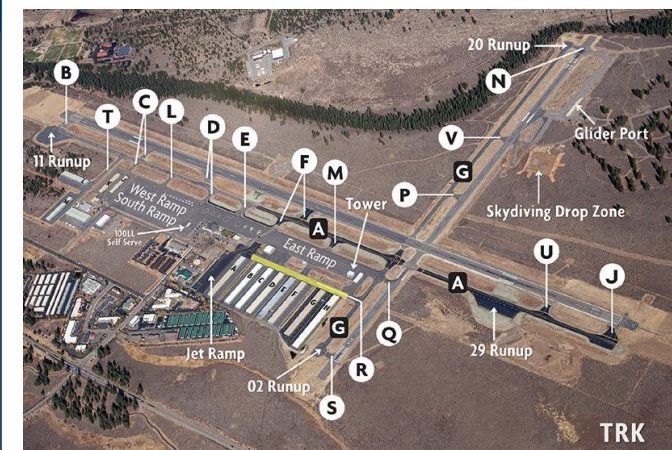
<u>E-BLAST</u>	<u>RECIPIENTS</u>	<u>OPENED</u>	<u>DATE</u>
January Community Outreach	922	49%	1/28/2019

<u>KTRK FAMILIARIZATION PROGRAM</u>	<u># FLOWN</u>	<u>DATE</u>
Local Instructor KTRK Familiarization Flights	1	Q1

<u>SPEAKER EVENT(S)</u>	<u># ATTENDED</u>	<u>DAY</u>
Pilot Safety Seminar Series	37	1/30/2019

<u>PUBLICATIONS IN-HOUSE</u>	<u># PRINTED</u>	<u>DATE</u>
Pilot News (spring edition)	500 copies	3/15/2019
Annual Report (mass mailer)	21,000 copies	3/29/2019

<u>PILOT OUTREACH</u>	<u>DATE</u>
“Snow Day” Pilot Info and Access Request Program	Q1
Pilot & Pax Outreach on ramp, NAP & Curfew Compliance	Daily
54 – DOI (Daily Operating Info) E-blasts to airport users	Daily
Regular FICON (Field Condition) and NOTAMS posted	As Needed





Q1 2019 ADS-B Outreach Campaigns

COMMUNITY / CIVIC PRESENTATIONS

- Green Society
- Rotary Club of Truckee
- Truckee Chamber – “Good Morning Truckee”

DIGITAL INFORMATIONAL CAMPAIGN

- Abbi Agency ran informational ad campaign pointing Facebook and YouTube/VIMEO viewers to the District’s ADS-B dedicated website page



MEDIA PUBLICATIONS

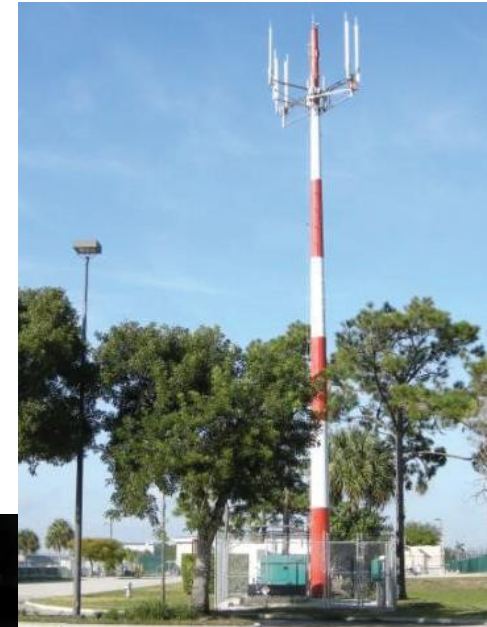
- Pilot News, Spring Edition 2019 – Article and link info

SOCIAL MEDIA

- Facebook posts with ADS-B information and links

WEBSITE

- ADS-B dedicated webpage and home page posts including in-depth white page information and video content





Q1 2019

AIRPORT SPACE PROVIDED FOR NON-PROFITS (17)

- 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 or Space Use

- **Truckee & NLT Little League 9 (batting cages)**
- **Girl Scout Troop (temporary cookie storage)**





Q1 2019 USE OF AIRPORT COMMUNITY ROOMS

- Adventure Risk Challenge
- CATT
- CHP
- Citizens Climate Lobby
- Mountain Belles
- Palisades Truckee Townhomes
- Pathways To Aviation
- Pine Forest HOA
- Rotary Club of Truckee
- SELS
- Sierra Avalanche Center
- Sierra HR Association
- Sierra Senior Services
- Stonewood HOA
- SWEP
- Tahoe Back Country Ski Patrol
- Tahoe Expeditionary Academy
- Tahoe Regional Arts Foundation
- Tahoe Truckee Community Foundation
- Tahoe Truckee Democratic Club
- TNT Jr. Cycling
- Toastmasters



36 organizations held 106 meetings in Q1 2019

- Truckee Chamber of Commerce
Business Speaks, Good Morning Truckee, Knowledge Bites, Truckee Tomorrow
- Truckee Fire Protection District
- Truckee Little League
- Truckee Lutheran Presb Church
- Truckee North Tahoe Mtn Bike Team
- Truckee Optimist Club
- Truckee Police Officers Association
- Truckee Regional Arts Foundation
- Truckee River Watershed Council
- Truckee Tahoe Swim Team
- Truckee Tahoe Airport District
ACAT, Board & Staff meetings, Airshow Committee, Community Events, Construction Projects, Safety Meetings, Speaker Events
- Truckee Tribe Lacrosse
- Truckee River Cohousing
- Winter Creek HOA



Q1 2019

COMMUNITY SPONSORSHIP RECIPIENTS (18)

➤ Truckee High Robotics	\$ 1,000
➤ Tahoe Silicon Mountain	\$ 500
➤ Pinnacle Tahoe Volleyball Club	\$ 1,000
➤ Truckee Little League	\$ 1,000
➤ Truckee High - Track & Field	\$ 1,000
➤ Mountain Area Preservation	\$ 1,000
➤ TTUSD Early Learning	\$ 1,500
➤ Truckee High Girls Softball Team	\$ 1,000
➤ SnowFest 2019	\$ 1,000
➤ TTSA Tahoe Truckee Soaring Association	\$ 3,000
➤ Truckee Donner Rec & Parks	\$ 500
➤ Big Brothers Big Sisters	\$ 1,000
➤ North Tahoe Business Association (NTBA)	\$ 1,000
➤ Truckee Excel in Music Parent Org (TEMPO)	\$ 1,000
➤ Truckee Tahoe Community Chorus (TTCC)	\$ 500
➤ Tahoe Rim Trail Association	\$ 1,000
➤ Creekside Charter School	\$ 500
➤ Tahoe Community Nursery School	\$ 1,000
TOTAL Q1 2019 Community Sponsorships	\$18,500



TRUCKEE TAHOE AIRPORT DISTRICT

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Q1 2019

AGENCY PARTNERSHIP Tahoe Nordic Search & Rescue (TNSAR)

TTAD entered into an Agency Partnership with Placer County supporting the Tahoe Nordic Search & Rescue organization (TNSAR) in November of 2018.

TTAD funded \$395,500 for a new Pisten Bully Snow Cat and International Truck Hauler (to move the cat on surface streets).

TNSAR took possession of the Pisten Bully in February and put it to immediate good use with seven call outs in Q1 2019.

The new truck hauler is due to be delivered late spring early summer. They have been using a borrowed truck to date.

* Photos are of a snow mobile injury accident near Watson Lake at the top of Hwy 267, and temporary storage of the cat in hangar H-5 until its garage in Tahoe City is completed.



TRUCKEE TAHOE AIRPORT DISTRICT

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Q1 2019

LETTERS OF THANKS & APPRECIATION (28)



- * Community Sponsorship Program Recipient (CSPR)
- * Agency Partnerships / Service Agreement Contracts (AP)

- Aerospace & Aviation Days State Capital (CSPR)
- Big Brothers Big Sisters of NV County (CSPR)
- Boys & Girls Club of NLT (2 STEAM Coordinators AP)
- Creekside Charter (CSPR)
- Friends of Truckee Waldorf (CSPR)
- Girl Scout Troop 1631 (Airport Tour)
- Human Society of Truckee Tahoe (CSPR)
- Mountain Area Preservation (CSPR)
- North Tahoe Fan Club - NT Middle & High School Music Programs (CSPR)
- NTBA – Music on the Beach, Kings Beach (CSPR)
- Pinnacle Tahoe Volleyball Club (CSPR)
- Sierra Expeditionary Learning School (CSPR)
- Sierra Senior Services (CSPR)
- Sierra State Parks Foundation (CSPR)
- SnowFest (CSPR)
- South Yuba River Citizens League (CSPR)
- Tahoe Fund (Emerald Bay to Stanford Rock AP)
- Tahoe Rim Trail Association (CSPR)
- Tahoe Silicon Mountain (CSPR)
- Tahoe Truckee Community Foundation (N-1 20th Anniversary party)
- Tahoe Truckee Excellence in Ed – (5th Grade Challenger Series AP)
- Truckee High Girls Softball (CSPR)
- Truckee High School Safe & Sober Grad Night (CSPR)
- Truckee High School Band – TEMPO (CSPR)
- Truckee High Track & Field (CSPR)
- Truckee Little League (Maintenance shop space use and CSPR)
- Truckee Tahoe Community Chorus (CSPR)
- TTUSD Early Learning (CSPR)



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