

Attachment A (2 pages)

Staff Report – ADS-B System Service and Delivery Price and Contract (6.26.2019)

ADS-B Communications and Public Outreach Efforts

The topic of ADS-B first started coming to the attention of the Airport Board and staff in 2015. In 2017 serious discussions of the merits of ADS-B and the possibility of Truckee Tahoe Airport District installing ADS-B at KTRK began. From that point forward, airport staff launched one of the District's most robust public information outreach campaigns in its history. ADS-B outreach efforts surpassed even the extensive seasonal contract tower public information campaigns of 2016 and 2017.

The following is a list of ADS-B outreach campaign data....

Connected (mass mailer)

- Summer 2019, Community News article and graphic on ADS-B
- Winter 2018, Airport News article and graphic on ADS-B
- Summer 2018, Business of the Airport is Your Business ADS-B article

E-Blasts

- June 6, 2019 "Board to Vote on ADS-B June 26, 2019"
- May 13, 2019 "Potential ADS-B Installation at KTRK"
- January 28, 2019 "Take the ADS-B Survey"
- June 6, 2018 "You're Invited – Airport Community Open House"
- December 19, 2018 "Automatic Dependent Surveillance Broadcast"
- December 30, 2017 "Enhanced MLAT at KTRK"

Facebook–

- April 10, 2019, ADS-B feature post, "Should Airport Board move forward with ADS-B ground station installation at KTRK?"
- February 19, 2019, You're Invited to an EAA Speaker Event (GPS/ADS-B)
- November 30, 2018, ADS-B feature post, "ADS-B" and why is your Truckee Tahoe Airport District Board of Directors and Staff looking at possibly installing it at KTRK?"
- April 7, 2018, Rusty Pilot Seminar, ADS-B overview
- March 1, 2018, General ADS-B Info Post
- December 30, 2017, Enhanced Flight Tracking at KTRK

Open House Community Events

- June 13, 2018, staffed info station for public discussion of ADS-B with printed media available
- July 9, 2018, staffed info station for public discussion of ADS-B with printed media available

Pilot News Flyer

- Spring 2019 edition, Business of the Airport is Your Business article
- Fall 2018 edition, Business of the Airport is Your Business article
- Spring 2018 edition, ADS-B Feature article

Social Media “ADS-B Splainer Video” Campaign (Abbi Agency)

- December 22, 2018 – April 24, 2019

Website

Airport Community News:

- June 12, 2019 “Board to Vote on ADS-B Coverage”
- February 28, 2019 “ADS-B Media Recap”
- January 21, 2019 “Take Our ADS-B Survey”
- June 20, 2108 “You’re invited to an Airport Open-House Event”
- May 07, 2018 “Airport Board Looking at Bringing ADS-B to KTRK”

ADS-B dedicated web page at: <https://truckeetahoeairport.com/aviation/ads-b>

Launched October 26, 2018

Home page featured ADS-B posts banner position:

- August 2018, initial intro ADS-B post
- October 2018, ADS-B launch of web page intro description
- December 2018, ADS-B watch the YouTube video
- December 2018 – March 2019, ADS-B post Take the Survey

YouTube

- December 2018 to present, ADS-B at KTRK “Splainer” Video

Other outside ADS-B coverage and presentations

- **Barbara Green Society**, ADS-B presentation by Hardy Bullock, January 2019
- **Lake Tahoe Television (North Shore Lake Tahoe Basin)**, ADS-B featured news exposé (x3), by Robert G. Scott
- **Moonshine Ink**, ADS-B article by Alex Hoeft, May 23, 2019
- **Sierra Sun**, ADS-B article by Hannah Jones, February 15, 2019
- **Truckee Donner Chamber of Commerce**, Good Morning Truckee, ADS-B presentation by Hardy Bullock, February 12, 2019
- **Truckee Rotary**, ADS-B presentation by Hardy Bullock, January 31, 2019
- **North Lake Tahoe Chamber of Commerce**, Invitation to Speak
- **North Lake Tahoe Rotary**, Invitation to Speak