

# Connected.

## Truckee Tahoe Airport District

### Q2 - 2019 COMMUNICATIONS REPORT

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

Connected By  
More Than A Runway





# Q2 2019 DISTRICT COMMUNICATION METHODS



COMMUNITY NEWS

## Re-Imagining Martis Valley's Forests

BY DAVID BUNKER



Each year, students work with the Sagehen Foundation to plant trees in Martis Valley. The group is joined by local residents and visitors to the area. The group is joined by local residents and visitors to the area.

and the Trust for Public Land led the effort to purchase Waddie Ranch, they transferred ownership of the land to the airport once the purchase was complete. That meant that the airport would have the ongoing responsibility to care for and protect the land. "This is a commitment that the Airport Board is very much behind," said Dave Hoffman, Director of Operations and Maintenance for the airport.

Within Waddie Ranch, that includes caring for a forest that had suffered centuries of man-made impacts. Throughout history, the property has seen seasonal Native American encampments, ranching, mining, and aggressive logging. Much of the forest was cut to the ground during the Comstock Era silver mining boom when timber was rushed to Virginia City and other mining towns to shore up mine shafts and build boomtowns. To be baked into charcoal for locomotives, or cut into shingles or cordwood.

Those 1800s clear-cuts were then

Truckee Tahoe Airport District to study and plan restoration for Waddie Ranch. Because White Fir has no taproot, they are less resistant to drought, yet consume large quantities of water through a network of shallow roots. Once White Fir dominates a forest, it is very hard for other species to get in. The fir's shade and the closely spaced trees cast on the ground and the water they suck from the soil.

"When we talk about White Fir, they are not this evil species. It's just that they are growing where they historically have not," said Bradford. The Airport District devised a plan to thin the White Fir and return the forest to its historic density, in effect mimicking what nature would have done with regular low-intensity fire in the era before wildfire suppression eliminated forest-clearing blazes from the landscape. For fire officials who have long worried that a fire pushed by westward winds could

wildfire protection for Glenville. But, as the forest work progressed, the Airport District began focusing on the entire ecology of the Martis Valley property. That includes looking at the opportunities to restore the watershed throughout the landscape and working with organizations like the Truckee River Watershed Council.

"The goals for the property have morphed away from just fuels management to watershed restoration," said Hardy Bullock, Director of Aviation and Community Services. The mindset that the airport brings to the more than 2,600 acres of land the airport owns within Martis Valley is a testament to the airport's long-term commitment to projects that benefit the entire community. "Our ultimate goal is to provide benefit and value to all our constituents, not just those that fly and use the airport," said General Manager Smith.

## Pilot Education Series

### Mountain Flying with Emphasis on Wave Affect



Topic: Wave Affect on Airplanes and Gliders In and Around Truckee Airport

Speakers: DPE Mark Montague and FPM Larry Cheek

When: Friday, June 14, 2019

Time: 18:00 Pacific Daylight Time

Where: KTRK Main Terminal, Community Room A

You do not want to miss this highly information briefing on the affect that Mountain Wave has on your safe outcome of flying in and around the Truckee Airport. Recently presented at Minden Airport with over 97 in attendance.

The sponsor for this seminar is: FAA Team. The FAA Safety Team (FAA Safety Team) is committed to providing equal access to this meeting/event for all participants. The following credit(s) are available for the WINGS/AMT Programs: Basic Knowledge 3-1 Credit.

To view further details and registration information for this seminar, visit: [https://www.faa.gov/SPANS/event\\_details.aspx?eid=92027](https://www.faa.gov/SPANS/event_details.aspx?eid=92027).

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## Mark Your Calendars: 2019 Air Show & Family Festival



Each year, along with dedicated TTAD Staff, volunteers from three nonprofit organizations produce the Air Show & Family Festival spending hundreds of hours preparing for the event. These nonprofits are the local EAA Chapter 1073, Truckee Optimist Club and KidZone Museum. The 2019 Air Show & Family Festival is scheduled for Saturday, July 13 from 9 a.m. - 3 p.m. For more information, visit [TruckeeTahoeAirShow.com](http://TruckeeTahoeAirShow.com).

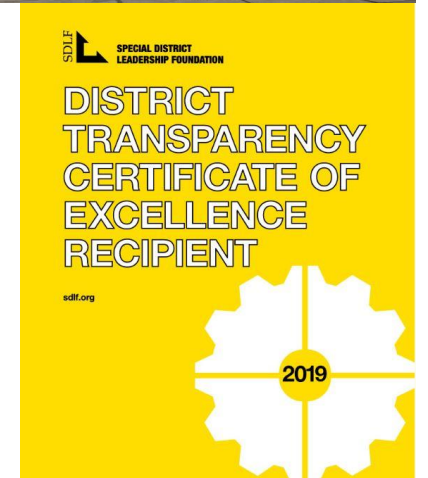
In December 2018, the show's Emergency Response Team (ERT) was awarded the Gold-Level International Council of Air Shows (ICAS) "Pinnacle Award for Excellence in Emergency Response" for a small civilian air show. In front of thousands of industry experts at the ICAS Conference in Las Vegas, our Air Show's ERT made its mark on the industry. Air Show Executive Director Tim LoDolce notes, "This team perfected Emergency Response because we made it THE MAIN priority when preparing for the show. The preparation is year-long, and the goal has always been making the Emergency Response seamless."

The Air Show's Emergency Response Team is made up of Victor Hernandez, who oversees the ERT volunteers, REMSA/Care Flight, North Tahoe Fire Protection District, Truckee Fire, Squaw Valley Fire, Northstar Fire, CAL FIRE, U.S. Forest Service, Nevada County Search & Rescue, Tahoe Nordic Search & Rescue, California Highway Patrol, Truckee Police, Nevada County Sheriff, and Placer County Sheriff.



## Q2 2019 AIRPORT EVENTS & HIGHLIGHTS

- Welcome Kelly Woo, Dir Finance & Administration (4/15)
- Pathways to Aviation (4/17, 5/19)
- *Connected* Summer 2019 edition, mass mailed (5/19)
- Welcome Joe Lorenz, Pilot Member to ACAT (5/22)
- **TTAD receives CSDA/SDLF Transparency Award (5/22)**
- TTUSD STEAM & Career Fair (5/30)
- Town of Truckee & TTAD Street Clean Up (5/31)
- TTAD Employee Appreciation Event – Reno Aces Game (6/7)
- **Truckee Dirt Fondo Bike Race (6/8)**
- Truckee Roundhouse MakersShow (6/9)
- Rwy & Airfield Re-striping project completed (6/14)
- Hangar 1 Sewer Line Installation completed (6/14)
- Speaker Event – FFAST “Soaring, Mountain Wave & Wave Affect” (6/14)
- Hearts 4 Arts School Fund Raiser Event (6/15)
- Alder Creek Middle School 8<sup>th</sup> Grade Dance Hangar N-01 (6/20)
- Truckee Thursdays (6/20)
- **TTAD takes delivery of Lola, new 1,000 gal 100LL Fuel Truck (6/21)**
- Finer Points – Mtn Flying Seminar (6/21-6/23)
- **Balloon Camp – (6/23-6/28)**
- C.A.P. Mission To Mars Summer Camp (6/24-6/29)







# Q2 2019 KTRK WEBSITE STATS

## Audience Overview

In Q2 we had **14,537** website users, who completed **37,385** sessions and **60,236** page views.

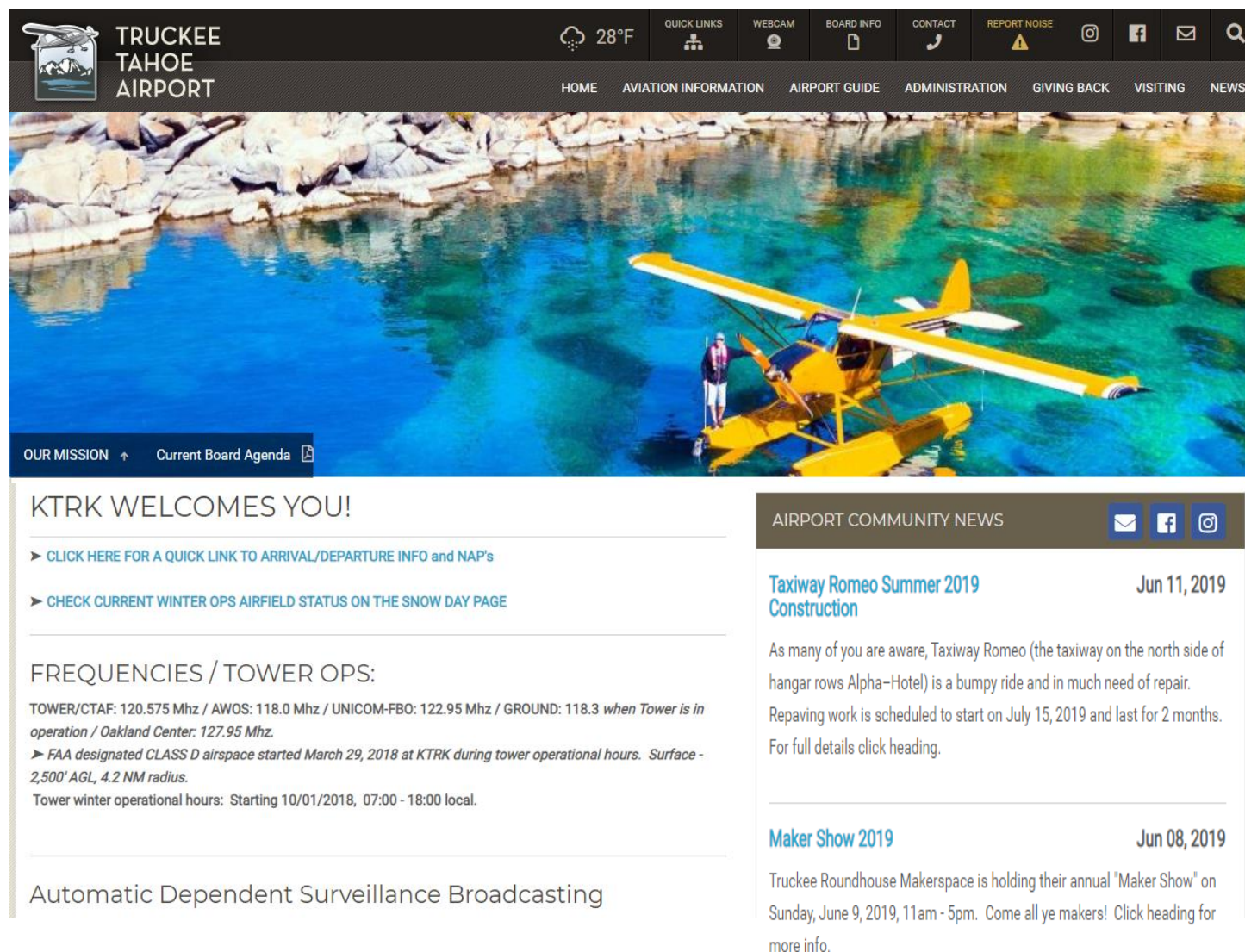
Page views were **up 19%** over Q2 2018

Where do our website users live? (US 12,299)

➤ California	7,459
➤ Nevada	1,036
➤ Oregon	440
➤ Washington	376
➤ Virginia	341

What web pages do visitors view?

➤ Webcam	30,001
➤ Home Page & Community News	10,296
➤ Aviation, ADS-B, Constr., Services	2,057
➤ Aviation NAP's, Flt Procedures	1,862
➤ Aviation Doing Business	700
➤ Airport Board Meeting	685



The screenshot shows the KTRK website homepage. At the top is a navigation bar with the airport logo, weather (28°F), and various utility links like Quick Links, Webcam, Board Info, Contact, and Report Noise. Below the navigation bar is a large hero image of a yellow seaplane on a lake. Underneath the hero image is a dark bar with 'OUR MISSION' and 'Current Board Agenda'. The main content area has a 'KTRK WELCOMES YOU!' section with links to arrival/departure info and winter ops status. Below that is a 'FREQUENCIES / TOWER OPS:' section with detailed frequency information and tower operational hours. At the bottom of the main content is a link for 'Automatic Dependent Surveillance Broadcasting'. On the right side, there is a 'COMMUNITY NEWS' sidebar featuring articles like 'Taxiway Romeo Summer 2019 Construction' and 'Maker Show 2019'.



# Q2 2019 SOCIAL MEDIA

## INSTAGRAM

Launched 02/01/2016

**1,049 Followers** as of 06/30/2019

Followers **up 90%** over Q2 2018

Average 1 post per week

## FACEBOOK

Launched 06/01/2015

**2,348 Followers** as of 06/30/2019

Followers **up 114%** over Q2 2018

Facebook Page Rating: 4.2 out of 5.0

Average 2 - 3 posts per week

Highest FB Post Reaches Q2 2019: (Top 5)

3,279 - FAA TTAD AIP Funding Taxiway Romeo

3,168 - David Diamond Interview

2,288 - Balloon Camp

1,993 - Seen on Ramp, Cessna Super Skymaster

1,768 - Seen on Ramp, Navy Longhorns MH60 Helicopter







Q2 2019

# KTRK PILOT & COMMUNITY OUTREACH EFFORTS

<u>E-BLAST</u>	<u>RECIPIENTS</u>	<u>OPENED</u>	<u>DATE</u>
Spring 2019 Updates	935	48%	05/13/2019
Summer 2019 Updates	980	47%	06/06/2019
Speaker Event FFAST	573	48%	06/13/2019
ADS-B Update	915	53%	06/26/2019

<u>KTRK FAMILIARIZATION PROGRAM</u>	<u># FLOWN</u>	<u>DATE</u>
Local Instructor Familiarization Flights	2	Q2

<u>SPEAKER EVENT(S)</u>	<u># ATTENDED</u>	<u>DAY</u>
FAAST "Soaring & Mountain Wave"	26	06/14/2019

<u>PUBLICATIONS IN-HOUSE</u>	<u># PRINTED</u>	<u>DATE</u>
"Connected" Summer 2019	21,000 copies	05/17/2019

<u>PILOT OUTREACH</u>	<u>DATE</u>
Airfield Construction 2019 (web page)	Q2
Pilot & Pax Outreach on ramp, NAP & Curfew Compliance	Daily
56 – DOI (Daily Operating Info) E-blasts to airport users	Daily
Regular FICON (Field Condition) and NOTAMS posted	As Needed



**Pilot Education Series**

Mountain Flying with Emphasis on Wave Affect

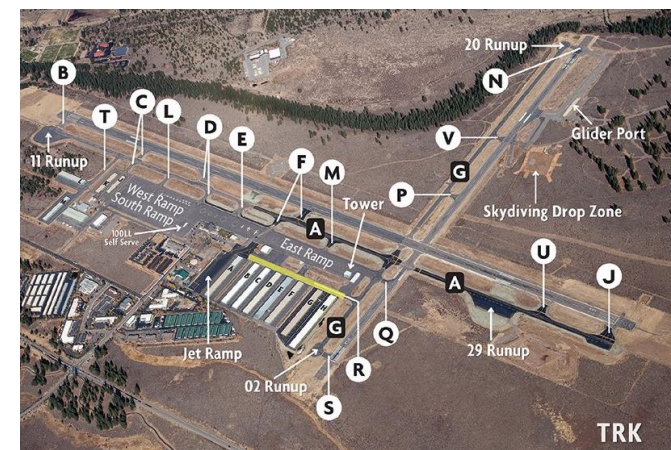
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# Q2 2019

## AIRFIELD CONSTRUCTION 2019

- “Airfield Construction 2019” website page launched April 29, 2019 at:  
<https://truckeetahoeairport.com/aviation/construction>

**May 5.6.2019 8:00pm local (by: MRL)**

### **TAXIWAY ROMEO RECONSTRUCTION**

Project Estimated Start Date: Monday, July 22, 2019

Project Cost: \$1,900,000.

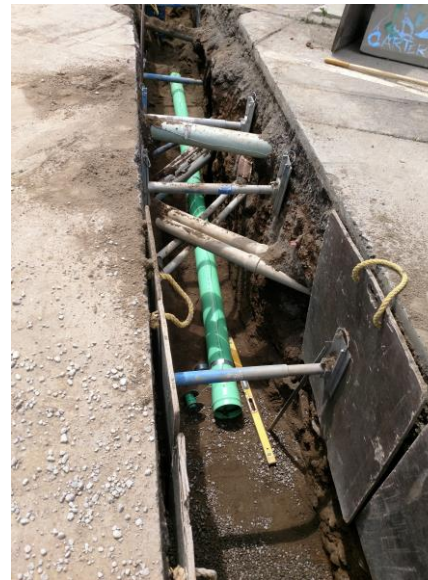
Project General Contractor: Meyers Earthworks, Inc.

Project Estimated Completion Date: Friday, October 4, 2019 (10 -12 weeks)

Project Description: Utility line replacement, and asphalt taxiway regrade, base and pave

Impacted Areas:

- Project will be done in two stages. First to be impacted by the Romeo project construction will be hangar tenants from Alpha hangars to Foxtrot west side. 2nd stage is Foxtrot east side hangars to Hotel row with closure of the south end of parallel taxiway Golf.
- 175 hangar row tenants from the east side of Alpha hangar rows all the way to the Hotel row of hangars will be impacted by this major airfield project
- No alternate hangars are available
- Aircraft with a \*wingspan <39' (at pilots discretion and own risk) can taxi on the south side of the hangar rows with Ground Control advisories on 118.3 MHz.
- Obstacles exist and will be marked with traffic cones.
- Aircrafts on floats have not been verified as able to taxi on the south side of the hangars,
- Vehicle traffic must be cautious of taxiing aircraft and always give right of way. Max speed limit 15mph
- Outside ramp parking will be made available for any aircraft/pilots not able or comfortable taxiing on the south side of the hangars

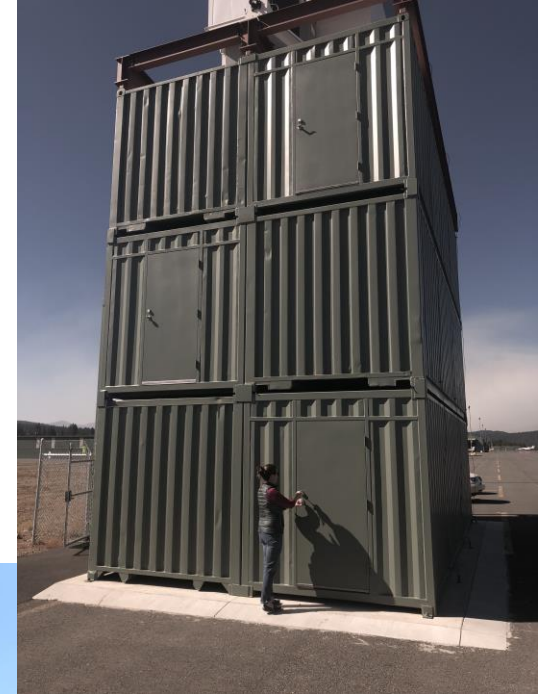




Q2 2019

## AIRPORT SPACE PROVIDED FOR NON-PROFITS (15)

- 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







Q2 2019

## USE OF AIRPORT COMMUNITY ROOMS (39)

- Auburn Ski Club
- CA Dept Fish & Wildlife
- CATT
- Check Ride – Dave Tranquilla
- CHP
- Citizens Climate Lobby
- Civic Spark Regional Training
- Forest Charter School
- Mountain Belles
- Mountain Housing Council
- Pathways To Aviation
- Pine Forest HOA
- Rotary Club of Truckee
- Sierra HR Association
- Sierra Meadows HOA
- Sierra Senior Services
- Stonewood HOA
- Sugar Bowl Academy Leadership
- SWEP
- Tahoe Expeditionary Academy
- Tahoe Forest Hospital
- Tahoe Regional Arts Foundation
- Tahoe Truckee Community Foundation



39 organizations held board room meetings in Q2 2019

- Tahoe Truckee Democratic Club
- Timbers HOA
- TNT Jr. Cycling
- Toastmasters
- TOT & TTAD Street Clean Up Lunch
- Truckee Chamber of Commerce  
Business Speaks, Good Morning  
Truckee, Knowledge Bites, Truckee  
Tomorrow
- Truckee Donner Historical Society
- Truckee Fire Protection District
- Truckee Little League
- Truckee North Tahoe Mtn Bike Team
- Truckee Optimist Club
- Truckee River United
- 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
- Winter Creek HOA



# Q2 2019

## COMMUNITY SPONSORSHIP RECIPIENTS (28) / AGENCY PARTNERSHIPS (0)

➤ Achieve Tahoe	\$ 1,000
➤ Arts for Schools	\$ 750
➤ CATT Community Project	\$ 1,000
➤ Girls on the Run	\$ 500
➤ Humane Society of Truckee-Tahoe	\$ 1,000
➤ Inner Rhythms	\$ 500
➤ Lake Tahoe Music Festival	\$ 1,000
➤ Mountain Area Preservation	\$ 500
➤ NTBA - Kings Beach Street Clean Up	\$ 500
➤ NTBA - Kings Beach 4 <sup>th</sup> of July Fireworks	\$ 500
➤ North Tahoe High Drama Club	\$ 2,000
➤ North Lake Tahoe Resort Association	\$ 1,265
➤ Ponderosa Ladies Golf Program	\$ 500
➤ Sierra Expeditionary Academy (SELS)	\$ 1,600
➤ Sierra State Parks Foundation	\$ 500
➤ Tahoe City Downtown Association	\$ 1,500
➤ Tahoe Expedition Academy (TEA)	\$ 1,500
➤ TTCF Truckee Day	\$ 1,000
➤ TTUSD – Career & STEAM Fair	\$ 3,000



➤ TNT Junior Cycling Team	\$ 1,000
➤ Truckee Donner Chamber of Commerce	\$ 500
➤ Truckee Donner Rec & Parks District	\$ 250
➤ Truckee High Baseball	\$ 1,000
➤ Truckee High Boys & Girls Golf Team	\$ 1,500
➤ Truckee High Cross Country Team	\$ 1,000
➤ Truckee High Football	\$ 2,000
➤ Truckee High Project Graduation	\$ 500
➤ <u>Truckee Tahoe Volleyball Foundation</u>	<u>\$ 1,000</u>

**TOTAL Q2 2019 Community Spons. (28) \$28,865**



TRUCKEE TAHOE AIRPORT DISTRICT

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## LETTERS OF THANKS & APPRECIATION (29)



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

- Achieve Tahoe (CSPR)
- Aim High (AP)
- Arts for the School “Hearts 4 Arts” (CSPR) & Playground usage
- Girls on the Run (CSPR)
- CATT - Kids Railroad Platform Project (CSPR)
- Challenger Series, from 4 - 5<sup>th</sup> Grade Classrooms (AP)
- Creekside PTO (CSPR)
- Headwaters Science Institute (CSPR)
- High Sierra Balloon Camp
- Inner Rhythms Dancing with our Sierra Stars (CSPR)
- Lake Tahoe Splash In
- Mountain Area Preservation - Trout Creek Pocket Park (CSPR)
- Mountain Belles
- North Lake Tahoe Chamber (CSPR)
- North Tahoe Business Association KB Fireworks (CSPR)
- North Tahoe Business Association KB Street Clean Up (CSPR)
- North Tahoe High Drama Club (CSPR)
- Pathways to Aviation
- Sierra State Parks Foundation (CSPR)
- Tahoe Expedition Academy (CSPR)
- Tahoe Safe Alliance
- Tahoe Truckee Community Foundation – Truckee Day (CSPR)
- Tahoe Truckee Unified School District - Challenger Space Program (AP)
- Tahoe Truckee Unified School District – Child Development Conference (CSPR)
- TNT Junior Cycling Team (CSPR)
- Truckee Dirt Fondo
- Truckee Donner Recreation & Parks District (CSPR)
- Truckee High – Project Graduation Safe & Sober Graduation (CSPR)
- Truckee Tahoe Community Chorus – Truckee Historical Revue (CSPR)



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