

Connected.

Truckee Tahoe Airport District

Q4 / **Annual** 2019 COMMUNICATIONS REPORT

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

Connected By
More Than A Runway





Q4 2019 DISTRICT COMMUNICATION METHODS

Aviator & Tenant Speaker Series
Winter Operations Meeting



When: Wednesday, December 18, 2019, 5:30 – 6:30 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.

TRUCKEE TAHOE AIRPORT | 10356 TRUCKEE AIRPORT ROAD | 530.587.4119



Airport Speaker Series
Get Back Into Flying
Attend Our AOPA Rusty Pilot Seminar



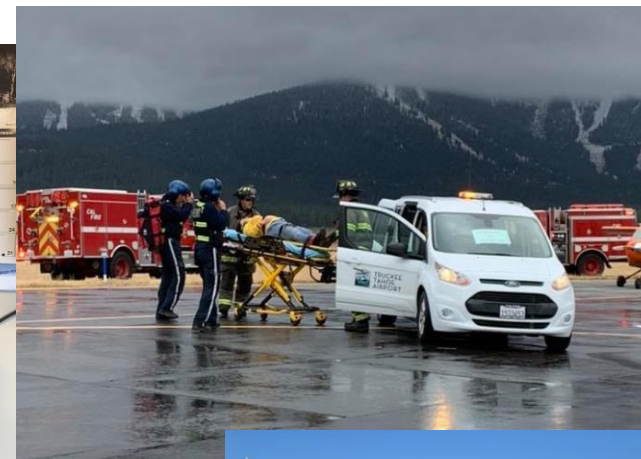
When: Saturday, November 9, 2019
Time: 1:00 - 4:00 pm (Doors open at 12:30 pm)
Where: KTRK Main Terminal, Board Room A
Instructor: AOPA Presenter - Ted Spitzmiller



Q4 2019

AIRPORT EVENTS & HIGHLIGHTS

- AOPA “Rusty Pilot” seminar hosted by Sierra Aero & TTAD
- Barbara Northrop, ex-board member Memorial Service held at TTAD
- “Lands Mgmt Plan” Stakeholder Meeting
- **Mark Covey Pilot & Pax Outreach Coord, earns Instrument Rating**
- **Multi Agency Triennial (Part 135) Emergency Drill on airfield**
- “Pilot News” Fall 2019 edition published
- Placer County approves multi-agency Tahoe City sign modification for TTAD helipad
- **Santa Fly In event**
- Speaker event “The Push,” Antarctic adventure
- Speaker event “Winter Operations”
- Town of Truckee “Big Truck” annual event
- Town of Truckee Community XMAS Tree Recycling Station at TTAD
- Truckee Roundhouse Makerspace “Santa’s Workshop & Makermarket
- Truckee Tahoe Unified School District “Career Fair” event
- TTAD annual Board and staff Christmas party
- **TTAD switched over to ADP payroll and biometric time keeping**





Q4 2019

KTRK WEBSITE STATS

Audience Overview

In Q4 we had 17,108 website users, who completed 44,997 sessions and 67,298 page views.

Page views were up 8% over Q4 2018

2018 Users = 56,508 2019 Users = 72,262

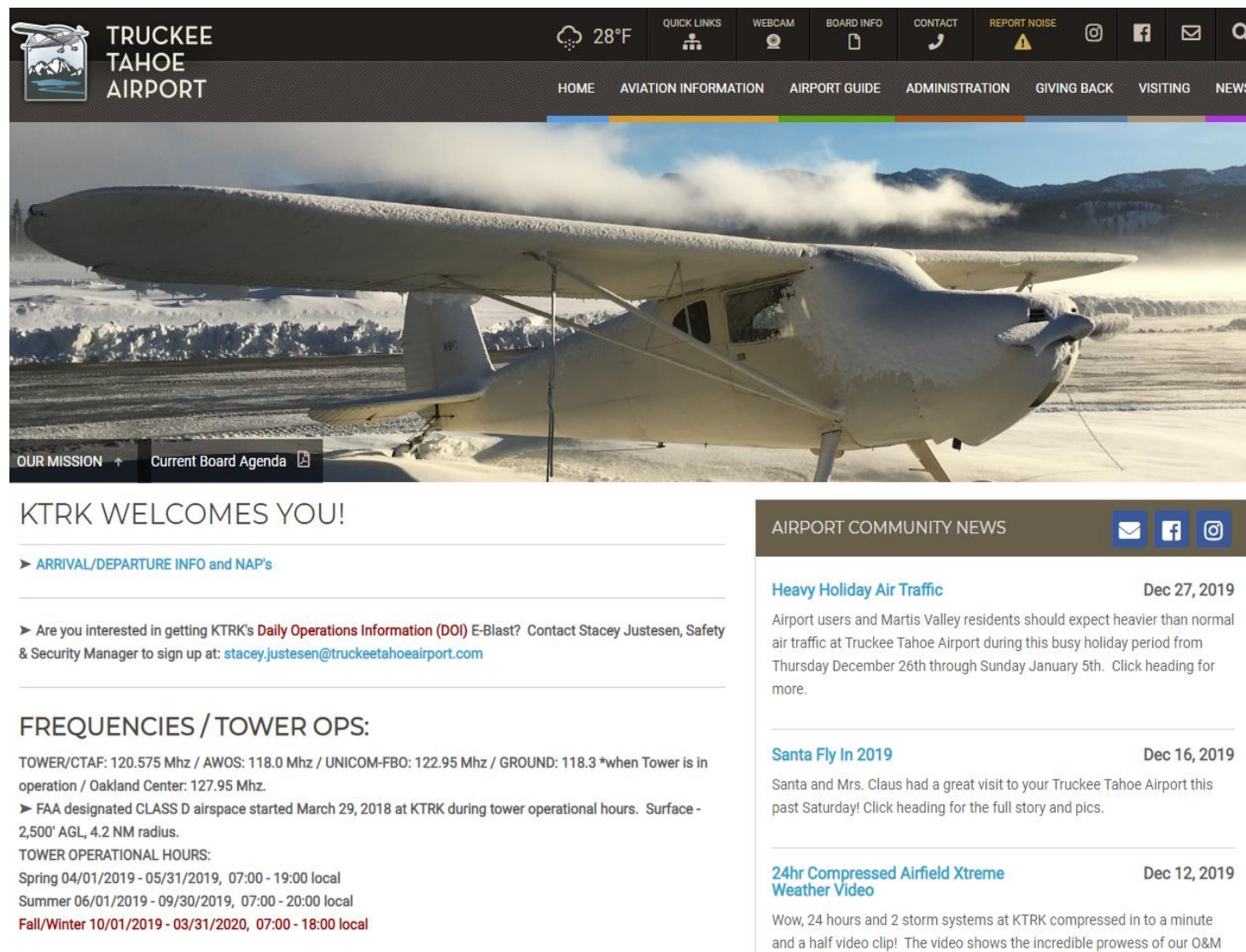
Annual increase 28%

Where do our website users live? (US 14,734)

- California 9,025
- Nevada 1,460
- Washington 565
- Florida 399
- Texas 368

What web pages do visitors view?

- Webcam 39,676
- Home Page & Community News 10,535
- Aviation Flt Planning 1,417
- Aviation NAP's 1,285
- Airport Hangars 599
- Airport HR / Staff 585





Q4 2019 SOCIAL MEDIA

INSTAGRAM

Launched 02/01/2016
 1,145 Followers as of 12/31/2019
 Followers up 39% over Q4 2018
 Average 1 post per week
New Followers in 2019 = 319



FACEBOOK

Launched 06/01/2015
 2,517 Followers as of 12/31/2019
 Followers up 93% over Q4 2018
 Facebook Page Rating: 4.0 out of 5.0
 Average 2 - 3 posts per week
New Followers in 2019 = 1,214

Highest FB Post Reaches Q4 2019: (Top 5)

- 3,108 - SOTR Erikson Air Crane S64
- 2,757 - SOTR Cessna 680 Sovereign
- 1,765 - Aviation Fuel Facts
- 1,303 - KTRK 24hr Weather Video
- 1,284 - Busy holiday period at KTRK





Q4 2019

KTRK PILOT & COMMUNITY OUTREACH EFFORTS

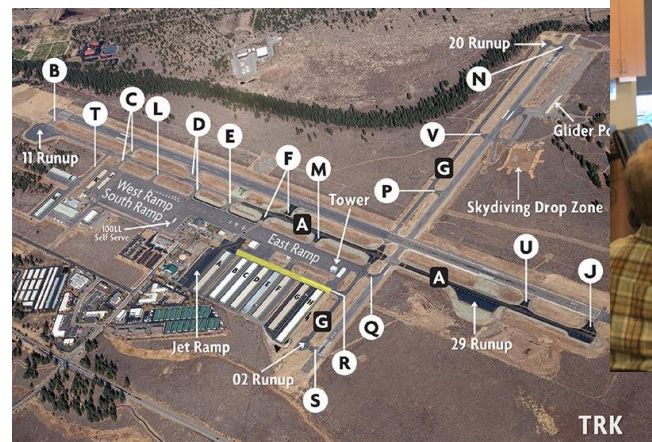
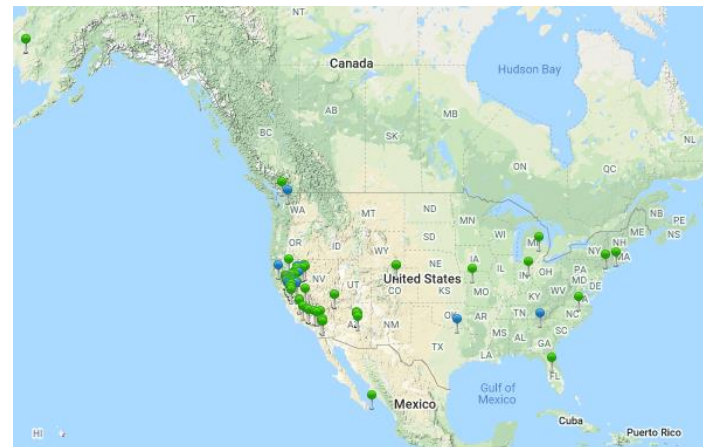
<u>E-BLAST</u>	<u>RECIPIENTS</u>	<u>OPENED</u>	<u>DATE</u>
November Community Outreach	1,054	47%	11/05/2019
December Community Outreach	1,145	42%	12/03/2019

<u>KTRK FAMILIARIZATION PROGRAM</u>	<u># FLOWN</u>	<u>DATE</u>
Local Instructor Familiarization Flights	2	Q4

<u>SPEAKER EVENT(S)</u>	<u># ATTENDED</u>	<u>DATE</u>
Antarctic Adventure “The Push”	47	10/10/2019
AOPA “Rusty Pilot” Seminar	41	11/09/2019
“Lands Mgmt Plan” Stakeholder Meeting	17	12/10/2019
KTRK “Winter Ops” Tenant Meeting	22	12/18/2019

<u>PUBLICATIONS IN-HOUSE</u>	<u># PRINTED</u>	<u>DATE</u>
“Pilot News” Fall 2019	800 copies	10/01/2019

<u>PILOT OUTREACH</u>	<u>DATE</u>
Airfield Construction 2019 (web page)	Q4
Snow Day Winter 2019-2020 (web page)	Q4
Pilot & Pax Outreach on ramp, NAP & Curfew Compliance	Daily
51 – DOI (Daily Operating Info) E-blasts to airport users	Daily
Regular FICON (Field Condition) and NOTAMS posted	As Needed





Q4 2019

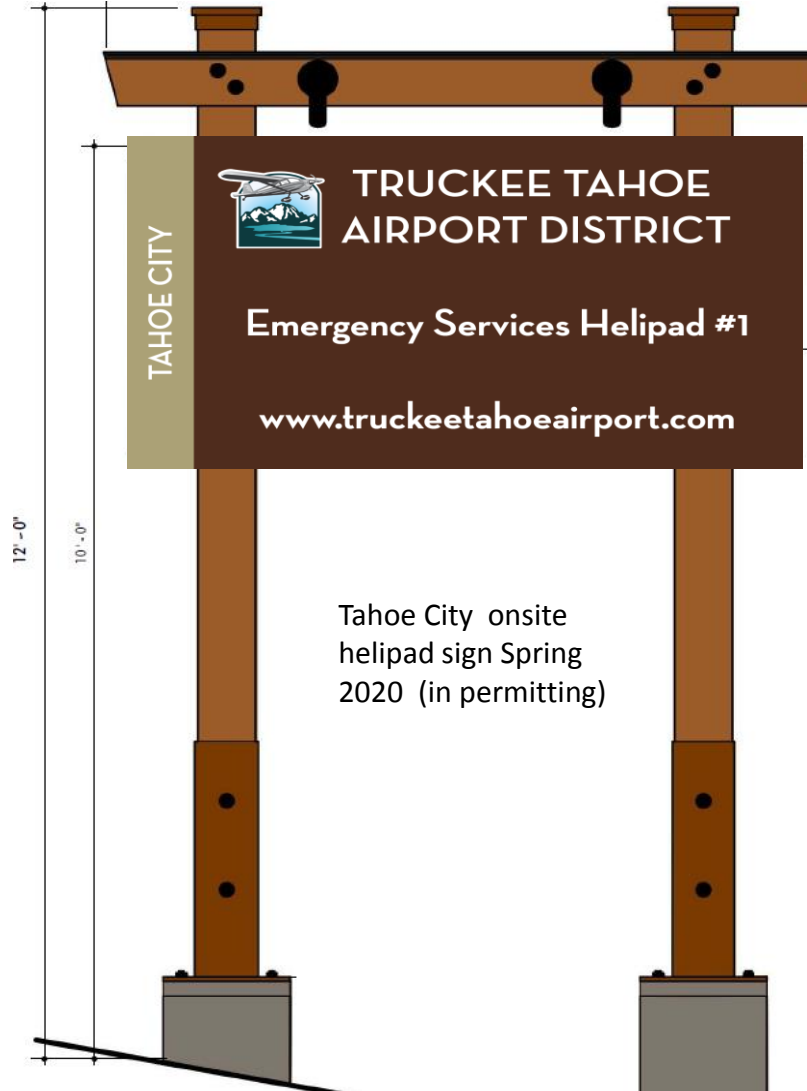
AIRPORT DISTRICT COMMUNITY SIGNAGE



TDRPD Fitness Track 12/2019



Tahoe City Multi Agency Highway Sign 01/2020



Truckee L-Shape Property 18 Acres 12/2019



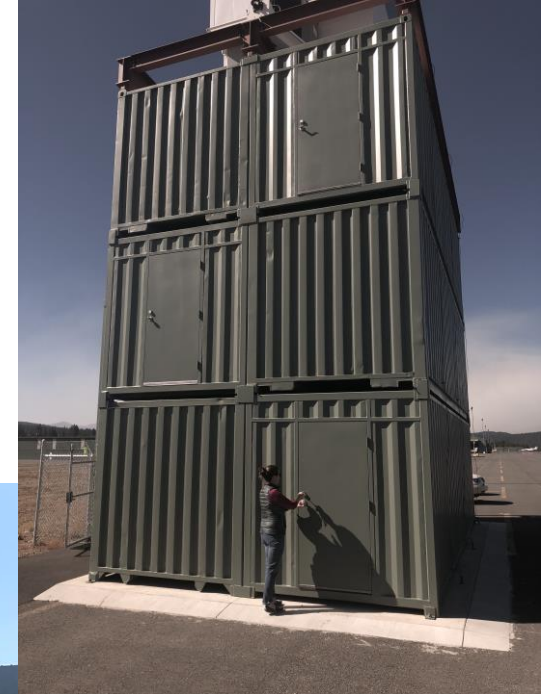
TCPUD Ice Rink Sponsor Recognition 12/2019



Q4 2019

AIRPORT SPACE PROVIDED FOR NON-PROFITS (17)

- American Red Cross
- Civil Air Patrol
- Donner Party Mountain Runners
- 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
- TNT Junior Development Cycling
- Trails & Vistas
- Truckee Boy Scout Troop
- Truckee Donner Land Trust
- Truckee Optimist
- Truckee River Watershed Council



* TTAD offers reduced rent spaces to some non-profits that are not included in the above list



Q4 2019

USE OF AIRPORT COMMUNITY ROOMS

- Army Corp of Engineers
- AYSO Soccer
- Barbara Northrop Memorial
- California Highway Patrol
- Check Ride – David Diamond
- Check Ride – Kevin Sloane
- Citizens Climate Lobby
- Placer Cty DPW Neighborhood Traffic
- Housing JPA
- KidZone Museum Board
- Mountain Belles
- Midwest ATC Training
- Palisades HOA
- Pine Forest HOA
- Placer County Sheriff Office
- Sierra Community Services
- Sierra Senior Services
- SWEP
- Tahoe Backcountry Ski Patrol
- Tahoe City PUD
- Tahoe Expedition Academy
- Tahoe Forest Hospital
- Tahoe Nordic Search & Rescue
- Tahoe Regional Arts Foundation



43 organizations held 117 meetings in TTAD Boardrooms in Q4 2019

451 total scheduled meetings in 2019

- Tahoe Safe Alliance
- Tahoe Truckee Democratic Club
- Tahoe Truckee Unified School District
- The Boulders HOA
- The Martis Foundation
- TNT Jr. Development Cycling
- Truckee Baseball Foundation
- Truckee Chamber of Commerce
- Truckee Fire Protection District
- Truckee Little League
- Truckee Optimist Club
- Truckee Police
- Truckee River United FC Soccer
- Truckee Rotary
- Truckee Tahoe Swim Team
- Truckee Tahoe Airport District
ACAT, Board & Staff meetings,
Airshow Committee, Community
Events, Construction Projects,
Safety Meetings, Speaker Events
- Truckee Tahoe Housing JPA
- Truckee Tribe Lacrosse
- Winter Creek HOA



Q4 2019

COMMUNITY SPONSORSHIP RECIPIENTS (15) / AGENCY PARTNERSHIPS (0)

➤ Lake Tahoe Film Festival	\$ 750
➤ Placer County Sheriff Search & Rescue	\$ 500
➤ SELS Parent Teacher Crew	\$ 1,200
➤ Truckee River United	\$ 3,000
➤ Lake Tahoe Dance Collective	\$ 2,000
➤ Truckee High Boys Basketball	\$ 1,000
➤ Truckee Community Theater	\$ 1,500
➤ Rotary Club of Truckee	\$ 1,000
➤ North Lake Tahoe Bands Program	\$ 1,000
➤ Lake Tahoe Ski Club	\$ 1,000
➤ Glenshire Elementary PTO	\$ 1,000
➤ Sierra Senior Services	\$ 1,000
➤ Big Brothers Big Sisters	\$ 750
➤ Church of the Mountains Warming Hut	\$ 1,000
➤ <u>Truckee Donner Rec & Parks</u>	<u>\$ 1,000</u>
TOTAL Q4 2019 Community Sponsorships (15)	\$17,700



TOTAL 2019 Community Sponsorships (73) \$77,215

TOTAL 2018 Community Sponsorships (54) \$59,100



Q4 2019

LETTERS OF THANKS & APPRECIATION



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

- Donner Party Mountain Runners (storage)
- Glenshire Elementary PTO (CS)
- Headwaters Science Institute (CS)
- Lake Tahoe Ski Club (CS)
- North Tahoe Assoc. of University Women (airfield tour)
- North Tahoe Middle School & High School (CS)
- North Tahoe Bands Program (CS)
- Rotary Club of Truckee (CS)
- Sierra Expeditionary Learning School (CS)
- Sierra Senior Services (CS)
- Tahoe City Downtown Association (CS)
- Tahoe Rim Trail Association (CS)
- Town of Truckee
- Truckee Community Theater (CS)



Truckee Tahoe Airport District

CONNECTED.