

Connected.

Truckee Tahoe Airport District

Q3 - 2019 COMMUNICATIONS REPORT

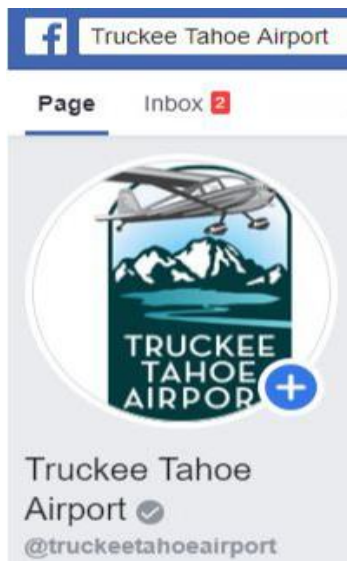
By: Marc R. Lamb, Aviation & Community Services Manager

Connected By
More Than A Runway

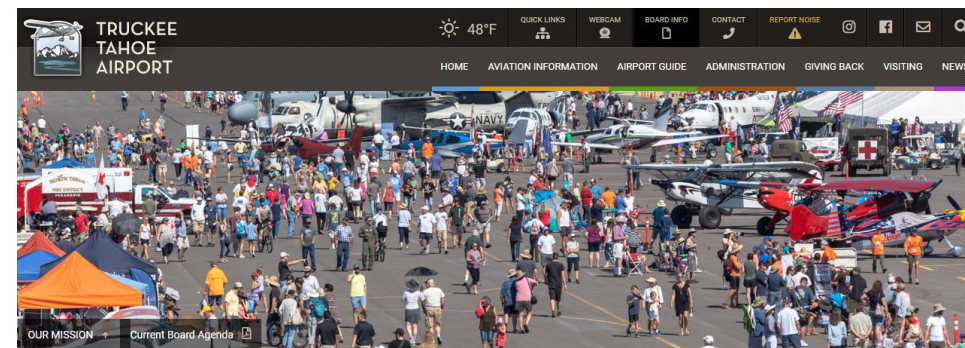




Q3 2019 DISTRICT COMMUNICATION METHODS



TruckeeTahoeAirShow.com





Q3 2019

AIRPORT EVENTS & HIGHLIGHTS

- **TTAD Purchases new RADCITY E-Bikes 7/1**
- **Truckee Thursdays 7/11, 7/18, 8/1**
- **Air Show & Family Festival 7/13**
- **Taxiway Romeo Construction Begins 7/15**
- **Soar Truckee Glider Competition Region 11 FAI Contest 7/14-20**
- **U-2 Spy Plane Rwy 11-29 fly-over 7/16**
- **Boys & Girl Club Aviation Summer Camps & YE Flights 7/15-19 & 8/19-23**
- **C.A.P. Mission To Mars Summer Camps & YE Flights 7/22-27 & 8/12-17**
- **Aim High Airfield Tour & YE Flights 7/27 & 7/30**
- **Grands Family Event - Airfield Tours 7/30**
- **G.M. Kevin - Lake Tahoe TV Interview 8/6**
- **Board 2020 Budget Workshop 8/28**
- **Twin Ridges Home Study Youth Airfield Tours 9/5**
- **Reno Air Races 9/11-15**
- **JEEP Marketing Event 9/11-29**
- **North Tahoe Assoc. of University Women Airfield Tours 9/12**
- **Big Brothers Big Sisters Miles For Mentoring Ride & Corn Hole Events 9/14**
- **“Pilot News” Fall Edition 2019 released 9/30**





Q3 2019

KTRK WEBSITE STATS

Audience Overview

In Q3 we had **15,338** website users, who completed **35,783** sessions and **61,126** page views. Page views were **up 1.5%** over Q2 2018

Where do our website users live? (US 13,253)

- California 8,335
- Nevada 1,172
- Washington 465
- Illinois 367
- Texas 338

What web pages do visitors view?

- Webcam 27,085
- Home Page & Community News 16,040
- Aviation NAP's 2,935
- Aviation Flt Planning 1,017
- HR/Airport Staff/Board 866
- Doing Business 678

The screenshot shows the Truckee Tahoe Airport website interface. At the top, there is a navigation bar with the airport logo, weather (64°F), and various utility links like 'QUICK LINKS', 'WEBCAM', 'BOARD INFO', 'CONTACT', and 'REPORT NOISE'. Below the navigation is a main banner image of an airshow with many people and aircraft. Underneath the banner, there are sections for 'OUR MISSION', 'Current Board Agenda', and 'KTRK WELCOMES YOU!' with links to 'ARRIVAL/DEPARTURE INFO and NAP's' and 'Keep Up-To-Date on AIRFIELD CONSTRUCTION 2019'. A 'FREQUENCIES / TOWER OPS:' section provides technical details for tower operations. On the right side, there is a 'AIRPORT COMMUNITY NEWS' section with two articles: 'Taxiway Romeo Construction' dated Sep 30, 2019, and 'TTAD's 2019 "Big Life" Video' dated Sep 28, 2019.



Q3 2019 SOCIAL MEDIA

INSTAGRAM

Launched 02/01/2016
1,112 Followers as of 09/30/2019
Followers **up 66%** over Q3 2018
Average 1 post per week

FACEBOOK

Launched 06/01/2015
2,467 Followers as of 09/30/2019
Followers **up 93%** over Q3 2018
Facebook Page Rating: 4.0 out of 5.0
Average 2 - 3 posts per week

Highest FB Post Reaches Q3 2019: (Top 5)

- 24,873 - **Density Altitude Post**
- 22,152 - **Air Force Lockheed U-2 Flyover**
- 6,159 - **Seen on the Ramp 1946 DC-3 "Kippie Lee"**
- 4,075 - **Air Show Post**
- 2,641 - **Air Show Post (picture album)**





Q3 2019

KTRK PILOT & COMMUNITY OUTREACH EFFORTS

<u>E-BLAST</u>	<u>RECIPIENTS</u>	<u>OPENED</u>	<u>DATE</u>
Air Show Update	963	49%	07/03/2019
Taxiway Romeo Construction	961	49%	07/19/2019
Area Wide Power Outage	955	57%	07/24/2019
Aug Community Outreach	961	49%	08/22/2019
Sept Community Outreach	964	46%	09/23/2019

<u>KTRK FAMILIARIZATION PROGRAM</u>	<u># FLOWN</u>	<u>DATE</u>
Local Instructor Familiarization Flights	5	Q3

<u>SPEAKER EVENT(S)</u>	<u># ATTENDED</u>	<u>DAY</u>
Good Morning Truckee Chamber	65	07/09/2019
NAPA-SONOMA Road Show	70	07/14/2019
North Lake Tahoe Chamber	40	08/06/2019

<u>PUBLICATIONS IN-HOUSE</u>	<u># PRINTED</u>	<u>DATE</u>
"Pilot News" Fall 2019	800 copies	09/30/2019

<u>PILOT OUTREACH</u>	<u>DATE</u>
Airfield Construction 2019 (web page)	Q3
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



TODAY: FRIDAY 08/30/2019

Current WX: KTRK 08:13 AM LOCAL Winds: CALM VIS: 10SM Skies: CLEAR Temp: 08C Dew point: 06C Altimeter: 30.27

Special Considerations:

- Truckee Tower hours of operations 07:00 – 20:00 Local.
- Use Caution, bird, deer and coyote observed on airport property.
- A-F hangar row tenants must taxi south of hangar rows and use G & H hangar rows to access the airfield.
- TFR: Reno Air Races 9/8 – 9/15 <https://tfr.faa.gov/tfr2/list.jsp>

Runway: Dry

Traffic: High number of jet or turbo prop flights scheduled.

Airfield: Runway and Taxiway lights are working.
 Navigational aids are working.
 REIL and Runway lights 120.575.

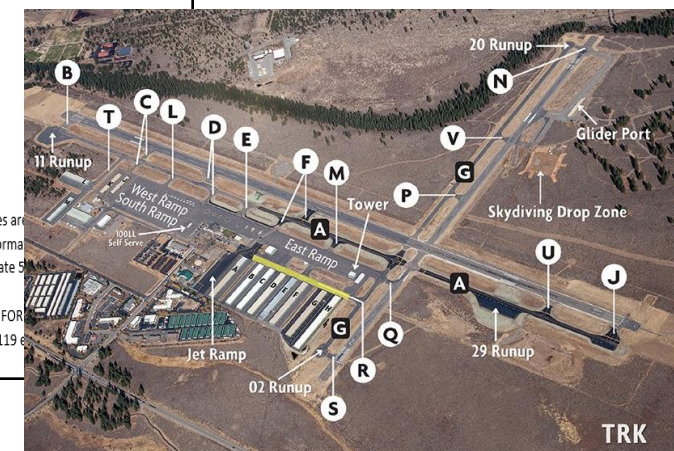
Staff: Ready to fuel until 7:00PM. GPU, potable water & LAV services until 5:30PM. Tug until 5:00PM.

Hangar Rentals: Available upon request

Information:

Taxiway Romeo Project: Expect intermittent aircraft access restrictions to hangar rows A-H. Updates are on the Truckee Tahoe Airport webpage during construction. Please call Jill McClendon for more information.

- There is no A-H hangar row access to vehicles through Gate 7. Hangar tenants, please use Gate 5 and be aware for aircraft taxiing to the south of the hangar rows.
- FOR YOUR SAFETY, PLEASE DO NOT DRIVE INTO THE RESTRICTED ACCESS AREA. THIS AREA IS FOR VEHICLES AND HEAVY EQUIPMENT.** Please call Stacey if you have any questions. 530-587-4119

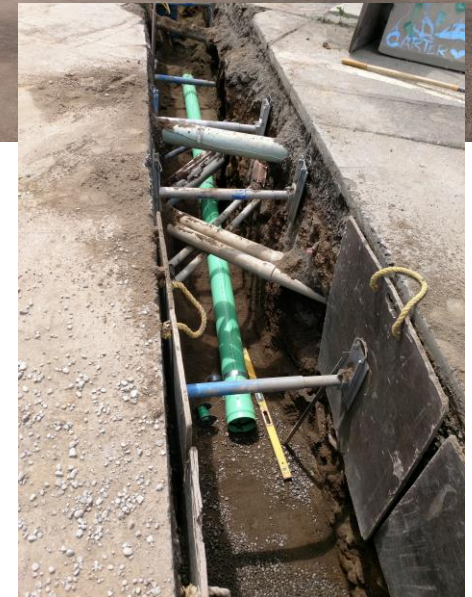




Q3 2019 AIRFIELD CONSTRUCTION 2019

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

AIRFIELD WEST SIDE (AC Ramp widening)	\$ 190,000
HANGAR 1 OFFICE BLDG (New Construction)	\$ 600,000
HANGAR ROW BRAVO (Warranty roof repair)	\$ 0
MAINT. SHOP & GENERATOR BLDG (Painting)	\$ 16,705
RUNWAY & MISC AIRFIELD (Re-Striping)	\$ 125,000
HANGAR TAXILANES J&K (Joint saw cut & seal)	\$ 90,000
TAXIWAY ROMEO (Utilities & AC reconstruction)	\$1,900,000





Q3 2019

TAHOE CITY HELIPAD UPDATE – SIGNAGE SNEEK PEEK

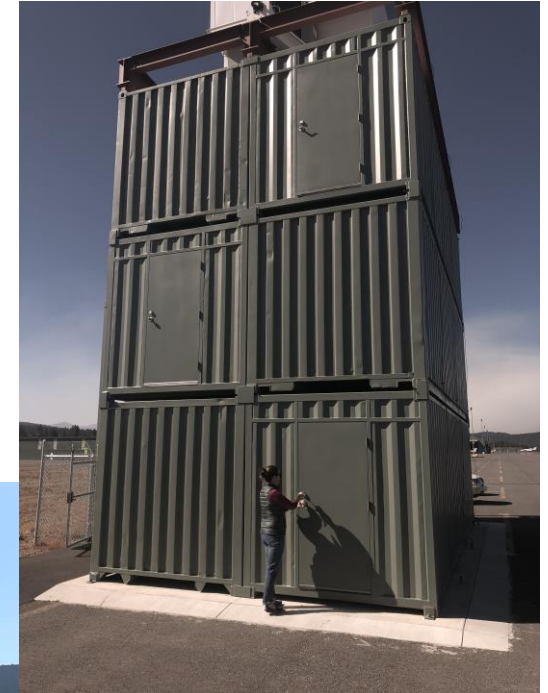




Q3 2019

AIRPORT SPACE PROVIDED FOR NON-PROFITS (16)

- 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**
- 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



Q3 2019

USE OF AIRPORT COMMUNITY ROOMS (35)

- Adventure Risk Challenge
- CAP Mission To Mars
- California Highway Patrol
- Citizens Climate Lobby
- EAA Young Eagles
- Hangar Tenant L-6 Pilatus Training
- Mountain Belles
- Mountain Housing Council
- Mountain Lion Aviation
- Nevada County
- NTAUW
- Pine Forest HOA
- Pinyon Creek HOA
- Sierra Senior Services
- Suicide Prevention Coalition
- Tahoe Expeditionary Academy
- Tahoe Regional Arts Foundation
- Tahoe Safe Alliance
- Tahoe Truckee Democratic Club
- Tahoe Truckee Unified School District



35 organizations held 113 meetings in TTAD Boardrooms in Q3 2019

- TNT Jr. Cycling
- Truckee Chamber of Commerce
- Truckee AYSO Soccer
- Truckee Donner Historical Society
- Truckee Fire Protection District
- Truckee Little League
- Truckee Optimist Club
- 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
- Wolfe Estates HOA



Q3 2019

COMMUNITY SPONSORSHIP RECIPIENTS (12) / AGENCY PARTNERSHIPS (0)

- Auburn Ski Club \$ 500
- Big Brothers Big Sisters of NV County & NLT \$ 1,000
- Friends of Tahoe Truckee Waldorf (Cedar Sage) \$ 1,000
- Headwaters Science Institute \$ 500
- South Yuba River Citizens League \$ 500
- Tahoe Truckee School of Music \$ 1,500
- Tripoli Rocketry Association \$ 1,500
- Truckee Donner Historical Society \$ 500
- Truckee High School Cheer Team \$ 1,000
- TTUSD Alder Creek Middle School \$ 2,400
- TTUSD Girls Tennis Team \$ 1,000
- TTUSD Model United Nations \$ 750

TOTAL Q3 2019 Community Sponsorships (12) \$12,150

TOTAL Year to Date (Sept 30, 2019) (58) \$59,515





Q3 2019

LETTERS OF THANKS & APPRECIATION (15)



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

- Achieve Tahoe (CS)
- Aim High (AP)
- Auburn Ski Club (CS)
- Big Brothers Big Sisters of Nevada County & North Lake Tahoe (CS)
Corn hole Tournament and Miles For Mentoring Bike Ride
- Boys & Girls Club of North Lake Tahoe (AP)
- Friends of Tahoe Truckee Waldorf (CS)
- Karpy Family (05 Lear jet crash, family airfield memorial service)
- North Tahoe Assoc. of American University Women (presentation & airfield tour)
- North Lake Tahoe Public Utility District (AP)
- South Yuba River Citizens League (CS)
- Tahoe Food Hub
- Tahoe Truckee School of Music (CS)
- Truckee-Donner Historical Society (CS)
- Truckee High School – Cheer Team (CS)



Truckee Tahoe Airport District

CONNECTED.