

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 landowners work with the Sage-Plan Foundation to plant trees in Waddie Ranch. Scattered across Waddie Ranch are acres to what Martis Valley's forests once were. Old-growth Sugar Pine that escaped the hungry axes of 1870s...

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. 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 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 lands 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: FAASTeam. The FAA Safety Team (FAASTeam) 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.faasafety.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.

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."

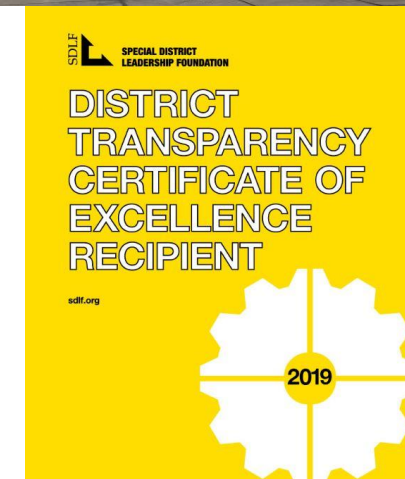
The Air Show's Emergency Response Team is made up of Victor Hernandez, who oversees the ERT volunteers, REMSA/Care Flight, North Tahoe Fire Protection District, Truckee Fire, Squaw Valley Fire, Northstar Fire, CAL FIRE, U.S. Forest Service, Nevada County Search & Rescue, Tahoe Nordic Search & Rescue, 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 8th 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**



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

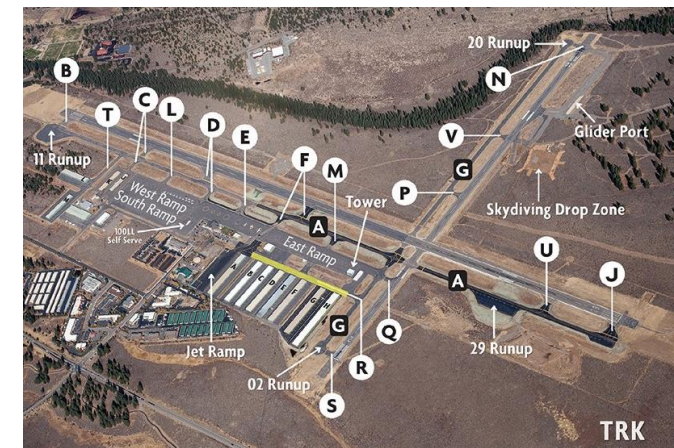
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Q2 2019 AIRFIELD CONSTRUCTION 2019

➤ **“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.

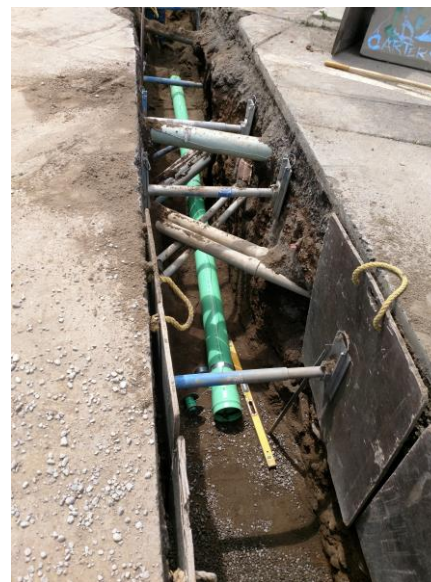
Project General Contractor: Meyers Earthworks, Inc.

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

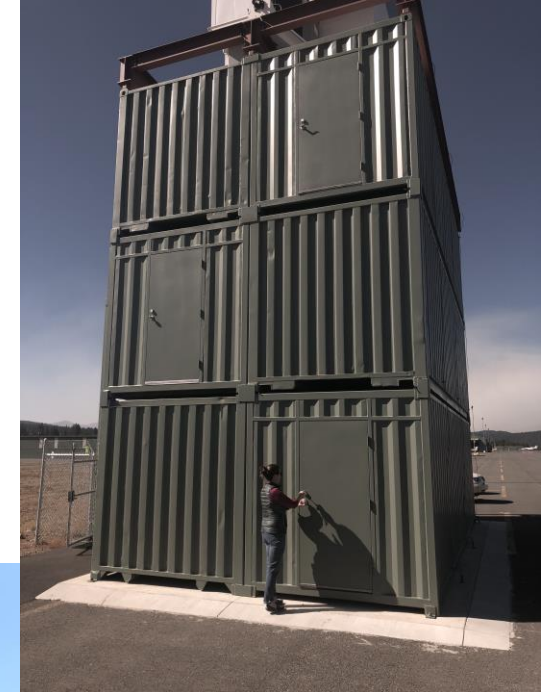




Q2 2019

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 th 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
➤ Truckee Tahoe Volleyball Foundation	\$ 1,000
TOTAL Q2 2019 Community Spons. (28)	\$28,865





Q2 2019

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 - 5th 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)



Truckee Tahoe Airport District

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