

Connected.

Truckee Tahoe Airport District

Q1 2020 COMMUNICATIONS REPORT

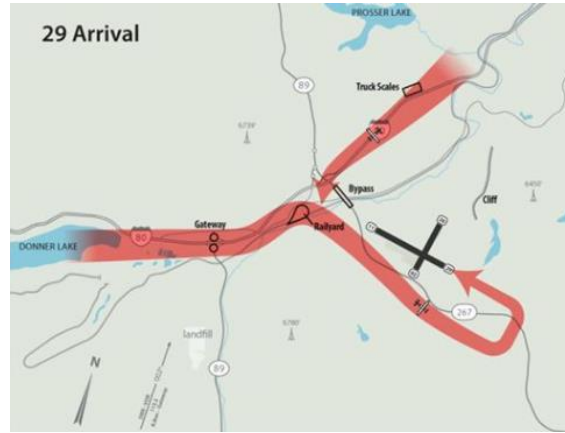
By: Marc R. Lamb, Aviation & Community Services Manager

Connected By
More Than A Runway





Q1 2020 DISTRICT COMMUNICATION METHODS



Truckee Tahoe Airport CONNECTED
A COMMUNITY PUBLICATION OF THE TRUCKEE TAHOE AIRPORT DISTRICT - WINTER/SPRING 2020

COMMUNITY NEWS
The Truckee Airport's Past, Present and Future BY DAVID BARNER

In the early 1900s, Tahoe grew from a rugged with two main settlements—Donner Valley and Siskiyou—into a destination with one of the largest concentrations of ski resorts in the country.

Through the 1950s, the region continued to grow, with new communities like Tahoe Donner and Heavenly. Development and second home ownership and a general interest in the economy and tourism in the region.

But by the 2000s, the growth of air traffic and a new community involvement at the airport began to signal a coming shift at the District. Community members and customers about airport noise and the airport's connection to the surrounding community. The airport found itself at the center of a growing tension between its role as a public utility and its role as a community asset.

By the late 1990s, a group of members concerned about a changing airport in the Tahoe Basin that would impact Tahoe and Tahoe's regional identity, met to discuss their concerns. The group, which included representatives from the Tahoe National Forest, the Tahoe National Park, and the Tahoe National Forest, met to discuss their concerns. The group, which included representatives from the Tahoe National Forest, the Tahoe National Park, and the Tahoe National Forest, met to discuss their concerns.

The Truckee Tahoe Airport District has been a part of the community since its founding in 1997. The District's mission is to provide a safe and secure airport for the community, while also promoting the economic and social benefits of the airport. The District's vision is to be a leading provider of airport services, while also being a responsible and sustainable organization.

The District's success is a result of the hard work and dedication of its staff and the support of the community. The District is committed to providing the highest quality of service to its customers, while also being a responsible and sustainable organization.

The District's future is bright, and we are excited to continue to serve the community for many years to come. We are committed to providing the highest quality of service to our customers, while also being a responsible and sustainable organization.





Q1 2020

AIRPORT EVENTS & HIGHLIGHTS

- **AVCOM's Jill McClendon's maternity leave, Keely Hoyt temp 2/18 & 3/6**
- **Boys & Girls Club - Airport tour 24 kids 3/6**
- **Connected mass mailer 20,000 copies mailed 2/20**
- **COVID-19 Pandemic**
- **Forest Charter School – Airport STEM event and airfield tour 18 kids 2/11**
- **Hangar 1 office space removed for more aircraft maintenance space 2/15**
- **Noise & Environment Office moves to terminal bldg breezeway location 2/10**
- **Pathways to Aviation youth STEM events 1/30, 2/13, 3/12**
- **Sierra Aero & Mtn Lion Aviation move into new Hangar 1 office bldg 2/1**
- **TTAD closes public use of Board rooms, social distancing practices start 3/16**
- **TTAD holds first ever teleconference board meeting 3/25**
- **TTAD Going Green campaign - purchases Rad City E-Bikes for District**
- **TTAD purchase new GTX, G1000 AATD flight simulator**





Q1 2020 KTRK WEBSITE STATS

Audience Overview

In Q1 we had 18,088 website users, who completed 49,778 sessions and 75,006 page views.

Website traffic “users” were down 36% from Q1 2019

Where do our website users live? (US 16,065)

- California 9,843
- Nevada 1,528
- Washington 647
- Texas 433
- Florida 420

What web pages do visitors view?

- Webcam 45,230
- Home Page & Community News 11,727
- Aviation Flt Procedures & Planning 2,784
- Board/Staff/Admin 1,792
- Snow Day 783
- Doing Business 500

TRUCKEE TAHOE AIRPORT

36°F QUICK LINKS WEBCAM BOARD INFO CONTACT REPORT NOISE

HOME AVIATION INFORMATION AIRPORT GUIDE ADMINISTRATION GIVING BACK VISITING NEWS

OUR MISSION Current Board Agenda

COVID-19 Updates

FROM OUR GM 03/27/2020

Hours of operation reductions until further notice
Admin Offices: Closed - call (530) 587-4119 x107, 08:30 - 16:30
Self Serve 100LL Fuel Island: Daily 07:00 - 19:00
Terminal Building: Daily 07:00 - 19:00
Tower hours: Daily 07:00 - 19:00, except Saturdays 08:00 - 18:00

As the Truckee Tahoe Airport District continues to monitor the COVID-19 (coronavirus) pandemic, we wanted to share with you the precautions and operational modifications we are making to assure the health and safety of our staff, customers, and constituents.

The Airport District's number one priority is the health and safety of our employees, customers, and community. We have stepped up our efforts to clean and sanitize the airport terminal building multiple times daily. As an essential business, the Airport Terminal building does remain open to the public, but please practice social distancing.

In an effort to protect our staff and community we are asking that employees conduct all meetings via teleconference or by phone and to limit all business and personal visitation to the airport.

The airport's public-use meeting rooms and the Red Truck restaurant are closed until further notice. The April 22nd Board of Directors meeting will be held via teleconference only. You can find the agenda at: <https://truckee-tahoeairport.com/administration/board/meetings>.

The May 5, 2020 ACAT meeting has been cancelled.

AIRPORT COMMUNITY NEWS

Request For Proposals Mar 31, 2020
Reconstruct Taxiway Alpha
 April 6, 2020 - Plans Available
 April 16, 2020 - Pre Bid Meeting Terminal Building 10:00am
 April 30, 2020 - Bids due by 1:00pm local
 For more information click heading

Community Meeting Rooms Mar 16, 2020
 The public use Community Rooms in the airport's terminal building are temporarily closed to all users. The Truckee Tahoe Airport District is communicating with our public health agencies handling the COVID-19 response. When groups of people are again permitted to gather, the airport district will make the rooms again available per the reservations schedule.



Q1 2020 SOCIAL MEDIA

INSTAGRAM

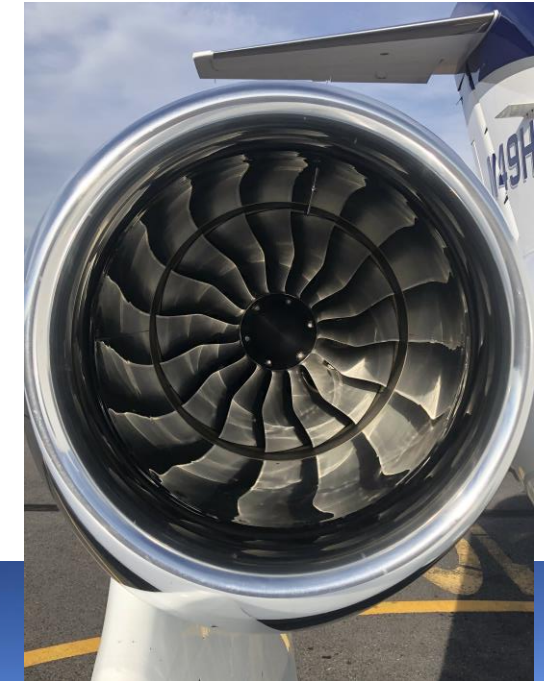
Launched 02/01/2016
1,269 Followers as of 03/31/2020
Followers up 27% over Q1 2019
Average 1 post per week

FACEBOOK

Launched 06/01/2015
2,566 Followers as of 03/31/2020
Followers up 13% over Q1 2019
Facebook Page Rating: 4.0 out of 5.0
Average 2 posts per week

Highest FB Post Reaches Q1 2020: (Top 5)

- 6,098 - [TNSAR helicopter rescue exercise](#)
- 2,249 - [SOTR Go Navy SH-60 Seahawk](#)
- 2,187 - [SOTR Global Express](#)
- 1,902 - [SOTR Honda Jet](#)
- 1,823 - [Office of Noise & Environment](#)





Q1 2020

KTRK PILOT & COMMUNITY OUTREACH EFFORTS

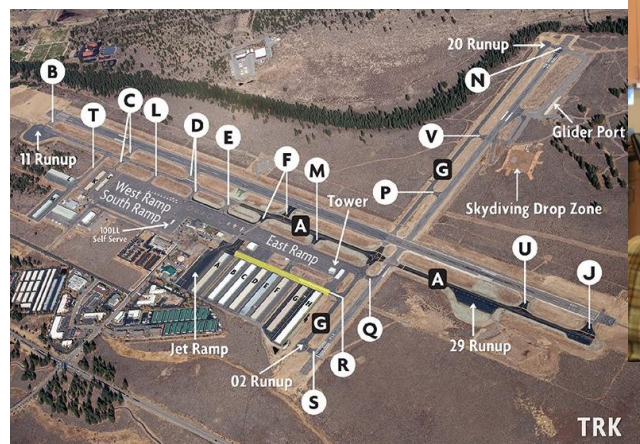
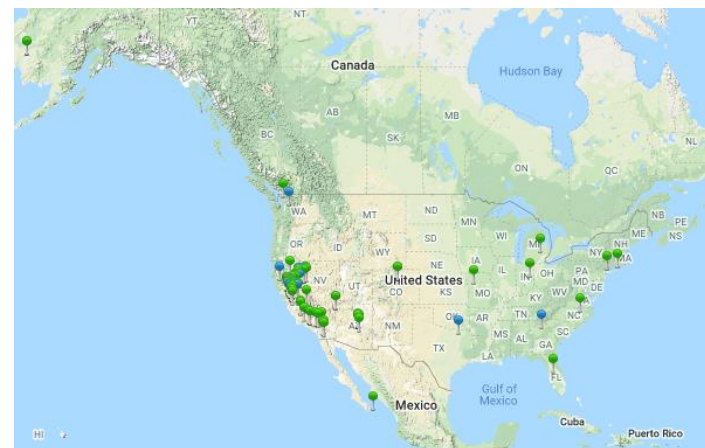
<u>E-BLAST</u>	<u>RECIPIENTS</u>	<u>OPENED</u>	<u>DATE</u>
March Community Outreach	963	50%	03/23/2020
January Community Outreach	961	48%	01/21/2020

<u>KTRK FAMILIARIZATION PROGRAM</u>	<u># FLOWN</u>	<u>DATE</u>
Local Instructor Familiarization Flights	2	Q1

<u>SPEAKER EVENTS</u>	<u># ATTENDED</u>	<u>DATE</u>
Boys & Girls Club NLT (Youth STEM)	24	03/06/2020
Forest Charter School	18	02/11/2020
Pathways To Aviation (Youth STEM)	14	1/30, 2/13, 3/12

<u>PUBLICATIONS IN-HOUSE</u>	<u># PRINTED</u>	<u>DATE</u>
“Connected” Winter/Spring 2020	20,000 copies	02/24/2020

<u>PILOT OUTREACH</u>	<u>DATE</u>
Airfield Construction 2020 (web page)	Daily
Snow Day Winter 2019-2020 (web page)	Daily
Pilot & Pax Outreach on ramp, NAP & Curfew Compliance	Daily
55 – DOI (Daily Operating Info) E-blasts to airport users	Daily
Regular FICON (Field Condition) and NOTAMS posted	As Needed
Partnered with Solarius Aviation - Flt Procedures & NAPS	02/02/2020





Q1 2020

SCHEDULED SUMMER "GOING GREEN" AD CAMPAIGN



GOING GREEN TO KEEP OUR REGION BLUE.

We live in a special place. As a deeply committed community partner, the Truckee Tahoe Airport District cares about our environment and we work diligently to minimize the airport's impact on the region. From new ADS-B technology, to using electric vehicles on the airfield, and preserving more than 1,600 acres of open space land, the District will continue to seek the most sustainable way of operating.



Photo by Anders Clark. © Images of Flight

Green Initiatives

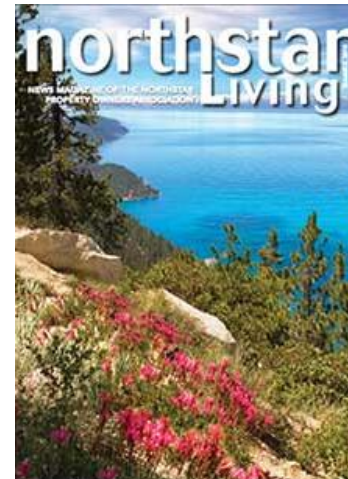
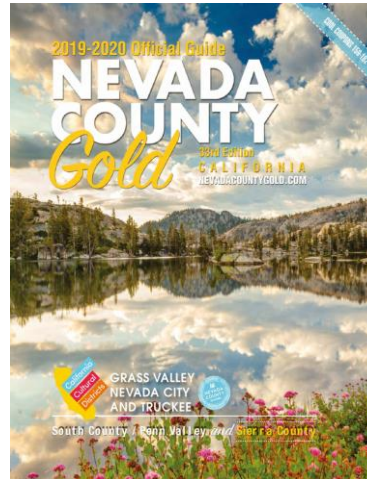
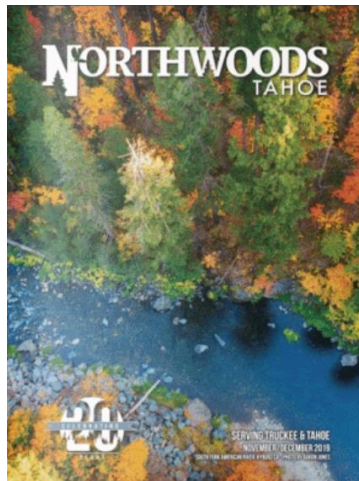
Over the past five years, we've developed a number of initiatives that reduce our dependence on fossil fuels and keep our community clean and blue.

- New flight tracking program (ADS-B) allows for more efficient flying
- Open-space land acquisitions for public use
- Energy-efficient hangar lighting
- Electric vehicles & E-bikes used on field
- Land management plan for forest health and wildfire prevention
- Implementation of Greenhouse Gas Inventory & GHG Emission Reduction Plan



Connected by More Than A Runway

Learn more at: truckeetahoeairport.com



TRUCKEE TAHOE AIRPORT DISTRICT

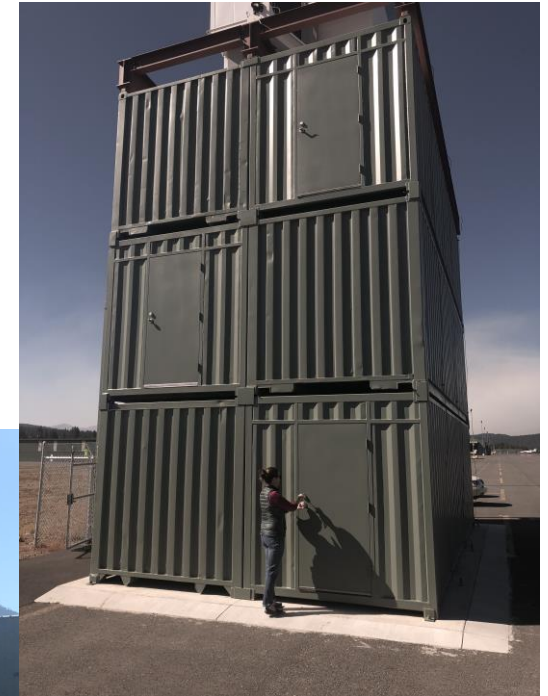
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Q1 2020

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
- TNT Junior Development Cycling
- Trails & Vistas
- 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



Q1 2020

USE OF AIRPORT COMMUNITY ROOMS

- Adventure Risk Challenge
- American Red Cross
- Check Ride – David Diamond
- Check Ride – Kevin Sloane
- Citizens Climate Lobby
- Forest Charter School
- Jibboom Street Toastmasters
- Mountain Belles
- Midwest ATC Training
- Pathways to Aviation
- Pine Forest HOA
- Sierra Avalanche Center
- Sierra Community Services
- Sierra Expeditionary Academy
- Sierra Senior Services
- Sugar Bowl Academy
- SWEP
- Tahoe Backcountry Ski Patrol
- Tahoe Regional Arts Foundation



33 organizations held 91 meetings in TTAD Boardrooms in Q1 2020
 (Q1 2019 36 organizations held 106 meetings)

- Tahoe Truckee FWDD
- Tahoe Expeditionary Academy
- TNT TMA Regional Transportation
- TNT Jr. Development Cycling
- Trails and Vistas
- Truckee Baseball Foundation
- Truckee Chamber of Commerce
- Truckee Fire Protection District
- Truckee Little League
- Truckee Optimist Club
- Truckee River United FC Soccer
- Truckee Tahoe Airport District
ACAT, Board & Staff meetings,
Airshow Committee, Community
Events, Construction Projects,
Safety Meetings
- Truckee Tahoe Housing JPA
- Winter Creek HOA

**BOARD ROOMS CLOSED TO PUBLIC USE DUE TO COVID-19
 PANDEMIC STARTING MARCH 16, 2020**



Q1 2020

COMMUNITY SPONSORSHIP RECIPIENTS (20) / AGENCY PARTNERSHIPS (0)

➤ American Association of Univ Women NLT	\$ 1,000
➤ Civil Air Patrol Mission to Mars Summer Camps	\$ 1,500
➤ Truckee High - Girls Softball	\$ 1,000
➤ Tahoe Expeditionary Academy	\$ 500
➤ Tahoe Community Nursery School	\$ 1,000
➤ Snowfest of North Lake Tahoe	\$ 1,000
➤ Sierra Continuation High School	\$ 500
➤ Truckee Little League	\$ 750
➤ Creekside PTO	\$ 500
➤ Tahoe Rim Trail	\$ 500
➤ Sierra States Parks Foundation	\$ 500
➤ Truckee High - Boys & Girls Track & Field	\$ 1,000
➤ Truckee Baseball Foundation	\$ 1,000
➤ Tahoe Silicon Mountain	\$ 500
➤ Girls on the Run - Sierras	\$ 750
➤ Truckee Donner Horsemen	\$ 1,000
➤ UC Davis Tahoe Environmental Research Center	\$ 750
➤ North Tahoe High - Swim Team	\$ 1,000
➤ North Tahoe High - Athletics	\$ 1,000
➤ Soroptimist International	\$ 1,000
TOTAL Q1 2020 Community Sponsorships (20)	\$ 16,750
Community Sponsorship Budget for 2020	\$ 70,000
Total Q1 2019 Community Sponsorships (18)	\$ 18,500
TOTAL Q1 2020 Agency Partnership (0)	\$ 0
Agency Partnership Budget for 2020	\$367,000
Total Q1 2019 Agency Partnerships (2)	\$425,000





Q1 2020

LETTERS OF THANKS & APPRECIATION



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

- American Association of University Women North Tahoe (CS)
- Big Brothers Big Sisters (CS)
- Boys & Girls Club of North Lake Tahoe (CS)
- Civil Air Patrol – Mission to Mars (CS)
- Excellence in Education – Challenger Series
- Friends of Tahoe Truckee Waldorf (CS)
- Glenshire Elementary PTO (CS)
- North Tahoe FAN Club (CS)
- Sierra Senior Serves (CS)
- Sierra State Parks Foundation (CS)
- Soroptimist International of Truckee Donner (CS)
- Tahoe Expeditionary Academy (TEA) (CS)
- Tahoe Film Festival (CS)
- Tahoe Rim Trail (CS)
- Tahoe Truckee Community Foundation (AAUWNT) (CS)
- Tahoe Truckee Unified School District x3 (CS)
- Trails & Vistas (CS)
- Truckee High Softball (CS)
- Truckee Little League (CS)



Truckee Tahoe Airport District

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