

# Connected.

## Truckee Tahoe Airport District

### Q2 2020 COMMUNICATIONS REPORT

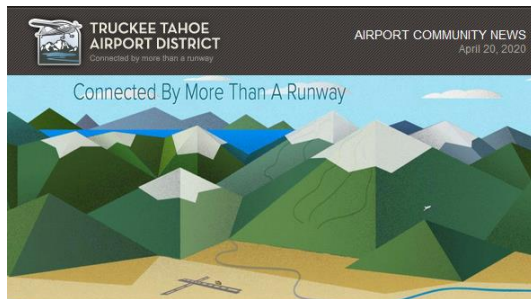
By: Marc R. Lamb, Aviation & Community Services Manager

Connected By  
More Than A Runway





# Q2 2020 DISTRICT COMMUNICATION METHODS



## AIRPORT OPERATIONS DURING COVID-19

Your Truckee Tahoe Airport District is considered an essential public service element. We will remain operationally ready for any aeronautical demand or community need.

TTAD's number one priority is the health and safety of our employees, customers, and our community. Airport staff is working a combination of split shifts and remotely to maximize social distancing practices to protect everyone's health. Public areas are disinfected regularly, and furniture has been removed from the terminal building to discourage congregating.



Arrival on Runway 11





## Q2 2020 AIRPORT EVENTS & HIGHLIGHTS

- Air Traffic Control Tower expands Spring and Summer hours (4/01 & 6/01)
- TTAD staff manages ongoing COVID pandemic protocols at the airport (Q2)
- Flight Simulator opens to the public, Mtn Lion Aviation assumes schedule mgnt (Q2)
- **TTAD takes delivery of new LaRue Snowblower and Scissor Lift with Trailer (Q2)**
- U.S. Forest Service Summer Fire Fighting Helicopter Crew based at KTRK (Q2)
- Pilot Outreach ZOOM - KTRK & NWS Virtual Intermountain West, Aviation Weather and Safety Workshop 75 attendees (5/30)
- TTAD Going Green - Dry Lake Beacon Goes Solar and power poles pulled from Waddle Ranch (6/03)
- **Project Graduation KTRK Hosts 2020 Graduating Class Fireworks Show (6/13)**
- Pilot Outreach ZOOM - AVCOM hosts Pilot Roadshow “Flying In & Out of KTRK” 80 private and Corporate attendees across the U.S. (6/13)
- **Runway photo shoot for Alaskan Airlines Flight Attendants (6/20)**
- Runway 29 Blast pad reconstruction completed (6/30)
- Aircraft wash rack construction completed (6/30)
- **Heliport construction project completed (6/30)**







# Q2 2020 KTRK WEBSITE STATS

## Audience Overview

In Q2 we had **14,377** website users, who completed 37,779 sessions and 59,031 page views.

Website traffic “users” were down 1% from Q2 2019

Where do our website users live? US 12,301

- California 7,635
- Nevada 1,358
- Oregon 337
- Washington 279
- Texas 273

What web pages do visitors view?

- Webcam 31,665
- Home Page & Community News 10,527
- Aviation Flt Procedures & Planning 1,569
- Admin - Board meetings 804
- Aviation - Hangars 540
- Admin - Doing Business/Construction 461

The screenshot shows the Truckee Tahoe Airport website. The header includes the airport logo, temperature (36°F), and various utility links like Quick Links, Webcam, Board Info, Contact, Report Noise, and social media icons. The main navigation bar lists: HOME, AVIATION INFORMATION, AIRPORT GUIDE, ADMINISTRATION, GIVING BACK, VISITING, and NEWS. The hero image features a silver propeller plane (N3006) on the tarmac. Below the hero image, there's a section for "OUR MISSION" and "Current Board Agenda". A prominent purple circular logo reads "I Fly Quiet Truckee Tahoe Airport". To the right of this logo, text states: "The Truckee/Tahoe region is a very NOISE SENSITIVE COMMUNITY and our airport strives to be a good neighbor." Below this, there are sections for "PILOTS" (requesting adherence to noise abatement procedures) and "RESIDENTS" (encouraging noise reduction efforts). A note asks pilots to respect the voluntary curfew (10 pm to 7 am). The "POPULAR AIRPORT WEB PAGES" section lists links for arrival/departure info, airfield construction, and an air show. A map shows the "29 Arrival" route. The "AIRPORT COMMUNITY NEWS" sidebar on the right features articles like "Pilot Safe Haven Initiative" (dated Jun 29, 2020), "Congratulations Class of 2020" (dated Jun 14, 2020), and "COVID-19 Updates" (dated Jun 10, 2020).



# Q2 2020 SOCIAL MEDIA

## INSTAGRAM

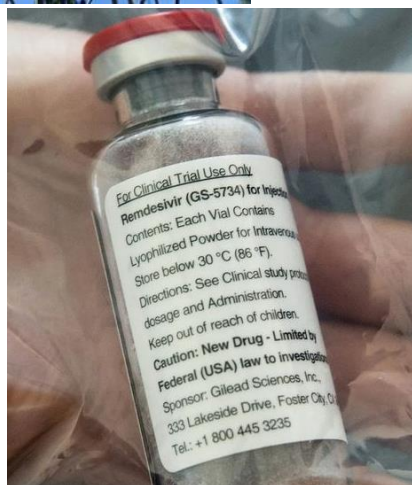
Launched 02/01/2016  
1,390 Followers as of 06/30/2020  
Followers up 32% over Q2 2019  
Average 1 post per week

## FACEBOOK

Launched 06/01/2015  
2,699 Followers as of 06/30/2020  
Followers up 14% over Q2 2019  
Airport Facebook Page Rating: 3.7 out of 5.0  
Average 2 posts per week

### Highest FB Post Views Q2 2020: (Top 5)

- 13,620 - [TFHD Remdesivir drug delivery](#)
- 5,358 - [D-Day Squadron Honor Flyover](#)
- 1,396 - [Density Altitude](#)
- 972 - National Guard High-Rollers Flyover
- 881 - Karin Hardiman Tower Manager Retires







Q2 2020

# KTRK PILOT & COMMUNITY OUTREACH EFFORTS

## E-BLAST

	<u>RECIPIENTS</u>	<u>OPENED</u>	<u>DATE</u>
April Community Outreach	965	54%	04/20/2020
April Tenant Rent Deferral	557	60%	04/29/2020
May Community Outreach	964	49%	05/25/2020

## KTRK FAMILIARIZATION PROGRAM

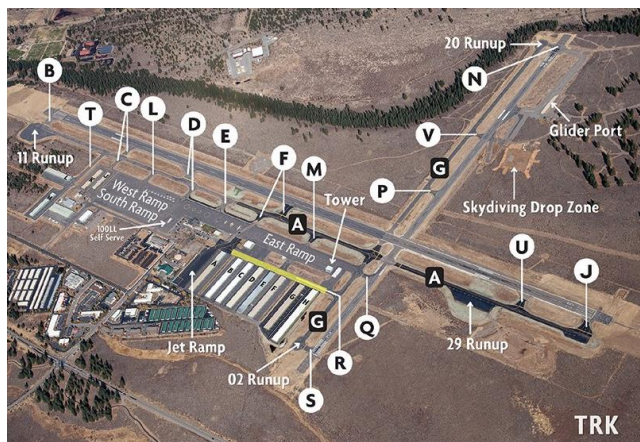
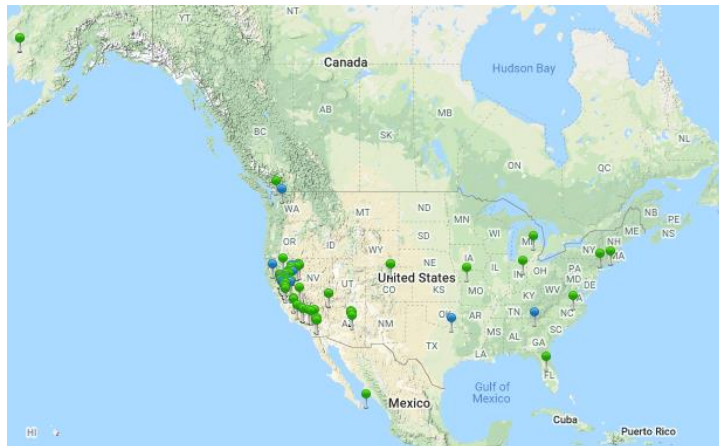
	<u># FLOWN</u>	<u>DATE</u>
Local Instructor Familiarization Flights	1	Q2

## PUBLICATIONS IN-HOUSE

	<u># PRINTED</u>	<u>DATE</u>
Pilot News Summer 2020 Edition	600 copies	Mailed Q3

## PILOT OUTREACH

- Airfield Construction 2020 (web page)	Daily
- ZOOM - KTRK & NWS Virtual Intermountain West, Aviation Weather and Safety Workshop 75 attendees	05/30/2020
- ZOOM - AVCOM hosts Pilot Roadshow "Flying In & Out of KTRK" 80 private and Corporate attendees across the U.S.	06/13/2020
- Pilot & Pax Outreach on ramp, NAP & Curfew Compliance	Daily
- DOI's (Daily Operating Info) 62 E-blasts to airport users	Daily
- FICON (Field Condition) and NOTAMS posted	As Needed
- Partnered with Solairus Aviation - Flt Procedures & NAPS	On Going
- Contacted Artie Clark Net Jets Flt Ops Compliance Mgr	04/24 & 6/30



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Q2 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.



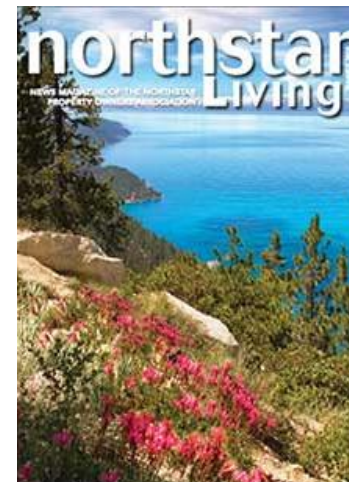
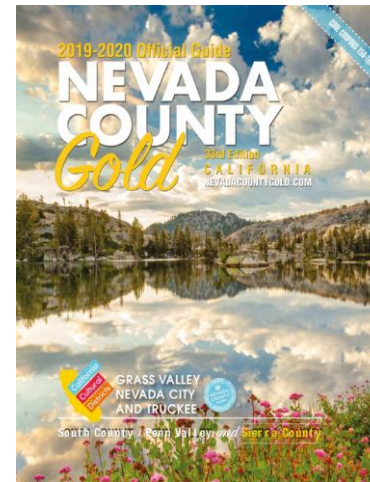
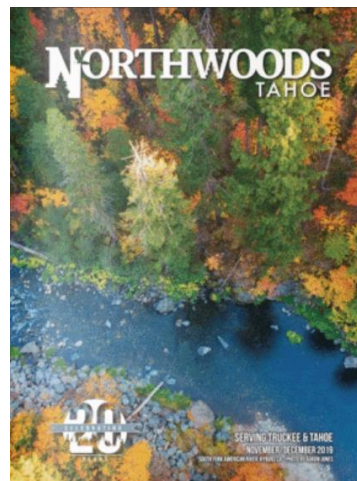
**Green Initiatives**

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: [truckee-tahoeairport.com](http://truckee-tahoeairport.com)



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Q2 2020

## 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
- Little Gems Pre-School
- **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

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# Q2 2020

## AIRFIELD CONSTRUCTION & MAINTENANCE PROJECTS

### Completed

- REMSA Care Flight Heliport
- Runway 29 Blast Pad
- Aircraft Wash Rack
- Runway 29 RSZ widening mastication
- Fire Protection break 2 miles long by 200-400' wide Joerger Rd. to Martis Dam Rd.
- Terminal Patio Area Sun-Shade Structure

FAA AIP & TTAD Funding  
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### On-Going 2020

- Fuel Farm Asphalt Reconstruction
- Maintenance Shop Asphalt Reconstruction
- Air Show Way / Gate 5 Road Reconstruction
- Non-Profit Container Farm
- Truckee Tahoe Airport Rd. Sidewalk Project
- Tahoe City on-site Helipad Sign

TTAD Funding  
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### Scheduled (Spring/Summer/Fall 2021)

- Taxiway Alpha Reconstruction
- Ramp Side terminal bldg entry hydronic pad

FAA AIP & TTAD Funding  
TTAD Funding







# Q2 2020

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

➤ Big Brothers Big Sisters	\$ 1,000
➤ Headwaters Science Institute	\$ 750
➤ Lake Tahoe Snowmobilers - Avalanche Safety	\$ 750
➤ North Tahoe Business Assoc - Street Clean Up	\$ 500
➤ North Tahoe Business Assoc - Virtual Vibes	\$ 500
➤ Pathways to Aviation	\$ 3,000
➤ Tahoe City Downtown Association	\$ 500
➤ Tahoe Truckee School of Music	\$ 1,000
➤ Truckee Community Theater	\$ 1,000
➤ Truckee Football Foundation	\$ 750
➤ Truckee North Tahoe Jr. Cycling Team	\$ 500
➤ <u>Truckee Wolverines Booster Project Graduation</u>	<u>\$ 3,000</u>

➤ <b>TOTAL Q2 2020 Community Sponsorships (12)</b>	<b>\$ 13,250</b>
Year to Date 2020 Community Sponsorships	\$ 30,000
Community Sponsorship Budget for 2020	\$ 70,000
Total Q2 2019 Community Sponsorships (28)	\$ 28,865

➤ <b>TOTAL Q2 2020 Agency Partnerships (0)</b>	<b>\$ 0</b>
Year to Date 2020 Agency Partnerships	\$ 0
Agency Partnership Budget for 2020	\$367,000
Total Q2 2019 Agency Partnerships (0)	\$ 0







**Q2 2020**

## **LETTERS OF THANKS & APPRECIATION**



- **Aim High (AP)**
- **Big Brothers Big Sisters (CS)**
- **Church of the Mountains – Warming Hut (CS)**
- **Girls on the Run (CS)**
- **Lake Tahoe Snowmobilers – Avalanche Safety (CS)**
- **North Tahoe Business Association – Street Clean Up (CS)**
- **Pathways to Aviation (CS)**
- **Project Graduation – Fireworks Event (CS)**
- **Tahoe City Downtown Association (CS)**
- **Tahoe Truckee School of Music (CS)**
- **Truckee Community Theater (CS)**
- **Truckee North Tahoe Jr. Cycling Team (CS) & Trailer Storage**
- **U.C. Davis Tahoe Environmental Research Center (CS)**

**\* Community Sponsorship Program Recipient (CS)**

**\* Agency Partnerships / Service Agreement Contracts (AP)**



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