

Connected.

Truckee Tahoe Airport District

Q3 - 2020 COMMUNICATIONS REPORT

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

Connected By
More Than A Runway





Q3 2020 DISTRICT COMMUNICATION METHODS



TEMPORARY FLIGHT RESTRICTIONS

FAA/ZOA VIP TFR
TEMPORARY FLIGHT RESTRICTIONS,
Saturday, 9/12/2020 1445-2045 (Local)

* Pilots and passengers should anticipate significant flight delays due to airspace restrictions impacting Reno Tahoe Airport (RNO), including airspace over Truckee Tahoe Airport (TRK) during the President's visit to Northern Nevada.

Check FAA TFR's at: https://tfr.faa.gov/save_pages/detail_0_1031.html



Air Force One



COMMUNITY NEWS

Community Programs that Fly Under the Radar

BY DAVID BUNKER



More than two years ago, Susie Sutphin was deep into a search for a new home for her rapidly expanding nonprofit, Tahoe Food Hub, and coming up empty-handed. Her needs were fairly complex. The building, the rent, because of an airport policy to support local nonprofit organizations, started at a fraction of what the Food Hub was facing at other locations. After a review by the Airport District Board, an agreement

that delivers valuable education programs, found a home at the Airport almost three years ago. Sierra Community House — an umbrella for critical nonprofits Tahoe SAFE Alliance, Project MAMA, Family Resource Center of Truckee, and North Tahoe Family Resource Center — also now has offices in the same warehouse. For an organization like the Truckee Roundhouse, a brilliant but unproven idea, the Airport's support was both a critical vote of confidence and vital financial aid that the new organization desperately needed.

"Without the Airport we wouldn't have been given that cushion to test the model," said Karen Stanley, Truckee Roundhouse's executive director. "Luckily, we have been really embraced by the community, but we couldn't have done that without the Airport."

The Truckee Roundhouse leads numerous education programs for Smith, "and we really try to take that to heart."

This philosophy has led the Airport to support local conservation efforts, affordable housing initiatives that house local workers, transportation solutions that benefit local families and vital community-serving nonprofits. "Our philosophy with community partnerships is that, if we can lead and show people that it's possible, we extend our neck a little bit," said Hardy Bullock, Truckee Tahoe Airport District's director of aviation and community services. "But, if every special district did a little bit, many of the problems that our community faces could be better tackled."

Often, at the Airport, that means much more than writing a check or discounting a rental rate for a nonprofit. It usually means Airport staff rolling up their sleeves and working hand-in-hand with local community organizations. "It can be challenging to administer these programs, but it can be incredibly

came to the conclusion that they had to be more than just a transportation asset — they had to be a community asset," said Bullock. At times, those twin missions of aviation and community service align seamlessly — like the Airport's support of the Truckee Tahoe Soaring Association Youth Aviation Camp. That camp, and the Soaring Association's program that allows young volunteers to earn hours toward their pilot's licenses, has sparked a lifelong love affair in aviation for many local youth. The Soaring Association houses a wall of fame at their facility, featuring all of the photos of local participants who have come through the program. "I would say that 70 percent of the kids with photos on the wall are pilots now," said Bullock.

For Truckee Tahoe Airport District General Manager Kevin Smith, who says the aviation industry has to do more to attract and retain the next generation of talent, seeing the Airport's investment in youth programs come full circle is





Q3 2020 AIRPORT EVENTS & HIGHLIGHTS

- TTAD Sponsored July 4th D-Day Squadron Flyover (7/4)
- “Pilot News” flyer, in-house published and distributed (7/15)
- TTAD stores Covid masks (300K+) & sanitizer (5K+) for distribution in the bi-county area (7/22)
- O&M purchases new 2020 F150 (7/31)
- “Flying Into TRK” Pilot Outreach San Carlos Flight Center (8/5)
- O&M turns older F150 into a designated “Safety & Security” vehicle (8/7)
- “Connected” District mass mailer in-house published and distributed (8/14)
- Golf Course pin flags go up with airport logo (8/17)
- Director Bullock earns AAAE’s highest “Accredited Airport Executive” cert (8/20)
- Airport Board 2021 Budget Workshop (8/26)
- Tahoe City Helipad on-site sign completed (9/11)





Q3 2020

KTRK SUPPORTS REGIONAL FIREFIGHTING OPERATIONS



TRUCKEE TAHOE AIRPORT DISTRICT



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Q3 2020 SOCIAL MEDIA

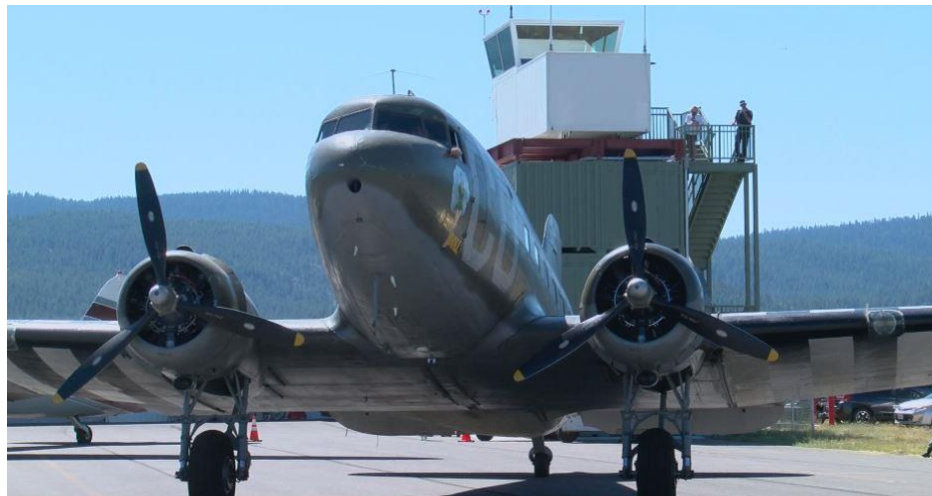
INSTAGRAM

Launched 02/01/2016

1,486 **Followers** as of 09/30/2020

Followers **up 32%** over Q3 2019

Average 1 post per week



FACEBOOK

Launched 06/01/2015

2,742 Followers as of 09/30/2020

Followers **up 12%** over Q3 2019

Average 2 - 3 posts per week

Top FB Posts Q3 2020: (Top 5)

6,944 - Croman Firefighting Heli crew based at TRK

3,081 - New Care Flight Heliport

1,599 - Loyalton Fire TRK Based Firefighting Crews

1,499 - U2 Fly Over

1,001 - Debra Nicholson





Q3 2020

KTRK PILOT & COMMUNITY OUTREACH EFFORTS

<u>E-BLAST</u>	<u>RECIPIENTS</u>	<u>OPENED</u>	<u>DATE</u>
VIP TFR	950	55%	09/11/2020
Board Seat Vacancy	955	46%	09/08/2020
Sept Community Outreach	971	49%	09/04/2020
July Community Outreach	970	50%	07/02/2020

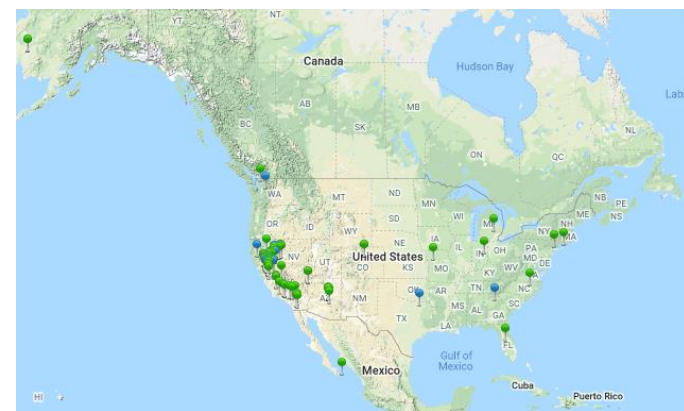
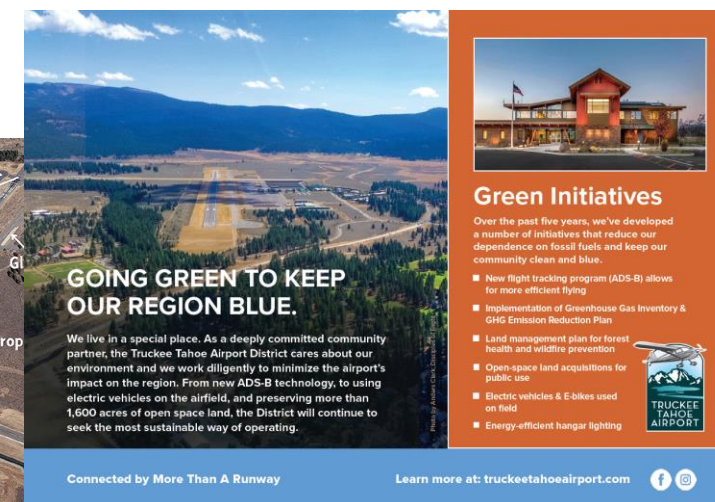
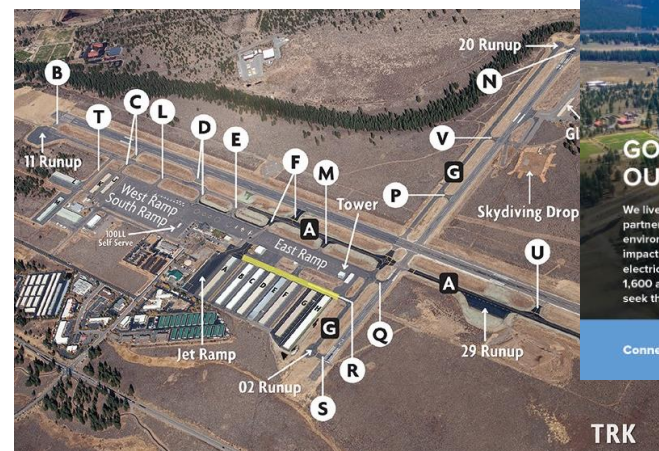
<u>KTRK FAMILIARIZATION PROGRAM</u>	<u># FLOWN</u>	<u>DATE</u>
Local Instructor Familiarization Flights	3	Q3

<u>SPEAKER EVENT(S)</u>	<u># ATTENDED</u>	<u>DAY</u>
"Flying into KTRK" San Carlos Flt Center	90	08/05/2020

<u>PUBLICATIONS IN-HOUSE</u>	<u># PRINTED</u>	<u>DATE</u>
"Pilot News" Summer Fall	600 copies	07/15/2020
"Connected" Community Mass Mailer	21,000 copies	08/14/2020

<u>PUBLICATIONS (MAGAZINE ADS)</u>	<u>MAGAZINES</u>	<u>EDITIONS</u>
"Going Green" Campaign	7	Spring/Summer/Fall

<u>PILOT OUTREACH</u>	<u>DATE</u>
Airfield Construction 2020 (web page)	Q3
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



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Q3 2020

AIRFIELD CONSTRUCTION 2020

Completed

- Aircraft Wash Rack
- REMSA Care Flight Heliport
- Runway 29 Blast Pad
- Air Show Way / Gate 5 Road Reconstruction
- Fire Protection break 2 miles long by 200-400' wide Joerger Rd. to Martis Dam Rd.
- Fuel Farm Asphalt Reconstruction
- Hangar 1 Roof Replacement
- Maintenance Shop Asphalt Reconstruction
- Non-Profit Container Farm
- Runway Safety Zone widening mastication
- Tahoe City on-site Helipad Sign
- Taxiway Tango / Hangar Row Lima Paving
- Terminal Patio Area Sun-Shade Structure
- Truckee Airport Rd. Sidewalk Project

Scheduled (Spring/Summer/Fall 2021)

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

FAA AIP & TTAD Funding
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TTAD Funding
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Q3 2020

AIRPORT SPACE PROVIDED FOR NON-PROFITS (15)

- 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 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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Q3 2020

COMMUNITY SPONSORSHIP RECIPIENTS (3) / AGENCY PARTNERSHIPS (4)

COMMUNITY SPONSORSHIPS

➤ Girls on the Run Sierras	\$ 2,000
➤ South Yuba River Citizens League	\$ 500
➤ Truckee River United (Sierra Mtn Soccer)	\$ 3,000
TOTAL Q3 2020 Community Sponsorships (3)	\$ 5,500
2020 TOTAL thru Sept 30, 2020 (35)	\$ 35,500
Community Sponsorship 2020 Budget	\$ 75,000



AGENCY PARTNERSHIPS

➤ C.A.T.T.- Downtown Truckee Park	\$ 125,000
➤ M.A.P. – Trout Creek Park Shade Structure	\$ 50,000
➤ Northstar Fire District	\$ 49,995
➤ Truckee Bike Park	\$ 75,000
TOTAL Q3 2020 Agency Partnerships (4)	\$ 299,995
2020 TOTAL thru Sept 30, 2020 (4)	\$ 299,995
Agency Partnership 2020 Budget	\$ 367,000





Q3 2020

LETTERS OF THANKS & APPRECIATION



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

- **Big Brother Big Sisters (CS)**
- **CATT - Truckee Downtown Park (AP)**
- **Girls on the Run Sierras (CS)**
- **MAP - Trout Creek Pocket Park (AP)**
- **Northstar Fire District (AP)**
- **South Yuba Citizens League River Clean Up (CS)**
- **Truckee Chamber of Commerce (CS)**
- **Truckee River United - Sierra Mtn. Soccer (CS)**
- **TTUSD - 5th Grade Discovery Museum Challenger Space Museum**



Q3 2020 IN MEMORANDUM

DEBRA NICHOLSON



LOVED & MISSED



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