

Connected.

Truckee Tahoe Airport District

Q4 / **Annual** 2020 COMMUNICATIONS REPORT

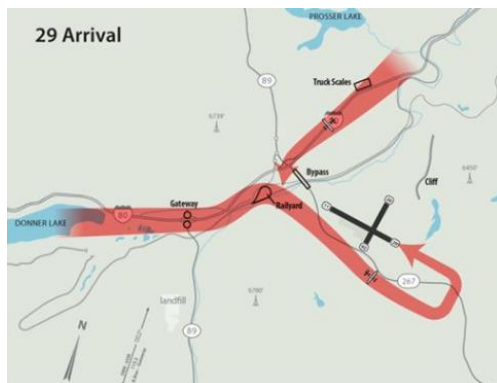
By: Marc R. Lamb, Aviation & Community Services Manager

Connected By
More Than A Runway





Q4 2020 DISTRICT COMMUNICATION METHODS



Truckee Tahoe Airport
PILOT NEWS
CONNECTED BY MORE THAN A RUNWAY
WINTER 2020/2021

Ready for Winter Operations at TRK

Your Truckee Tahoe Airport District and its Operations & Maintenance (O&M) team are well equipped to handle whatever Old Man Winter can throw at it. Pictured is the Airport District's fleet of 10 pieces of heavy equipment used to clear over 4.5 million square feet (or 104-acres) of asphalt surfaces at the airport. Each Sierra snow event is unique, but the priority for the O&M team in the sequence of operations in airfield snow removal is generally consistent:

1. Public access roads, primary parking and landside business access
2. Core Flight EMS and hangar rows Lima, Mike, November and Papa
3. Terminal inside "Front Yard" and outside businesses (i.e., Air Traffic Control Tower & Hangar 1, Sierra Detour/Mountain Lion Aviation)
4. Runway access ingress/egress, full wing tip clearances
5. Runways and taxiways
6. All hangar Rows (priority hangar row clearing requests can be made to knowledy@truckee-tahoeairport.com)
7. Secondary taxiways, fire hydrants, transformers, etc.
8. Marlin Dam Road as a community access winter walking trail

Note: many of these operations will take place simultaneously with a team of staff operating multiple pieces of heavy equipment. Final snow event cleanup can take up to 5-7 days after a heavy storm event or storm cycle event.

For the latest up-to-date information on the status of snow removal operations and email contact, pilots and interested parties are directed to the following sources of information:

- Airfield live 360-degree webcam: truckee-tahoeairport.com/webcam
- Airport's Snow Day Page: truckee-tahoeairport.com/aviation/snow-day
- Questions, flight activity notices and/or requests can be emailed to: knowledy@truckee-tahoeairport.com
- Check "TRK" NOTAMS at: notams.aim.faa.gov/notamSearch
- Check weather forecasts: aviationweather.gov/gfa

Airport Radio Frequencies

Pilot flying in and out of Truckee Tahoe Airport need to be familiar with several radio frequencies to operate safely. Preflight planning is required so that the pilot knows the frequencies for any report as well as other important airport specific like hours of level operations.

120.575 - Tower and CTAF	118.300 - Ground
118.000 - UNICOM	122.950 - Oakland Center
122.950 - UNICOM/FBO	

Tower frequency is used while in the Airport's Class D airspace and/or when taking off or landing on runways at the airfield. CTAF or Common Traffic Advisory Frequency is used when the tower is closed for air-to-air communication broadcasting location and intent. During nighttime hours at TRK, pilots can key their mics (1-5) on 120.575 to turn on the runway lights. For additional information, please contact Mark Covey, Pilot & Passenger Outreach Coordinator, at mark.covey@truckee-tahoeairport.com.



Q4 2020 AIRPORT EVENTS & HIGHLIGHTS

- Pilot & Pax Outreach Coordinator Mark Covey earns Commercial Pilot Cert 10/14
- Trunk or Treat & Drive In – Community COVID-Safe Halloween Event 10/30
- Airport Board of Directors Election 11/3
- Flying Into KTRK – Santa Rosa KSTS Webinar 255 attendees 11/11
- Airport “Non-Essential Employees” Required to work from home 11/17
- Airport Users – Winter Ops Snow Day Zoom Presentation 11/18
- Toys For Tots stage XMAS Toy Drive at KTRK (Nov-Dec)
- Truckee Boy Scouts stage XMAS Trees at KTRK (Nov-Dec)
- KTRK hosts community XMAS tree disposal bin (Dec-Jan)



Truckee Tahoe Airport. Connected. Fly Quiet in Truckee

DEPARTURES	ARRIVAL & DEPARTURE
	<ul style="list-style-type: none">➤ Establish safe, consistent, and easy to follow arrival and departure routes without over-flying noise sensitive residential areas➤ Make arrivals simple by providing initial approach fixes with GPS waypoints.➤ To be a good neighbor to Truckee residents, follow major roadways into and out of KTRK.➤ Modify pitch and power settings to reduce noise.➤ KTRK curfew is 10pm to 7am.





Q4 2020 KTRK WEBSITE STATS

Audience Overview

In Q4 we had 18,455 website users, who completed 47,026 sessions and 72,618 page views.

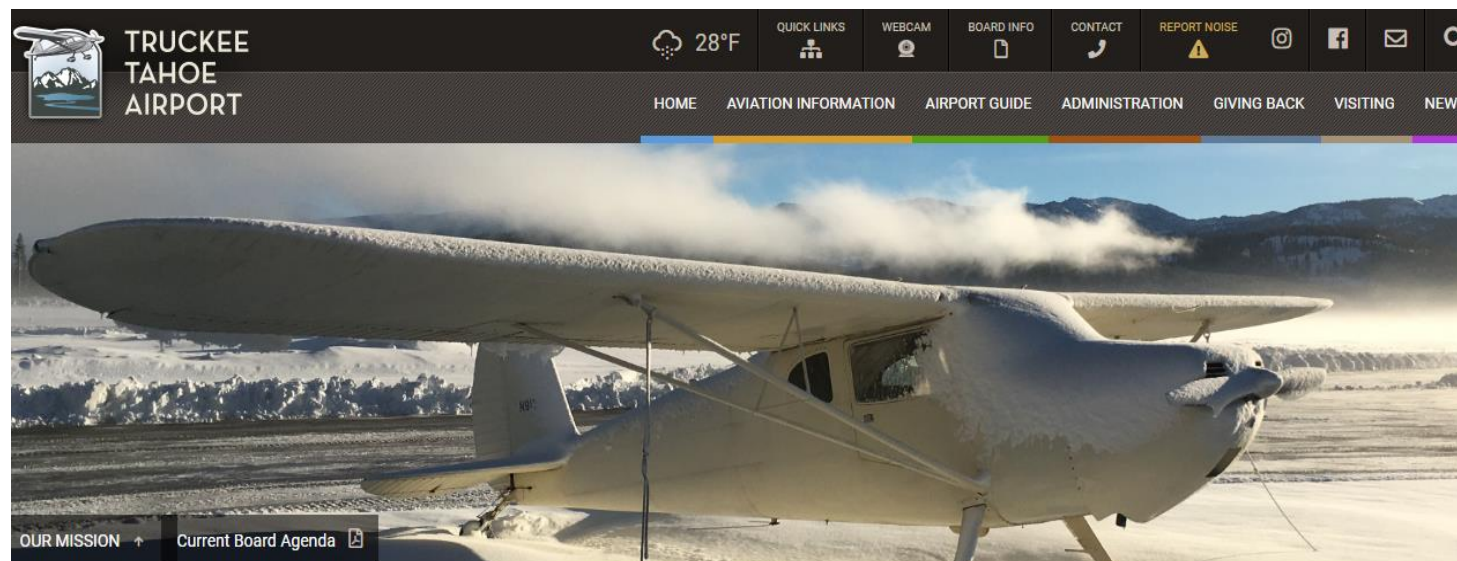
Page views were up 7% over Q4 2019

Where do our website users live? (US 15,145)

➤ California	9,586
➤ Nevada	1,664
➤ Ohio	565
➤ Oregon	441
➤ Florida	280

What web pages do visitors view?

➤ Webcam	38,588
➤ Home Page & Community News	11,769
➤ Aviation Procedures / NAP's	1,728
➤ Administration Board	865
➤ Airport Hangars	718
➤ Snow Day	595



KTRK WELCOMES YOU!

Airport **SNOW DAY** page for up-to-date snow conditions and email requests ➤ [Click Here](#)



The Truckee/Tahoe region is a very NOISE SENSITIVE COMMUNITY and our airport strives to be a good neighbor.

PILOTS: Please abide by our noise abatement procedures, the voluntary curfew, and utilize aeronautical resources provided here:

➤ [Arrival & Departure Noise Abatement Information](#)

RESIDENTS: Learn more about the airport's efforts to reduce noise and annoyance, our initiatives, and ways to help us improve:

➤ [Resident Noise & Annoyance Information and Options](#)

We ask that pilots please respect KTRK's Voluntary Curfew and do not fly between 10 pm and 7 am.

AIRPORT COMMUNITY NEWS

TTAD Seeking Tower Service RFI

Dec 30, 2020

The current air traffic control tower service agreement with Midwest ATC expires on May 31, 2021. Truckee Tahoe Airport District is seeking Requests for Information (RFI) from qualified air traffic control contractors. Click post heading for additional information and the application link.

Congratulations New Board Members

Dec 16, 2020

Congratulation go out to Teresa O'Dette, Rick Stephens and David Diamond, Truckee Tahoe Airport District's newly elected Board members! The Board of Directors and staff also wish retiring Board member Lisa Wallace all the best, and thank her for her years of dedicated service to our community. Click post heading for more info.

Offset Your Carbon Emissions This Holiday Season

Dec 14, 2020

Lets work together to reduce our CO2 footprint! Your Truckee Tahoe

TRUCKEE TAHOE AIRPORT DISTRICT

CONNECTED.



Q4 2020 SOCIAL MEDIA

INSTAGRAM

1,508 Followers as of 12/31/2020

Followers up 31% over Q4 2019

Average one post every one-two weeks

New Followers in 2020 = 363

FACEBOOK

2,808 Followers as of 12/31/2020

Followers up 11% over Q4 2019

Average one post per week

New Followers in 2020 = 291

Highest FB Post Reaches Q4 2020: (Top 5)

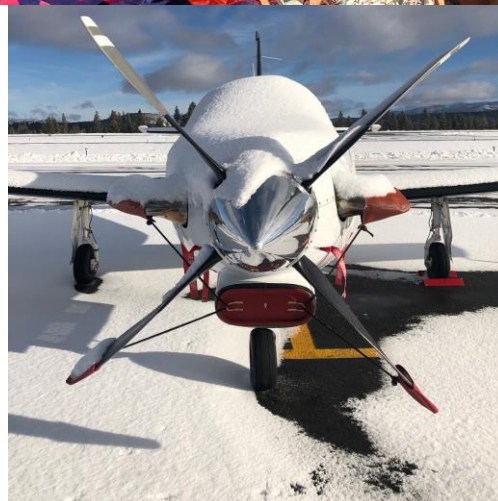
7,760 - KTRK hosts Trunk or Treat & Drive In

1,763 - U2 Dragon Lady Fly Over

1,320 - ACAT Recruitment

860 - Airport Radio Frequencies

809 - TRK Identifier in brush





Q4 2020

KTRK PILOT & COMMUNITY OUTREACH EFFORTS

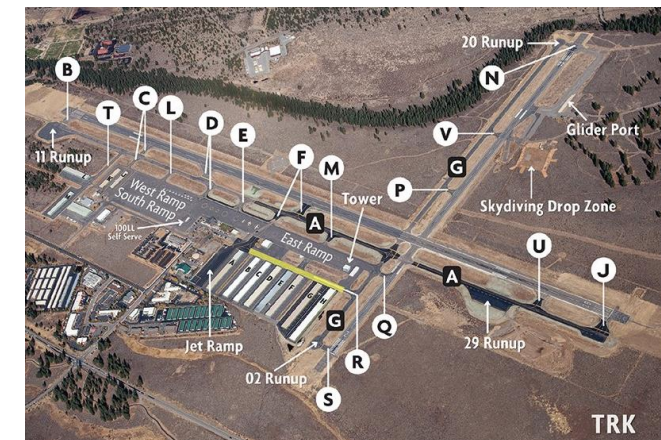
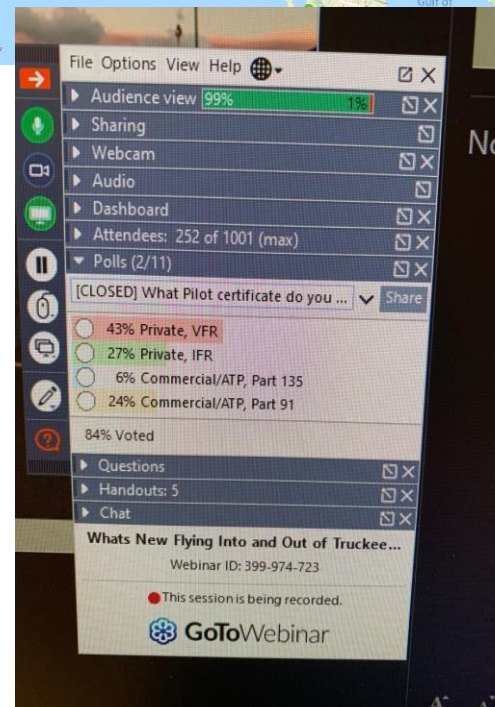
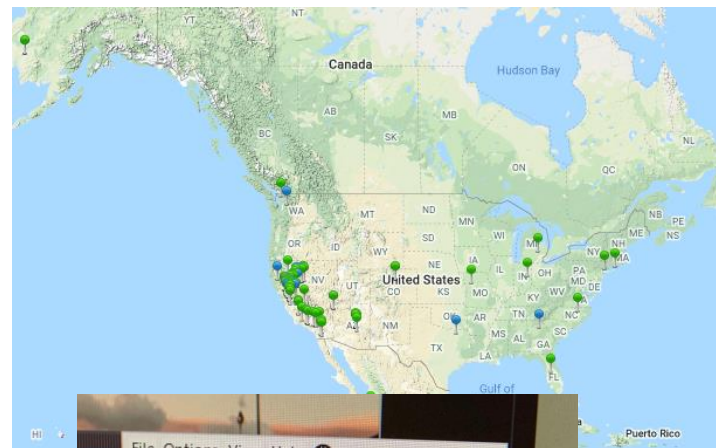
<u>E-BLAST</u>	<u>RECIPIENTS</u>	<u>OPENED</u>	<u>DATE</u>
ACAT Recruitment Outreach	1,106	47%	12/15
Corporate Outreach	199	30%	11/20

<u>KTRK FAMILIARIZATION PROGRAM</u>	<u># FLOWN</u>	<u>DATE</u>
Local Instructor Familiarization Flights	None (COVID)	Q4

<u>SPEAKER EVENTS (via ZOOM)</u>	<u># ATTENDED</u>	<u>DATE</u>
Winter Ops - Snow Day Presentation	24	11/18
"Flying Into KTRK" Santa Rosa KSTS Webinar	255	11/11

<u>PUBLICATIONS IN-HOUSE</u>	<u># PRINTED</u>	<u>DATE</u>
"Pilot News" Winter 2020-2021	500 copies	12/30

<u>PILOT OUTREACH</u>	<u>DATE</u>
Pilot & Pax Outreach Coordinator – Ramp communications	Holidays
~50 – DOI (Daily Operating Info) E-blasts to airport users	Daily
Regular FICON (Field Condition) and NOTAMS posted	As Needed





Q4 2020

AIRPORT SPACE PROVIDED FOR NON-PROFITS (18)

- 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
- Toys For Tots (XMAS Seasonal)
- Trails & Vistas
- **Truckee Boy Scout Troop (XMAS Seasonal)**
- Truckee Donner Land Trust
- Truckee Optimist
- Truckee River Watershed Council





Q4 / **ANNUAL** 2020

COMMUNITY SPONSORSHIP RECIPIENTS (17) / AGENCY PARTNERSHIPS (4)

COMMUNITY SPONSORSHIPS

TOTAL Q4 2020 Community Sponsorships (17) \$ 26,000

TOTAL 2020 Community Sponsorships (52) \$ 60,875

2020 Budgeted \$ 70,000



AGENCY PARTNERSHIPS

TOTAL Q4 2020 Agency Partnerships (4) \$ 299,995

TOTAL 2020 Agency Partnerships (4) \$ 299,995

2020 Budgeted \$ 367,000





Q4 2020

LETTERS OF THANKS & APPRECIATION



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

- **Big Brothers Big Sisters (CS)**
- **Contractors Association of Truckee Tahoe (AP)**
- **Excellence in Education (CS)**
- **Girls on the Run Sierras (CS)**
- **Glenshire Elementary PTO (CS)**
- **KidZone Museum (Air Show)**
- **Lake Tahoe Ski Education Foundation (CS)**
- **Mountain Area Preservation (AP)**
- **NV County Community Library (Trunk or Treat Event)**
- **Northstar Fire Department – NCSD (AP)**
- **Placer County Sheriff's Search & Rescue (CS)**
- **South Yuba River Citizens League (CS)**
- **Tahoe Truckee Unified School District (CS)**
- **TNT Junior Cycling Team (CS)**
- **Truckee Community Christmas (CS)**
- **Truckee – NLT Emergency Warming Center (CS)**



Truckee Tahoe Airport District

CONNECTED.