



**TRUCKEE TAHOE AIRPORT DISTRICT
BOARD OF DIRECTOR STAFF REPORT**

AGENDA TITLE: Consider Proposal to join The Good Traveler Program and Review of GHG Reduction Materials

MEETING DATE: January 27, 2021

PREPARED BY: Kevin Smith, General Manager

OBJECTIVE: Consider proposal and funding (\$5,000 per year) to join the Good Traveler Program as well as review and discuss materials presented by staff related to aircraft carbon emissions information prepared for pilots and passengers and provide input to staff.

DISCUSSION: For the 2020 Budget Year the Board of Directors adopted the following goal:

“Find and implement achievable greenhouse gas emissions reduction projects including solar power, public transit, pilot, passenger, and operator education, and other green initiatives;”

To further this Goal, staff presented information regarding the Good Traveler Program, Sustainable Fuels, and a Green Energy Portfolio, at the Oct. 28, 2020 and Dec. 2, 2020 Board Meetings. We are continuing work on these various endeavors related to carbon emissions reduction and education programs. For our discussion and possible action at this meeting staff would like to present information related to the Good Traveler as well as receive Board input on the revised GHG outreach materials.

Good Traveler - Enjoy More. Impact Less. Program: Staff wanted to share the revised pamphlet or circular currently in use with our itinerant operators and passengers. This is a two-sided 5.5 inch by 8.5-inch pass along card that we give to travelers and crews coming and going from our airport. The front side provides some information on carbon emissions from their operations in a friendly informative way and then has a call to action in the form of participation in the Good Traveler Program. The back side of the flyer has information related to our voluntary curfew along with other ways they can impact less and be a good traveler. If the Board is in agreement with this approach, we plan to make this information into terminal posters as well as reference

the materials on the outside of the Terminal visible to arriving traffic. We also have plans to turn this concept into a website that will have information for both the local community as well as information for pilots, passengers, and itinerant operators. The weblink would outline more information about being a Good Traveler and how to lessen their impact on the community. Staff is open to any ideas of regarding materials and pamphlets for this program.

Staff was able to meet with the Good Traveler Membership Committee as well as Jet-Set Offset Inc. which operates the Good Traveler website and program. Attached to this Report is additional information regarding the program and membership. Current membership is \$5000 per year which will likely go down to \$3,000 as more general aviation airports join the program. There are 4 Carbon Offset Funds in Northern California that our funds can contribute to. Please review thegoodtraveler.org/projects/ for a full review of these projects. The Good Traveler not only allows our operators and passengers to offset their carbon emissions from travel by aircraft, but the Airport can do the same using CO2 numbers from our GHG Inventory. The Good Traveler Program appear open to adding additional Carbon Offset projects should we find a qualifying project within the Airport District boundaries.

Please review the attached Good Traveler GHG pass along card along with the program information as well as the Aircraft Emissions Table by city pairs. We are currently using this Pamphlet and had some success passing it out over the Holiday period along with our emergency landing map and noise abatement procedures. If there is Board interest in modifying the GHG materials, staff can make those changes.

WHATS NEXT: Staff is recommending the District proceed with membership in the Good Traveler Program. If the Board is in agreement with this approach and the messaging in the Good Traveler Pamphlet as well as membership in the Good Traveler program, Staff will begin a more robust marketing effort. Staff will use our various channels including new signs and banners for the building and Airport, as well as use our social media and website to get messaging out about this new program. We will also provide periodic (every 6 months) updates on the program's progress and let the Board and public know how far the program has reached and revenue generated. Only through paid membership in the program will we be able to report this data.

SAMPLE MOTION: I move to approve the proposal to allocate \$5,000 from the District GHG Program funds for TTAD membership in the Good Traveler program.

The Board and public are also invited to provide any feedback on the revised GHG Good Traveler Program materials and pamphlets.

ATTACHMENTS:

GHG Pass Along Card – Be a Good Traveler – Enjoy More. Impact Less

The Good Traveler Partnership Application and Program Guide

The Good Traveler Program Outline

Aircraft Emissions Tables