



TRUCKEE TAHOE AIRPORT DISTRICT BOARD OF DIRECTOR STAFF REPORT

AGENDA TITLE: Q1 2021 Communications Report

MEETING DATE: April 28, 2021

PREPARED BY: Marc R. Lamb, Aviation & Community Services Manager

AIRPORT EVENTS & HIGHLIGHTS

Art at the Airport: KTRK's Art Coordinator Carole Sesko hung the Winter-Spring show, Feb 2021

Civil Air Patrol : Tahoe Truckee Composite Squadron took possession of a new Cessna T206H, Feb 2021

Greenhouse Gas Initiative: KTRK contracts with Avfuel for Sustainable Aviation Fuel (SAF), March 2021, first 8,000 gallon load to be delivered April 29, 2021.

Office Move: Accounting & HR Departments moved to new off-site Business Park offices, March 2021

Promotions: Jill McClendon was promoted to AVCOM Property Manager, Feb 2021

Special Public Events: 0, due to mandated Covid restrictions.

KTRK WEBSITE STATS

Website Traffic: Number of website users 20,886 (IP addresses), who made 60,349 sessions (visits)

Page Views: 91,710 total. Top 4: Webcam 56,490, Home Pg 12,766, Procedures 1,565, Snow Day 1,119

Visitor Location: U.S.A. total website users 17,433. Top 4 states: California 10,821, Nevada 1,793, Oregon 516, Washington 513.

SOCIAL MEDIA STATS

Facebook: Followers 2,867, Total posts 13, Top 4: Larry Abney story 8,867, Care Flight midnight patient pick up 1,803, CAP new Cessna T206 867, Runway threshold markings 860.

Instagram: Followers 1,544, Total posts 7, Top 4: CA National Guard UH-60 Black Hawk - 92 likes, U.S. Coast Guard C-27J - 92 likes, Cirrus Vision Jet - 90 likes, Brazilian Embraer Praetor 500 - 87 likes.

PILOT & COMMUNITY OUTREACH

Commercial Operators: 22 of most frequent Commercial Operators airport users contacted to discuss: Flight Procedures, NAPs, Voluntary Curfew, summer construction & peak period capacity. (6 Zoom meetings to date).

E-Blasts: 4 total, 2 targeted to District Constituents and Airport users (1,095 recipients), and 2 targeted specifically to the Airport & Pilot Community (675 recipients), with 45% average open rates.

Pilot Outreach: KTRK represented by Mark Covey at virtual FAA FAAS Team Wings Pilot Proficiency virtual meeting February 9, 2021.

Summer Ad Campaign: "Community Engagement" artwork developed and prescheduled in 10 local media publications with 14 editions to date (HOAs, Sierra Sun, Visitor Guide magazines).

NON-PROFIT SUPPORT (Airport storage space provided to 16 local organizations)

American Red Cross

Experimental Aircraft Association

KidZone Museum

Tahoe Nordic Search & Rescue

Trails & Vistas

Truckee River Watershed Council

Civil Air Patrol

Foster the Sierra

SWEP

TCPUD Tahoe Music Festival

Truckee Donner Land Trust

Donner Party Mtn Runners

Friends of the Truckee Library

Tahoe Forest Hospital EMS

TNT Junior Cycling

Truckee Optimist

COMMUNITY SPONSORSHIPS (7 recipients, \$11,000, \$100,000 annual budget)

Soroptimist International of Truckee Donner: Adult women continuing ed \$1,500

Tahoe Truckee School of Music: Free student music rental equipment \$2,000

Truckee Baseball Little League: 2021 Summer season program support \$1,500

Truckee Community Theater: Four Regional Park youth summer camps \$1,000

Mountain Area Preservation: Earth Day Film Festival \$1,000

Tahoe Truckee Media: High school athletic telecasts and internships \$1,000

Sierra Watershed Education Partnerships (SWEP): Earth Day Event \$3,000

AGENCY PARTNERSHIPS (0 recipients, program temporarily suspended)

LETTERS OF THANKS & APPRECIATION

Letters & Emails: 10 received (9 Community Sponsorships, 1 Contract for Services)