

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



**AGENDA TITLE:** Q4 2021 / **“Year End”** Communications Report

**MEETING DATE:** January 26, 2022

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

Note: Items in **RED** are Year End Annual 2021 Totals

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**AIRPORT EVENTS & HIGHLIGHTS**

**Winter Ops Meeting:** O&M & AVCOM staff put on a Winter Ops Zoom meeting for airport users, 11/17  
**TTAD Closed:** TTAD closes at 5:30 for Thanksgiving holiday, 11/25  
**AVCOM Retreat:** AVCOM dept holds day long '22 strategy, planning & team building workshop, 12/9  
**Holiday Block Party:** Three TTAD based nonprofits hold public showcase of warehouse facilities, 12/9  
**EAA Young Eagles:** EAA volunteer pilots hold free YE “Intro to Flight” event for youth ages 8-17, 12/11  
**Mark Covey:** AVCOM Pilot & Outreach Coordinator earns AAEE “C.M.” accreditation, 11/25  
**Sarah Person:** O&M Supervisor earns AAEE “C.M.” accreditation, 11/30  
**Agency Partnerships:** TTAD Board members partnered in 9 Agency Partnerships valued at over \$626K, 12/1  
**TTAD Closed:** TTAD closed for Christmas Day, 12/25  
**Record Snows:** \*TTAD records early and record snows at airport weather station, Oct 7” / Dec 86.5”  
**GHG:** CO2 Reduction Awareness program continues in winter media editions, misc.  
**Coffee Talks:** TTAD Board members, GM & Directors participated in local public meetings, misc.

**KTRK WEBSITE STATS**

**Airport Community News:** Posts = 16

**Website Traffic:** Users 29,060, Sessions 75,355, Page Views 107,525

Top 5 pages- Webcam 65,763, Home Page 17,742, Snow Day 2,225, Flt Procedures 1,111, Board 1,004

**Visitor Stats:** User locations - California 14,715, Nevada 2,475, Virginia 1,768, Texas 870, Oregon 619

## SOCIAL MEDIA STATS

**Facebook:** Followers = 3,236 as of 12/31/2021, Up 15% from Q4 2020. **New Followers in 2021 = 428**  
Total Q4 posts 21. Top 3 Post Views Q4: TTAD Hiring, ATC Tower Award, Seen on the Ramp Kodiak 100.  
**Instagram:** Followers = 1,762 as of 12/31/2021, Up 17% from Q4 2020. **New Followers in 2021 = 254**  
Total Q4 posts 6. Top 3 Post Views in Q4: Kodiak 100, First Snow, Rotating Beacon in Fog

## PILOT & COMMUNITY OUTREACH

**ACT:** Airport Community Team virtual Zoom meetings = 3  
**E-Blasts:** Community Campaign Monitors = 4, Pilot & tenant specific E-Blasts = 3  
**DOI's:** Airport User Daily Operating Info emails = 50  
**Flight Procedures:** Information and microsite linked on website  
**NOTAMS & Service Alerts:** NOTAMS issued = 206, (FICONS, runway closures, construction, wing tip clearances etc), E-Blasts Service Alerts = 4 (hangar construction, special events)  
**Publication Media Ad Campaigns:**  
2021 Spring-Summer "Community Outreach", 14 publications, in 24 editions  
2021 Fall-Winter "GHG Reduction Awareness", 5 publications, in 6 editions  
2021 ACT (Jun-Dec) Sierra Sun "Airport Community Team" monthly meeting ads, 7 editions

## NON-PROFIT SUPPORT

American Red Cross	Civil Air Patrol	Donner Party Mtn Runners
Experimental Aircraft Association	Foster the Sierra	Friends of the Truckee Library
Gateway Mtn Center	KidZone Museum	SWEP
Sierra Senior Service	Tahoe Forest Hospital EMS	Tahoe Nordic Search & Rescue
TCPUD Tahoe Music Festival	TNT Junior Cycling	Trails & Vistas
Truckee Donner Historical Society	Truckee Donner Land Trust	Truckee Optimist Club
Truckee River Watershed Council		

Total # of 2021 non-profits provided with free building spaces, storage facilities and/or parking = 19

## GIVING BACK

**Community Sponsorships:** Q4 2021, 16 non-profit and youth education/athletic recipients, totaling \$18,750.  
Total # of 2021 Recipients = 58 Total Funding Distributions 2021 = \$77,213 out of \$100,000 Budgeted

**Agency Partnerships:** All nine 2021 Funding Agreements have been approved and distributed for DocuSign signatures. Checks have been cut with 2021 dates and six checks have been mailed as of 01/21/22.  
Total # of 2021 Recipients = 9 Total Funding Distributions 2021 = \$626,673

## LETTERS OF THANKS & APPRECIATION

**Letters & Emails:** Q4 2021, received 26 Community Sponsorships, 6 Agency Partnership, 1 Service Contract

\* More detailed weather and snow clearing stats in Dave Hoffman's Ops & Maintenance staff report.