



TRUCKEE TAHOE AIRPORT DISTRICT BOARD OF DIRECTOR STAFF REPORT

AGENDA TITLE: Q2 2021 Communications Report

MEETING DATE: July 28, 2021

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

AIRPORT EVENTS & HIGHLIGHTS

Aces Ball Game: TTAD hosted Staff Appreciation event in Reno, 34 staff/family attended, June 18, 2021

ACT: 1st Airport Community Team Zoom meeting, 13 community members participated, June 9, 2021

Aerial Mapping: TTAD with 7 local agencies hired Digital Mapping Inc. to map 180 sq. miles, June 2021

Art at the Airport: KTRK's Art Coordinator Carole Sesko hung Spring show, April 20, 2021

Civil Air Patrol: Hosted 27 youth introductory "Young Eagles Flights," June 19, 2021

Connected: TTAD's summer biannual news flyer mailed to 21,000 constituent addresses, June 2021

Covid Restrictions Lifted: TTAD's terminal building public use restrictions lifted, June 2021

Flight Procedures: Microsite goes live, public outreach began, June 14, 2021

GHG Initiative: 1st 8,000 gallons of Sustainable Aviation (Jet) Fuel (SAF) delivered, April 29, 2021

Street Clean up: TTAD staff joined forces with Town of Truckee to clean local streets, June 4, 2021

Truckee High Graduation Event: TTAD hosted Graduating Class of 2021 Fireworks event, June 12, 2021

KTRK WEBSITE STATS

Airport Community News: 18 posts

Page Views: 62,057. Top 5 - Webcam 27,162, Home Pg 12,867, Procedures 1,844, Services 912, Meetings 805

Service Alerts: 4, Runway Closures, construction activity and Hangar Rows B & C Electrical work

Visitor Location: Total U.S. based website users 13,808. Top 5 states - California 8,231, Nevada 1,360, Texas 527, Oregon 379, Washington 276.

Website Traffic: Number of total website users 17,045 (IP addresses), who made 38,403 sessions (visits)

SOCIAL MEDIA STATS

Facebook: Followers 2,947. Total Q2 posts 20. Top 5 - Cirrus Aircraft incident, Density Altitude, Van Quest Solo Flight, McClendon new Property Manager, Truckee High Fireworks

Instagram: Followers 1,599. Total Q2 posts 7. Top 5 - Truckee High Fireworks, SAF Delivery, Pair of Cessna C208 Float Planes, 1954 Cessna 180, TTAD's 500 solar powered taxiway lights

PILOT & COMMUNITY OUTREACH

Connected: Biannual mass mailer summer 2021 edition, 21,000 copies mailed

E-Blasts: Total 9. 4 - Community Campaign Monitors, 5 - Pilot & tenant specific E-mails

Flight Procedures: Microsite launched, community outreach began

Pilot Outreach: Included in separate AVCOM report

Summer Ad Campaign: "Community Engagement" 2021 ad campaign featured in 9 HOA and Visitor Guide magazines and 4 local newspaper editions

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

18 non-profit and youth education recipients, \$25,513 QTD, \$36,513 YTD, \$100,000 annual budget

AGENCY PARTNERSHIPS

0 recipients, program temporarily on-hold. Scheduled to reopen October 1, 2021. See separate update.

LETTERS OF THANKS & APPRECIATION

Letters & Emails: 19 received (16 Community Sponsorships, 1 Agency Partnership, 2 Contract for Services)