



Aviation & Community Services Team Report

Item 1 – Monthly Operations and Comment Reports

Item 2 – Monthly Flight Procedures Update

Item 3 – Pilot & Passenger Outreach Report

Item 4 – Website RFP

Item 5 – Communication Masterplan Update

Noteworthy

Item 1 – Annual Operations and Comment Reports – David Van Quest

See Attached Report.

Item 2 – Monthly Flight Procedures Update - Hardy Bullock (Action Item)

Item 3 - Pilot Passenger Outreach Report – Mark Covey

Mark Covey is leaving the District. He has secured a management position in Portland, Maine at the Portland Jet Center as the Director of Maintenance. We know Mark will do well on this new journey and we wish him the best of luck. It has been rewarding to see Mark accomplish so much in his six-year tenure here at the District.

Meanwhile plans are being laid to shift positions around and assume the outreach responsibilities. Critical pilot outreach is currently being handled by Hardy Bullock and David VanQuest

Item 4 – Website Redesign RFP – Marc Lamb

The Truckee Tahoe Airport District (TTAD) Board of Directors approved \$25,000 for a website redesign in the Fiscal Year 2022 Final Budget, (under Capital Project Expenditures).

AVCOM District staff has provided an attached draft “Request for Proposals (RFP) Website Redesign” for Board review. Staff would like to consult with Director Diamond to potentially assist staff in editing and finalizing the RFP before it is brought back to the Board for final approval at their March 23, 2022 meeting.

Website History: Circa 2007 the TTAD Board directed staff to develop an Airport District presence online. CLM Design out of Reno was hired to design and launch a District website. CLM Design managed 100% of the content of the District’s website through late 2013 early 2014.

In March of 2014 a new TTAD website was designed and launched by New Leaders, a locally based, pilot-owned website design company. New Leader’s web design allowed for a more robust website, viewable across multi-media platforms and included a Content Management System which allowed airport staff full control of content around New Leader’s website template. There have been several iterations of the current website, with significant refresh updates in 2016 and 2019.

As part of its Board directed Flight Procedures outreach, TTAD hired Aviatrix Communications in 2019 to develop a small Flight Procedures “microsite” which is linked to, but is not part of, the District’s website. It is managed solely by Aviatrix Communications. The Flight Procedures microsite was designed to be similar in appearance as a seamless “satellite” to the District’s main website.

Next Step: Once the Board approves the finalized RFP, airport staff will issue the RFP publicly as well as work toward soliciting at least three qualified vendors for bids. A 30–45-day deadline for responses will be incorporated into the final Website Redesign RFP.

Item 5 – Communication Masterplan Update – Marc Lamb

The District contracted with Aviatrix to develop a comprehensive communications outreach master plan. This plan details the strategy, tactics, methods, timing, and cost of all the District communications and outreach efforts. Staff is currently in the process of updating this document with help from our consultant, Aviatrix. The final plan will be presented to the Board for adoption in April.

Noteworthy

Staff is developing a hiring plan for a new position using the Pilot and Passenger Outreach Coordinator FTE slot. This position will be a management level position handling Communications and Marketing. Internal discussions are developing various alternatives to optimize staffing, job roles, and duties to reflect the District priorities.

Staff is considering opening the airport flex room rooms for community use.

The technical aspects of installing the Automated Terminal Information System for tower-controlled weather observation and broadcasting is moving forward. Midwest ATC has provided a contract modification in support of this new weather activity. Negotiations are in progress. Vendor selecting and installation are progressing.

The FAA has denied our request to install a Flight Data Input Output (FDIO) device based on the fact that our airport is not a participant in the Federal Contract Tower Program.

ATTACHMENTS:

Item 1 – Monthly Operations and Comment Report

Item 2 - IFP Optimization Progress (ppt)

Item 3 - Website Redesign RFP