

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



AGENDA TITLE: Q1 2022 Communications Report
MEETING DATE: April 27, 2022
PREPARED BY: Marc R. Lamb, Aviation & Community Services Manager

AIRPORT EVENTS & HIGHLIGHTS

CAA Fuel Pricing: Corporate Aircraft Association (CAA) jet fuel pricing discontinued, 01/01
Lisa Tenorio: Hired as temp Adm Asst filling Emily Pindar’s position who moved to Accounting, 1/17
Roger Pynappel: O&M long time staff member Roger announces retirement, 2/7
SAR Training: Multi agency Search & Rescue training based out of KTRK, 2/7-11
Cost Study: Consultant AMCG conducts a TTAD Financial Allocation Analysis, 2/13
Mark Covey: AVCOM Pilot & Pax Outreach Coordinator leaves for job at PWM, 2/26
ACT Meeting: Master Plan 3rd Runway Feasibility topic sees record 42 people in attendance, 3/9
Jet Fuel Discount: TTAD offers incentivized local tenant jet fuel discount, 3/11
EAA Young Eagles: EAA pilots hold free YE “Intro to Flight” event for youth 8-17 years in age, 3/12
Snow Surveys: CA Dept of Water Resources basis snow depth measuring aircraft out of KTRK, 3/14
Coffee Talks: TTAD Board members, GM & Directors participated in local public meetings, 3/22
David Van Quest: DVQ is promoted to TTAD’s Aviation & Community Coordinator position, 3/24
Community Rooms: TTAD reopens community rooms to public non-profit use post COVID, 3/28
Pilots Group: New TTAD sponsored Pilots Group starts with first meeting and 38 attendees, 3/30
Kevin Smith: TTAD GM announces departure to take consulting job with Mead & Hunt, 3/31

KTRK WEBSITE STATS

Airport Community News: Posts = 19
Website Traffic: Users 21,287, Sessions 49,859, Page Views 75,693
Most visited pages: Webcam 36,400, Home Page 13,082, Flt Procedures 1,536, Board 1,297, News 1,120
Sessions by device: Desktop 73.8%, Mobile 21.7%, Tablet 4.5%
User locations: California 10,030, Virginia 2,644, Nevada 1,517, Texas 613, Washington 465

SOCIAL MEDIA STATS

Facebook: Followers = 3,347 as of 03/31/2022, Up 480 or 17% from Q1 2021.
Total Q1 posts = 24
Top Post Views = Girls Scholarships 2,598, Airport Art 2,138, GMK Departing 1,514

Instagram: Followers = 1,850 as of 03/31/2022, Up 306 or 19% from Q1 2021.
Total Q1 posts = 4
Top Post Views = Snow clearing blower, Coast Guard C27J, KTRK sunrise

PILOT & COMMUNITY OUTREACH

ACT: Airport Community Team virtual Zoom meetings = 3
DOI's: Airport User *Daily Operating Info* emails = 55
E-Blasts: Community = 8
Pilot Notices: NOTAMS & FICONS = 249
Publication Ad Campaigns:
ACT Meetings = Sierra Sun (3)
Community Engagement = Lake Tahoe Visitors Guide (1), Tahoe Magazine (1)
GHG Awareness = Moonshine Ink (3), Nevada County Gold (1), Palisades Tahoe Times (1), Tahoe Quarterly (2), Tahoe Weekly (4), The Camp Home (1), Truckee.com (1)

Snow Day: Website postings = 14

NON-PROFIT SUPPORT (19)

*Includes outside storage, vehicle parking, container & end cap hangar storage

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		

GIVING BACK

Community Sponsorships: Q1 2022, 10 non-profit and youth education STEM/athletic recipients, totaling \$16,000. The TTAD Board approved raising the annual recipient maximum sponsorship funding level from \$3,000 to \$5,000 when adopting the updated PI 311 at their March 23, 2022, meeting.

Agency Partnerships: Q1 2022, Airport staff have had a standing weekly virtual meeting with the Tahoe Truckee Community Foundation (TTCF) staff during all of Q1. The updated and finalized version of PI 311 was approved by the TTAD Board at their March 23, 2022, meeting. TTCF held an Agency Partnership potential applicant virtual workshop on April 4th with 12 attendees. TTCF finalized the application and procedures to apply, added a *TTAD Agency Partnership page to their website and started accepting applications on April 15, 2022, for the 2022 partnership funding cycle. * <https://www.ttcf.net/ttad-partnership-program>

LETTERS OF THANKS & APPRECIATION

Letters & Emails: Q1 2022, received 19 Community Sponsorships, 1 Agency Partnership, 0 Service Contracts