



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

AGENDA TITLE: Q2 2022 Communications Report
MEETING DATE: July 27, 2022
PREPARED BY: Marc R. Lamb, Aviation & Community Services Manager

Q2 AIRPORT EVENTS & HIGHLIGHTS

- Public Meeting Rooms:** TTAD reopens public meeting rooms for constituent use post COVID restrictions, 4/1
- EAA Young Eagles:** Local EAA pilot volunteers hold four FREE youth STEM flights, 4/9, 5/12, 5/14, 6/11
- ACT Meetings:** TTAD holds three virtual Airport Community Team (ACT) meetings, 4/13, 5/11, 6/8
- Constr Proj Mgr RFP:** TTAD requests proposals for Construction Management Services, 4/15
- Master Plan Outreach:** TTAD holds virtual & in-person *Master Plan Update* public outreach meetings, 4/20, 5/3
- Art Show:** The 2nd 2022 Art Show is hung in the terminal bldg featuring four local artists, 4/19
- EMS RFI:** TTAD puts out RFI for Emergency Medical Services air ambulance services, 4/15
- Pilot Grp Meetings:** *Pilot Group* meetings, \$250 paid for NAP & flt training, 4/29, 5/7, 5/18, 5/21, 6/4
- Airfield Tours:** Staff gives airfield tours to local school groups, 5/1, 5/13
- Robb Etnyre:** TTAD welcomes new General Manager Robb Etnyre, 5/2
- Balchen/Post Award:** KTRK honored with International Aviation Snow Symposium award, 5/5
- Kevin Smith:** GM Kevin Smith departs TTAD after 12 years for consulting job, 5/6
- CAP M2M Camps:** Civil Air Patrol hold first of four 2022 *Mission To Mars* summer camps, 5/7
- CFI Outreach:** TTAD notifies local CFI's of Minimum Standards updates, 5/14
- Cirrus Accident:** One year anniversary of 2021 Cirrus accident N89423, 6/15
- Hangar Disc Outreach:** TTAD requests input for changes to hangar rent discount incentives, 5/24 - 6/24
- Coffee Talks:** Board members Diamond & Stephens talk about Master Plan in public meeting, 5/31
- Get To Know Your ATC:** Popular "Get To Know Your ATC" article series launched, 6/1
- Spring Clean Up:** TTAD staff joins with ToT, TTSA & TTSD for "Truckee Day" street clean up, 6/2
- Truckee Dirt Fondo:** Staff supports *Truckee Dirt Fondo* cycling event, ~680 attend, 6/11
- Splash In:** TTAD staff supports west shore "Splash In" event, 6/19
- Hardy Bullock:** AVCOM Dir. Hardy Bullock departs TTAD after 14 years for consulting job, 6/22
- Maker Show:** Staff supports Truckee Round House *Maker Show Event*, ~900 attend, 6/26

Q2 KTRK WEBSITE STATS

Airport Community News: Posts = 32
Website Traffic: Users 23,012, Sessions 49,133, Page Views 79,798
Most visited pages: Webcam 34,972, Home Pg 13,719, Flt Procedures 1,663, Staff 1,469, Board 1,434
Sessions by device: Desktop 70.32%, Mobile 26.10%, Tablet 3.59%
User locations (U.S.): California 9,777, Virginia 4,505, Nevada 1,296, Texas 574, Washington 50

Q2 SOCIAL MEDIA STATS

Facebook: Followers = 3,438 as of 06/30/2022, ↑ 491 or 17% from Q2 2021.
Total Q2 posts = 24
Top Post Views = Air Show 6,993, ATC Larry Finney 2,202, Hardy Bullock Departure 2,044
Instagram: Followers = 1,944 as of 06/30/2022, ↑ 345 or 21% from Q2 2021.
Total Q2 posts = 6
Top Post Views = Air Show, US Army Guardrail aerial intelligence aircraft, IASS Award

Q2 PILOT & COMMUNITY OUTREACH

Campaign Monitor: Airport Community Multi Topic = 5 / ACT = 3 (1,386 total subscribers)
DOI's: Airport User *Daily Operating Info* emails = ~50
Email E-Blasts: Direct from staff email, Community topics = 5
Pilot Notices: NOTAMS & FICONS as needed
Printed Media Ads: **ACT Meetings** = Sierra Sun (3)
Community Engagement = Lake Tahoe Visitors Guide (1), Tahoe Magazine (1)
Master Plan Update Outreach = Sierra Sun (2)
Wildfire Education = Tahoe Weekly Wildfire Issue (1)
GHG Awareness = Moonshine Ink (3), Nevada County Gold (1), Palisades Tahoe Times (1), Tahoe Quarterly (2), The Camp Home (1), Truckee.com (1)
Radio 101.5: Airport mentions & Weather sponsorships = 3 ea daily, plus community calendar inclusion
Snow Day: Website postings = 13

Q2 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 Backcountry Ski Patrol
TCPUD Tahoe Music Festival	TNT Junior Cycling	Trails & Vistas
Truckee Donner Historical Society	Truckee Donner Land Trust	Truckee Optimist Club
Truckee River Watershed Council		

Q2 GIVING BACK

Community Sponsorships: 14 non-profit & youth group recipients. Q2 \$21,200. YTD \$37,200.

Agency Partnerships: 9 potential 2022 applicants. Partnerships YTD \$0.00

Airport staff have had regular virtual update meetings with the Tahoe Truckee Community Foundation (TTCF) staff during Q2. TTCF held an Agency Partnership potential applicant virtual workshop on April 4th with 12 attendees. Applicant deadline for 2022 program funding is July 31, 2022.

* <https://www.ttcf.net/ttad-partnership-program>

Q2 LETTERS OF THANKS & APPRECIATION

Letters & Emails: Q2 2022 received, 12 - Community Sponsorships, 0 - Agency Partnership, 1 - Service Agreement, 1 – Storage Space