



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

AGENDA TITLE: Q4 & Year End 2022 Communications Report

MEETING DATE: January 25, 2023

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

Q4 AIRPORT EVENTS & HIGHLIGHTS

- DOD SkillBridge:** TTAD partners w/ Nevada County to sponsor Col. Jeff Menasco retiring USAF intern, 10/01
- ACT Meetings:** X2, Virtual community presentations & discussions – Skillbridge & NOAA/NWS, 10/12, 11/9
- CTA Meetings:** TTAD attends 3 monthly Climate Transformation Alliance meetings, 10/14, 11/28, 12/26
- Aircraft Auction:** TTAD auctions abandoned Piper Twin Engine N2042P occupying hangar J01, 10/19
- Scout XMAS Trees:** TTAD donates temp storage space for Scout Troop 267 XMAS tree sales program, Nov/Dec
- Pilot Group Meeting:** Winter Ops, Advanced RNAV & Winter Flying presentation by Mtn Lion & TTAD reps, 11/03
- Truckee Fire District:** Airfield night safety training w/ TTAD Safety & Security Mgr 11/03, 11/04, 11/15
- Veterans Day Event:** GM Robb Etnyre hosts a Marine Corps B-Day and Veterans Day gathering, 11/10
- Toys For Tots:** TTAD provides temp storage in K11 to Soroptimist for donated XMAS toys, Nov/Dec
- Director of Aviation:** GM Robb Etnyre announces Jeff Menasco as new Director of Aviation, 11/22
- TTAD XMAS Party:** TTAD hosts annual XMAS Party for board and staff members and their families, 12/2
- NTSB Final Report:** NTSB releases 6/15/21 Cirrus N89423 fatality & injury accident Final Report, 12/7
- C130 Visit:** A planned visit and public USAF C130 event was cancelled due to heavy snow, 12/10
- Board Member Oath:** Kat & Mary both won reelection for 4-year terms and took the oath of office on 12/13
- Holiday Block Party:** 2nd Annual Non-Profit Row Community Event, ~400 in attendance, 12/15
- CA Air Nat Guard:** Communications training with TTAD and tower staff, 12/15
- 2023 Budget Doc:** TTAD released and promoted user friendly 2023 Budget Summary document, 12/21
- XMAS Tree Recycling:** TTAD partners w/ ToT & TTSD on a free XMAS tree recycling drop off dumpster 12/26-1/15
- TNT/TMA Shuttles:** TTAD partners w/ TNT/TMA on overflow Northstar parking, weekends only on the south ramp, 12/31-3/19

Q4 KTRK WEBSITE STATS

- Airport Community News:** Q4 Posts = 16, **86**
- Website Traffic:** Users 26,824, **92,881**, Sessions 62,200, **211,834**, Page Views 89,791, **323,062**
- Most visited pages:** Webcam 49,919, **153,014**, Home Pg 14,206, **55,816**, Flt Procedures 1,316, **7,323**, News 1,282, **4,892**, Snow Day 1,321, **2,517**

Q4 KTRK WEBSITE STATS (cont.)

Sessions by device: Desktop 68.2%, **65.16%**, Mobile 27.7%, **31.08%**, Tablet 4.2%, **3.83%**
User locations (U.S.): California 11,527, **40,689**, Virginia 3,114, **13,125**, Nevada 1,631, **5,464**,
Washington 1,661, **3,756**, Oregon 1,340, **2,917**

Q4 SOCIAL MEDIA STATS

Facebook: Followers = 3,552 as of 12/31/2022, **316 new followers or ↑ 10% in 2022**
Total Q4 posts = 16, **83**
Top Q4 Post Views = Martis Dam Rd 2,199, Cirrus Vision Jet 1,182, New labeled Airfield Map 1,059
Most popular 2022 posts = Butterfield Incident **17,150**, Firefighting Helos Based at KTRK **14,095**,
Truckee Wildfire Contained **12,029**, '22 Air Show **7,056**

Instagram: Followers = 2,093 as of 12/31/2022, **331 new followers or ↑ 19% in 2022**
Total Q4 posts = 8, **26**
Top Post Views = First Snow, Cirrus Vision Jet, Martis Dam Rd

Q4 PILOT & COMMUNITY OUTREACH EFFORTS

DOI's: Airport User *Daily Operating Info* emails = ~50
E-blast Newsletters: **Community multi-topic** = 3, **20** (~1,393 recipients each) 60.46% Open Rate
Pilot Specific multi-topic = 1, **4** (~896 recipients each) 69.1% Open Rate
FAA Pilot Notices: NOTAMS & FICONS as needed
KTRK Tenant Emails: Pilot, hangar tenant staff direct email communications = 4, **13**
Pilot Group Meeting: TTAD annual Winter Ops Presentation, Chris Barbera, Mtn Lion Aviation CEO presented on RNAV and winter flying, and airport staff Tim Bourque and David Van Quest spoke on TTAD winter operations and airfield winter safety
Printed Media Ads: **ACT Meetings** = Sierra Sun 2, **11**
(53 outreach ads) **Airport Sustainability Ad Winter (4)** = Moonshine Ink 1, Tahoe Magazine 1, Tahoe Palisades Times 1, The Camp Home 1
Community Engagement = Lake Tahoe Visitor's Guide **1**, NLT Visitors Guide **1**, Northwoods Magazine **3**, Tahoe Magazine **1**
GHG Campaign = Moonshine Ink **10**, Nevada County Gold Magazine **1**, Tahoe Quarterly **4**, Tahoe Weekly **4**, Tahoe Palisades **2**, The Camp Home **2**, Truckee.com **2**
Master Plan Outreach = Sierra Sun **2**
TTAD Community Partner Logo =, '22-'23 Nevada County Calendar and Events Flyer **2**, CAP Bear Facts National Magazine **3**
Radio 101.5: Airport Weather Sponsorship live reads = 3 daily ~ **1,095**, plus TTAD event mentions as requested by TTAD staff
Snow Day: Website postings = 36, **63**

Q4 NON-PROFIT STORAGE SUPPORT (22)

* Includes: outside space (OS), vehicle parking (P), container (C), hangar & end cap (H or EC), or trailer parking (T)

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|-------------------------------|------------------------------------|------------------------------------|
| American Red Cross (EC) | Boy Scouts Troop 267 (C) | Boy Scouts XMAS Tree Storage (OS) |
| Civil Air Patrol (EC) | Donner Party Mtn Runners (T) | Experimental Aircraft Assoc (Bldg) |
| Foster the Sierra (C) | Friends of the Truckee Library (C) | KidZone Museum (C) |
| National Ski Patrol (C) | Sierra Senior Services (C) | Soroptimist – Toys For Tots (H) |
| SWEP (EC) | Tahoe Backcountry Ski Patrol (C) | Tahoe Forest Hospital EMS (EC) |
| TCPUD Tahoe Music Fest (P) | TNT Junior Cycling (T) | Trails & Vistas (C) |
| Truckee Donner Land Trust (T) | Truckee Historical Society (T) | Truckee Optimist Club (C) |
| Truckee River Watershed (C) | | |

Q4 GIVING BACK

Community Sponsorships: Q4 - \$15,775 (< \$5,000 each) to 12 non-profit & youth groups
YTD - \$69,975 to 45 recipients
(\$100,000 in 2022 budget)

Agency Partnerships: (> \$5,000 each) to non-profits and local agencies
YTD \$416,397 to 10 organizations
(\$500,000 in 2022 budget)
All funding agreements have been signed and checks mailed before end of year '22

Q4 LETTERS OF THANKS & APPRECIATION

Letters & Emails: 2022 - 15 Community Sponsorships, 10 Agency Partnerships