

TRUCKEE TAHOE AIRPORT DISTRICT BOARD OF DIRECTORS AGENDA ITEM SUMMARY

Topic: Pilot Incentive Programs

Purpose	Information:	Guidance:	Decision: XX
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Recommendation: Accept staff guidance to implement a pilot incentive program and approve budget request. Approve budget request in the amount of \$8000.

Last Action: ACAT expressed interest in a pilot incentive program to improve noise abatement procedure compliance.

Discussion: The Truckee Tahoe Airport District has engaged in several pilot incentive programs in the past. Some of those programs included discounted fuel truck roll fee, fuel credit, discounted hangar rent, aircraft modification credit, and miscellaneous pilot incentives. ACAT had considerable discussion regarding the subject of incentives; specifically what the district wanted to incentivize. Voluntary curfew compliance was discussed, noise abatement procedure compliance was discussed, and ACAT would focus on existing noise abatement procedures and incentives designed to increase compliance.

The primary goal of the incentive program is to educate pilots on existing noise abatement procedures and safety. An iPad would post a short quiz requiring the participant to answer less than 20 informative questions. If the participant completed the quiz the program would prompt entry of contact information then provide a green "completed" alert. Staff could then allow the participant to select a reward. Some possible items include T-shirts, polo shirts, coffee mugs, hats, or AVFuel AVTTRIP points.

A tertiary goal of the program is to create connection between airport staff and the pilot community. Additional contact information for this group is valuable and has permanence well beyond the initial contact.

Average cost of the reward item will not exceed \$12. It is anticipated that staff time will not exceed five minutes per pilot.

Fiscal Impact	\$5000 to \$10,000 annually.
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Communication Strategy	Printed collateral at UNICOM. Industry and trade journal advertisement. Promotion at National Business Aircraft Association. E blast and pilot newsletter.
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Attachments	Pictures
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