

MEMO:

To: Community Members, Board of Directors, ACAT and Staff
From: Mike Barrett, Safety Coordinator
Subject: 2014 Communication Report Summary
Date: January 28, 2015

This report serves as the summary for the Quarterly Communications Reports for 2014.

In 2014, the Airport hosted 20 events. Events that were held at the Airport varied a great deal in their location, size, and scope. The size of our events varied from a small group of 10 people for a P.T.O. fundraiser to 15,000 + people for the Truckee Tahoe Airport Air Show & Family Festival 2014. Some examples of the varied scope of our events include small family birthday parties held in Katie's playground which require no staff support. The Mission to Mars requires 2 staff member to assist on a limited basis in addition to the volunteers. The Truckee Tahoe Airport Air Show & Family Festival 2014 required all staff members, pilots, community volunteers, other public agencies, community service organizations, and local vendors. In addition to hosting events at the Airport staff also participated in off-site events such as Truckee Thursdays, the Tahoe Truckee High School STEM Fair, Big Truck Day, and the Block Parties hosted by the T.D.P.U.D.

The staff sent 24 e-blast messages to the community. The District sends e-blasts to inform the community of information pertinent to the Airport including upcoming events, online surveys, A.C.A.T. openings, and information about construction and closures at the Airport. The e-blasts have proven to be an effective way of getting our messages to the public. There was an average of 417 recipients per e-blast with average opens of 111 per occurrence, or 26%.

In 2014, the Airport processed 24 sponsorship requests for local nonprofit organizations, community events, clubs, and wildlife tracking. In addition to monetary funding the Airport also provided in kind support by having staff members use their specific skills to assist in community events.

The use of the Airport Community rooms has filled a real need in the community which can be seen by the amount of use the rooms get. In 2014 the community rooms were reserved 359 times by 57 different groups. The majority of use is by nonprofit organizations.

Katie's playground has become a focal point at the Airport for our customers as well as our visitors. It provides a place for passengers and their children to unwind after a long flight, but the playground is also bringing people to the Airport that may not have an interest in aviation. Having this playground for anyone to use helps show that the Airport is here to support the entire community.
