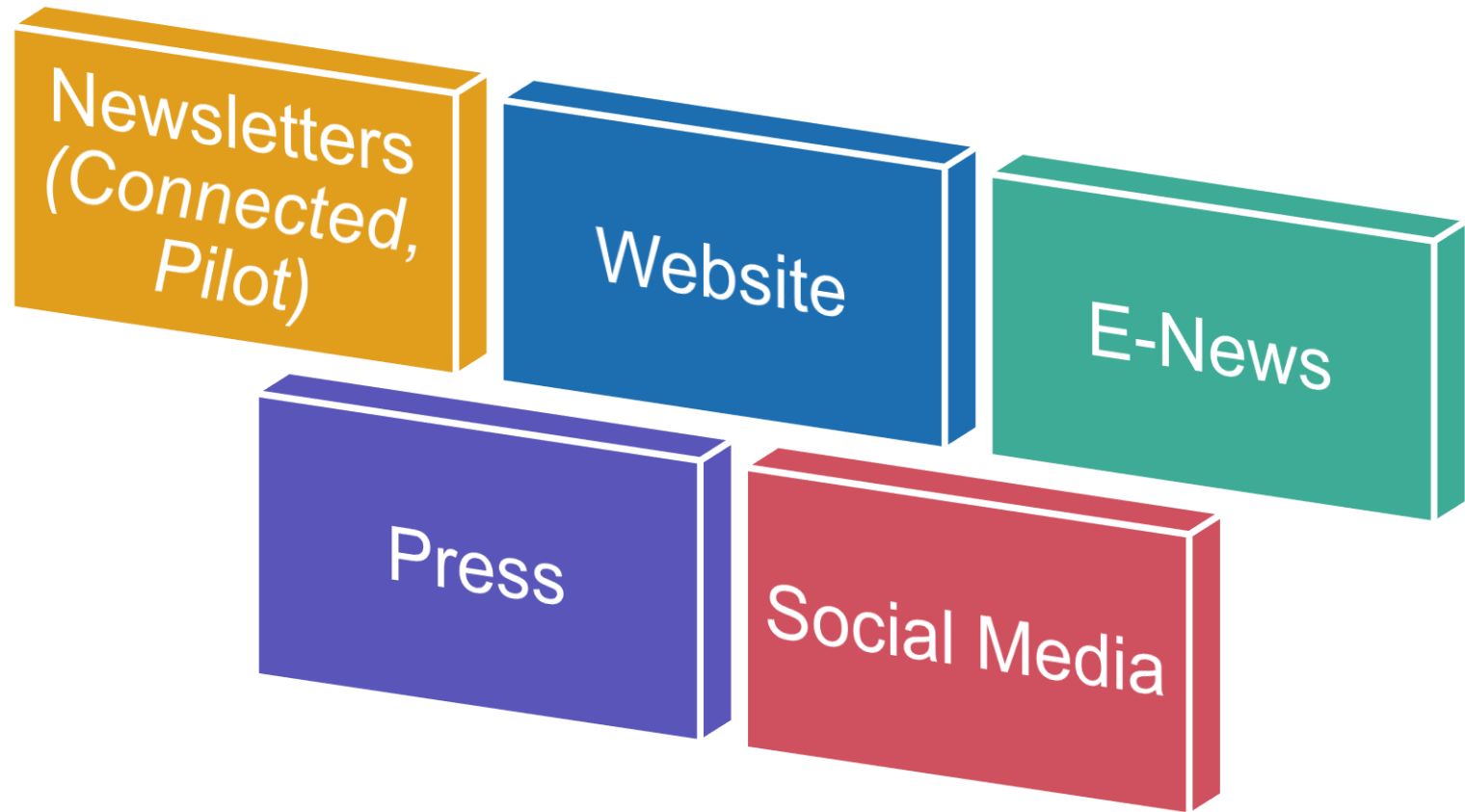




TTAD Communications & Outreach Report

Quarter 2, 2015

Current Communications Methods



Website Visitor Stats

trucketahoeairport.com | April 1 – June 30

Total Number of Sessions	16,212		
Where Visitors Live (top 3)	Truckee – 2,100 Visitors	SF - 935 Visitors	Reno - 537 Visitors
Most Visited Pages (top 3)	Webcam – 11,086	Home – 9,281	Staff - 590

E-News Stats (584 current subscribers)

E-News Title	Date Sent	Open Rate (%)	Recipients
Community Speaker Series	4/14/15	54.81%	381
May E-Blast	5/20/15	57.01%	438
Proposed FAA Grant Funding Request – Airport Improvement Project	5/25/15	61.07%	267
Truckee Tahoe Airport Noise Abatement Notification	6/19/15	64.29%	309

Connected

Released June 29th, 2015

20,220 copies mailed

780 at the Airport



AIRPORT EVENTS

AIRSHOW RETURNS TO INSPIRE

"I think I'd like to study engineering and one day be an astronaut."



"I'd like to learn how to fly and travel the world."



"One day, I'll develop my own radioactive plane and have it manufactured."



Many of us don't often hear children or young adults make these statements. And I might just be because they're not exposed at a young age to careers in science, engineering, aviation, aeronautics or aerospace.

At the free Truckee Tahoe Air Show & Family Festival on Saturday, July 11, 2015, children and adults can enjoy an exhilarating and enriching family experience.

The free event highlights aerobically performing aerobics and testing in the air, static displays, free speaker forums, and interactive touch screens designed to help visitors learn more about mechanics and the U.S. Air Force Missions. The event also includes a vibrant Family Festival with puppet shows, music, a food court, vendors and so much more.

We're proud to announce that this year's theme is a "Salute to Veterans." Veterans will be honored with their own parade starting at 11:30 a.m. To participate in the parade, sign up at www.TruckeeTahoeAirShow.com. Bud Anderson, World War II Triple Ace Fighter Pilot, returns as the show's



Grand Marshal and highlighted speaker for Saturday's free speaker forum. The year's featured performances include Guinness World Record holder Spencer Sudeman who will fly his Malibu Pitts Biplane and mesmerize the crowd with intense gyroscopic maneuvers. On March 14, 2014 Sudeman became the Guinness World Record holder for inverted flat spins after completing 81 full rotations with a clean recovery to straight and level flight.

Calli and Catering, non-alcoholic drinks, a cash bar, private restroom facilities, lots of shade and much more. VIP tent passes are \$45 in advance and \$50 day of. Children under 12 are \$20. Remember all proceeds go to local youth. Passes are on sale online or at the Truckee Tahoe Airport. Gates open at 9 a.m. and close at 4 p.m. on Saturday, July 11 at the Truckee Tahoe Airport. Admission and parking are free. For the safety of all pets and their paws, no dogs are allowed this year.

Let's see how many children and young adults we can inspire to say, "Let's go to the Air Show & Family Festival. It's fun, and I want to learn more about planes, pilot and technology!"



The Truckee Tahoe Air Show & Family Festival
Saturday, July 11
9 a.m. - 4 p.m.
 Visit www.TruckeeTahoeAirShow.com

DON'T MISS THESE EVENT HIGHLIGHTS ... AND MUCH MORE!

ANNA SERENINHO, self-proclaimed Sky Dance, will only *gradually* dance across the sky in her Super Decathlon (Super D plane) in a performance set to classical music.

GREG COLVER flies the Ace Maker, a Lockheed F-29, which is the U.S. Air Force's first operational jet. Although he currently flies an Air Force jet, Colver is a veteran of the U.S. Army, having served from 1952 to 1967.

COMMENSURATIVE AIR FORCE So Cal Wing will be showcasing and selling flight for attendees in the Man O' War - P51D Mustang. The Miss Ill and Gruman Bearcat will be on display.

THE CACTUS AIR FORCE, a team of U.S. Army Marine Corps and Navy veterans will showcase an AH-1 Cobra Helicopter, the OV-10 Bronco, A-26 Invader, and CESSNA D-2 Skymaster.

AT THE AIRPORT

IF WE BUILD IT, Will We Come?

Truckee Tahoe Airport District is considering options to build a multi-use facility that could double as an airplane hangar as well as a community and event space, and is seeking community input.

Let us know what you think! Take a survey by visiting www.fishnet.com/truckeeairport



OPTION 1
 A basic hangar that can house small to large sized aircraft with warming and de-icing abilities. As an event space, it can host up to 222 people, but would require portable toilets, and doesn't include a kitchen space. Estimated Price: \$3M



OPTION 2
 Can still house small to large aircraft and perform warming functions, but also adds architectural and design upgrades for community events, in-floor heating, on-own backup generator and restrooms for 200 people. Does not include a kitchen. Estimated Price: \$6M



OPTION 3
 A hangar option that expands on option 2 but with additional restroom facilities for up to 600 people, more community space, a commercial kitchen area and exterior canopies. Estimated Price: \$9M

Airport Hosts Summer Camps For Kids

Explore the science of traveling to the red planet with the Mission To Mars Camp at Truckee Tahoe Airport this summer.

This unique day camp is co-run by the Truckee Donner Recreation and Park District, the Boy's & Girls Club, the Airport and the Civil Air Patrol Truckee

Composite Squadron. Two week-long summer aviation and aerospace camps will bring about 12 students ages 10 to 14 on a shared

virtual journey to the fourth planet from the sun. For more information, www.ttdp.com or call Ken Anderson at (530) 587-8800.

COMMUNITY NEWS

BOYS & GIRLS CLUB GETS A LIFT FROM TTAD FUNDS

On March 25, The Truckee Tahoe Airport Board voted to approve spending \$45,000 per year for three years for the Boys & Girls Club of North Lake Tahoe to expand science-based programs in the Truckee area.

The Boys & Girls Club will be enhancing the Mission To Mars summer day camp program with the Civil Air Patrol, as well as offering early STEM (Science, Technology, Engineering and Math) programs for 2nd through 5th grade students. Go to truckeeairport.com and click on "TTAD Partners With Boys & Girls Club" to learn more.



TRANQUILITY

It's why we come here.
 It's why we live here.
 It's why we fly here.
Let's work together to keep it this way.

FLY Quiet

It's time that pilots and pilots-in-training reduce impacts on local neighbors.

Go to www.TruckeeTahoeAirport.com to learn more about our Local Airport including the Fly Quiet Program.

Press

Article Title	Date	Outlet
Boys & Girls Club presents to Tahoe League for Charity	4/30/2015	Sierra Sun
Tahoe-to-Truckee public bus route on tap to expand, become year-round	5/12/2015	Sierra Sun
Truckee Tahoe Airport Awarded for Transparency	5/14/2015	Yubanet.com
Airport, Truckee Fire District buy new \$550,000 engine	5/20/2015	Sierra Sun
Tahoe Truckee Students Learn to be Leaders	5/20/2015	Sierra Sun
Truckee Airport gets Certificate of Excellence for transparency	5/26/2015	Sierra Sun
700 youth learn hands-on approaches to chemistry, physics, mechatronics	6/4/2015	Sierra Sun
North Tahoe-Truckee Leadership Program celebrates successful year	6/4/2015	Sierra Sun
Surf Air brings carpooling to skies	6/10/2015	Reno Gazette Journal
IVGID partners with FlashVote to improve transparency	6/11/2015	Sierra Sun
High-end Tahoe-area properties displayed on luxury tour	6/25/2015	Sierra Sun

Social Media

Facebook Launched June 1

141 fans as of July 1

Highest reach: 6,487

Fans:

- Women: 59%
- Men: 40%
- Primary age: 35-44
- Primary location: Truckee

Review ratings: 5 stars

Truckee Tahoe Airport
Airport

Sign Up Liked Message

Timeline About Photos Reviews More

159 likes +22 this week
Audrey Zmuda and 7 other friends

8 were here +44 this week

Invite friends to like this Page

21,688 post reach this week

Get Phone Calls From News Feed

Include a Call Now button so people nearby can call your business right from your promotion.

Promote Local Business

ABOUT

10356 Truckee Airport Rd
Truckee, California

(530) 587-4119

Add Hours

Add Price Range

http://www.truckeetahoeairp... Promote Website

Impressum

Truckee Tahoe Airport
Published by James Shues [?] · 21 hrs · Edited ·

KTRK UNICOM DESK. Where it all happens! Airport UNICOM staff....
- Communicate with all area aviation traffic on the UNICOM frequency 122.8.
- Submit local weather reports hourly to the National Weather Service.
- Manage all customer service requests, such as fuel orders, GPU (ground power units) hook ups, LAV, water & Tug services.
- Settle all accounts for services and ramp fees at the POS Customer Service counter... See More

207 people reached

Boost Post

Airport Community Events

- Bicycle Safety Awareness Day
- Glenshire Homeowners Association Block Party
- High Sierra Balloon Camp
- Kidzone Science Fair
- Mission to Mars
- Northstar Employee Reunion
- SELS Aviation Awareness Series
- Tahoe Expeditionary Academy Airport Tour
- Tahoe Forest Daycare Airport Tour
- Truckee Day
- Truckee Day B.B.Q.
- Truckee Day Clean-up Crew
- Truckee Thursday's



Letters of Appreciation

- Association of California Airports
- Boys and Girls Club of North Lake Tahoe/Truckee
- Disabled Sports USA Far West
- Family Resource Center
- Placer County Search and Rescue
- Sierra State Parks Foundation
- Tahoe Truckee Unified School District Wellness program
- Truckee Elementary 4th Grade Class – Science Fair
- Truckee High School Alpine Ski Team
- Truckee High School Class of 2015
- Truckee Little League



Communication Efforts

Tranquility Campaign

Purposes

- Educate pilot owners + community about flight path options with least impacts
- Publicize TTAD values

Methods:

- Ad campaign in local outlets (Northstar Living, Tahoe Donner News)
- Video on TTAD website, social media
- Posters for Airport Building



TRANQUILITY

It's why we come here.

It's why we fly here.

It's why we live here.

Let's work together to keep it this way.

FLY
Quiet

Learn what pilots are doing to
reduce impacts on local neighbors.

Go to www.TruckeeTahoeAirport.com
to learn more about your local airport
including the Fly Quiet Program.



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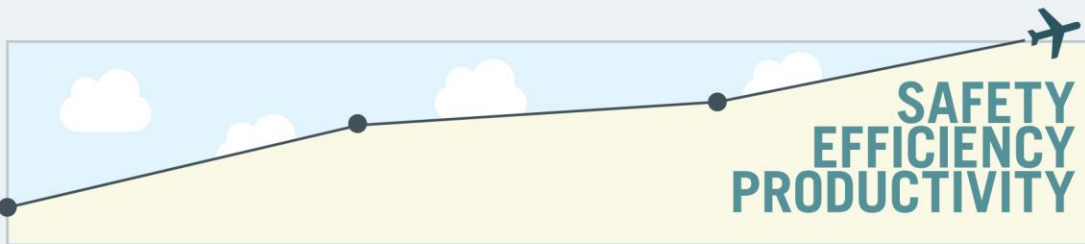
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to learn more about your local airport
including the Fly Quiet Program.



Business of the Airport In YOUR Business

THE BUSINESS OF THE AIRPORT IS YOUR BUSINESS



The Truckee Tahoe Airport District continually strives to improve safety, efficiency, productivity and reducing annoyance for local residents and users. Following is an overview of initiatives that the Airport is currently working on to further these goals.

SAFETY MANAGEMENT SYSTEM INITIATIVE

This is a full-spectrum safety assessment of the Airport. Plans include creating a safety roundtable, conducting an annual safety review and safety drills to improve outcomes

for staff, pilots and other users.

DEMAND DRIVERS STUDY

The District has hired a firm to assess why aircraft fly to Truckee Tahoe Airport, and what we can do to inform their decision-making that will result in reduced annoyance to the community.

EXECUTIVE BOX HANGAR STUDY

The District is studying the demand for six new hangars for business aircraft by considering existing demand, financial impacts and potential annoyance to the community.

PRIMARY MANAGEMENT AND COMPLIANCE INITIATIVE

This initiative reviews Airport policies and directives that guide business behavior, rates and fees charged for goods, services and rentals, land lease policies and the community use of the Airport.

AIRSPACE ASSESSMENT STUDY

This study will focus on the airspace around the Airport, including obstructions, restrictions, radio coverage and surveillance volumes, in order to better understand how to design flight procedures that could reduce impacts on the community.

From *Connected* Newsletter

- Safety Management System Initiative
- Demand Drivers Study
- Executive Box Hangar Study
- Primary Management and Compliance Initiative
- Airspace Assessment Study

Hangar 3 Outreach

50 one-on-one interviews with nonprofits, sports groups, local agencies and other community organizations.

- What types of events do you have now?
- Where do you host them?
- What are the limitations of event space in the region?
- What would you like to see in an event space?
- What would you host in a potential new event space at the airport?

Flashvote Survey for general public input.

- Distribution through website, email blast, press release.



Sponsorship List

- Alder Creek Middle School Graduation
- Biking for a Better World
- InnerRhythms
- Positively Rolling
- Sierra Expeditionary Learning Academy
- Sierra State Parks Foundation
- Tahoe Truckee Unified School District Wellness Program
- Tahoe Truckee High School Football
- West Shore Association – Splash In
- Tahoe Truckee High School Wrestling
- Truckee Donner Chamber of Commerce – 4th of July
- Truckee Donner Recreation and Park Department – 4th of July
- Truckee Donner Recreation and Park Department – Ballfield Sponsorship
- Truckee Downtown Merchants Association – Truckee Thursdays
- Truckee Rodeo Association
- Truckee Tahoe Community Foundation

Use of Airport & Community Rooms

- ACAT
- Airshow Committee
- American Red Cross
- Aviation Speakers Forum
- Barcelona NorCal Soccer
- Boys and Girls Club of North Lake Tahoe
- Civil Air Patrol
- Creekside Parent Teachers Association
- Girl Scout Troop 660
- GIS Users Group
- Good Morning Truckee
- Los Medicos Voladores
- Mountain Bells
- North Lake Tahoe Fire Protection District
- Sierra Green
- Sierra Seniors
- State of California Food and Agriculture
- Stonewood HOA
- Tahoe Back Country Ski Patrol
- Tahoe Expedition Academy
- Tahoe Flying Club
- Tahoe Forest Hospital
- Tintabulations Hand Bell Ensemble
- Toastmasters
- Truckee Donner Chamber – Knowledge Bites
- Truckee Donner Chamber of Commerce
- Truckee Little League
- Truckee Police Officers Association
- Truckee Rotary
- Truckee Tahoe Swim Team
- Truckee Tahoe Unified School District
- Wilson Family Foundation
- Winter Creek HOA