



MEETING DATE: September 30, 2015  
TO: Board of Directors  
FROM: Jonathan Van Roo, Aviation and Community Services Associate  
SUBJECT: Summer 2015 Pilot Outreach Report

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**OBJECTIVE:** Staff will review and present summer outreach efforts and data collected from the *Pilot Outreach Campaign* for summer 2015.

**DISCUSSION:** This report summarizes Pilot Outreach from May 22<sup>nd</sup> through September 7<sup>th</sup>. It has been a fun and exciting summer, with 30 dates on record for outreach, over 220 aircraft and over 350 pilots reached. As expected, KTRK saw an increase in operations beginning to ramp up in May and tapering the second week in September. With the known increase in traffic, the Aviation and Community Services Department launched an aggressive yet strategic, interactive conversation with pilots. The conversation was centered on noise abatement with an emphasis on procedure utilization. Active listening was employed to gain a greater degree of insight surrounding potential airport safety improvements.

**Outreach Summary:** Typically TTAD staff reaches out to operators based upon noise comments that have been received. Staff attempting to educate pilots about our Noise Abatement Procedures for future flights, based upon operations that had already generated community annoyance. Our ramp outreach campaign is centered on mitigating annoyance before it has a chance to occur; or dealing with the outreach portion of noise comments face to face on the ramp with the pilot, rather than email or phone conversations. During the summer, TTAD staff members reached a point of repetition with pilots who had been instructed on NAP's on a previous visit and were following the procedures.

**Approach:** It can be a challenging endeavor to approach a pilot and discuss their operating behavior without putting them in a defensive position. Oftentimes individuals would react in a defensive nature as if the TTAD staff member was some type of airport enforcer. To combat this element and create a more relaxed environment, Aviation and Community Services staff introduced a Specialized Purist water bottle, with the Truckee Tahoe Airport logo printed on the outside. Inside is a copy of KTRK Whispertrack Noise Abatement Procedures as well as KTRK Pilots & Passengers Important Flight Information rack card.

Using the water bottle as an "icebreaker", the conversation can then be directed to gather the necessary information from the crew. A series of simple questions were asked: starting with the pilot's name (and contact info if available), tail number, where they gather their flight data, how often they visit KTRK and rounding out the conversation by asking is there anything we can do at KTRK to make this a better or safer experience for pilots?

**About the Data:** Based upon our data and records, we reached approximately 350 pilots and over 220 aircraft during an outreach period of 30 individual peak operational days, focusing on periods when the volume of traffic is highest (Friday evening and Sunday).

**Flight Data Sources for KTRK.** When asked where pilots look for flight planning & flight data, the following was found:

JEPPESEN	34%
FOREFLIGHT	27%
FLIGHTPLAN.COM	16%
AIRNAV	8%
FLIGHTAWARE	5%
KTRK WEBSITE	4%
AIR INC.	2%
ALL OTHER SOURCES	4%

TTAD staff in cooperation with local photographer Tom Lippert, have produced a series of high resolution photographs to replace computer generated images that have been used in past Jeppesen publications. \*See Pilot Outreach 2015 Power point.

**Visits to KTRK:** Pilots were asked how often they travelled to KTRK. We found that of the pilots surveyed, 19% reported it was their 1<sup>st</sup> trip. 39% reported daily to weekly operations (frequent). 20% made their operations six times a year to monthly (occasionally) and 22% were less than six per year (rarely).

**Fleet Mix:** The focus of the outreach was divided up to reach a variety of pilots and aircraft. With Jet traffic consuming 50% of the pilots engaged, Turbo Prop accounting for 29% and Single Engine Prop at 21%.

**Noise Comments vs Operations:** For the 188 aircraft reached through the end of August, 11 noise comments were reported that corresponded to the tail numbers of aircraft with which we did outreach. All tracks were determined to be compliant except one. The outreach for that particular aircraft was done on the ramp. It was the pilot's first trip to KTRK and they were unfamiliar with the airfield, they did a visual arrival for Runway 11 overflying the airfield and crossing over noise sensitive communities. They were instructed about our NAP's (which they had not seen) and agreed to comply with them for their departure and any future operations.

The table below shows total number of recorded outreach, how many noise comments for the entire day, and total daily operations. This list is not inclusive of all outreach or every contact made to pilots.

Date	Pilot Outreach	Noise Comment	Daily Operations
05/22/15	1	0	57
05/25/15	8	4 (2 Households)	81
06/07/15	2	1	94
06/15/15	1	0	87
06/16/15	1	0	74
06/18/15	1	5 (2 Households)	71
06/23/15	1	3 (2 Households)	110

07/05/15	30	9 (5 Households)	257
07/10/15	4	3	114
07/11/15	14	0	91
07/12/15	1	1	234
07/15/15	4	0	88
07/19/15	11	18 (8 Households)	199
07/26/15	12	1	250
07/31/15	7	3	166
08/02/15	15	4	127
08/03/15	2	0	134
08/04/15	3	1	122
08/07/15	2	0	103
08/09/15	16	9 (5 Households)	183
08/16/15	17	6 (2 Households)	200
08/19/15	3	0	113
08/21/15	6	2 (1 Household)	143
08/23/15	11	23 (6 Households)	187
08/30/15	14	3 (1 Household)	151
08/31/15	1	1	99
09/01/15	1	1	91
09/04/15	7	7 (2 Households)	178
09/06/15	6	1	120
09/07/15	19	3	248

**Pilot Comments:** Overall most pilots were receptive to outreach, with only a handful stating they were “in a hurry” or “too busy” for the discussion. After analyzing the comment data, trends could be associated with repeated comments. Below are the most often repeated comments in order of frequency as well as some highlight comments at the end.

1. “Liked/Loved Water Bottles”
2. “Never Seen NAP information, but will follow”
3. “We need better Unicom communication between pilots.”
4. “Would like to see better Glider Communication over Unicom.”
5. “KTRK needs a deicing option.”
6. “KTRK needs a Tower.”
7. “Food option for Pilots on Sunday?”
8. “Great Website, lots of good information.”
9. “Can we have a dedicated runway for peak traffic times?”
10. “Too much unnecessary chatter over Unicom, is there a possibility of a discrete frequency?”
11. “NOTAM for heavy glider activity?”

**Highlight Comments:**

- “Awesome Airport!”
- “For services KTRK is as good as it gets.”

- “I like the webcam, helpful and friendly staff.”
- “I follow the NAP’s religiously”-Pilot had a copy in hand.
- “I want to get this information in the hands of all our pilots.” – Alley, Net Jets Pilot
- “Great to be back in Truckee, this is the best Airport by far!”

### **The Future of Outreach:**

We at TTAD are committed to our noise mitigation and community annoyance campaign. We plan to continue supporting programs that we already have in place, be it through:

- 1.) Our Operator Outreach Media Campaign.
  - a.) KTRK Website- packed full of useful information about our airfield.
    - Educational, Safety & Noise Abatement Videos.
    - Up to date Flight Planning, Noise Abatement & Fly Quiet Procedures.
  - b.) Facebook-providing information on airport related human interest, aviation education and community news.
  - c.) Pilot News, E Blasts, Connected and our Rack Cards- providing pilots and community with the latest and most up to date information about KTRK
  - d.) Tranquility Campaign- Reminding pilots, community and visitors of what steps TTAD takes to mitigate our impact on the community.
- 2.) Technology.
  - a.) MLAT and Vector for flight and noise comment tracking.
  - b.) AWOS- automated weather system.
  - c.) Working with Jeppesen, Foreflight, Flight Aware, etc. to provide Pilots with the most accurate information about KTRK through the Master Record.
- 3.) Operational.
  - a.) Use of Airfield Signage.
  - b.) Use of preferred Runways (calm wind 02 etc.)
  - c.) Set fueling, service and staffing times.
  - d.) Curfew-Incentives, Dis incentives, T.U. Fees.
- 4.) Current District Policy.
  - a.) Providing multiple channels for noise comments, Web, Phone, Email or Live Receptionist.
  - b.) Response to every noise comment by staff- Human interaction.
  - c.) Response by Board.
  - d.) Response by ACAT.
- 5.) Attending meetings for NBAA, AAAE, NCO, etc. to gather the latest industry trends on noise mitigation and community annoyance.
- 6.) Staff on the Ramp in person, on the phone, through mail and over email continuing the outreach campaign with pilots and residents.

With all these methods in place, continuing to grow and expand, what is the potential for future Pilot Outreach?

- 1.) Possibility of Surveillance- designating VFR procedures.
- 2.) Possibility of Seasonal Tower- ATC directing traffic during peak periods.

- 3.) Continually redefining outreach positions at TTAD.
  - a.) More focus on pilot outreach and Community annoyance mitigation- preventing comments before they occur, through pilot education.
  - b.) Continued reinforcement of Outreach campaign through: UNICOM, on the ramp, contacting aviation companies, handing out and discussing maps and flyers with NAP info in water bottles etc.
  - c.) Enhanced training for all TTAD staff to be knowledgeable in our Noise Abatement Procedures, having the ability to have an educated conversation with pilots about how to fly quiet.

**FISCAL IMPACT:** No significant fiscal impact.

**ATTACHMENTS:** None