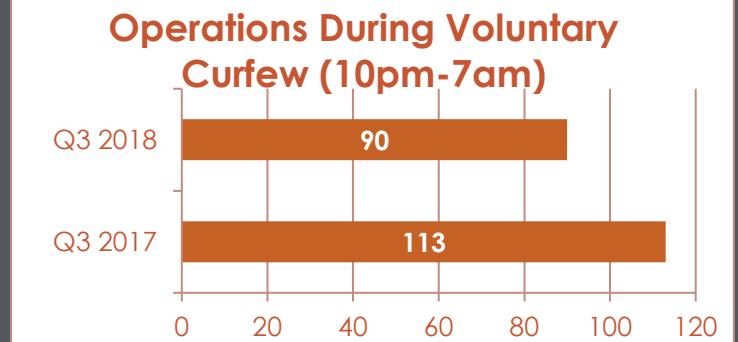
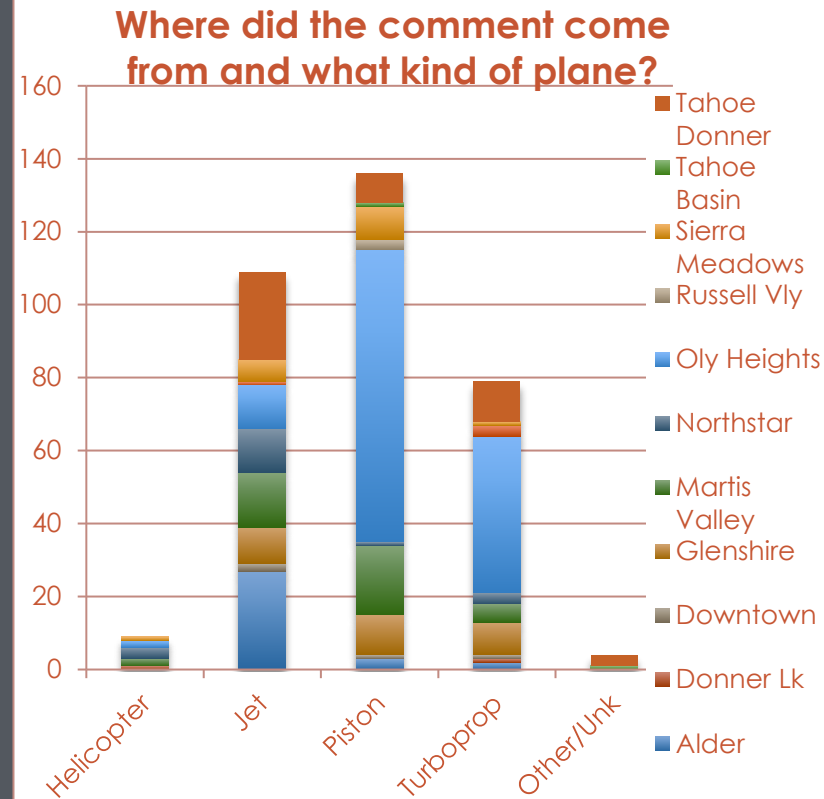
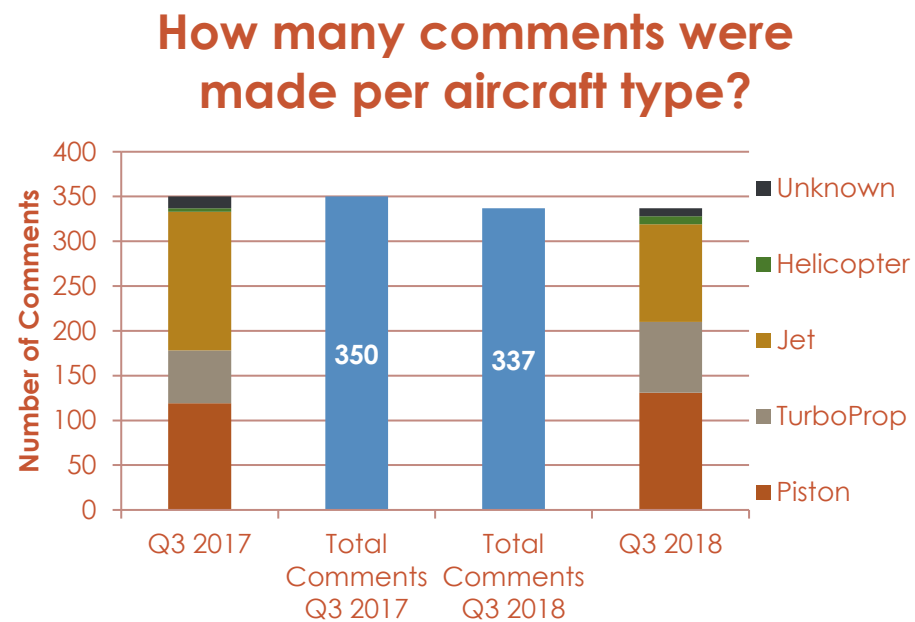
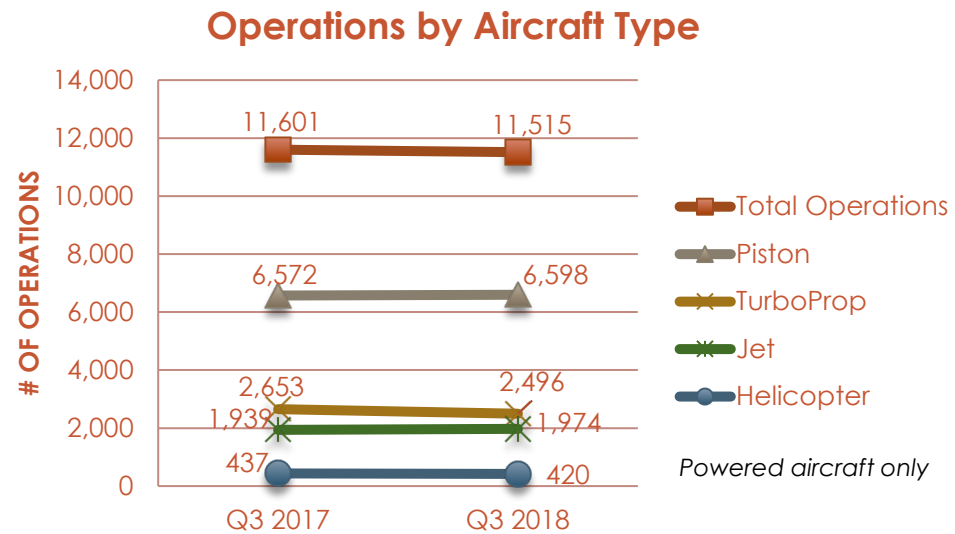


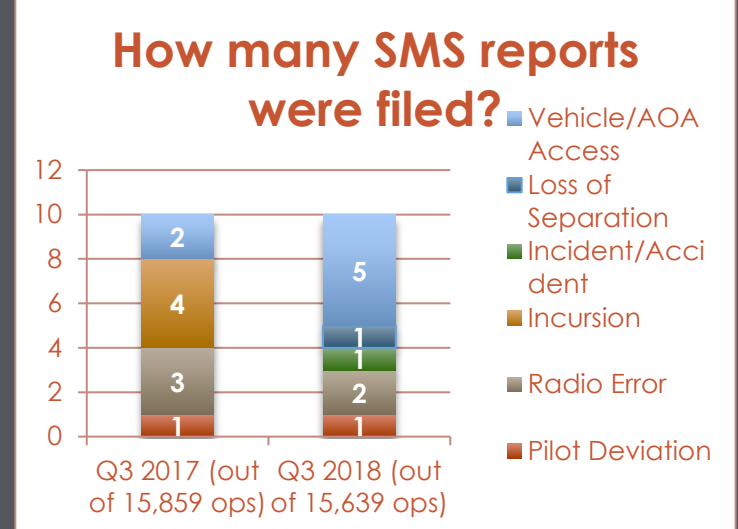
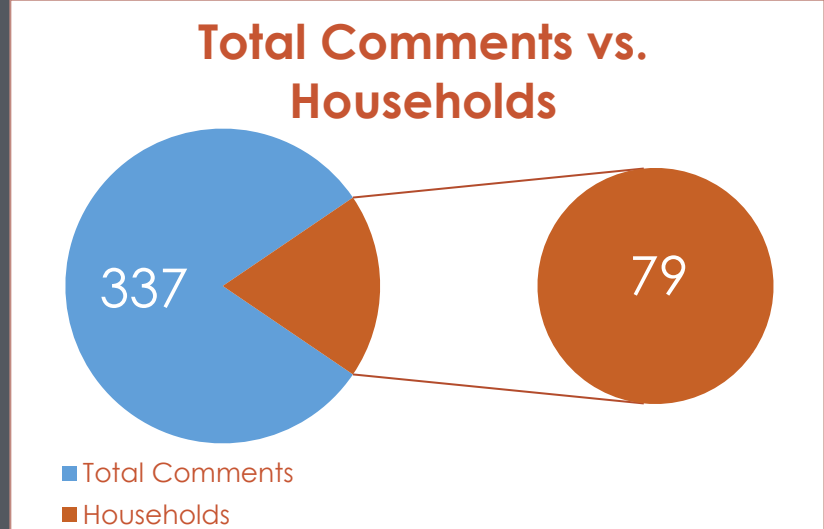
Mission Dashboard | Quarter 3 (July - September 2018)

OPERATIONS + COMMENTS



- ### Top Quarterly Insights
- 15,639 operations in Q3, area fires a factor
 - Ops flat compared to Q3 2017 (220 fewer ops)
 - Many regional events & perfect flying weather except for July hailstorm
 - Comments down slightly - 337 vs 350 in 2017
 - Fewer commenters: 79 compared to 110

SAFETY

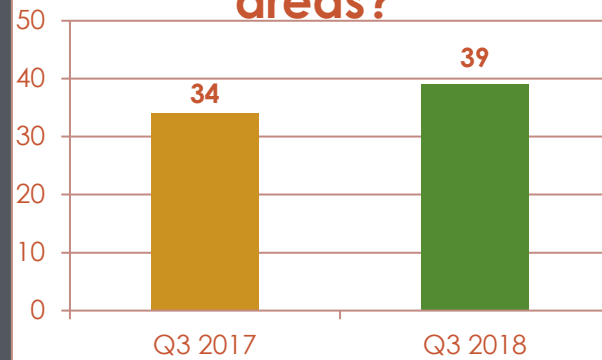




Mission Dashboard | Quarter 3 (July - September 2018)

COMMUNICATIONS + OUTREACH

How many groups used our meeting areas?



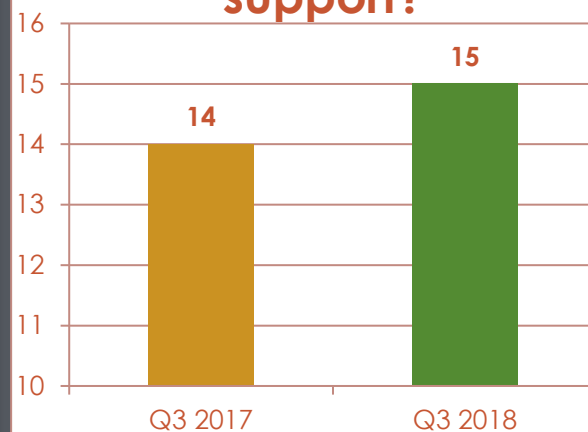
Q3 Community Highlights

- Air Show & Family Festival
- Truckee Thursdays x4
- TTAD & Mountain Lion Aviation Academy
- "Artist Talk" Speaker Event
- Customer Service Survey Campaign
- Community Paint & Recycling Event

Top Social Media Posts

- KTRK July Hail Storm
- Glider Accident Slide Mountain
- Air Show (after show photos)
- Air Show (event reminder)
- Navion Accident

How many events did we host or support?

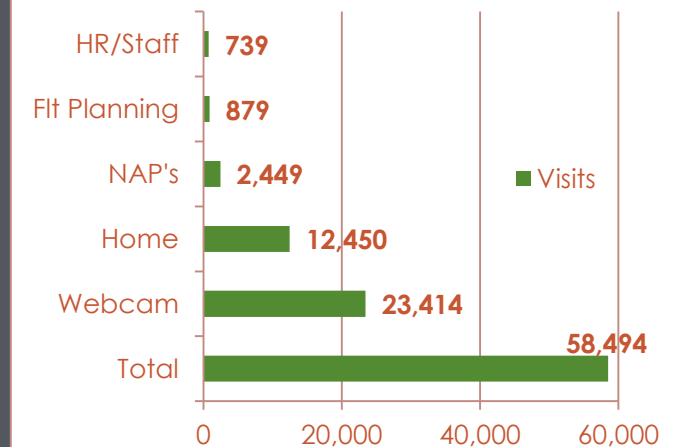


2018 Sponsorship Recipients



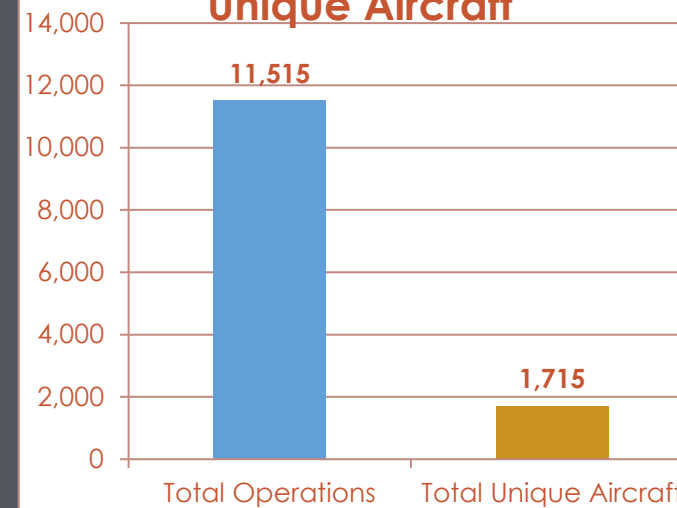
Q1 Total: \$19,800 Q2 Total: \$10,150 Q3 Total: \$12,550
YTD Total: \$42,500 Total Budget for 2018: \$50,000

Q3 Website Traffic



PILOT OUTREACH

Q3 Operations vs Unique Aircraft



Pilot Outreach

- Pilot/Passenger Outreach on ramp for NAP and Curfew Compliance
- Integration of new Outreach Cart
- Growth of the KTRK Familiarization Program - Five familiarization flights in Q3
- New collateral for the pilots lounge including *I Fly Quiet* notepads and letterhead
- NAP cards placed on all transient aircraft
- Daily Operating Information (DOI) E-blast sent to 89 airport users