



OAK Noise Abatement + Environmental Affairs Division
Pilot Outreach + Communications Strategy

About Freshtracks Communications

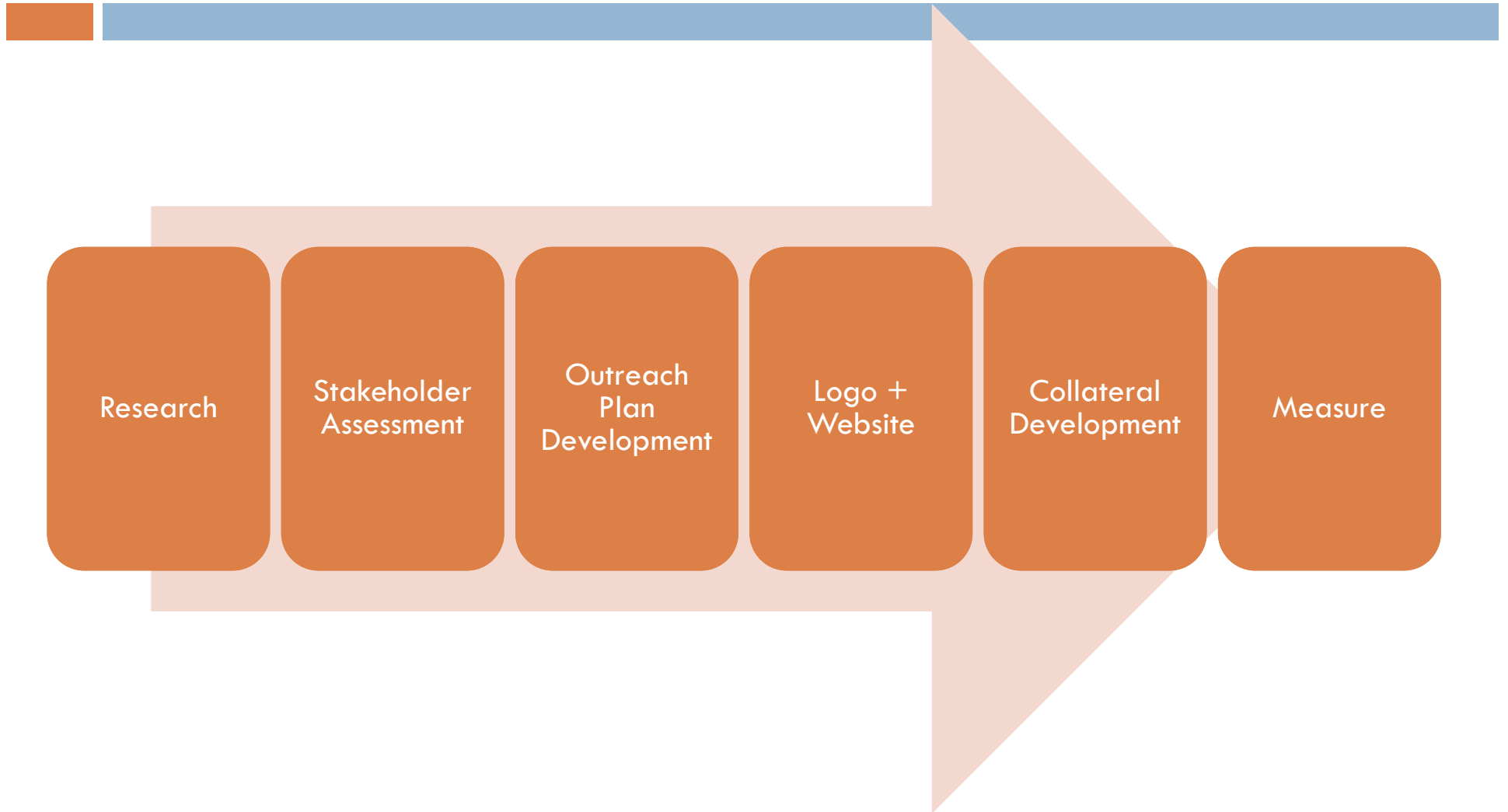
- 20 year CA based firm focused on providing community outreach + communications services to a range of non-profit and government agencies
- Worked with Tahoe-Truckee Airport District for past 5 years, developing range of communications materials for the noise department
- Bring range of services to OAK noise department: outreach to pilots, FBO's, community (one-on-one, surveys, etc.), website, logo, facilitation, communications materials

Outreach Goals

- Increase the based and transient corporate pilots' compliance with noise abatement procedures (currently 95% compliance)
- Build understanding of OAK noise compliance program including benefits to the Airport and the surrounding communities
- What else?



Our Approach



Research: March-April

- Other Noise
Departments around
the County
- Summary of findings
will be shared with
staff



Stakeholder Assessment: Mar-April



- Forum Members (done)
- Community Groups (CLASS, Save our Skies East Bay)
- Non-compliant operators (in-progress)
- FBO's (done)
- Pilot On-line Survey (focus: how do you get information, best way to reach you)

Develop Outreach + Communications

Plan: May



- Based on feedback, segment communications and outreach to best reach various audiences
- For example:
 - ▣ Pilots: Website, Pilot Lounge materials, other TBD
 - ▣ Community: Website, press, partner networks
 - ▣ FBO's: Quarterly newsletter as bill stuffer

Logo + Website Development: June



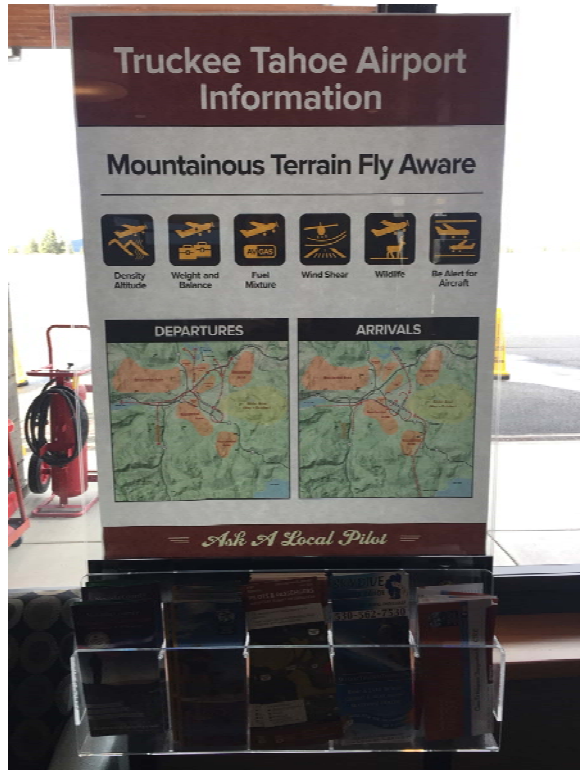
- ❑ Creates platform for distribution of information and intake of feedback
- ❑ Provides friendly, welcoming portal for range of audiences
- ❑ Noise abatement procedures for pilots – encouraging fly quiet routes
- ❑ Enables tracking of visits to site and pages

Materials: TBD



- Menu of options
 - ▣ Pilot News – Quarterly
 - ▣ Thank You Campaign highlighting high compliance – target corporate pilots, use on website, other materials
 - ▣ Posters/rack cards in pilot lounges
 - ▣ Video

Examples of Current Work



Measure

- Provide metrics to staff on website traffic, by page, by geography and other

