

SBD International Airport

Quarterly Report: October 2020



SBD Good Neighbor Program

In July 2020, SBD International Airport launched the SBD Good Neighbor Program.

This proactive effort allows the airport to inform the community about new and ongoing developments at the airport.

A program update follows.



COMMUNITY OUTREACH



RECEIVE FEEDBACK



EDUCATE THE REGION



PROVIDE CONSISTENT REPORTING

Program Components

By committing to ongoing dialogue, sharing up-to-date information, and increasing mechanisms to receive feedback, program will ensure SBD remains a good neighbor.



COMMUNITY OUTREACH

Presentations, reports to jurisdictions, communications efforts



EDUCATION

Use website to provide information, explanatory videos



COMMUNICATIONS

Reports to the Board, e-newsletter, social media



GAIN FEEDBACK & LISTEN

Noise comment and general feedback forms



PHONE

Dedicated noise hotline



EMAIL

info@sbdgoodneighborprogram.com

SBD Good Neighbor Program Activities

- Social media strategy and messaging
- Social posts emphasize:
 - SBD and tenants' support to the community, including air tanker base during wildfire season
- Quarterly newsletter - launched July 30
- NBAA article on aerial tanker base - Sept. 22
- Highlighted Mexico firefighters' arrival - Sept. 23
- Highland Community News article - Oct. 8
- SWAAAE's featured airport - month of October

FEATURED AIRPORT

SBD International Airport
San Bernardino, CA



SBD International Airport (SBD) has come a long way since its early days as the former Norton Air Force Base. SBD is now thriving because local, regional, and global businesses are recognizing the value of the airport's central location in Southern California—located 60 miles east of Los Angeles—and the easy access it offers to a service area of two million people located in the San Bernardino region.

[Click here to read more about SBD International Airport.](#)

Social Media - Strategy

- Facebook, Twitter, Instagram
- Increase followers and engagement by:
 - Emphasizing Good Neighbor Program
 - Generating original, exciting content
 - Encouraging comments & sign-ups
 - Tagging partners
 - Posting weekly
 - Boosting posts

Follow Us



Committed to
Being a Good Neighbor

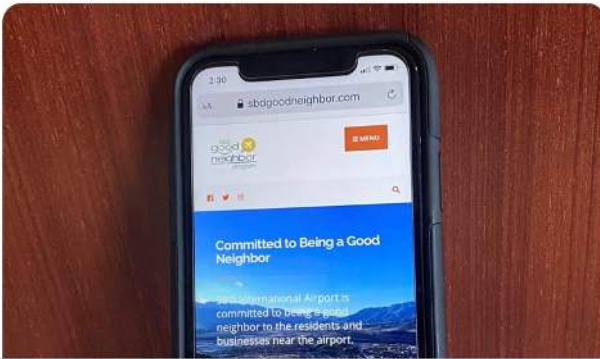


Tweet



SBD Airport
@SBDAirport

LOOK, MOBILE FIRST 📱 : It's easy to connect with us via mobile phone to share comments about ✈️ noise at hubs.ly/H0xbKQI0. Features: 1) text translation in various languages & 2) a [#widget](#) allowing accessibility for everyone. [#SBDGoodNeighbor](#) [#1stLook](#) 🗨️ [#ESL](#) [#ADAact](#) [#AskUs](#)



Tweet your reply



Tweet



SBD Airport
@SBDAirport

YOUR GOOD NEIGHBOR...in the best & worst of times. It's been a tough year for our region & [#GoldenState](#) during 🔥 season. [@SBDAirport](#) proudly supports our tenants/partners in offering solutions to achieve containment. [#SBD AirtankerBase](#) [#SBDGoodNeighbor](#)



GA Airport Plays Key Role During California's Fire Season | ...
Each year during the West Coast's fire season, general aviation airports, such as California's San Bernardino ...
nbaa.org

11:11 AM · Sep 28, 2020 · HubSpot

1 Retweet 3 Likes




Welcome

Welcome to the inaugural issue of the SBD International Airport "Good Neighbor Program" newsletter. The SBD Good Neighbor Program is a new way for the airport to communicate directly with local residents and business owners.

The airport is in a period of significant growth and development and is reaching new heights with additional air cargo operations and innovative facilities.



 Liked by [easter_mandms_are_better](#) and 12 others

sbdairport JUST DROPPED (IN):
Introducing Good Neighbor News, another way to show our care for our community. Stay up-to-date w/ all-things-SBD through our newsletter, sign up for future issues and forward to friends and neighbors: <http://info.sbdairport.com/sbd-good-neighbor->



SBD Airport @SBDAirport · Aug 17

ANSWERS TO OUR NEIGHBORS' QUESTIONS: Why is air cargo growing so quickly at @SBDAirport? How can I report comments about aircraft noise? The Good Neighbor Program has answers to these and other questions. Visit hubs.ly/H0tJGD70 #SBDGoodNeighbor #FAQ #AskUs #SBDAirport



Home - SBD Good Neighbor Program | San Bernardino International ...
SBD International Airport is committed to being a good neighbor to the residents and businesses near the airport. Learn about the SBD Good...
sbdgoodneighbor.com

Disclaimer: SBD Good Neighbor Program

SBD Good Neighbor Program Noise Report presents noise monitoring information managed by the SBD Good Neighbor Program. SBD International Airport has no authority over the movement of aircraft or the direction of flight. The authority to regulate flight patterns of aircraft is vested exclusively in the Federal Aviation Administration (FAA). FAA air traffic controllers have the responsibility for directing aircraft on the ground and in flight, and the pilot in command has the final authority as to the safe flight of her/his aircraft. Pilots in command make the final decisions relative to runway use; therefore, pilots may request to use any available runway. Neither the airport nor the FAA air traffic controllers may restrict a pilot's access to an available runway.

Introduction

Quarterly Report October 2020



TOTALS & TRENDS



COMMENTS YEAR-TO-DATE



COMMENT BREAKDOWN



COMMENT MAP

JULY 2020

A detailed look at the first month of the quarter.

The Apple Fire, in Riverside County, started 7/31.

It was the first for CA in 2020, culminating in the worst wildfire season in the Golden State's history.



Comments in July

SBD International Airport

July 2020

35 noise comments in July

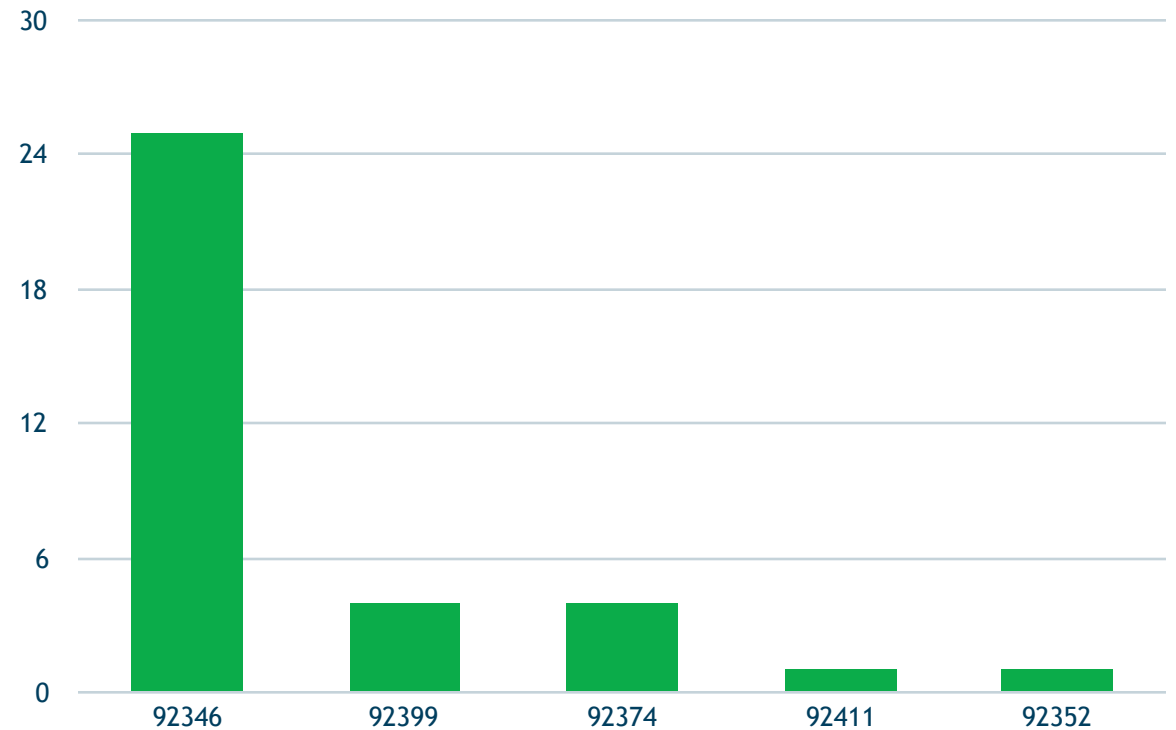
Comments in July

SBD International Airport

July 2020

ZIP CODE	CITY	COMMENTS	HOUSEHOLDS	COMMENTS/ HOUSEHOLD
92346	Highland	25	8	3.1
92399	Yucaipa	4	2	2.0
92374	Redlands	4	1	4.0
92411	San Bernardino	1	1	1.0
92352	Lake Arrowhead	1	1	1.0
TOTALS		35	13	2.7

Area Ranking by Zip Code (All)

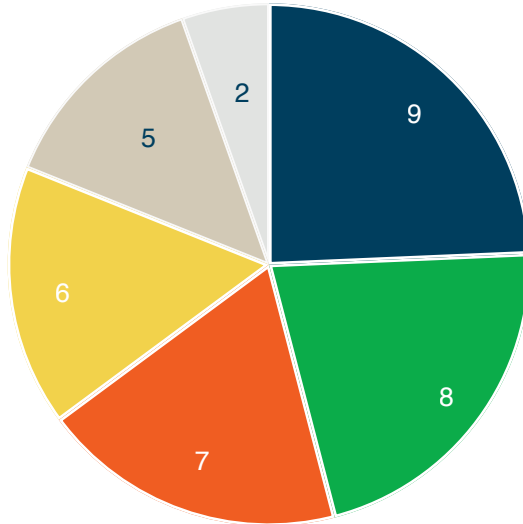


Comment Breakdown

SBD International Airport

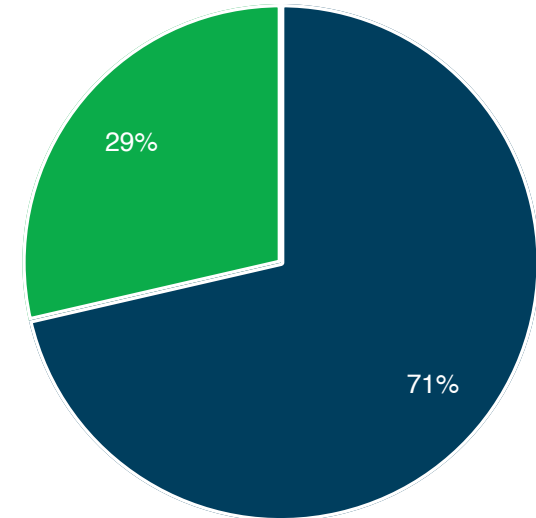
July 2020

Comments by Type



- Frequency of flights
- Flying over home
- Low flying
- Unusually loud
- Vibration/rumbling
- Sustained noise (>5 mins.)

Filing Method



- Web form
- Hotline

AUGUST 2020

A detailed look at the second month of the quarter.

The Apple Fire continued for 3 weeks.

It was followed by numerous other major wildfires in CA, caused by an “otherworldly” storm of lightning on 8/16.

Comments in August

SBD International Airport

August 2020

30 noise comments in August

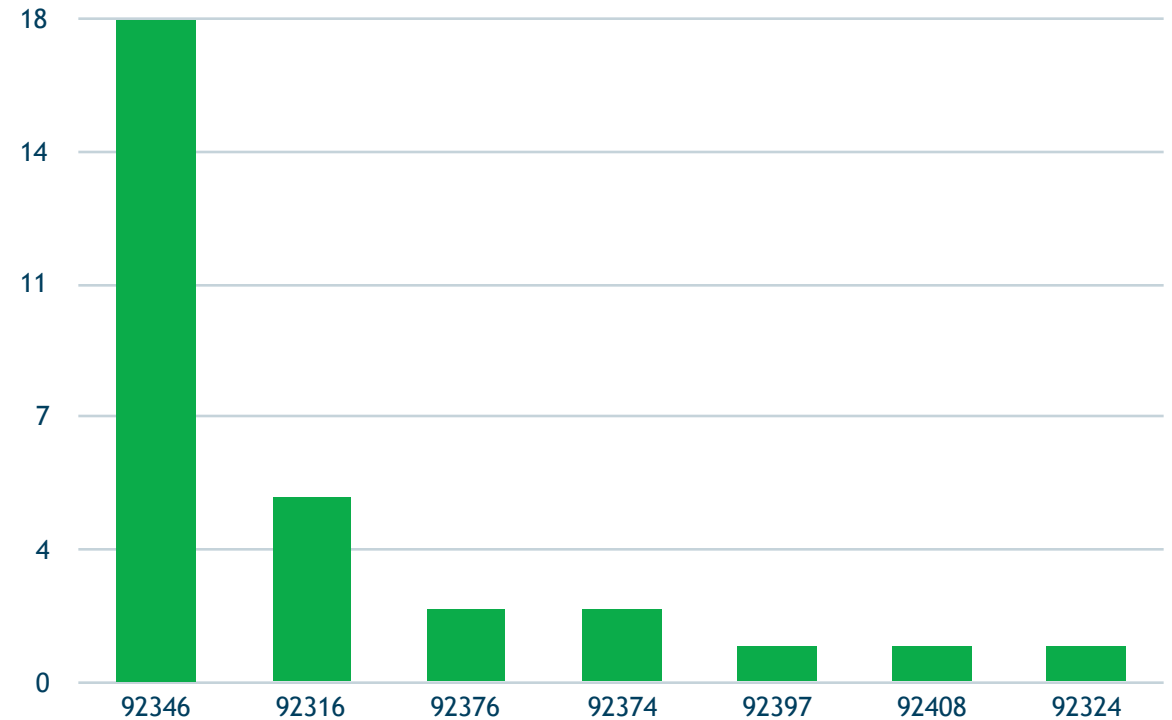
Comments in August

SBD International Airport

August 2020

ZIP CODE	CITY	COMMENTS	HOUSEHOLDS	COMMENTS/ HOUSEHOLD
92346	Highland	18	4	4.5
92316	Bloomington	5	1	5.0
92376	Rialto	2	1	2.0
92374	Redlands	2	1	2.0
92397	Wrightwood	1	1	1.0
92408	San Bernardino	1	1	1.0
92324	Colton	1	1	1.0
TOTALS		30	10	3.0

Area Ranking by Zip Code (All)

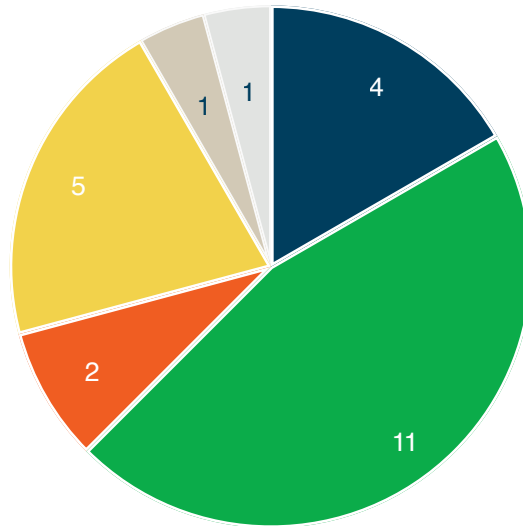


Comment Breakdown

SBD International Airport

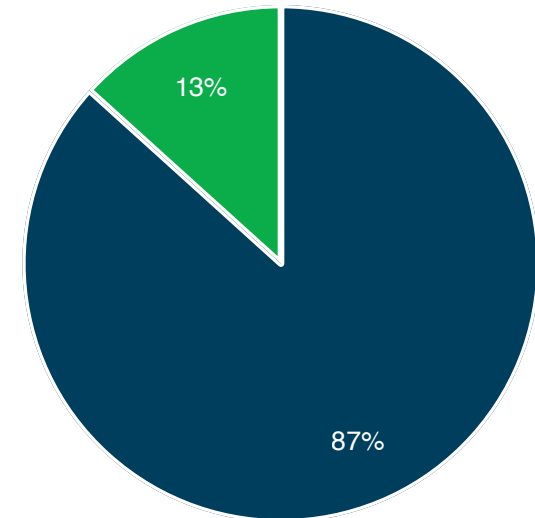
August 2020

Comments by Type



● Frequency of flights ● Flying over home ● Low flying ● Unusually loud
● Late night/early morning ● Sustained noise (>5 mins.)

Filing Method



● Web form ● Hotline

SEPTEMBER 2020

A detailed look at the last month.

The El Dorado Fire, directly impacting San Bernardino and Riverside counties, began on 9/5.



Comments in September

SBD International Airport

September 2020

11 noise comments in September

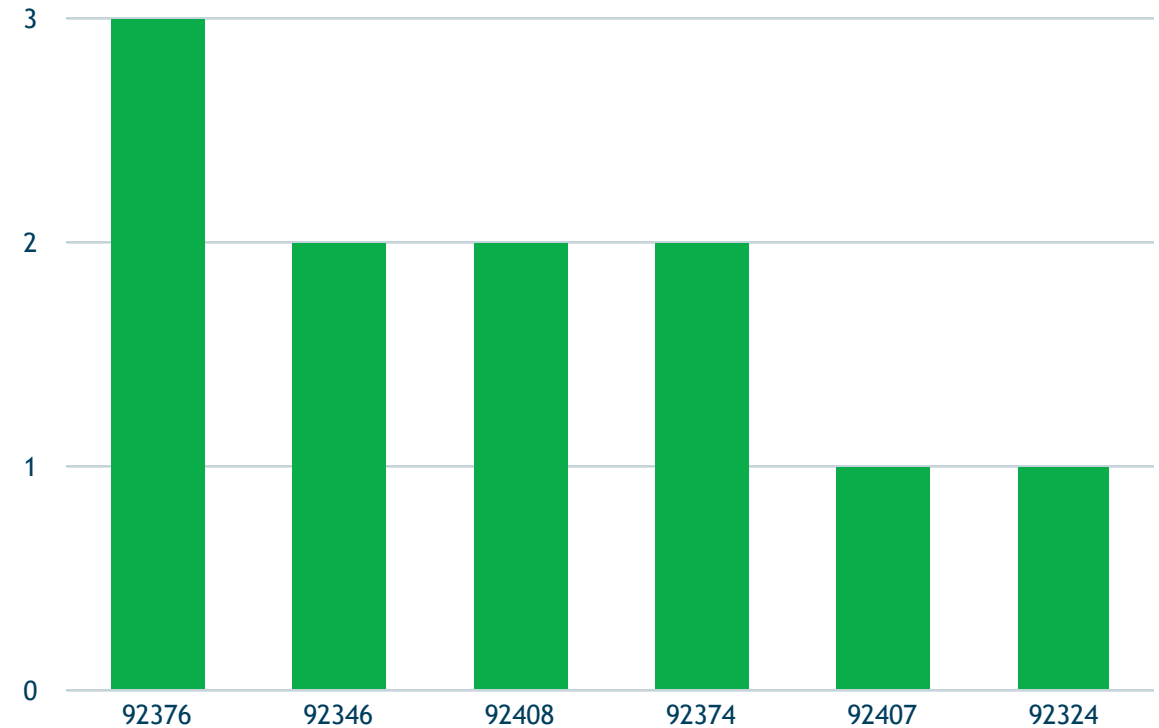
Comments in September

SBD International Airport

September 2020

ZIP CODE	CITY	COMMENTS	HOUSEHOLDS	COMMENTS/ HOUSEHOLD
92376	Rialto	3	1	3.0
92346	Highland	2	2	1.0
92408	San Bernardino	2	2	1.0
92374	Redlands	2	1	2.0
92407	San Bernardino	1	1	1.0
92324	Colton	1	1	1.0
TOTALS		11	8	1.4

Area Ranking by Zip Code (All)

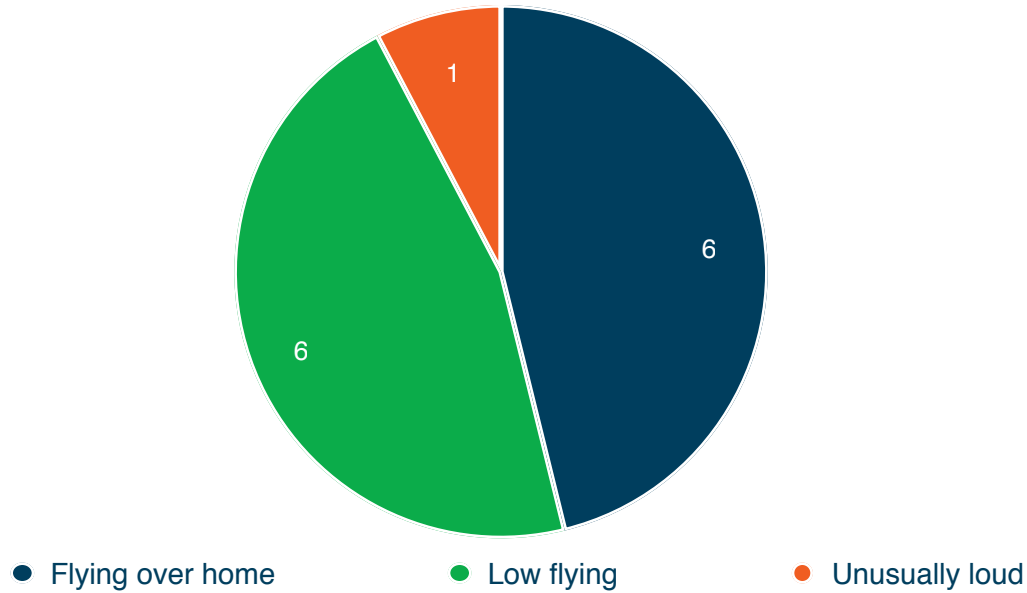


Comment Breakdown

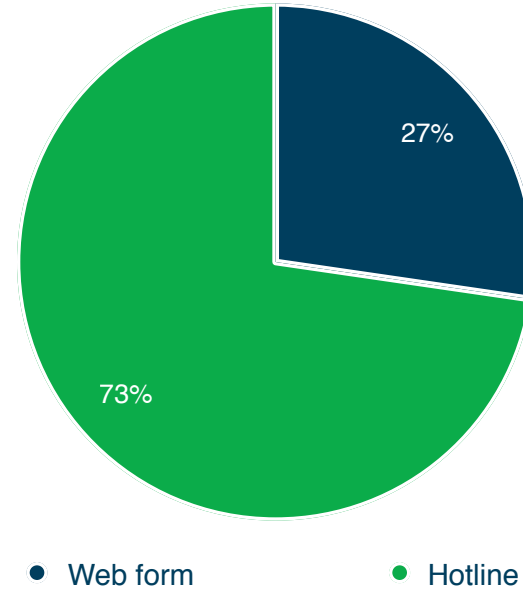
SBD International Airport

September 2020

Comments by Type



Filing Method



TOTALS & TRENDS

A look at the cumulative number of comments and the areas of origination.

Noise comments for SBD International Airport are increasing YOY, but exact same number of comments in Q2 and Q3.

Totals & Trends

SBD International Airport

January – September 2020

61

Distinct households
filed aircraft noise
comments this year.

159

Noise comments
received from those
households.

ZIP CODE	CITY	COMMENTS	HOUSEHOLDS	COMMENTS/ HOUSEHOLD
92346	Highland	111	39	2.8
92374	Redlands	8	2	4.0
92324	Colton	7	1	7.0
92399	Yucaipa	7	3	2.3
92316	Bloomington	5	1	5.0
92376	Rialto	5	1	5.0
92408	San Bernardino	3	3	1.0
92352	Lake Arrowhead	2	2	1.0
92373	Redlands	2	2	1.0
92404	San Bernardino	2	1	2.0
92509	Riverside	2	1	2.0
92397	Wrightwood	1	1	1.0
92354	Loma Linda	1	1	1.0
92407	San Bernardino	1	1	1.0
92411	San Bernardino	1	1	1.0
N/A	N/A	1	1	1.0
TOTALS		159	61	2.6

COMMENT BREAKDOWN

What people are saying about activities at SBD.

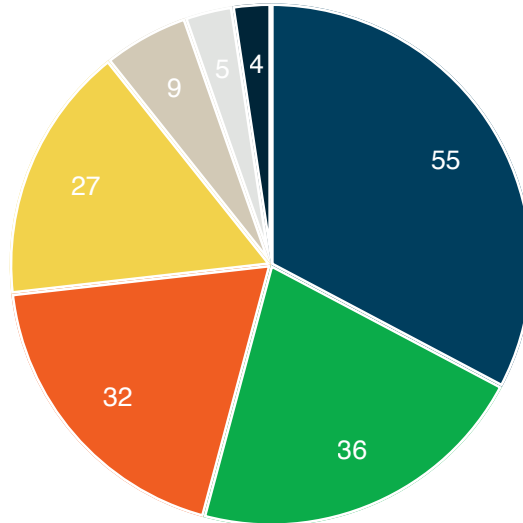
Most people are concerned about an airplane's proximity to their home.

Comment Breakdown

SBD International Airport

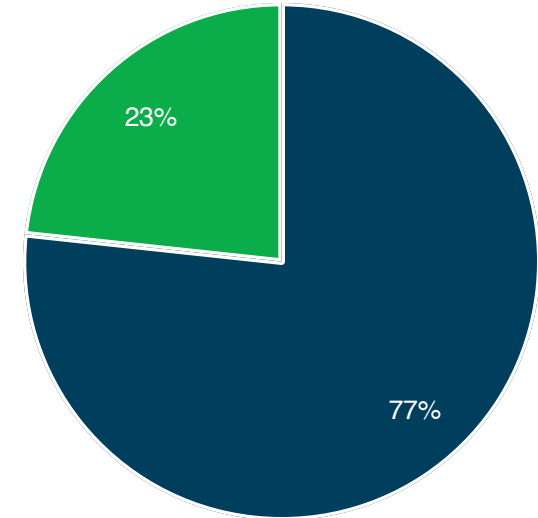
January – September 2020

Comments by Type



- Flying over home
- Low flying
- Frequency of flights
- Unusually loud
- Vibration/rumbling
- Late night / early morning
- Sustained noise (>5 minutes)

Filing Method



- Web form
- Hotline

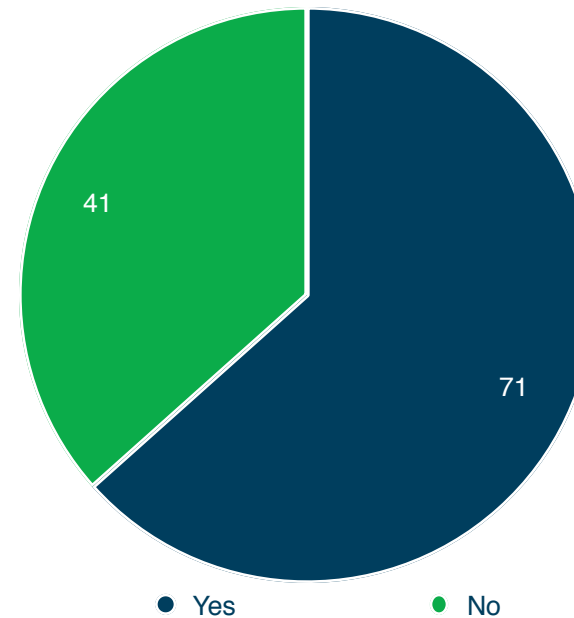
Comment Breakdown

SBD International Airport

January – September 2020

COMMENT TYPE	MENTIONS
Flying over home	55
Low flying	36
Frequency of flights	32
Unusually loud	27
Vibration/rumbling	9
Sustained noise (>5 minutes)	5
Late night/early morning	4

Response Requested



COMMENT MAP

A look at where the comments originate.

**Most comments
come from within
5-10 miles of the
airport.**

Comment Map

SBD International Airport

January – September 2020

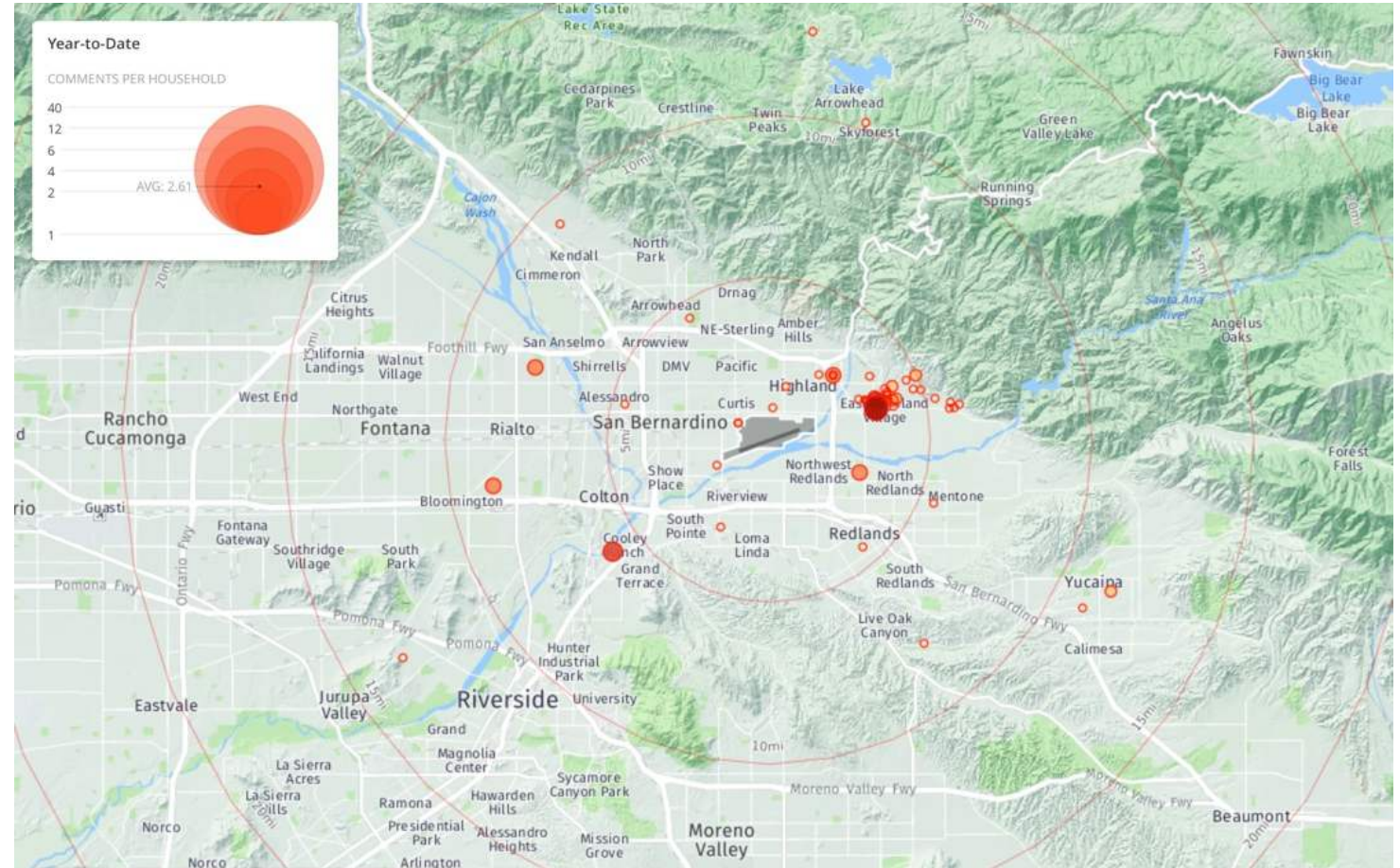
61

Distinct households
filed aircraft noise
comments this year.

159

Noise comments
received from those
households.

Comments per household.



NOTE: Noise comments from households submitted without valid address information are not depicted on the map.

Final Thoughts

The state of California was on fire for 2/3 of this reporting period. We're proud to support the US Forest Service and their aerial tanker base at SBD as these heroes worked around the clock to both prevent and respond to fire emergencies.

Although noise comments are increasing due to the air attack response and other based and transient operators, they remain considerably lower than at any other airport in California.

The SBD Good Neighbor Program brings awareness and information to the community about airport activities and developments. It also encourages local residents and businesses to share their feedback about airport progress.

