

# SBD International Airport

Quarterly Report: April 2021



# SBD Good Neighbor Program

SBD International Airport launched the SBD Good Neighbor Program in July 2020.

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](mailto:info@sbdgoodneighborprogram.com)






# SBD Good Neighbor Program Activities

- Focus on social media strategy and messaging.
- Social posts emphasize:
  - Airport and tenants' support to our neighbors
  - Opportunities to connect/communicate
  - How to learn more about noise events
  - Promote newsletter and website
- Published Winter 2021 newsletter and continued to increase target-audience subscribers.
- Educated aerial tanker base pilots on Taxiway Echo reopening and related preferred-runway landing procedures.



SBD Airport @SBDAirport · Mar 24

CONNECT WITH SBD   : Do you have noise questions related to @SBDAirport?  We have answers. Contact us:

- 1 Online at [hubs.ly/H0JN4xz0](https://hubs.ly/H0JN4xz0), or
- 2 Call our Community Response Line – 909-382-4225.

Provide as much info. as possible. #SBDGoodNeighbor  #Growth #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 ...  
[sbdgoodneighbor.com](https://sbdgoodneighbor.com)



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# 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

# A Global Effort

SBD International Airport's efforts to minimize aircraft noise effects within the community include:

- Communicate preferred flight procedures to pilots
- Promote operations of new-age jet aircraft that meet the federal government's stringent standards for noise reduction
- Ongoing development and promotion of the Good Neighbor Program
- Noise comment intake, analysis and trends promote further understanding and opportunities

**International Noise  
Awareness Day**

**April 28, 2021**



# 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 April 2021



**TOTALS & TRENDS**



**COMMENTS YEAR-TO-DATE**



**COMMENT BREAKDOWN**



**COMMENT MAP**



# January 2021

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A detailed look at the first month of the quarter.

**9 noise comments**

**- Filed by 2 households**

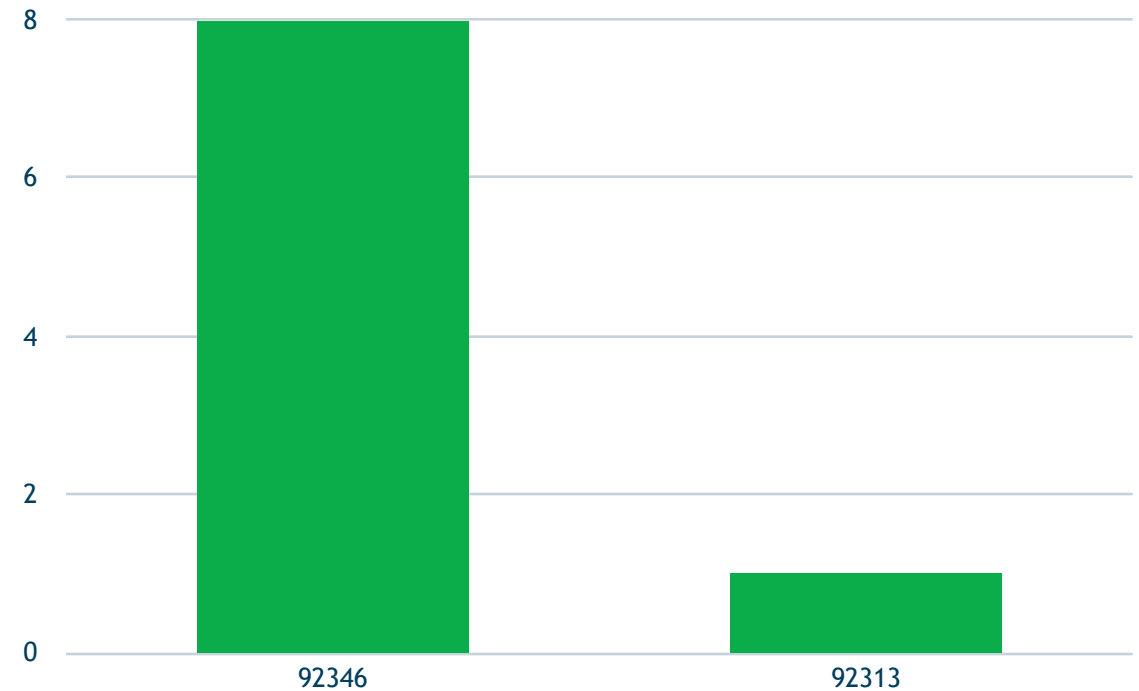
# Comments in January

SBD International Airport

January 2021

ZIP CODE	CITY	COMMENTS	HOUSEHOLDS	COMMENTS/ HOUSEHOLD
92346	Highland	8	1	8.0
92313	Grand Terrace	1	1	1.0
TOTALS		9	2	4.5

Area Ranking by Zip Code (All)

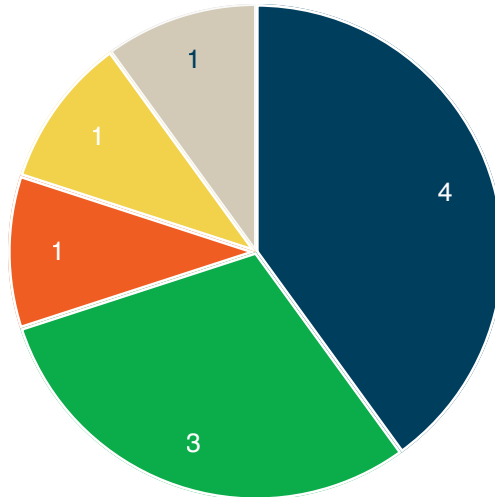


# Comment Breakdown

SBD International Airport

January 2021

Comments by Type



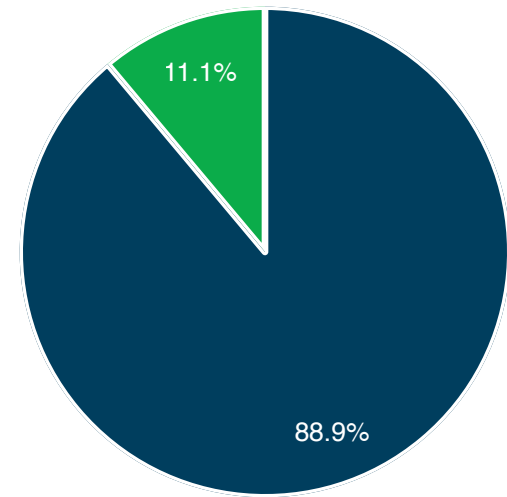
● Flying over home  
● Late night/early morning

● Frequency of flights

● Sustained noise (> 5 mins.)

● Vibration/rumbling

Filing Method



● Web form

● Hotline

# February 2021

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A detailed look at the second month of the quarter.

**22 noise comments**

**- Filed by 5 households**

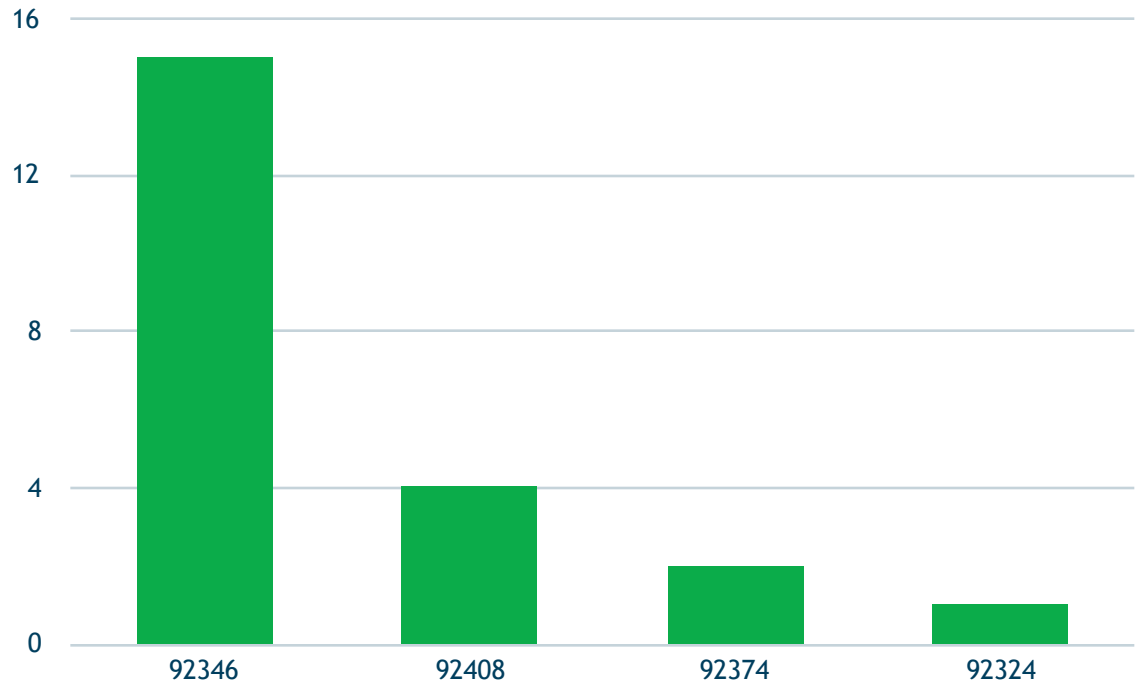
# Comments in February

SBD International Airport

February 2021

ZIP CODE	CITY	COMMENTS	HOUSEHOLDS	COMMENTS/ HOUSEHOLD
92346	Highland	15	2	7.5
92408	San Bernardino	4	1	4.0
92374	Redlands	2	1	2.0
92324	Colton	1	1	1.0
TOTALS		22	5	4.4

Area Ranking by Zip Code (All)



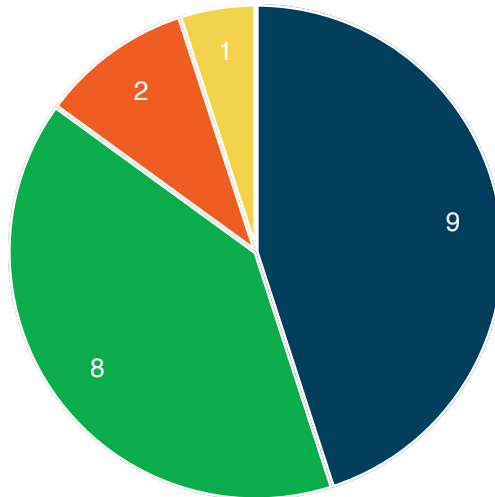


# Comment Breakdown

SBD International Airport

February 2021

Comments by Type



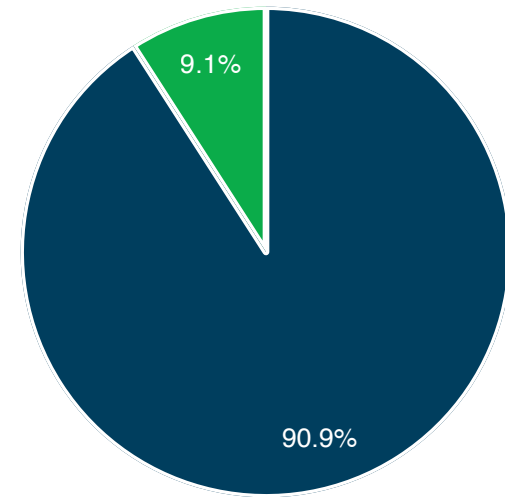
● Unusually loud

● Frequency of flights

● Flying over home

● Late night/early morning

Filing Method



● Web form

● Hotline

# March 2021

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A detailed look at the last month of the quarter.

**8 noise comments**  
**- Filed by 3 households**



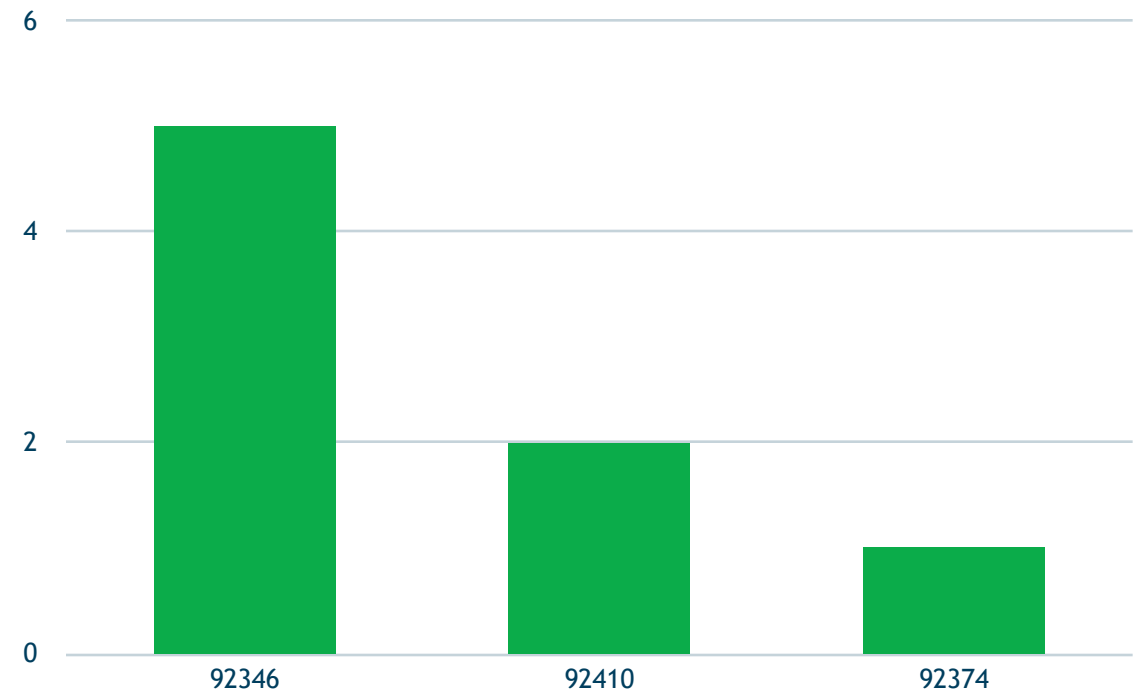
# Comments in March

## SBD International Airport

March 2021

ZIP CODE	CITY	COMMENTS	HOUSEHOLDS	COMMENTS/ HOUSEHOLD
92346	Highland	5	1	5.0
92410	San Bernardino	2	1	2.0
92374	Redlands	1	1	1.0
TOTALS		8	3	2.7

Area Ranking by Zip Code (All)

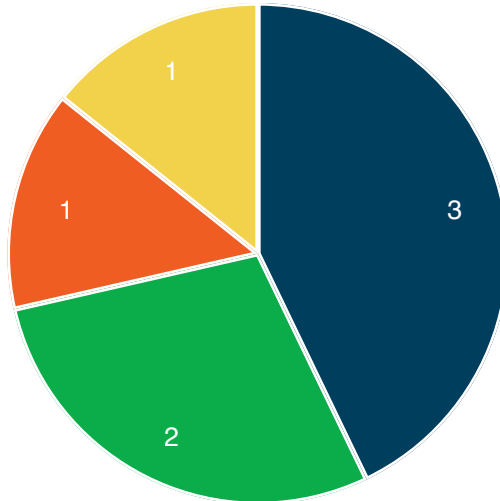


# Comment Breakdown

SBD International Airport

March 2021

Comments by Type



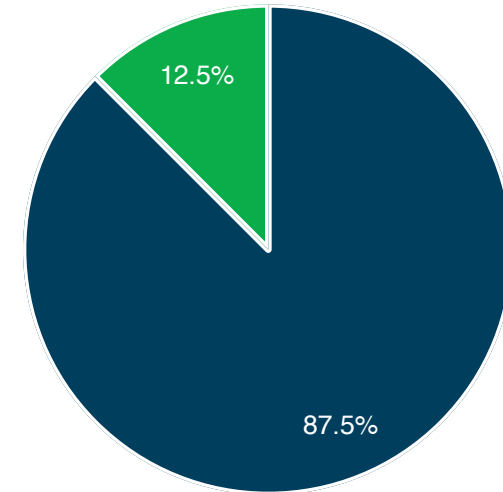
● Flying over home

● Unusually loud

● Late night/early morning

● Frequency of flights

Filing Method



● Web form

● Hotline

# TOTALS & TRENDS

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

Noise comments for SBD International Airport are increasing YOY as anticipated, due to:

- Growth in airport/aircraft operations, and
- Outreach to neighbors and encouraging feedback via the Good Neighbor Program.



# Totals & Trends

## SBD International Airport

January – March 2021

8

Distinct households  
filed aircraft noise  
comments this year.

39

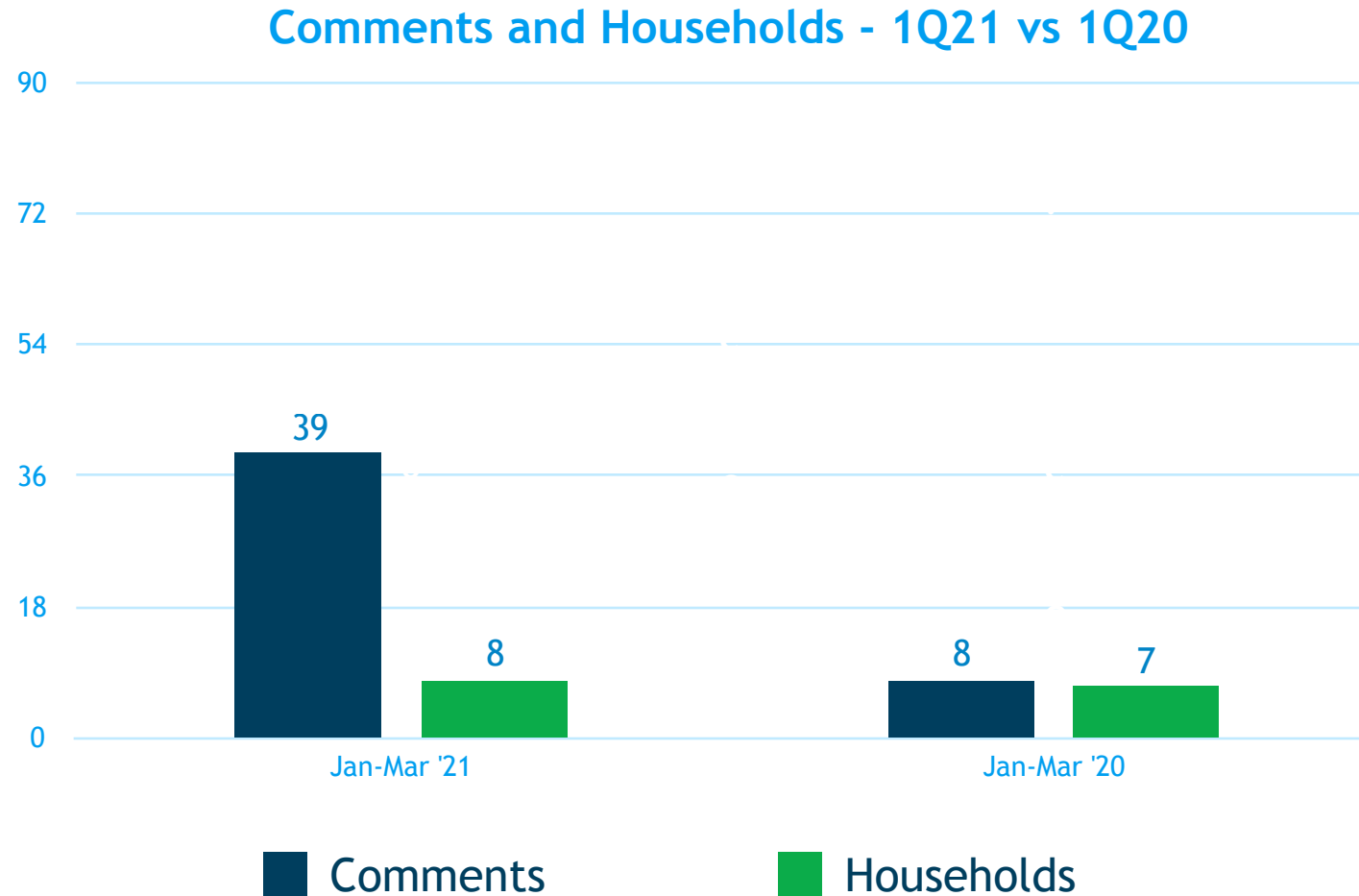
Noise comments  
received from those  
households.

ZIP CODE	CITY	COMMENTS	HOUSEHOLDS	COMMENTS/ HOUSEHOLD
92346	Highland	28	2	14.0
92408	San Bernardino	4	1	4.0
92374	Redlands	3	2	1.5
92410	San Bernardino	2	1	2.0
92324	Colton	1	1	1.0
92313	Grand Terrace	1	1	1.0
TOTALS		39	8	4.9

# Comments

## SBD International Airport

Year-Over-Year Trends



SBD Good Neighbor Program reporting began with Jan 2020 data.

# COMMENT BREAKDOWN

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What people are saying about activities at SBD.

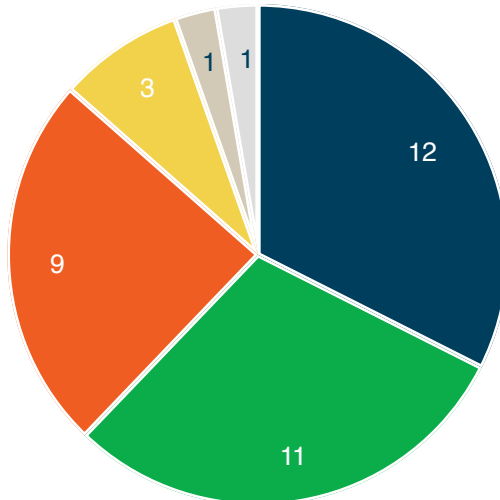
**Most people are concerned about an airplane's proximity to their home.**

# Comment Breakdown

SBD International Airport

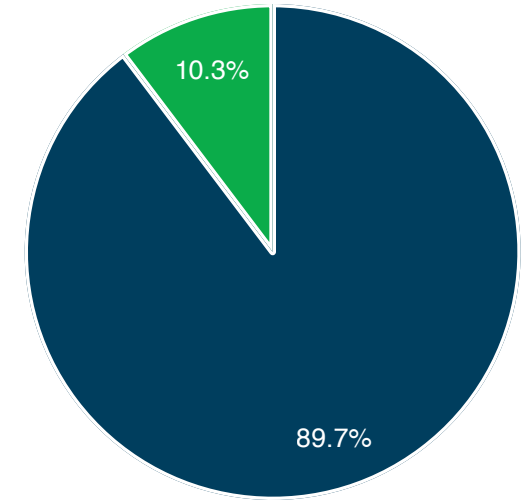
January – March 2021

Comments by Type



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

Filing Method



● Web form ● Hotline

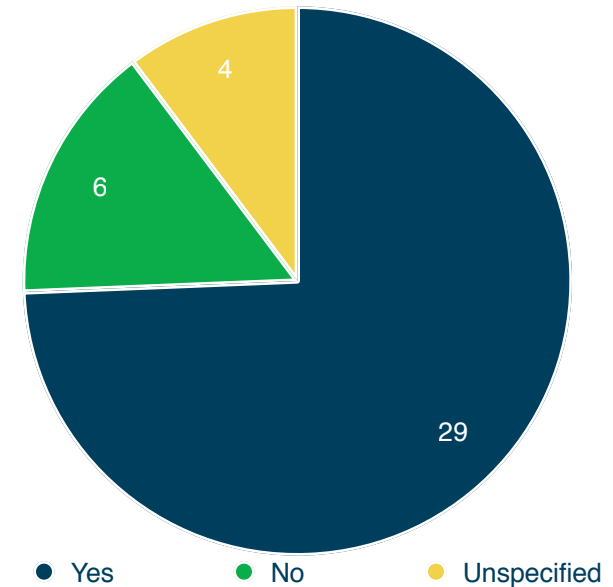
# Comment Breakdown

## SBD International Airport

January – March 2021

COMMENT TYPE	MENTIONS
Frequency of flights	12
Unusually loud	11
Flying over home	9
Late night/early morning	3
Vibration/rumbling	1
Sustained noise (> 5 mins.)	1

### Response Requested





# COMMENT MAP

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A look at where the comments originate.

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

# Comment Map

## SBD International Airport

January – March 2021

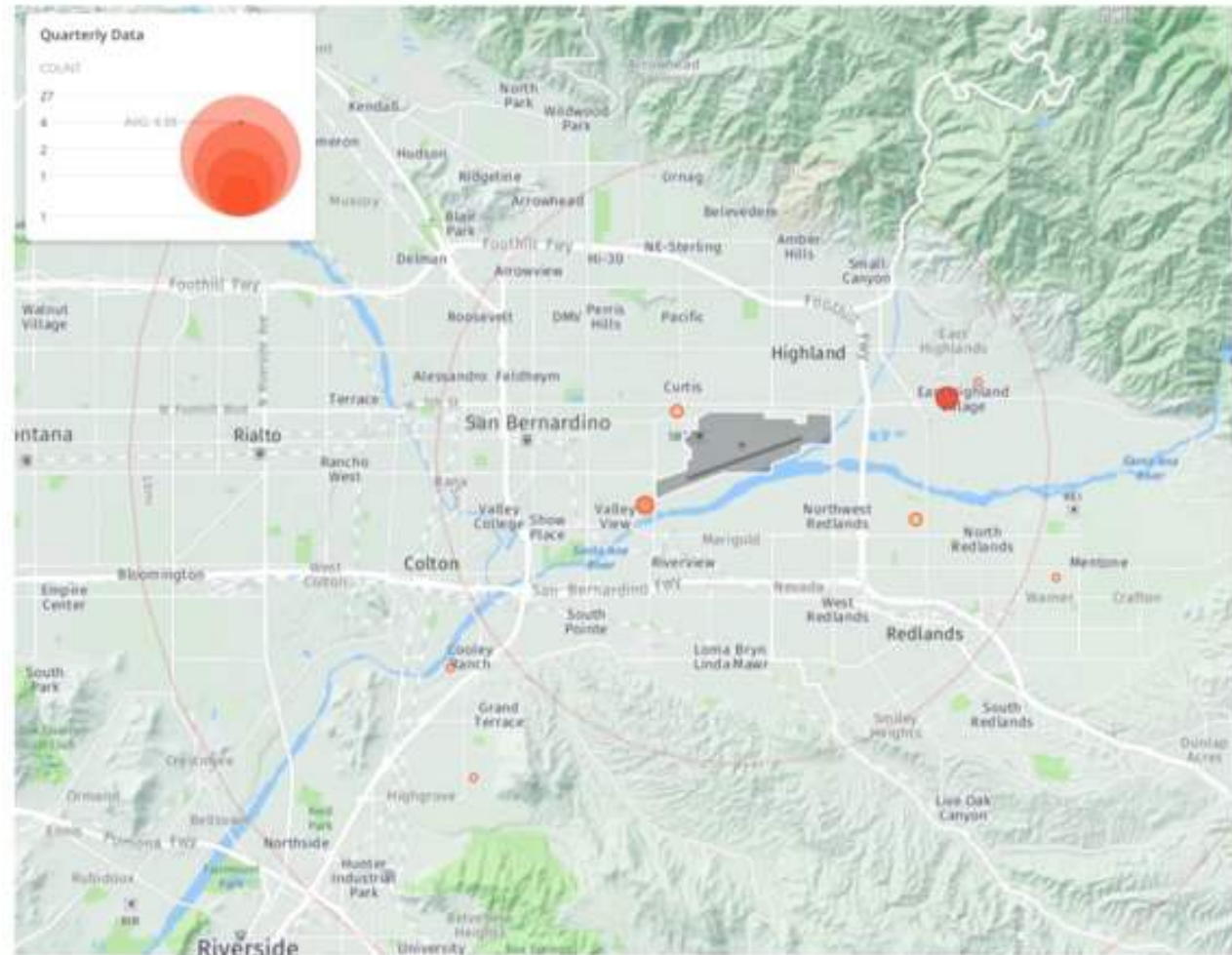
8

Distinct households  
filed aircraft noise  
comments this year.

39

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

There was a slight decrease both in noise comments received and distinct households filing in **1Q21** compared to **4Q20**, attributed to:

- Seasonal shift in cargo lift operations: from the busier year-end holidays to a reduced schedule in the New Year and early spring.

\*\*\*

There was an increase in noise comments received in **1Q21** compared to **1Q20**, attributed to:

- Growth in aircraft operations and based and transient operators year-over-year, and
- Enhanced community education and awareness of the Good Neighbor Program.

\*\*\*

SBD's overall noise comments remain considerably lower than at any other commercial service airport in California.

Airport staff continue to focus on efforts to educate pilots on neighborhood noise sensitivity. The Good Neighbor Program brings awareness and information to the community about airport activities and developments and promotes two-way communication.

