

# SBD International Airport

Quarterly Report: July 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

- Marking 1 year of progress and success, despite COVID-19.
- **Website** ongoing updates and promotion.
- **Social media** strategy and messaging focus.
- Quarterly **newsletters**; increased target-audience subscribers.
- **Pilot education** via in-person meetings and videos.
- **Two-way communications** emphasis: listening and learning; online tool translated to Spanish.
- **SBD news**: telling the Who/What/Where/When/Why stories of Airport and aircraft operations.



# Social Media - Strategy

- Facebook, Twitter, Instagram, LinkedIn, YouTube
- 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**

# 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**

# April 2021

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A detailed look at the first month of the quarter.

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



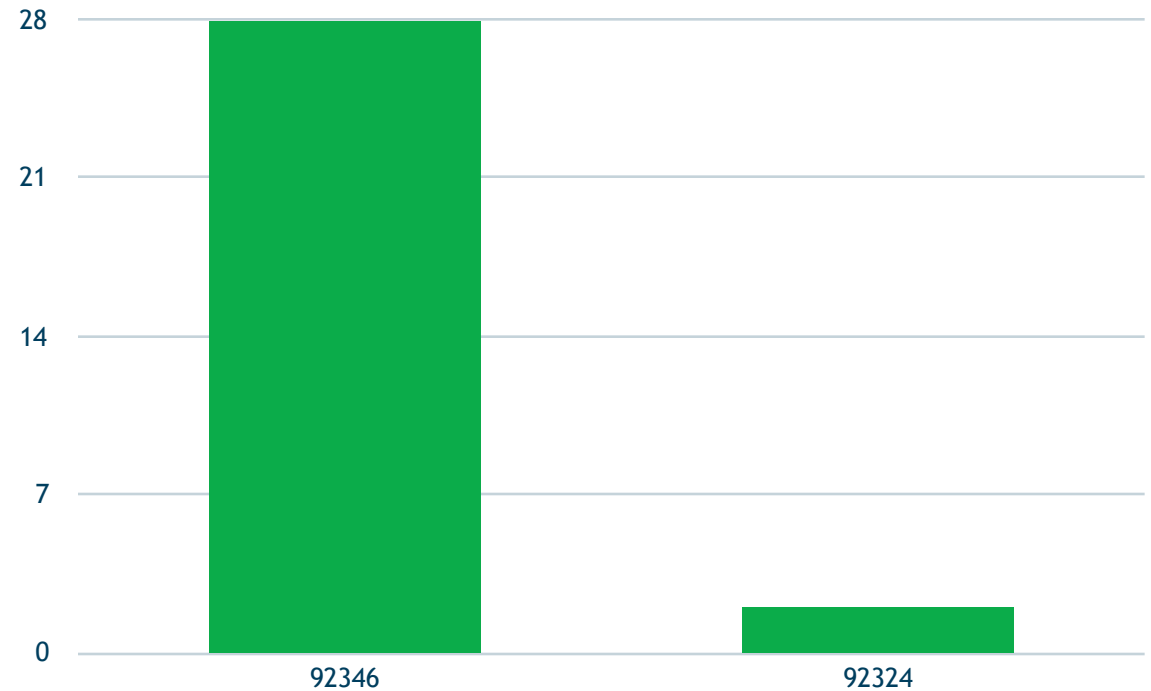
# Comments in April

SBD International Airport

April 2021

ZIP CODE	CITY	COMMENTS	HOUSEHOLDS	COMMENTS/ HOUSEHOLD
92346	Highland	28	1	28.0
92324	Colton	2	2	1.0
TOTALS		30	3	10.0

Area Ranking by Zip Code (All)

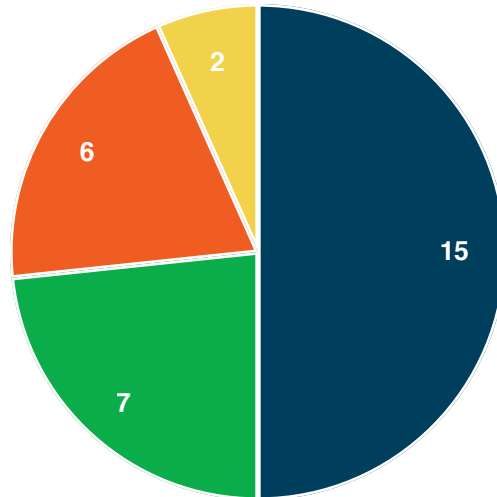


# Comment Breakdown

SBD International Airport

April 2021

Comments by Type



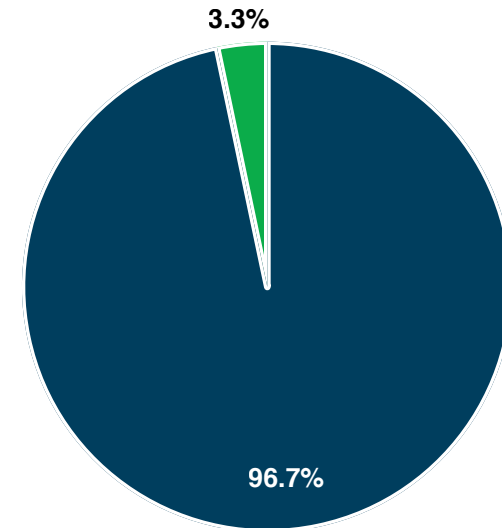
● Flying over home

● Frequency of flights

● Unusually loud

● Low flying

Filing Method



● Web form

● Hotline

# May 2021

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A detailed look at the second month of the quarter.

**85 noise comments**

**- Filed by 32 households**

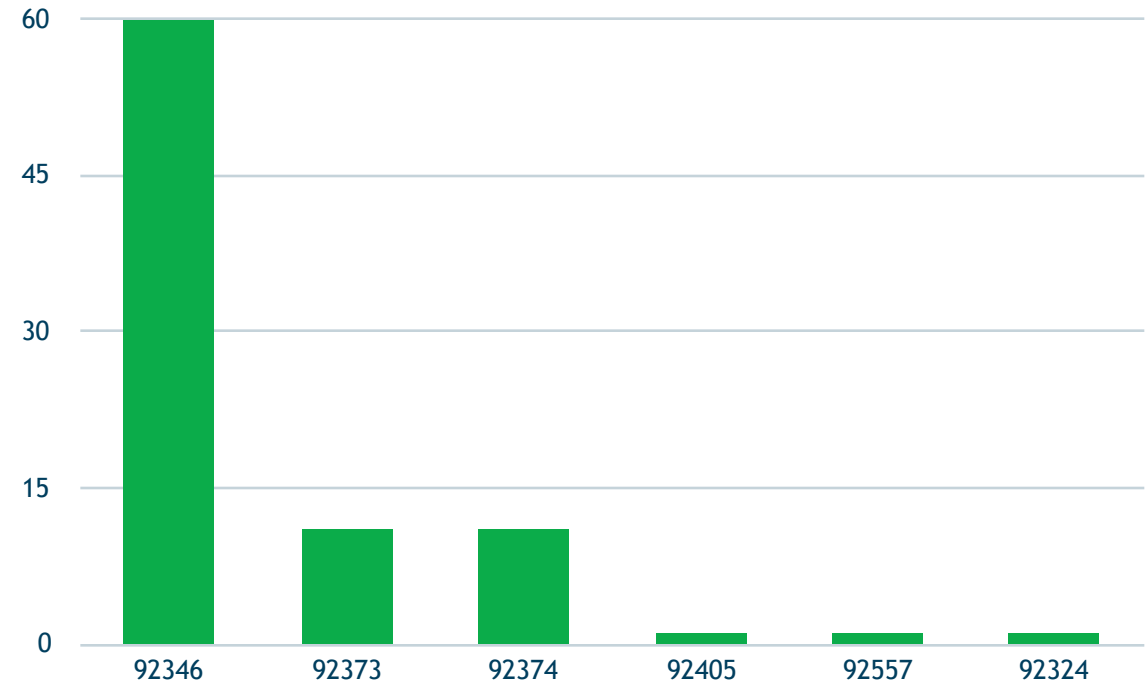
# Comments in May

SBD International Airport

May 2021

ZIP CODE	CITY	COMMENTS	HOUSEHOLDS	COMMENTS/ HOUSEHOLD
92346	Highland	60	7	8.6
92373	Redlands	11	11	1.0
92374	Redlands	11	11	1.0
92405	San Bernardino	1	1	1.0
92557	Moreno Valley	1	1	1.0
92324	Colton	1	1	1.0
TOTALS		85	32	2.7

Area Ranking by Zip Code (All)

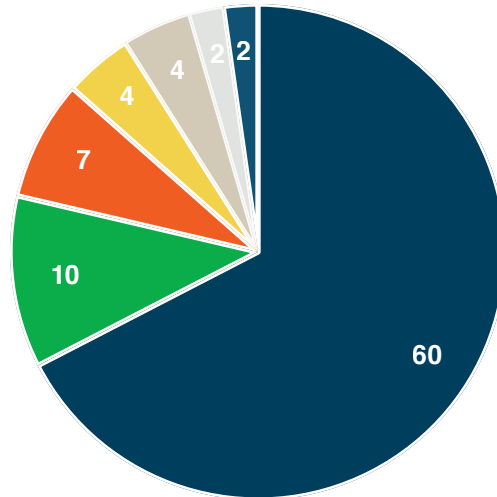


# Comment Breakdown

SBD International Airport

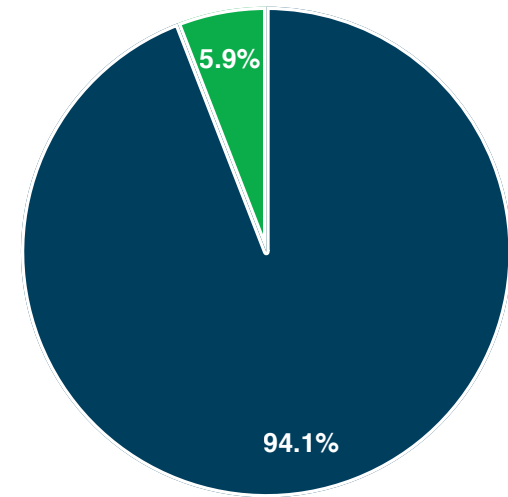
May 2021

Comments by Type



- Flying over home
- Frequency of flights
- Low flying
- Unusually loud
- Circling
- Unspecified
- Vibration/rumbling

Filing Method



- Web form
- Hotline



# June 2021

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A detailed look at the last month of the quarter.

**25 noise comments**  
**- Filed by 7 households**

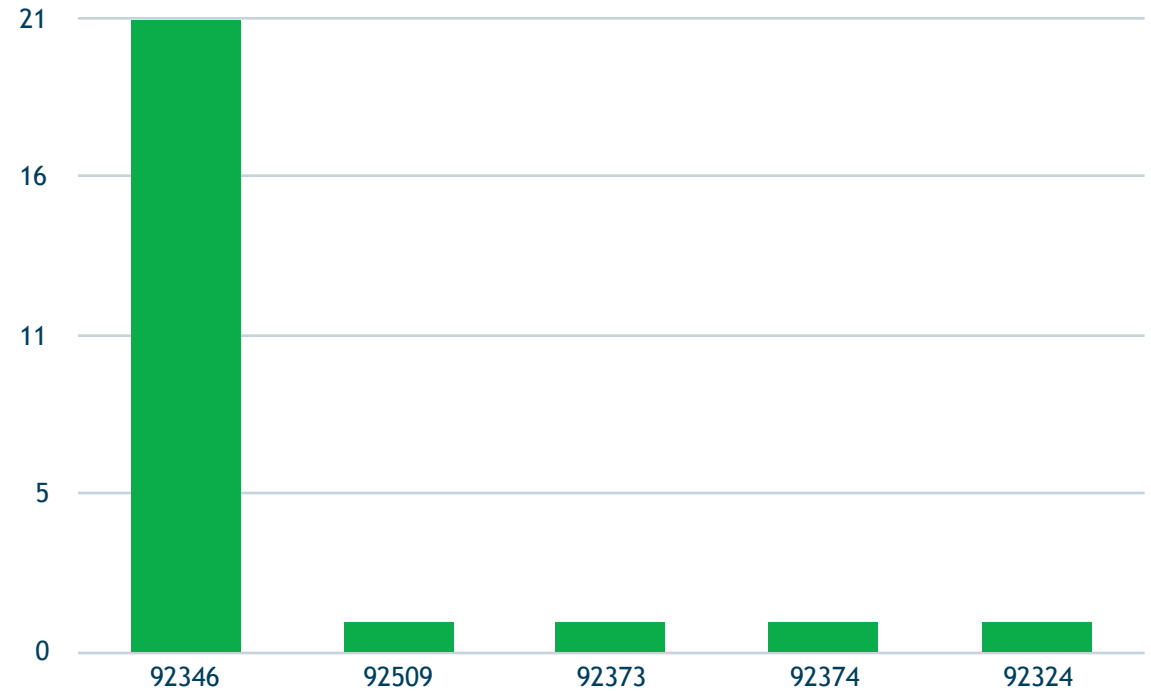
# Comments in June

## SBD International Airport

June 2021

ZIP CODE	CITY	COMMENTS	HOUSEHOLDS	COMMENTS/ HOUSEHOLD
92346	Highland	21	3	7.0
92509	Jurupa Valley	1	1	1.0
92373	Redlands	1	1	1.0
92374	Redlands	1	1	1.0
92324	Colton	1	1	1.0
TOTALS		25	7	3.6

Area Ranking by Zip Code (All)

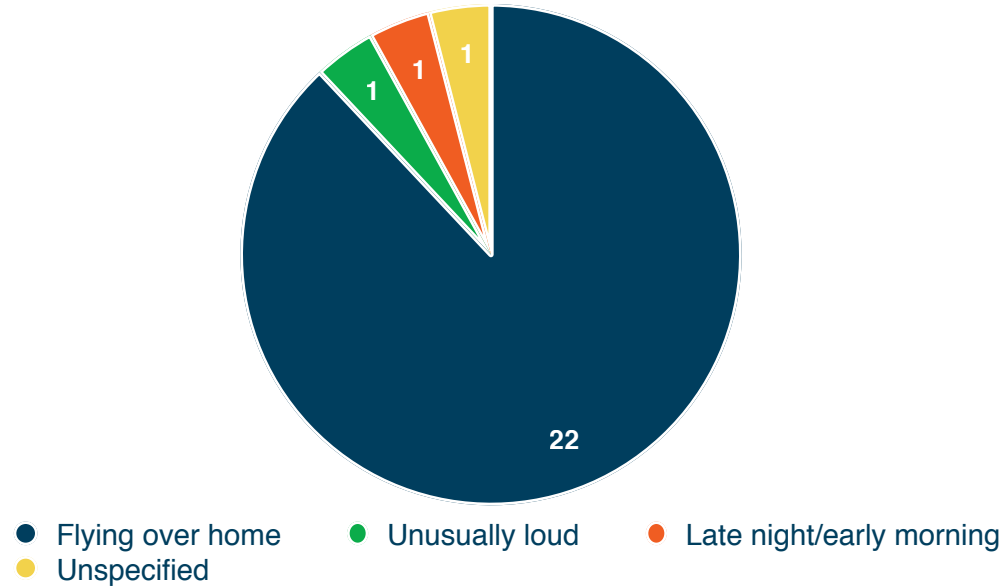


# Comment Breakdown

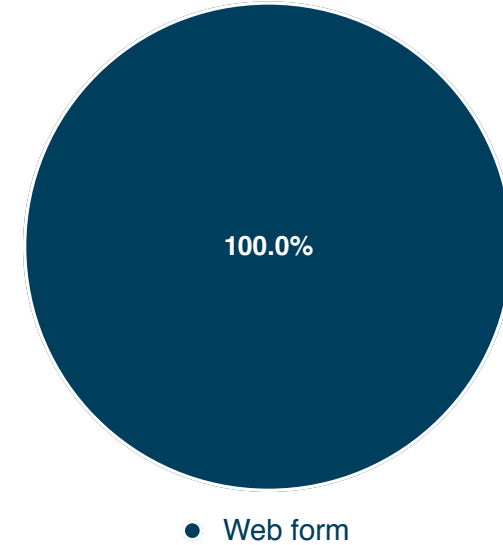
SBD International Airport

June 2021

Comments by Type



Filing Method



# 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

April – June 2021

36

Distinct households  
filed aircraft noise  
comments this  
quarter.

140

Noise comments  
received from those  
households.

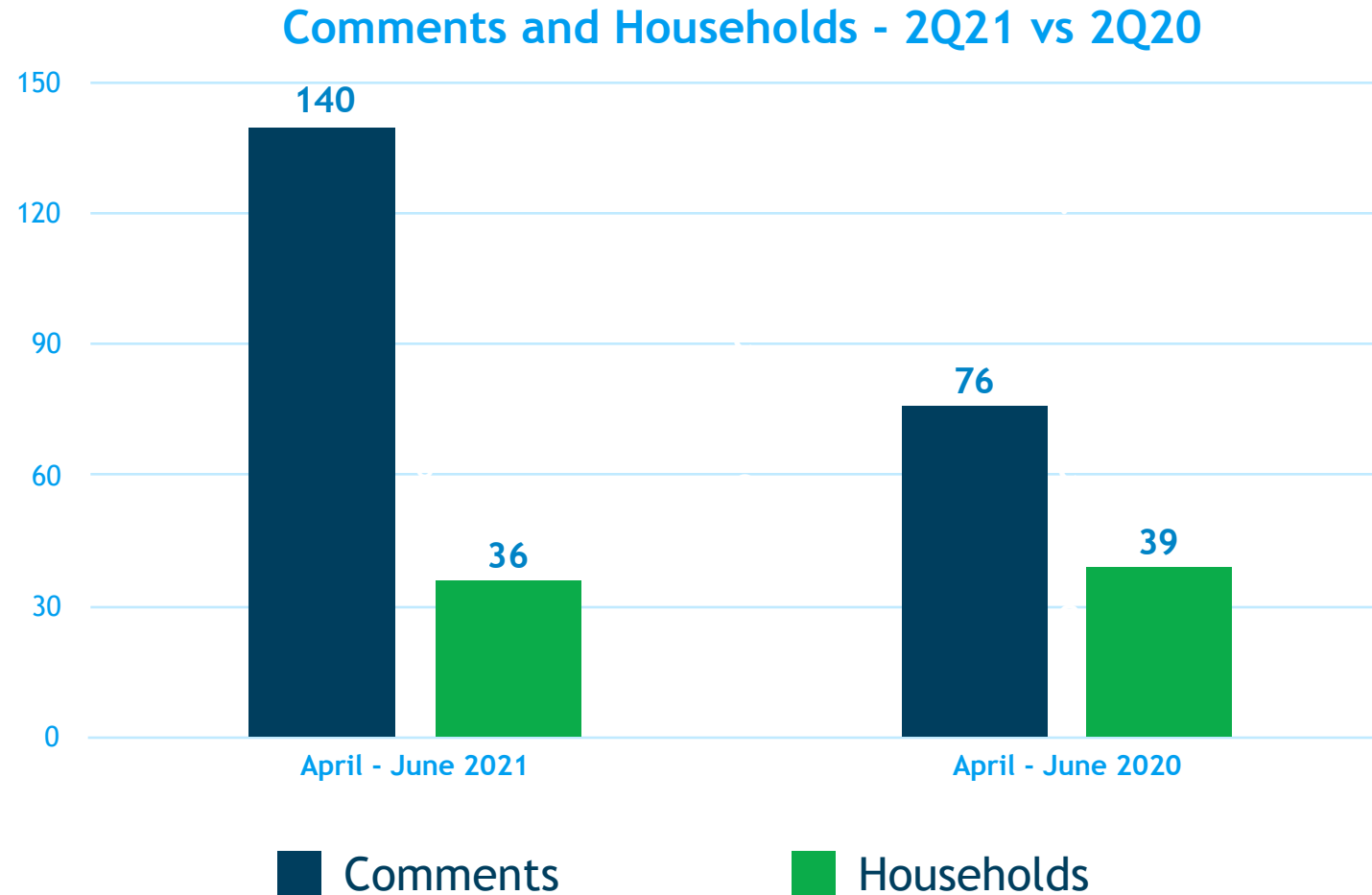
ZIP CODE	CITY	COMMENTS	HOUSEHOLDS	COMMENTS/ HOUSEHOLD
92346	Highland	109	7	15.6
92374	Redlands	12	12	1.0
92373	Redlands	12	11	1.1
92324	Colton	4	3	1.3
92509	Riverside	1	1	1.0
92557	Moreno Valley	1	1	1.0
92405	San Bernardino	1	1	1.0
TOTALS		140	36	3.9



# Comments

## SBD International Airport

Year-Over-Year Trends



SBD Good Neighbor Program outreach began July 2020.

# COMMENT BREAKDOWN

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What people are saying about activities at SBD.

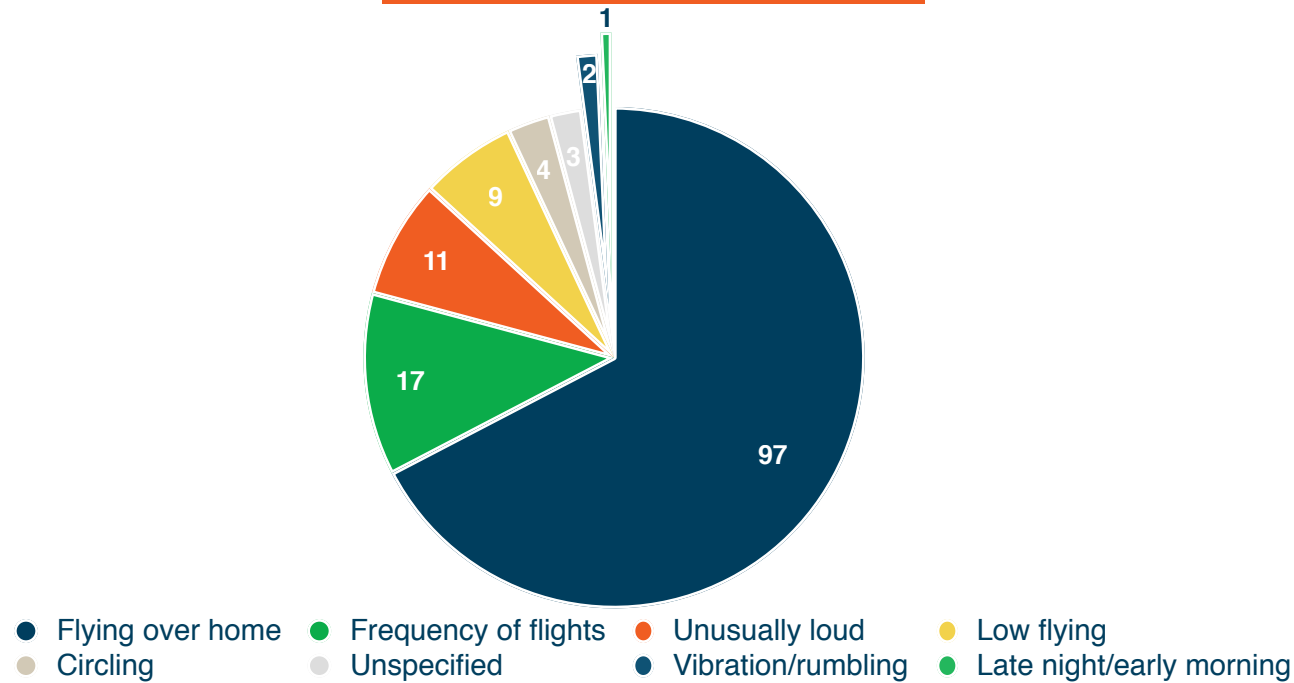
**Most people are concerned about an airplane's proximity to their home.**

# Comment Breakdown

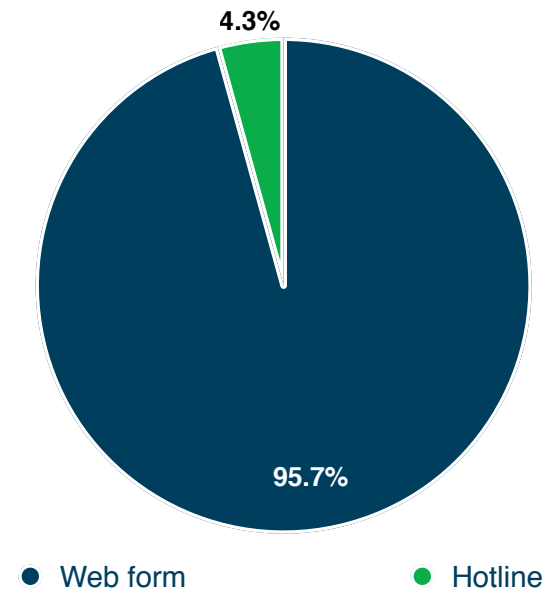
SBD International Airport

April – June 2021

Comments by Type



Filing Method



Filing comments online was the preferred method this quarter.

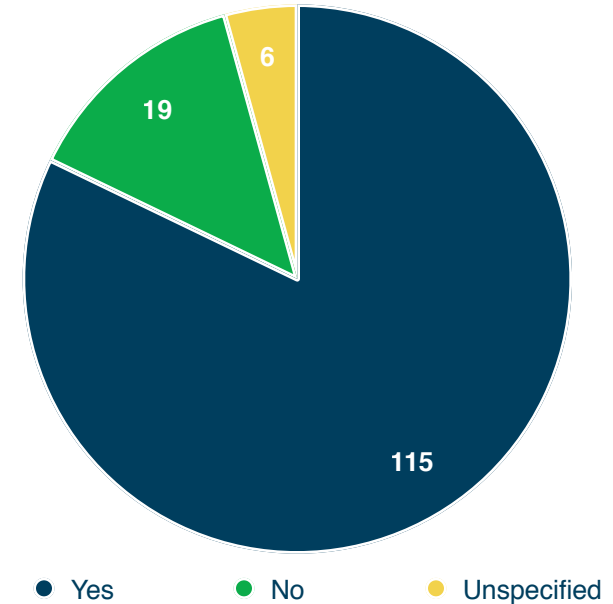
# Comment Breakdown

## SBD International Airport

April – June 2021

COMMENT TYPE	MENTIONS
Flying over home	97
Frequency of flights	17
Unusually loud	11
Low flying	9
Circling	4
Unspecified	3
Vibration/rumbling	2
Late night/early morning	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

April – June 2021

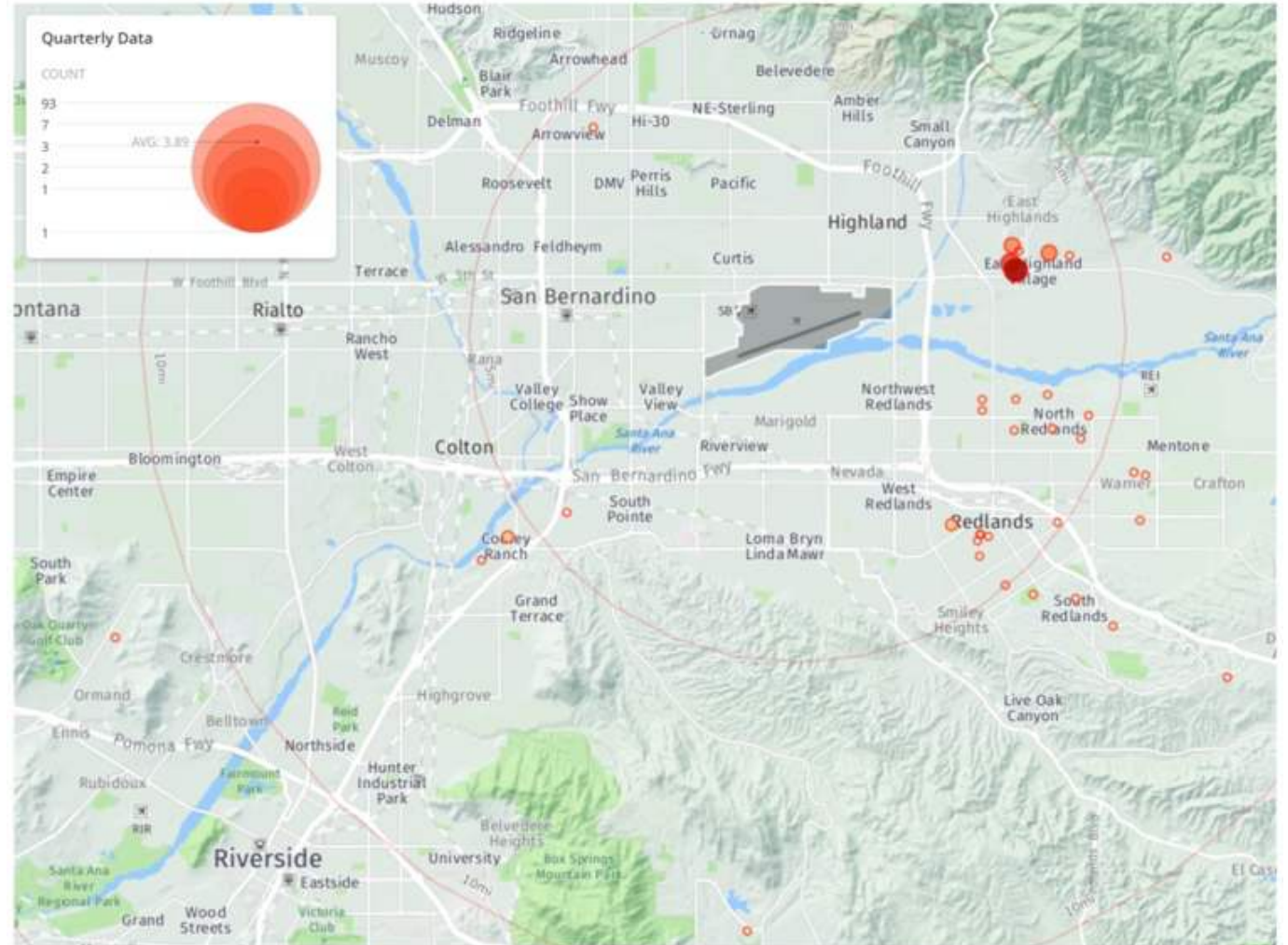
36

Distinct households  
filed aircraft noise  
comments this  
quarter.

140

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

## 2Q21 vs. 1Q21:

Noise comments increased.

Number of households filing increased.

## 2Q21 vs. 2Q20:

Noise comments increased.

Number of households filing decreased.

## Noise comments increase attributed to:

- New air cargo facility opening.
- Aerial firefighting training began.
- Aerial firefighting response in community.
- Warmer weather and post-pandemic. Community outside more.
- Overall growth in aircraft operations and based and transient operators YOY.
- Enhanced community education and awareness of the Good Neighbor Program.

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## The Good Neighbor Program is a success after 1 year, especially factoring in the pandemic:

- Outlet for our community.
- Educating pilots about neighborhood noise sensitivity.
- Community education and awareness about Airport operations, activities and developments.

