

SBD International Airport

Quarterly Report: October 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

SBD Good Neighbor Program

- Some key metrics for the 1st year of the program (July 2020 - July 2021)

Website Page Views:

10,118 total
1,493 border cities
3,099 new users

Quarterly Newsletters:

5 issues
43% average open rate.
300+ subscribers, more than half generated from boosted social media posts to target audiences.

Social Media:

5 channels
129 posts with content specific to the program.
53% average growth generated across all channels.



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 October 2021



TOTALS & TRENDS



COMMENTS YEAR-TO-DATE



COMMENT BREAKDOWN



COMMENT MAP

July 2021

A detailed look at the first month of the quarter.

7 noise comments

- Filed by 5 households

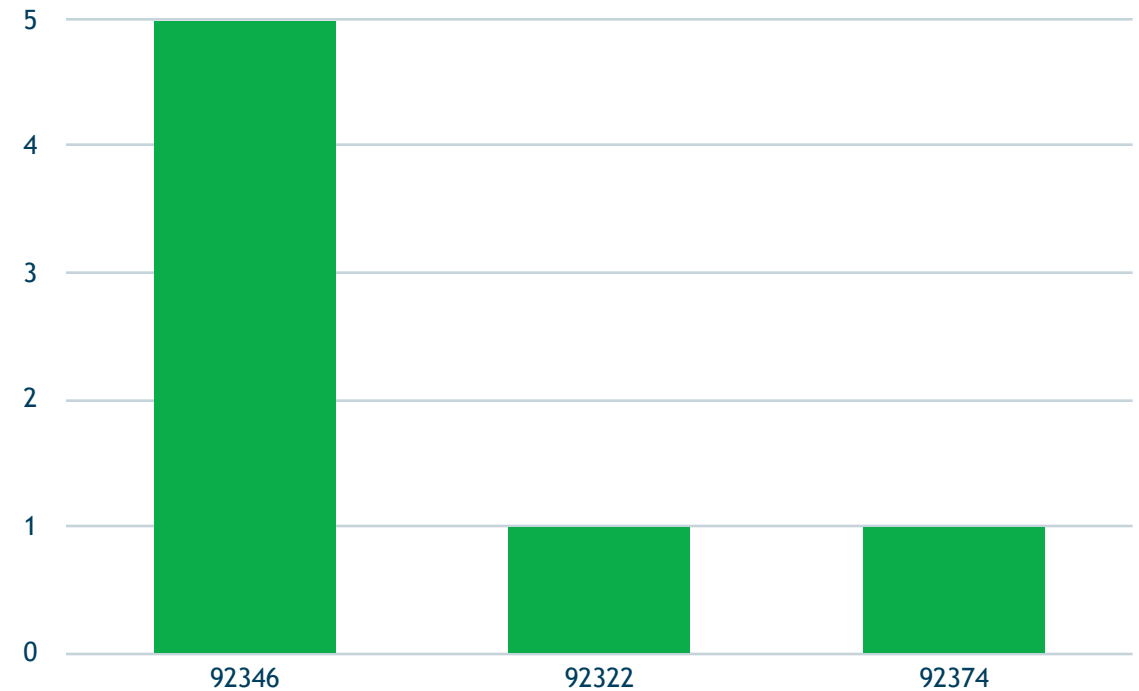
Comments in July

SBD International Airport

July 2021

ZIP CODE	CITY	COMMENTS	HOUSEHOLDS	COMMENTS/ HOUSEHOLD
92346	Highland	5	3	1.7
92322	Cedarpines Park	1	1	1.0
92374	Redlands	1	1	1.0
TOTALS		7	5	1.4

Area Ranking by Zip Code (All)

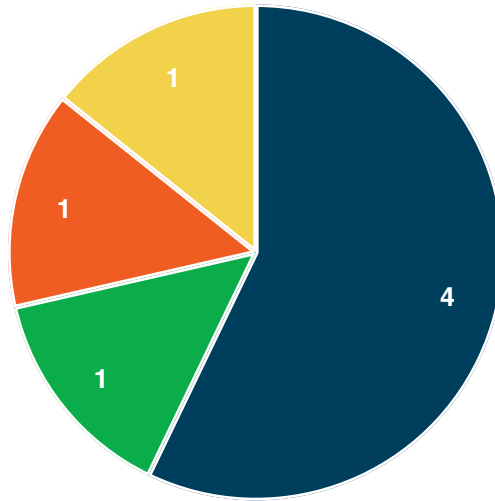


Comment Breakdown

SBD International Airport

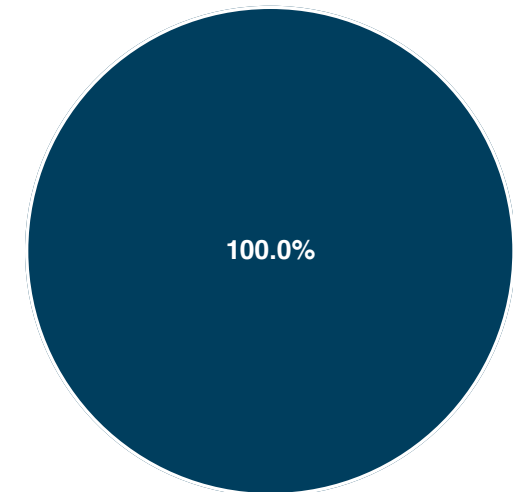
July 2021

Comments by Type



● Flying over home ● Vibration/rumbling ● Unusually loud ● Low flying

Filing Method



● Web form

August 2021

A detailed look at the second month of the quarter.

9 noise comments

- Filed by 4 households

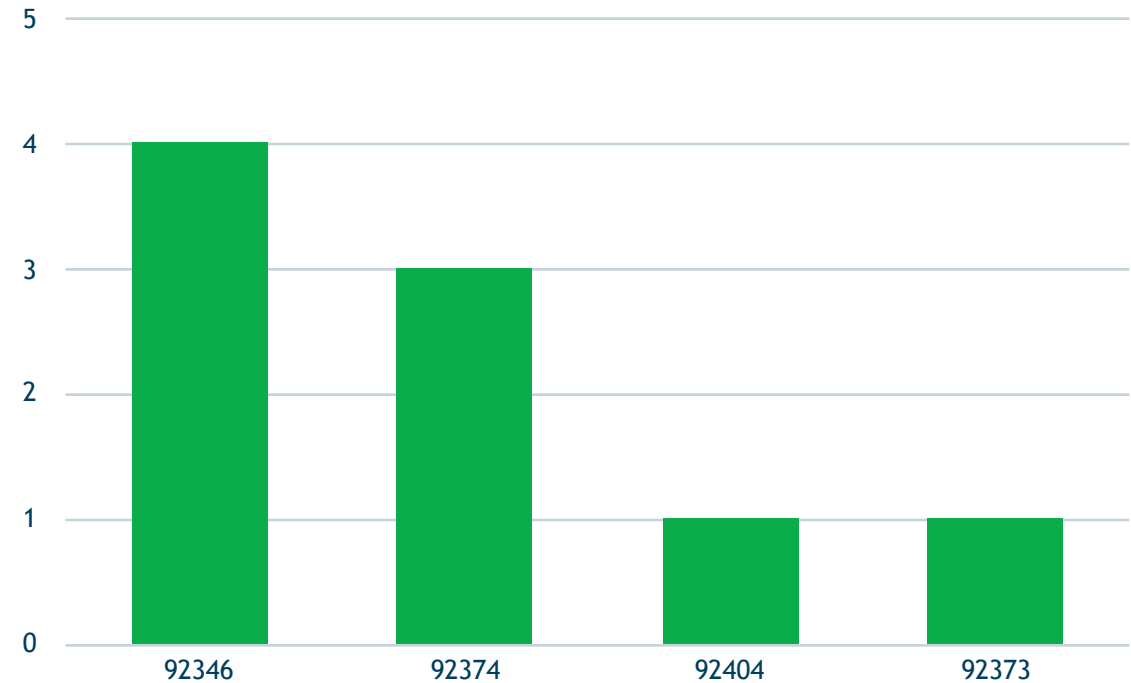
Comments in August

SBD International Airport

August 2021

ZIP CODE	CITY	COMMENTS	HOUSEHOLDS	COMMENTS/ HOUSEHOLD
92346	Highland	4	1	4.0
92374	Redlands	3	1	3.0
92404	San Bernardino	1	1	1.0
92373	Redlands	1	1	1.0
TOTALS		9	4	2.3

Area Ranking by Zip Code (All)

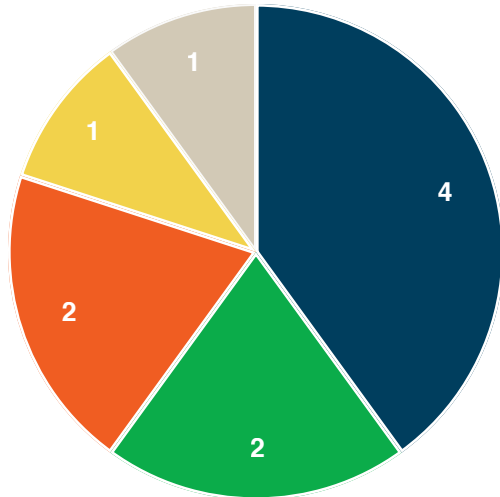


Comment Breakdown

SBD International Airport

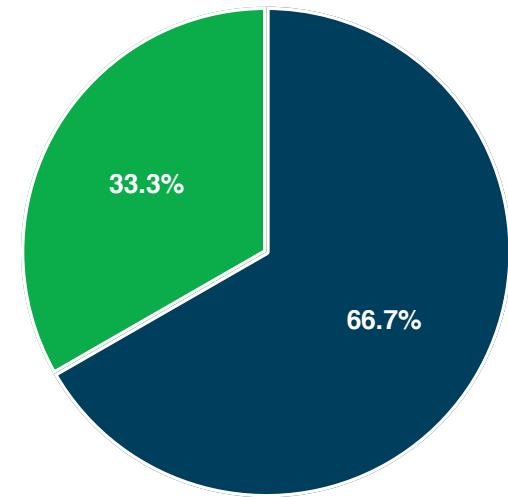
August 2021

Comments by Type



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

Filing Method



- Web form
- Hotline

September 2021

A detailed look at the last month of the quarter.

8 noise comments
- Filed by 6 households



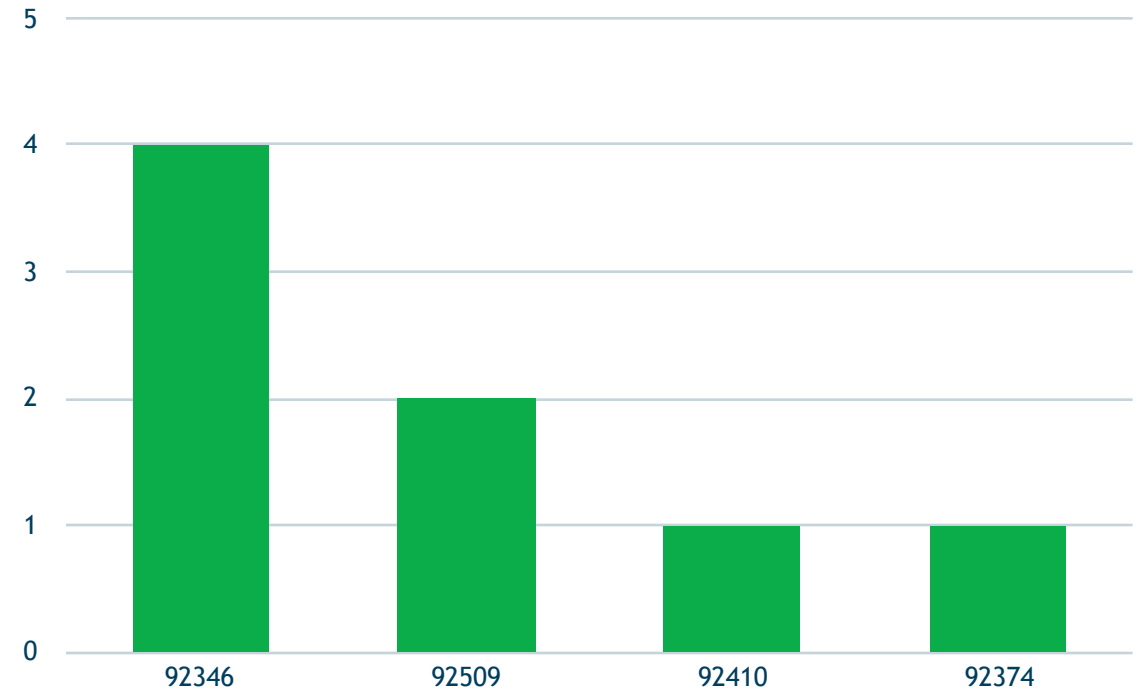
Comments in September

SBD International Airport

September 2021

ZIP CODE	CITY	COMMENTS	HOUSEHOLDS	COMMENTS/ HOUSEHOLD
92346	Highland	4	2	2.0
92509	Jurupa Valley	2	2	1.0
92410	San Bernardino	1	1	1.0
92374	Redlands	1	1	1.0
TOTALS		8	6	1.3

Area Ranking by Zip Code (All)

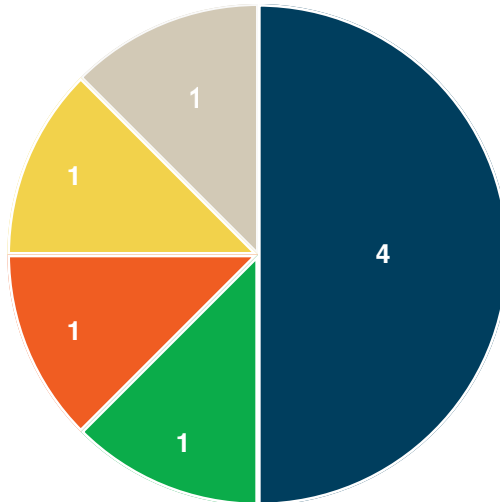


Comment Breakdown

SBD International Airport

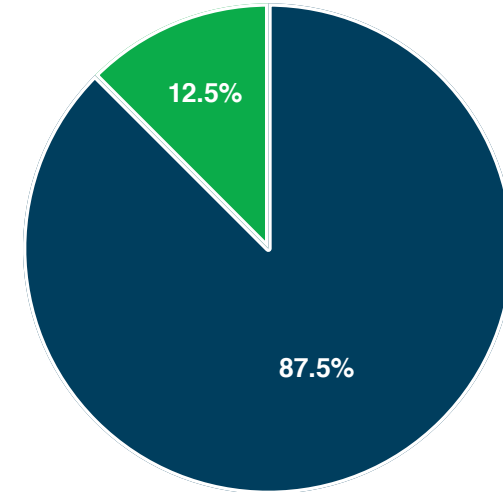
September 2021

Comments by Type



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

Filing Method



- Web form
- Hotline

TOTALS & TRENDS

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

Noise comments for SBD International Airport decreased YOY, despite:

- Growth in airport/aircraft operations.
- Ongoing outreach to neighbors and encouraging feedback via the **Good Neighbor Program**.

Totals & Trends

SBD International Airport

July – September 2021

14

Distinct households
filed aircraft noise
comments this
quarter.

24

Noise comments
received from those
households.

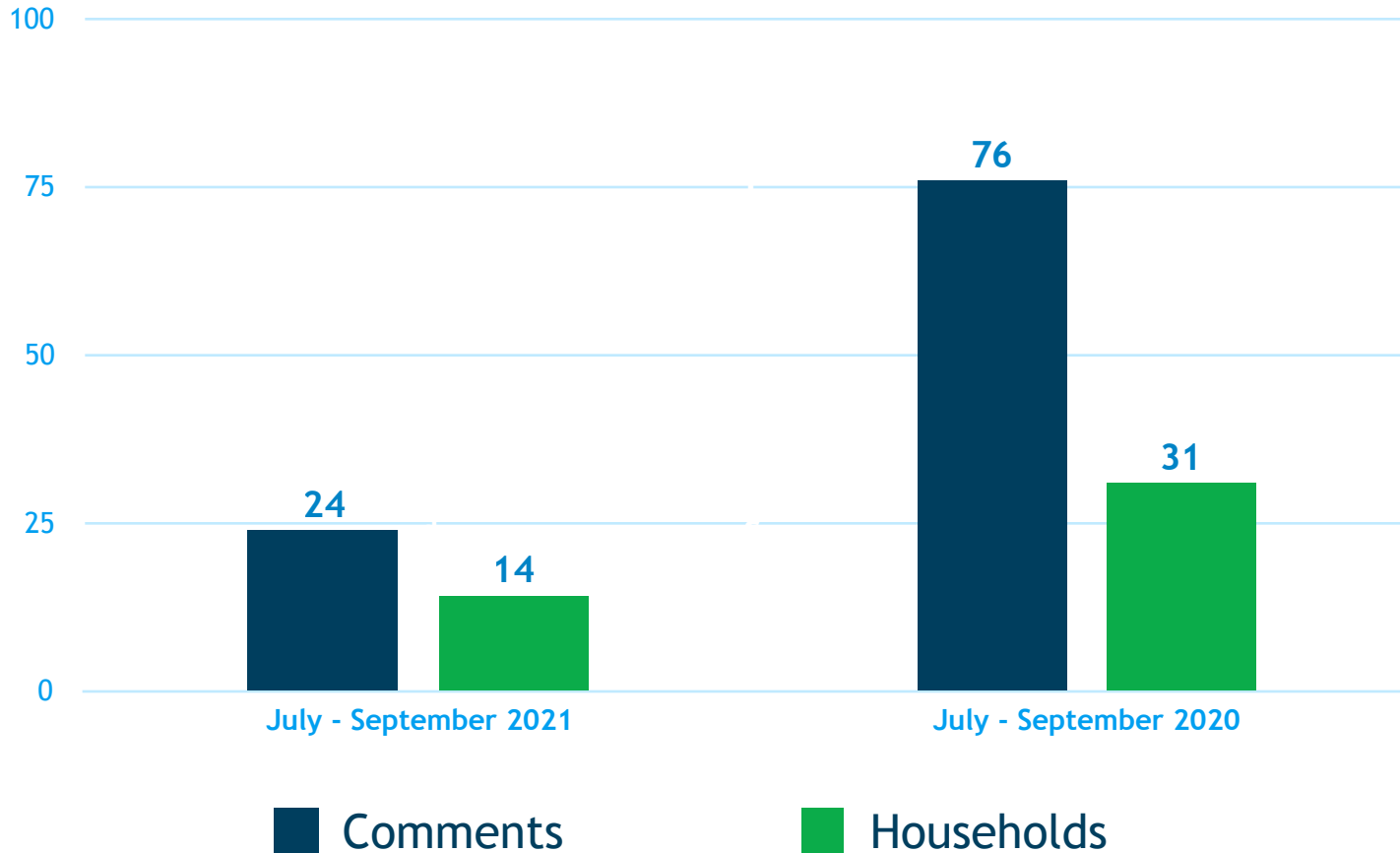
ZIP CODE	CITY	COMMENTS	HOUSEHOLDS	COMMENTS/ HOUSEHOLD
92346	Highland	13	5	2.6
92374	Redlands	5	3	1.7
92410	Jurupa Valley	2	2	1.0
92322	Cedarpines Park	1	1	1.0
92373	Redlands	1	1	1.0
92404	San Bernardino	1	1	1.0
92410	San Bernardino	1	1	1.0
TOTALS		24	14	1.7

Comments

SBD International Airport

Year-Over-Year Trends

Comments and Households - 3Q21 vs 3Q20



SBD Good Neighbor Program outreach began July 2020.

COMMENT BREAKDOWN

What people are saying about activities at SBD.

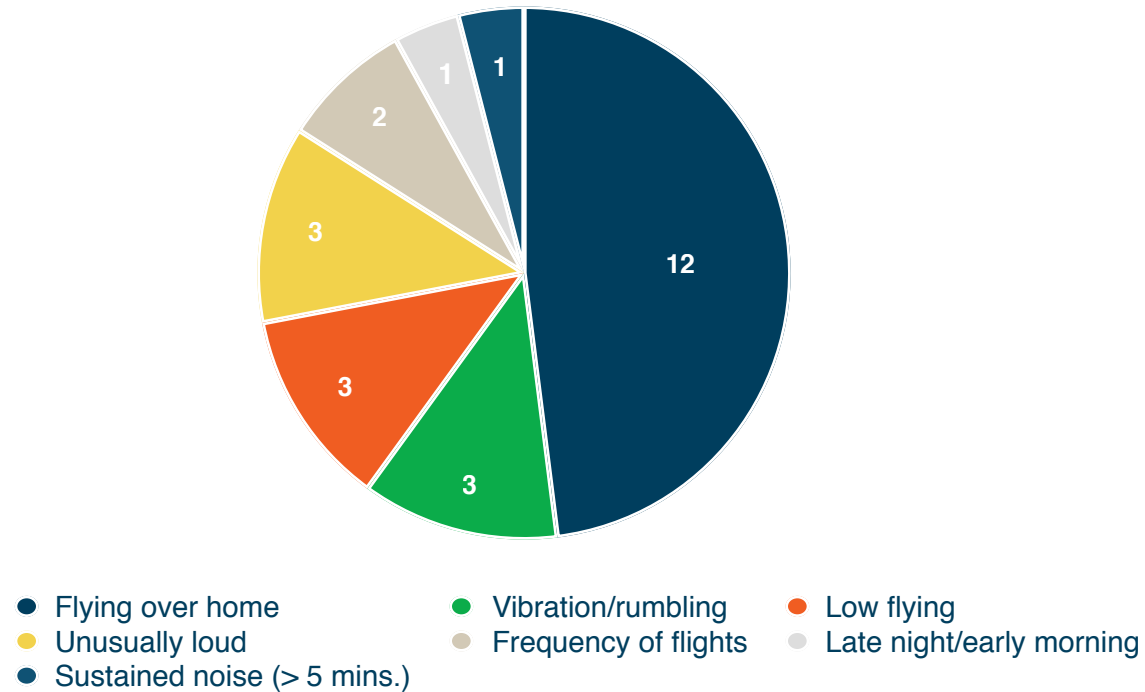
Most people are concerned about an airplane's proximity to their home.

Comment Breakdown

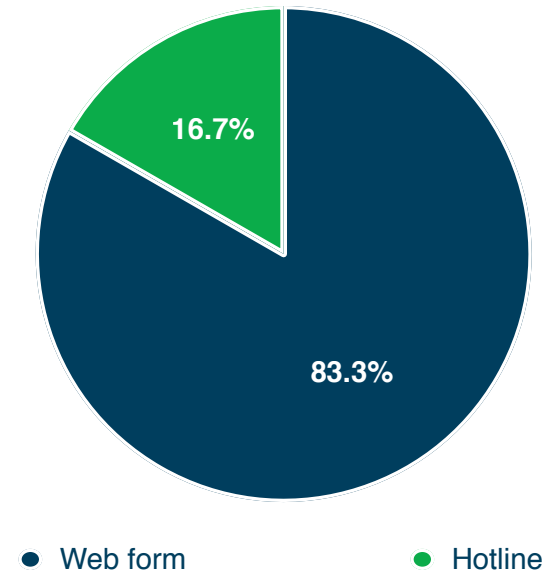
SBD International Airport

July – September 2021

Comments by Type



Filing Method



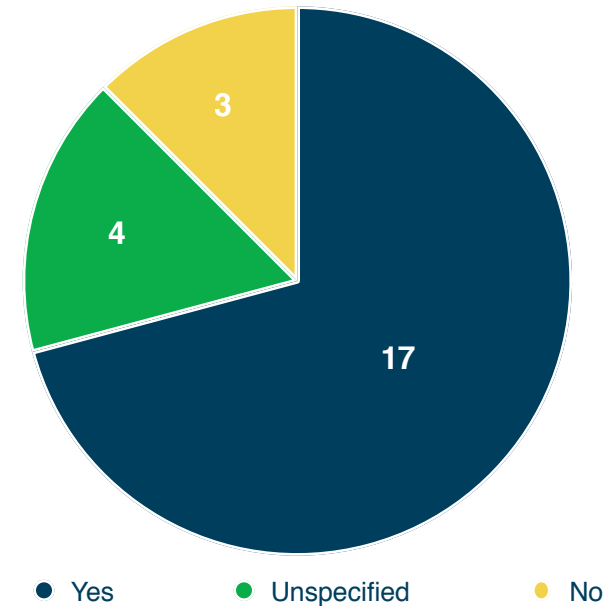
Comment Breakdown

SBD International Airport

July – September 2021

COMMENT TYPE	MENTIONS
Flying over home	12
Unusually loud	3
Low flying	3
Vibration/rumbling	3
Frequency of flights	2
Sustained noise (> 5 mins.)	1
Late night/early morning	1

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

July – September 2021

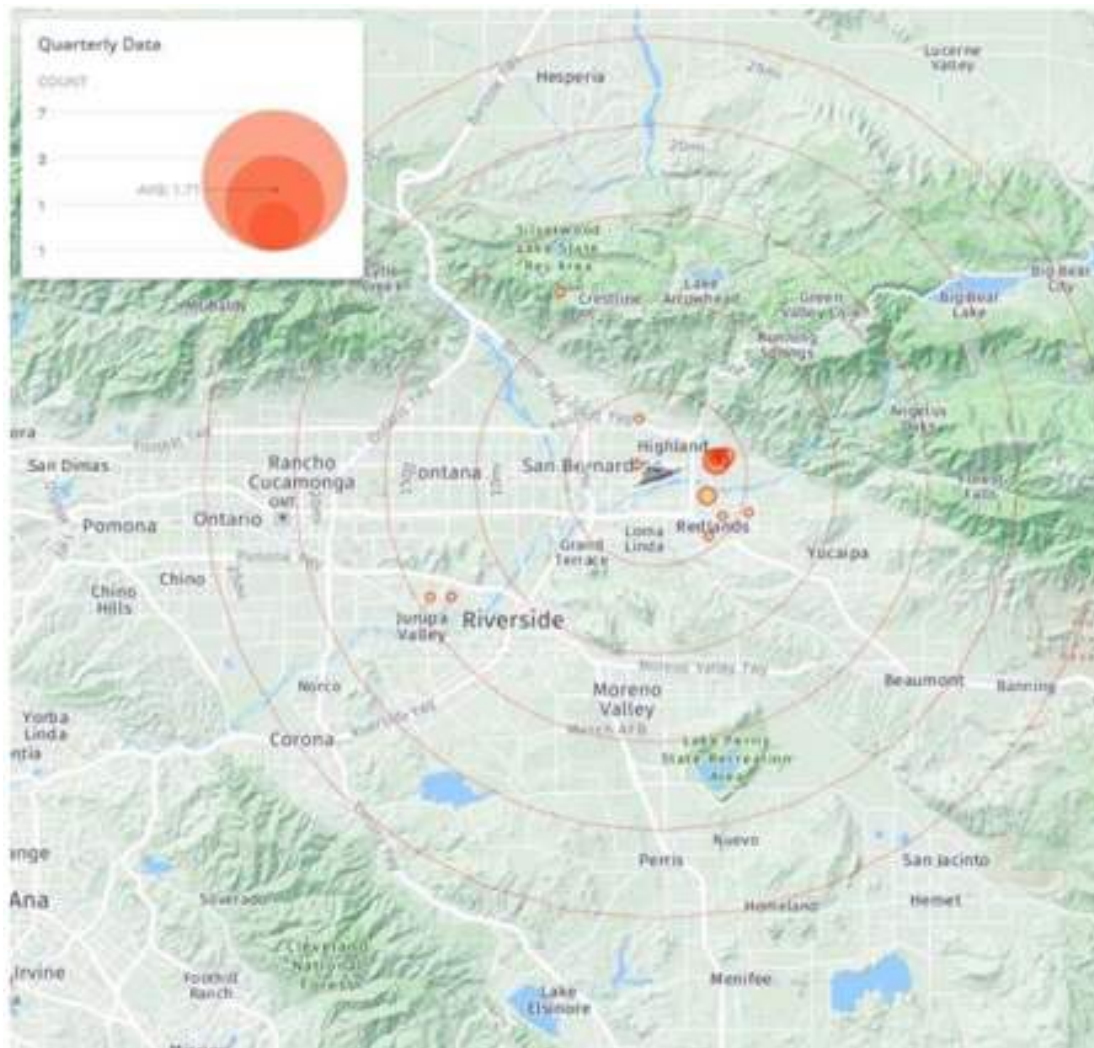
14

Distinct households
filed aircraft noise
comments this
quarter.

24

Noise comments
received from those
households.

Comment Map: July - September 2021



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

Final Thoughts

3Q21 vs. 2Q21:

Noise comments decreased.

Number of households filing decreased.

3Q21 vs. 3Q20:

Noise comments decreased.

Number of households filing decreased.

Noise comments decrease attributed to:

- Less destructive wildfire season for the region (so far).
 - 3Q20 was the most extreme wildfire period on record in the region.
- Enhanced community education and engagement about aircraft operations at SBD.
 - Good Neighbor Program outreach began July 2020.

The Good Neighbor Program is an important community resource:

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

