## **Lochard EMS**

a division of Brüel & Kjær

# WebTrak Example Launch Press Coverage

May 2009





The following slides contain some references to press releases given by various organisations in response to the launch of WebTrak at Vancouver in May 2009

Similar communications have accompanied many of the WebTrak launches.

These can be used as examples to illustrate what can be expected in the initial stages after WebTrak release.

## VANCOUVER INTERNATIONAL AIRPORT FIRST IN CANADA TO LAUNCH INNOVATIVE TRACKING TOOL

Vancouver International Airport (YVR) today became the first airport in Canada to offer a new online tool that allows members of the public to see real-time and historical flight and noise data collected by the Airport Authority's aircraft noise monitoring and tracking system.

WebTrak for YVR allows residents to see for themselves flight activity over much of Metro Vancouver. Using radar data received from NAV CANADA and noise data collected at 20 noise monitoring terminals stationed throughout Metro Vancouver, WebTrak displays a map of the region and current flight and noise activity. A simple visual key identifies aircraft type, elevation and noise level, and whether the aircraft is arriving or departing. With easy-to-use features and menu options, anyone with access to the Internet can replay historical flight activity within the past 30 days, locate their residence on the map to determine the distance from aircraft in flight, and, if they wish, register a comment or concern about a particular flight.

"We recognize that noise associated with air travel can affect surrounding neighbourhoods," said Anne Murray, Vice President, Community and Environmental Affairs, Vancouver Airport Authority. "By putting flight and noise information at the public's fingertips through WebTrak, we hope to promote greater understanding of aircraft operations at YVR and the complex airspace in which we operate."

Developed in close collaboration with NAV CANADA, the company responsible for providing air navigation services throughout Canada, WebTrak for YVR is the latest component of the Airport Authority's current Airport Noise and Operations Monitoring System. For more than ten years, the Airport Authority has been using leading-edge monitoring systems to measure and quantify noise associated with air travel at YVR, identify trends, monitor aircraft operations and mitigation strategies, and respond to questions and concerns from the community.

With its comprehensive Noise Management Program, the Airport Authority aims to balance the community's desire for safe, convenient, 24-hour air travel with enjoyable urban living for YVR's neighbours. In addition to WebTrak and the noise monitoring system, the program includes regular consultations with the YVR Aeronautical Noise Management Committee; a five-year noise management plan; and published noise abatement procedures.

WebTrak for YVR can be accessed through the Noise Management section of the YVR website. Residents with questions about noise management efforts at YVR can review the Airport Authority's latest Noise Management Annual Report, call the 24-hour YVR Noise Information Line at 604.207.7097 or send an email to <a href="mailto:noise@yvr.ca">noise@yvr.ca</a>. This e-mail address is being protected from spam bots, you need JavaScript enabled to view it

#### About Vancouver Airport Authority

The Airport Authority is a community-based, not-for-profit organization that operates Vancouver International Airport (YVR). Canada's second busiest airport, YVR expects to welcome 17.9 million passengers in 2008, and is the Official Airport of the Vancouver 2010 Olympic and Paralympic Winter Games. The Airport Authority is undertaking a \$1.4-billion capital program that will ensure the airport meets the growing demand for air travel and continues to be developed as a premier global gateway and economic generator for British Columbia.





#### Citizen Groups Win Airport Noise Monitoring Web Site

Vancouver International Airport's neighboring public (and the world) now has access to a new Web site that combines NAV CANADA radar data and Airport Authority noise data to geographically display aircraft noise intensity and facilitate near-immediate public comment. The system, called <a href="WebTrak">WebTrak</a>, also retains historical data -- meaning that people can check their clock (and calendar, up to 30 days), go noline, and use the system to identify precisely which aircraft is now or was earlier the most audibly pleasant, the most annoying or anything in between. If a user is unable to deduce the exact offending aircraft but is willing to input where they were when they heard it, WebTrak will even offer up likely candidates. Air carriers may be comforted to know that aircraft are identified upon mouse-over not by giant company logos but by type, speed and elevation. Noise is depicted separately with the aid of small circles on the map that change color and shape while numerically displaying decibel levels. The WebTrak site states that "for aviation security reasons" aircraft tracks are delayed by 10 minutes and no military flight information is included. That said, the site does make lodging an aircraft-specific or general complaint or comment quite simple. What airport authorities do with the information remains to be seen.

There are 20 noise-monitoring stations in the Vancouver area, according to Canada.com, and the Web site is the result of lobbying by Surrey Citizens Against Aircraft Noise with help from the Surrey Airspace Taskforce. The groups were moved to action following the airport's implementation of new flight paths.



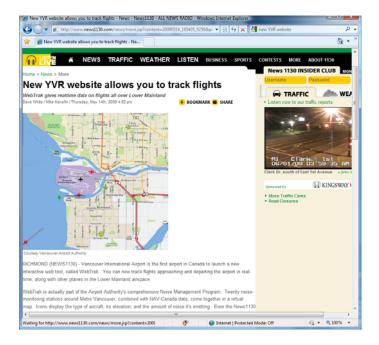


## New YVR Website allows you to track flights

RICHMOND (NEWS1130) - Vancouver International Airport is the first airport in Canada to launch a new interactive web tool, called WebTrak. You can now track flights approaching and departing the airport in real-time, along with other planes in the Lower Mainland airspace.

WebTrak is actually part of the Airport Authority's comprehensive Noise Management Program. Twenty noise-monitoring stations around Metro Vancouver, combined with NAV-Canada data, come together in a virtual map. Icons display the type of aircraft, its elevation, and the amount of noise it's emitting. Even the News1130 Airborne Traffic plane (Cessna C-172) shows up on the map when it's in the air.

You can check out WebTrak by clicking here.





#### Vancouver residents given new view of flight paths on website

The Vancouver Airport Authority has launched a website that will track the flight paths of commercial aircraft flying over Metro Vancouver.

The website can be found at www.yvr.ca/webtrak and allows the public to view flights as they occur with a short delay for security reasons, said South Surrey-White Rock-Cloverdale MP Russ Hiebert.

"This website is the first of its kind in Canada. It shows in real time where planes are flying, how high they are and it also displays the resulting noise level at several ground monitoring stations, including a brand new one in Crescent Beach." said Hiebert.

Hiebert said he lobbied NAV Canada to amend its legal agreement with the Vancouver Airport Authority so that flight and noise data could be viewed by the public after residents asked for the site.

There are 20 noise monitoring stations in the Vancouver area. The webtrack displays a map of the region and current flight and noise activity. A visual key identifies aircraft type, elevation and noise level and whether it is arriving or departing.

There is also a function to enable flights to be traced back 30 days as well as a means for residents to place comments.

The website is also the result of lobbying by Surrey Citizens Against Aircraft Noise and the Surrey Airspace Taskforce after residents complained of aircraft noise pollution as a result of new flight paths being used by aircraft entering the airspace around Vancouver.

For security reasons the website won't show military or RCMP flights.

Vancouver media relations officer Alana Lawrence said to overcome security concerns relating to commercial flights transmission of flight data was delayed by 10 minutes by which time the flight was well clear of the area or had landed.

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### **Vancouver first in Canada featuring live WebTrak**

Connector4you From Canada, joined May 2001, 802 posts, RR: 1

Posted Mon May 18 2009 22:49:32 your local time (1 week 6 days 13 hours 34 minutes ago) and read 874 times:

#### **BREAKING** news announcement!

http://weather.aviation.ca/content/view/7363/117/

#### The WebTrak link

http://yvr.webtrak-lochard.com/

AY104 From Canada, joined Nov 2005, 432 posts, RR: 5

Reply 1, posted Mon May 18 2009 23:07:14 your local time (1 week 6 days 13 hours 16 minutes ago) and read 821 times:

That is really a pretty cool tracking system. I was just playing around with it for about 10 min. after I saw your post. If you keep your cursor over a certain aircraft, you can see when it loses altitude on approac. Seems like it just goes off the screen after it lands. Haven't played with the takeoff part yet. I like how you can see the aircraft getting into the holding and landing patterns.I hear an aircraft flying over the house now, and I wonder if I can track that as well. Certainly is a great tool to fool around with. Thanks for the link! Cheers,

Carl

Aircellist From Canada, joined Oct 2004, 535 posts, RR: 2

Reply 2, posted Tue May 19 2009 05:10:44 your local time (1 week 6 days 7 hours 12 minutes ago) and read 630 times:

Very cool! Is there a page for Montréal planned as well?





#### New website lets you track YVR aircraft and the noise they make

#### 'Now residents can know exactly what is flying in their area'

The Vancouver Airport Authority has launched a website that will track the flight paths of commercial aircraft flying over Metro Vancouver.

The website, which can be found at www.yvr.ca/webtrak, allows the public to view flights as they occur with a short delay for security reasons, said South Surrey-White Rock-Cloverdale MP Russ Hiebert.

"This website is the first of its kind in Canada. It shows in real time where planes are flying, how high they are and it also displays the resulting noise level at several ground monitoring stations, including a brand new one in Crescent Beach." said Hiebert.

"I am pleased this website is up and running. Residents asked for it so I lobbied NAV Canada to amend its legal agreement with the Vancouver Airport Authority so that flight and noise data could be viewed by the public," said Hiebert in a news release.

"Now residents can know exactly what is flying in their area. Residents asked for more accountability from NAV Canada and I believe this website is an important step forward," he said.

There are 20 noise-monitoring stations in Metro Vancouver.

The webtrack displays a map of the region and current flight and noise activity. A visual key identifies aircraft type, elevation and noise level and whether it is arriving or departing.

There is also a function to enable flights to be traced back 30 days as well as a means for residents to place comments.

The website is also the result of lobbying by SCAAN (Surrey Citizens Against Aircraft Noise) and the Surrey Airspace Taskforce after residents complained of aircraft noise pollution as a result of new flight paths being used by aircraft entering Metro Vancouver airspace.

Don Pitcairn, a member of SCAAN and the president of the Surrey United Naturalists, said Hiebert's release failed to mention the role played by the two Surrey organizations in convincing the airport authority to provide the data.

"Typical politician trying to get the glory," said Pitcairn who ran for the Green Party in the Surrey-White Rock riding in this week's provincial election.

The website shows all planes taking off or landing at the major airports in Metro Vancouver including aircraft using Vancouver harbour.

For security reasons the website won't show military or RCMP flights.

YVR media relations officer Alana Lawrence said to overcome security concerns relating to commercial flights transmission of flight data was delayed by 10 minutes, by which time the flight was well clear of the area or had landed.





#### **Aircraft Noise Tracking Website Is Music To Residents' Ears**

Under pressure from local community groups, the Vancouver airport has launched an online tool that allows people track the flight path and noise levels of arriving and departing flights, and instantly file a complaint when those flights violate noise regulations. The website, which uses a Yahoo map and real-time radar data, will help the airport assess its flight path planning and give residents living around the airport a way to have their voices heard.

"We recognize that noise associated with air travel can affect surrounding neighbourhoods," <u>said</u> Anne Murray, Vice President, Community and Environmental Affairs, Vancouver Airport Authority. "By putting flight and noise information at the public's fingertips through WebTrak, we hope to promote greater understanding of aircraft operations at YVR and the complex airspace in which we operate."

The Vancouver WebTrak system, which was developed by Lochard in conjunction NAV Canada, the company that operates the country's civil air navigation infrastructure, is elegant in its simplicty. Planes into or out of the Vancouver airport are displayed dynamically on top of a Yahoo map. Different types of planes get different icons, and are color coded based on whether they are inbound or outbound. Mousing over an aircraft icon displays the type of plane, its altitude and its speed, but not the operating airline (which no doubt makes the airlines happy).

The planes are tracked by radar and their noise monitored by 20 ground stations located around the airport. Decibel levels at each ground station are displayed numerically in a circle that changes color based on intensity, which makes it easy to correlate airplane activity and noise levels. For security reasons, tracking is delayed by 10 minutes, and military and police aircraft don't appear at all.

But the WebTrak does more than just monitor current activity. It stores 30 days worth of data, which means people can go back and see which plane shook the house during dinner, and will even offer suggestions if people still can't identify the offending plane. Mousing over the offending plane brings up an icon you can click through to file a complaint. "People with complaints can look on there and say I was disturbed by a plane at 3 a.m. and I think it was this plane," says a resident of Surrey, one of the towns near the airport.

Communities in range of Vancouver's airport , one of Canada's largest, have been aggressive in combatting noise since flight paths over the airport were changed in 2007 resulting in more flights over crowded residential areas. The city of Richmond, BC has established an Airport Noise Citizens Advisory Task Force that partners with the airport on noise issues and also acts as a kind of watchdog. In Surrey, a group that calls itself the South Surrey Citizens Against Aircraft Noise has been especially aggressive in pushing for better noise management procedures, and lobbied hard for the WebTrak system. "Planes are not necessarily staying on the courses they've been directed to follow," said Surry resident Judy Villeneuve. "They're cutting across the community because it's shorter."

No one is claiming that the launch of WebTrak in Vancouver will actually reduce noise around the airport, but it does give area residents the information they need to keep pushing. "It levels the playing field and it allows everybody to deal with the facts," said Russ Hiebert, a member of the Canadian Parliment, after the website was launch. "Up until now, only YVR and Nav Canada had the information, and there was a belief Nav Canada wasn't being fully transparent in their disclosure of flights. No longer can there be a dispute."



