

Public Affairs Highlights and Initiatives October - November 2014

Government Affairs:

1. Participated in Emergency Response Communications Training and Tabletop Exercise. Course topics included an overview of the job of the PIO, understanding the media, interview techniques, writing a news release and conducting public awareness campaigns. The training also gave us an opportunity to meet with other PIOs in the City and practice skills needed in the event of a major emergency.

Community Outreach:

2. Public Affairs hosted a volunteer luncheon on October 15 with Superintendent of Security, Drew Schneider, as guest speaker and a special perimeter tour from Superintendent of Maintenance and Facilities, Fred Peña
3. Continued monthly Truck'n Tuesday event
4. Continued to manage food truck service adjacent to the historic terminal
5. Participated in:
 - a. Bixby Knolls Business Improvement Association First Fridays event on Nov. 5
 - b. Wings, Wheels and Rotors on Oct. 26
 - c. Dia de los Muertos Celebration on Nov. 1
 - d. Veterans Day Celebration on Nov. 8
 - e. Long Beach Chamber of Commerce/Long Beach Airport Association Networking Mixer on Nov. 30
6. LGB Volunteers held 6 tours in October, led by the LGB volunteer program
7. Continued plans for the 2nd Annual Fly-In to be held on Saturday, Nov. 15

Media:

8. As JetBlue Seeks to Add International Flights At Long Beach Airport, Councilman Defends Noise Ordinance; *Press-Telegram*
9. Protect Noise Limits At Long Beach Airport: Guest Commentary; *Press-Telegram*
10. Six F/A-18s to Pierce our Long Beach Skies for Five Days; *Long Beach Post*
11. Military Aircraft Conduct Training Operations at Long Beach Airport; *Orange Country Breeze*
12. Long Beach Airport Honored (Again) for Its Now-Iconic Terminal; *Long Beach Post*
13. Social Media
 - a. Facebook has more than 9,500 Likes, reaching nearly 300,000 people weekly
 - b. Twitter has more than 5,500 followers

- c. Yelp: Airport continues to have a 4.5 star rating
- d. Find us on Tumblr, Instagram and Pinterest

Advertising:

- 8. Fly-In Ads: *Long Beach Post*, *LBReport*, *Gazettes* online; *Press-Telegram* and *Signal Tribune* print
- 9. *Destinations* magazine: Full color, half page ad in November issue
- 10. Veterans Day program: Full color, half page ad
- 11. Long Beach Chamber 2014 State of the County program: Full color, half page ad
- 12. Community Hospital Long Beach 90th Tribute program: Full color, half page ad

As JetBlue seeks to add international flights at Long Beach Airport, councilman defends noise ordinance

By Eric Bradley, Press-Telegram

PressTelegram.com



A jetBlue passenger plane taxis in at the Long Beach Airport as noise levels are taken by the airport in Long Beach CA. on Tuesday September 3, 2013. Long Beach Airport employs three full-time people to monitor noise levels at and near the runway. (Thomas R. Cordova / Staff

Photographer)

LONG BEACH >> It was a few words in a six-page brochure seeking candidates for the vacant Long Beach Airport director position.

But the words, stating the new director will be expected to “influence discussion and garner community support for a federal customs facility,” is leading to a defense of the city’s 19-year-old airport noise ordinance.

At issue is the desire by JetBlue Airways Corp. to open a customs facility to accommodate international air travel at the Long Beach Airport, where 41 commercial and 25 commuter flights are permitted daily.

JetBlue, the largest airline that flies out of the airport, is in initial discussions with the city to add international flights.

In preparation for the talks, Councilman Al Austin, whose district is in the airport’s flight path, pushed through a request Tuesday to hold a study session on the airport noise ordinance within 45 days. The purpose, he says, is for his newly-elected colleagues to become fully informed on the law prior to any deliberations taking place.

Austin, in a guest commentary in Tuesday’s Press-Telegram, wrote the Noise Compatibility Ordinance was “ground breaking and precedent setting” when it was passed in 1995.

“We are one of only a small handful of airports in the country that have grandfathered status under federal law to enforce airport flight and noise restrictions, giving Long Beach one of the strongest protections to control airport noise in the country,” he said.

“While we all want to see the airport prosper, we must not make rash decisions on significant changes to the airport without a robust community discussion. Jeopardizing the noise

ordinance could adversely affect property values and negatively impact our air quality and the health of thousands of families.”

Advertisement

Assistant City Manager Tom Modica said Wednesday, however, the inclusion of the passage about guiding the creation of a federal customs facility was deleted from a draft approved earlier this year.

“When those comments went back to the recruiter to put together the brochure, it was inadvertently included,” Modica said.

The recruitment period for the position ended Aug. 26. A letter was sent to candidates on Oct. 28 informing them of the error.

Austin said he was aware of the letter, but he is suspicious about why the expectation was ever included.

“I’m glad it was removed, but it tells me there’s a sentiment out there, either from airport staff or City Hall, that this thing is moving forward,” said Austin.

He added: “The whole idea of having a customs facility hasn’t been vetted, it hasn’t been discussed and staff hasn’t been given any direction in that regard.”

Long Beach Airport spokeswoman Kerry Gerot said it’s an issue officials will have to look at, and as the process moves forward, there will be extensive opportunities for the public to offer input.

“All due diligence will need to take place and will take place,” Gerot said.

The airport’s noise ordinance works by measuring decibel levels at a monitoring station near the runway. Violations of the ordinance, which discourages flights after 10 p.m., carry a fine. Any commercial aircraft arriving or departing after 11 p.m. are fined.

Gerot said with or without a customs facility, that doesn’t change.

“The city and the airport stand fully behind the noise ordinance and we do everything we can to protect it,” Gerot said.

Former Airport Director Mario Rodriguez announced in April he would be leaving Long Beach to become the new head of the Indianapolis Airport Authority.

Last month, city officials said they are on track to hire a successor by the end of the year.

Contact Eric Bradley 562-499-1254.

Eric Bradley covers Long Beach City Hall and politics. He joined the Press-Telegram in August 2011 and previously reported for the Daily Breeze and the Cincinnati Enquirer. Reach the author at eric.bradley@langnews.com or follow Eric on Twitter: EricBradleyPT.

Protect noise limits at Long Beach airport: Guest commentary

By Al Austin

PressTelegram.com

Long Beach is about to reach another critical juncture in the future of the Long Beach Airport.

The city manager is in the process of hiring a new airport director after the previous director, Mario Rodriguez, departed earlier this year for Indianapolis. Meanwhile, the CEO of JetBlue Airlines has publicly indicated interest in building a federal customs facility at Long Beach to allow for international flights.

These two decisions will have lasting impacts on the future of the airport and the many neighborhoods and residents that are directly impacted by the activities at the airport.

I find it most revealing to compare the job description for airport director from the last search with the current job description for the airport director.

In 2008, an entire paragraph of the job posting was dedicated to the Airport Noise Ordinance, specifically stating that "the most significant factor affecting the growth and development of Long Beach Airport is its compatibility with surrounding residential communities."

However, in 2014, there is only one reference to the noise ordinance, which is in the same sentence as the stated expectation that the airport director should "influence discussion and garner community support for a federal customs facility."

The City Council has not had any discussion nor provided any direction about the possibility of building a federal customs facility at the Long Beach Airport, and it is certainly premature to be hiring an airport director with the expectation that he or she should garner community support for such a facility.

Unfortunately, the expectation raised in the job posting is the opposite of what we should be asking of our airport director, and certainly not what the residents of Long Beach expect of their city.

Advertisement

Rather than publicly advocating for a significant change to the airport before the council has provided any direction, the city manager should task the new airport director to embark on a listening tour with residents of the many airport-impacted communities.

It is imperative that not only the City Council, but also our new director, have a solid understanding and appreciation for the impacts that airport operations have on our neighborhoods.

Long Beach's Airport Noise Compatibility Ordinance was ground breaking and precedent setting when it was established more than 20 years ago. We are one of only a small handful of airports in the country that have grandfathered status under federal law to enforce airport

flight and noise restrictions, giving Long Beach one of strongest protections to control airport noise in the country.

While we all want to see the airport prosper, we must not make rash decisions on significant changes to the airport without a robust community discussion. Jeopardizing the noise ordinance could adversely affect property values and negatively impact our air quality and the health of thousands of families.

Long Beach has a long history of working to find the balance between the success of the airport with protecting the quality of life of our neighborhoods. The Airport Noise Compatibility Ordinance is critical to that success.

As we face this new crossroads, we must be pro-active and responsible in protecting the interests of our community, and engaging the residents who are directly impacted by the flights at the airport.

That is why I, along with my colleagues Councilmen Patrick O'Donnell and Roberto Uranga, am calling for a study session for the new City Council to become fully informed on Long Beach's Airport Noise Compatibility Ordinance prior to any discussion taking place on a new federal customs facility.

I encourage residents and community stakeholders to stay informed about this important issue and welcome your feedback at district8@longbeach.gov.

Six F/A-18s to Pierce our Long Beach Skies for Five Days

by ASIA MORRIS (/ASIA) [ⓧ \(HTTP://TWITTER.COM/THEASIAMORRIS\)](http://twitter.com/theasiamorris) on NOVEMBER 06 2014 12:47 in NEWS (/NEWS)

[Log In](#)

16

72

[Comment](#) 8 (/NEWS/2000004814-SIX-F-A-18S-TO-PIERCE-OUR-LONG-BEACH-SKIES-FOR-FIVE-DAYS#DISQUS_THREAD)



Photo courtesy of the United States Air Force.

Six F/A-18s will be conducting operations at the Long Beach Airport (LGB) starting Friday, November 7 and continuing through Tuesday, November 11. Over the long Veterans Day Holiday weekend, the Long Beach Airport advises Long Beach residents that there will be intermittently higher noise levels due to these operations.

The combat jets are owned by the U.S. Navy and Marine Corps and will be flown from Long Beach to designated flight training areas throughout the day, according to Stephanie Montuya-Morisky, spokeswoman for the LGB. The jets will return to Long Beach from these training areas intermittently.

The McDonnell Douglas (now Boeing) F/A-18 Hornet is a twin-engine supersonic, all-weather carrier, capable of performing as a multirole combat jet. It is designed, according to the LGB, as both a fighter and attack aircraft (F/A designates Fighter/Attack). The F/A-18 was designed specifically for use by the United States Navy and Marine Corps and is used by the air forces of several other nations. The U.S. Navy's Flight Demonstration Squadron, the Blue Angels, has used the Hornet since 1986.

"As a public use commercial airport, Long Beach Airport has the equipment and runway length needed for the safe operation of these aircraft," said Montuya-Morisky. "As part of our nation's transportation system, we accept federal funding to keep the airport as safe and operationally efficient as possible. LGB does not operate with any local tax revenue. Since the Airport is a Federal Aviation Administration funding recipient, we are obligated, per federal regulations, to be open to government aircraft 24 hours a day, 7 days a week. These aircraft include Air Force One, The Coast Guard, The Postal Service and all branches of the military. This is standard for most of the airports in the United States."

The LGB, in regards to this upcoming Veterans Day on November 11, would like to thank veterans and current soldiers alike for their service and dedication to this country.

[Log In](#)

16

[Share](#)

0

72

1 point

[Submit E-mail for News Alerts](#)

[Go](#)

Notice: Our Commenting Policy has changed. [Click here to learn more.](#)

(<http://lbpost.com/policies>)

8 Comments

[Long Beach Post](#)

[Login](#)

[Sort by Best](#)

[Share](#) [Favorite](#)



[Join the discussion...](#)



SpeedPro Imaging · 6 days ago

Light up the afterburners ! We will enjoy the sounds, train out of Long Beach anytime

- Orange County Breeze - <http://www.oc-breeze.com> -

Military aircraft conduct training operations at Long Beach Airport

Posted By [courtesy](#) On November 7, 2014 @ 4:59 pm In [Community, Long Beach, Marines, Military](#) | [No Comments](#)

Six U.S. Marine Corps F/A-18 aircraft will be conducting training operations at Long Beach Airport Friday, November 7, 2014 through Wednesday, November 12, 2014. These aircraft are significantly louder than aircraft that typically operate at the airport.

We anticipate that the aircraft will operate during the daytime only between the hours of 10:00 a.m. and 5:00 p.m. Due to the unique nature of their mission, these aircraft are exempt from noise regulation; however, the military has demonstrated a desire to assist us in being a good neighbor and they have been very responsive to community concerns within their mission and safety of flight constraints.

As part of our nation's transportation system, we accept federal funding to keep the airport as safe and operating as efficiently as possible. We do not operate with any local tax revenue. Since the Airport is a Federal Aviation Administration funding recipient, we are obligated, per federal regulations, to be open to government aircraft 24 hours a day, 7 days a week. This is standard for most of the airports in the United States.

The preceding article was released by Long Beach Airport.

Article printed from Orange County Breeze: <http://www.oc-breeze.com>

URL to article: http://www.oc-breeze.com/2014/11/07/61723_military-aircraft-conduct-training-operations-at-long-beach-airport/

Copyright © 2011 Orange County Breeze. All rights reserved.

Long Beach Airport Honored (Again) for Its Now-Iconic Terminal

by BRIAN ADDISON (/ADDISON) [ⓧ \(HTTP://TWITTER.COM/BRIANADDISONLB\)](http://twitter.com/BRIANADDISONLB) on OCTOBER 24 2014 09:16

in URBAN RENEWAL & DESIGN (/PLACE/DESIGN)

[Log In](#)

16

13

[Comment](#) 8 (/PLACE/DESIGN/2000004715-LONG-BEACH-AIRPORT-HONORED-AGAIN-FOR-ITS-NOW-ICONIC-TERMINAL#DISQUS_THREAD)



Photo courtesy of HOK Firm.

With great design comes great accolades: shortly after receiving the California Transportation Foundation's Aviation Project of the Year, being noted as one of the most beautiful airports in the world (/news/2000003692-long-beach-airport-deemed-one-of-the-ten-most-beautiful-airports-in-the-world-by-bbc), as well as a plethora of other recognitions (/business/trade-transportation/2000003239-long-beach-airport-wins-local-regional-national-awards-for-dining-restoration), the Long Beach Airport (LGB)'s re-designed airport terminal was honored by the American Society of Landscape Architects (ASLA) last night.

Anyone who has visited LGB's terminal understands the hype: the two intersecting, open-air concourses evoke everything about the Long Beach lifestyle. Brilliantly thought out, the space is more like an escape than home to an in-and-out for busy travelers and aircrafts, including its landscape design by Meléndrez.

Take, for example, its use of native plants: the giant beds of Agaves are, according to the landscape architect's proposal, reflective of the sea while the California Fan Palms recall the iconic skyline of coastal esplanades. Even its spots of lush greenery is meant to evoke the wetlands. Or take the furniture, wooden benches resemble palettes of stacked lumber, designed to remind travelers of the cargo transported at the City's coastal dockyards. And the wooden walkway that connects the two concourses? It is a nostalgic nod toward the days when wooden piers and boardwalks dominated the Long Beach social scene (and also reminds locals of what The Pike used to be).

"Accommodating functional requirements such as safety, security and circulation, while maintaining an inviting sense of human-scale, was the general design approach for the landscape upgrades," LGB wrote in their submission to ASLA. "The new outdoor areas were articulated to relax weary travelers, and to make a positive impact on users. Space required for efficient pedestrian circulation was buffered from space required for sedentary purposes to minimize conflict of use, large expanses of required paving were patterned to relieve monotony, and an engaging relationship between landscape and hardscape was created to unify the space and enhance interest. Plant selection, together with appropriate plant layout and efficient irrigation-delivery systems, addressed water conservation considerations, while strengthening the experiential narrative."

Jurors for the awards included, Denise Ashton, Planner at WHA Architects; Lynn Capouya, Landscape Architect at Lynn Capouya Landscape Architects; Dave Watts, Assistant Professor at Cal Poly San Luis Obispo; John Leehy, Director of Planning at Danielian Architecture; Chuck DeGarmo, Valley Crest Landscape Development; Ron Running, City of Hemet; and Mark Steyaert, Principal at MSLA.

The airport was honored in a program entitled "Design for Generations" and featured architect Eric Lloyd Wright at The Ebell Club, located at 290 Cerritos Ave.

