



long beach
airport

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Public Affairs Highlights and Initiatives April 2016

Government Affairs:

1. Continued participating in Citywide Communications meetings
2. Attended ACI-NA Media Relations Seminar in Washington DC
3. Attended Bixby Knolls Business Improvement Association member quarterly breakfast
4. Attended Chamber of Commerce Awards Luncheon
5. Attended CSULB Regional Economic Forum
6. Continued planning for AAAE Annual Conference Dessert Reception in Houston and in anticipation of conference to be held in Long Beach 2017
7. Continued planning for Southwest Service Launch
8. Worked on Innovation Sports Branding for Concourse Bicycles

Community Outreach:

9. Volunteers led 7 group tours of the airport in March and April
10. Assisted at FIS Feasibility Study Community Meetings
11. Participated in First Fridays for Bixby Knolls Business Improvement Association
12. Hosted booth at Grand Prix Expo
13. Participated in Ronald McDonald House Walk for Kids

Filming/Photography:

14. Chubb Insurance filmed a commercial in the airport terminal on 4/27

Media:

15. Long Beach Airport Resumes Operations After Wednesday Morning Lockdown; *Long Beach Gazettes* 03/09/16
16. Long Beach Airport officials: Security measures tightened after Brussels terrorist attack; *Press-Telegram* 03/22/16

17. Long Beach Airport wins awards for concessions design, dining; *Press-Telegram* 03/23/16
18. JetBlue Grows in Long Beach With New Route, More Flights and Improved Schedule; *wistve.com* 03/23/16
19. How many people does it take to run an airport?; *USA Today* 04/02/16
20. Southwest to launch new service from Long Beach to Oakland; *Los Angeles Times* 03/31/16
21. Social Media:
 - Facebook is up to 14,053 followers
 - Best post in March/April viewed over 16,000 times with 412 likes
 - Notable events: Southwest announcement on Queen Mary in March; Toyota Grand Prix in April
 - Twitter is up to 7,905 followers
 - Tweets in January generated over 2,100 impressions each day
 - Instagram is up to 2,050 followers
 - Posts in April averaged 65.6 likes each with best post of March/April gaining 104 likes
 - Vine has 172 followers and just passed 33,000 views
 - Periscope has 296 followers and 16 live broadcasts have received 2,219 likes

Advertising:

22. 2016 Official Long Beach Pride Event Guide: 1/2 page, full color ad
23. 2016 Distinguished Citizen/Good Scout of the Year program: 1/4 page, full color ad
24. Parks, Recreation & Marine 2016 Entertainment Guide: full color ad
25. Long Beach Chamber 2016 Entrepreneur of the Year program: 1/4 page, full color ad 4/28/16
26. Long Beach Business Journal: 1/4 page, full color ad 03/29/16 – 04/11/16 and 04/12/16 – 04/25/16
27. Travel Host Magazine: 1/3 page, full color ad, 2nd Quarter 2016

News

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http://www.gazettes.com/news/long-beach-airport-resumes-operations-after-wednesday-morning-lockdown/article_42f7d02e-e635-11e5-98f0-235ecdb34596.html

Long Beach Airport Resumes Operations After Wednesday Morning Lockdown

Emily Thornton Mar 9, 2016



—Gazette photo by Carla Grieve

The Long Beach Airport was placed on lockdown this morning due to an unattended bag, officials said.

Security personnel have made sure the bag is harmless and the airport has resumed operations.

Travelers are advised to check with their airlines to see if their flights are on time, Cassie Chauvel, airport spokeswoman said. She said she expects operations to return to normal shortly.

Airport security on routine patrol found the unattended bag at about 10 a.m. today, Wednesday, Marlene Arrona, spokeswoman for the Long Beach Police Department, said.

Police, Transportation Security Administration agents and an LBPD service dog conducted an assessment, Arrona said. The Los Angeles County Sheriff's Department bomb squad was called to assist. The bag was rendered safe and operations are returning to normal, Arrona said.

The bag's owner has not been identified, Chauvel said.

—Emily Thornton

Emily Thornton

Emily is a staff writer covering higher education and other various topics for Gazette Newspapers. She has a background in weekly and daily newspapers and a bachelor's in communication from La Sierra University.

Long Beach Press Telegram (<http://www.presstelegram.com>)

Long Beach Airport officials: Security measures tightened after Brussels terrorist attack

By Press-Telegram

Tuesday, March 22, 2016



Security measures at Long Beach Airport have been heightened following [this morning's bombing attacks](#) at an airport and metro station in Brussels, according to airport spokesman Stephanie Montuya-Morisky.

“Enhanced measures” were put into place at the airport early today, with increased patrols and a higher visibility of security officers. “Whenever we talk about security issues, we don’t get too specific about what actions we take,” she said.

It is recommended that travelers arrive at the airport early and be aware of suspicious activity, she said.

At least 31 people have been reported dead in the attacks at the Brussels airport and one of the city’s metro stations Tuesday, as a European capital was again locked down amid heightened security threats.

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URL: <http://www.presstelegram.com/general-news/20160322/long-beach-airport-officials-security-measures-tightened-after-brussels-terrorist-attack>

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Long Beach Press Telegram (<http://www.presstelegram.com>)

Long Beach Airport wins awards for concessions design, dining

By Press-Telegram staff

Wednesday, March 23, 2016



Long Beach Airport was named Best Airport for Dining by USA Today/10best.com, and Best Concessions Design in the Small Hub Category from Airport Revenue News magazine, the airport announced this week.

Among the other honorees on the list were two Long Beach Airport destinations: San Francisco International Airport and John F. Kennedy International Airport. Other large hubs on the list included Denver International Airport, Dallas/Fort Worth International Airport, Toronto Pearson International Airport,

and Miami International Airport.

LGB concessionaire Paradies Lagardère also received multiple awards in both contests, including being named the Best Overall Retailer by Airport Revenue News for the 21st consecutive year.

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URL: <http://www.presstelegram.com/business/20160323/long-beach-airport-wins-awards-for-concessions-design-dining>

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JetBlue Grows in Long Beach With New Route, More Flights and Improved Schedule

Published: Wednesday, March 23rd 2016, 5:39 am PDT

Updated: Wednesday, March 23rd 2016, 5:39 am PDT

Expanded Service to Top Destinations From Southern California Focus City

NEW YORK --(BUSINESS WIRE)

JetBlue (NASDAQ:JBLU), the largest carrier at Long Beach Airport (LGB), today announced it is increasing the number of destinations and flights at its Southern California focus city. The growth is made possible due to the recent award of three new slots as well as increased utilization of JetBlue's existing slots. JetBlue will now serve a dozen destinations nonstop from Long Beach.

"Since JetBlue first came to town in 2001, when LGB had little commercial service, Long Beach has been the cornerstone of JetBlue's success and growing route map in the western U.S.," said Dave Clark, vice president network planning at JetBlue. "With its convenient and unique open-air terminal and easy access to many Southern California communities and attractions, Long Beach is a top choice for JetBlue travelers. We're thrilled to offer our customers here even more convenience and options with new service and new flights."

New Nevada Nonstop

New nonstop service to Reno-Tahoe International Airport (RNO) will begin August 15, 2016. Reno becomes the twelfth city served nonstop at Long Beach. Flights are on sale beginning today with an introductory fare that gives a historic nod to the year of the 1859 Comstock silver rush near Reno. One-way fares start at \$59 and are available through March 24, 2016 (a).

The new route will provide a convenient link between Southern California and Reno's attractions and growing business climate, as well as the surrounding mountains, lakes and ski resorts the region is known for. The new route will also build on JetBlue's success in "The Biggest Little City in the World" where the airline first launched service last spring with flights to New York (JFK), the only nonstop route to the east coast from Reno-Tahoe.

Flight Schedule Between Long Beach (LGB) and Reno-Tahoe (RNO)

Beginning August 15, 2016

LGB – RNO Flight #42
12:15 p.m. – 1:30 p.m.

RNO – LGB Flight #43
2:15 p.m. – 3:40 p.m.

More Flight Frequencies

JetBlue will also add additional daily flights on several existing routes between Long Beach and the Bay Area to meet growing customer demand. One additional daily flight will be added to JetBlue's schedule between Long Beach and San Francisco International Airport (SFO) starting August 15, 2016 and between Long Beach and Oakland International Airport (OAK) starting August 16, 2016. JetBlue will now operate up to four daily roundtrips on both routes.

JetBlue will also add an additional daily flight between Long Beach and McCarran International Airport (LAS) in Las Vegas starting August 15, 2016. With endless hotels, attractions and entertainment options, Las Vegas is a top JetBlue destination and will be served by up to five daily nonstop flights from Long Beach.

Sacramento Service

JetBlue is also adjusting flight times between Long Beach and the state capital's Sacramento International Airport (SMF) to provide even more convenience to customers traveling between the two cities and making it easy to make day trips in both directions. The new flight schedule begins September 7, 2016.

Flight Schedule Between Long Beach (LGB) and Sacramento (SMF)

Beginning September 7, 2016

LGB – SMF Flight #266
9:04 a.m. – 10:26 a.m.
LGB – SMF Flight #1166
5:14 p.m. – 6:34 p.m.

SMF – LGB Flight #265
11:07 a.m. – 12:27 p.m.
SMF – LGB Flight #365
7:15 p.m. – 8:32 p.m.

JetBlue will operate its new route and flights using its Airbus A320 aircraft offering the airline's award-winning service featuring the most legroom in coach (a); free Fly-Fi, the fastest broadband internet in the sky; complimentary and unlimited name-brand snacks and soft drinks; free, live DIRECTV® programming and 100+ channels of SiriusXM® radio at every seat.

About JetBlue Airways

JetBlue is New York's Hometown Airline™, and a leading carrier in Boston, Fort Lauderdale-Hollywood, Los Angeles (Long Beach), Orlando, and San Juan. JetBlue carries more than 35 million customers a year to 96 cities in the U.S., Caribbean, and Latin America with an average of 900 daily flights. For more information please visit jetblue.com.

(a) BLUE fare shown. To learn more about our new fare options, go to <https://www.jetblue.com/travel/our-fares/>. Fares include government taxes and fees and must be purchased by 03/24/2016 (the earlier of 11:59 PM ET or local) for flights between 08/15/2016 – 09/30/2016 (Blackout dates: 09/01/2016-09/05/2016). Limited exceptions apply; All fares are subject to limited availability; may not be available on all days or all flights; may change without notice; must be purchased at time of reservation; and are one-way, non-stop (except as otherwise noted), nonrefundable, and nontransferable. Proper documentation required for boarding. For BLUE fares, first checked bag is \$20 by web check-in and kiosk or \$25 at check-in counter and second bag is \$35. Additional bags (over two) are \$100 each. Weight and size limits and exceptions for itineraries including flights operated or marketed by other airlines also apply. Fares do not include fees for oversized, overweight or extra baggage or other fees for products/services sold separately. For baggage fees and other optional services, click here. All reservations made one week or more prior to a flight's departure may be cancelled without penalty up to 24 hours after the reservation is made. Changes and cancellations made 60 days or more prior to departure date: BLUE: \$70 per person fee plus difference in fare. For BLUE fares under \$100, \$70 per person plus difference in fare; for BLUE fares between \$100 and \$149.99, \$90 per person plus difference in fare; and for BLUE fares of \$150 or more, \$135 per person plus difference in fare. Cancellations receive JetBlue travel credit, valid for one year. Changes/cancellations must be made prior to scheduled departure (otherwise all money for fare is forfeited). For changes/cancellations, click here. Other restrictions apply.

(b) JetBlue offers the most legroom in coach based on average fleet-wide seat pitch for U.S. airlines.

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IN THE NEWS

How many people does it take to run an airport?

Harriet Baskas, Special for USA TODAY 3:53 p.m. EDT April 2, 2016



Dallas-Fort Worth International Airport is one of the world's busiest travel hubs. Its daily workers outnumber the populations of some cities. AP

(Photo: Fort Wayne International Airport)

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This isn't one of those "... change a lightbulb" jokes; USA TODAY was curious about what it takes to operate airports, which are often referred to as "cities within cities."

According to a [recent economic impact study](#) conducted for Airports Council International - North America, about 1.2 million people work at 485 commercial airports in the United States.

Some of those employees work directly for an airport operator. Others are employed by concessionaires, government agencies and other entities doing business at airports.

For example, 63,000 people work at Hartsfield-Jackson Atlanta International Airport, making the world's busiest airport the largest employer in the state of Georgia.

In that 63,000 count, ATL includes airline, ground transportation, concessionaire, security, federal government, City of Atlanta and airport tenant employees.

On duty are two art department coordinators, a full-time wildlife biologist, engineers for the airport's Plane Train and Sky Train, and a mobile medical response team that includes EMTs who jump on bicycles to cut down on the time it takes to respond to a medical emergency inside the airport.

USA TODAY

Behind the scenes: What it takes to keep Seattle-Tacoma International Airport running



A line painter at Seattle-Tacoma International Airport. (Photo: Seattle-Tacoma International Airport)

Dallas/Fort Worth International Airport boasts its own police, fire protection and emergency medical services and a daily workforce of over 60,000 people.

At Los Angeles International Airport, the Badging Office has issued badges for 50,000 airport workers, reports LAX public relations director Nancy Castles.

“They all don’t work at the same time because these workers are distributed over three work shifts, since we’re a 24/7 operation,” said Castles, and that count doesn’t include workers for the courtesy vehicles for airport-area hotels, rental car companies and private

parking lots; nor the drivers of public transportation such as taxis, door-to-door shuttle vans, long-distance buses, etc. “which would be a few thousand more,” she added.

While LAX airport police decline to share a specific number, LAX also claims to have the highest number of working police canines — dogs that handle explosive-detection and crime — at a single U.S. airport.

[USA TODAY](#)

Photo tour: Behind the scenes at Los Angeles International Airport

“This number does not include federal law-enforcement canines belonging to Customs & Border Protection, U.S. Agriculture’s ‘beagle brigade’ and TSA,” said Castles.

The active badge count at Chicago’s O’Hare International Airport tops 41,000 and among the workers there are chaplains, doctors, massage specialists, wine bar pianists and cobblers.

There are 19,000 badged employees at Seattle-Tacoma International Airport, including airline employees, runway painters and the team that works on the bag handling management system that in 2014 processed 33 million bags, said airport spokesman Brian DeRoy.

There are also customer service representatives sometimes charged with holding up the “End of the Line” signs the airport uses to help orient passengers at security checkpoints.

[USA TODAY](#)

Behind the scenes at Quito's airports -- old and new

At San Antonio International Airport, Michael Castillo keeps track of the keys issued for the airport's 4,000 doors. *(Photo: San Antonio International Airport)*

San Antonio International Airport has about 5,000 vetted and badged employees, said airport spokeswoman Evelyn Bailey. Included in that count are employees who make sure the airport’s 1,000 fire extinguishers are “present, accounted for and maintained,”

and another highly-organized employee who issues and keeps track of the keys for the 4,000 doors on airport property.

The 3,986 badged employees at Austin Bergstrom International Airport include an art coordinator, a music coordinator for the airport's 21 weekly live concerts, the meat cutter at the post-security Salt Lick BBQ (who must work with a knife TSA requires be chained to the counter) and, soon, trainers who work at the airport's pet hotel, scheduled to open this fall.

Francisco Tonche cuts meat at post-security Salt Lick BBQ at Austin-Bergstrom International Airport. *(Photo: Sandy L. Stevens.)*

Long Beach Airport in California has 100 employees who work in the maintenance, operations, administration, noise and environmental and security departments. On duty are painters who make sure that the terminals look nice for passengers and that the airport's 12 miles of runway lines are clear and visible for pilots.

Ninety-nine employees work full- or part-time at Indiana's Fort Wayne International Airport, including Customer Service Agents tasked with assisting passengers with luggage, driving the courtesy parking lot shuttle, helping passengers using wheelchairs on and off planes, and doing various other tasks in the terminal.

Those workers are supervised by FWA's Customer Service and Safety Supervisor. That person not only makes sure the customer service program (which famously includes free cookies for arriving passengers) is running smoothly, but attends to the airport's operations and safety.

"It's a little bit of an odd combination," said airport FWA spokeswoman Katie Robinson.



At Long Beach Airport, maintenance employee Omar Dubon cleans up the airfield. (Photo: Long Beach Airport)

Multitasking is not unusual for workers at small airports.

At Lancaster Airport in Pennsylvania, a general aviation airport with three weekly commercial flights on Sun Air Express to Pittsburgh and two to Dallas/Fort Worth, there are 23 airport employees.

"Of those 23, eight are maintenance staff," said airport director David Eberly, "But in addition to taking care of the grass, the building, the lights, the pavement and everything else, our maintenance staff workers are cross-trained for ARFF — aircraft, rescue and firefighting — duties. If there is an emergency, it will be our maintenance staff responding in the fire truck."

[Harriet Baskas](#) is a Seattle-based airports and aviation writer and USA TODAY Travel's "[At the Airport](#)" columnist. Follow her at twitter.com/hbaskas.

BUSINESS

Southwest to launch new service from Long Beach to Oakland



Southwest Airlines, which has become the newest carrier at Long Beach Airport, announced it will begin flying daily to Oakland, starting June 5.

(Southwest Airlines)



By **Hugo Martin** · Contact Reporter

MARCH 31, 2016, 11:29 AM

The newest carrier at Long Beach Airport plans to start its service with routes to the Bay Area. Southwest Airlines, which was awarded four slots to operate out of the 1,166-acre facility, announced Thursday its plans to start four daily flights to Oakland International Airport on June 5.

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Southwest gained access to Long Beach when the city conducted a noise study that found the airport could add nine new daily departures and arrivals — a 20% expansion of traffic — without exceeding the city's noise restrictions.

The city awarded four of those slots to Southwest, three to JetBlue Airways and two to [Delta Air Lines](#). JetBlue and Delta already fly out of Long Beach. Industry experts say the move opened the door for Southwest to go head-to-head with JetBlue, which has dominated traffic at the regional airport.

JetBlue now flies three daily flights from Long Beach to Oakland, as well as three to San Francisco International Airport, according to the airport's latest flight schedule.

In announcing the new service, Southwest officials seemed to take shots at their competitors at the airport. Southwest noted that it doesn't charge passengers to check their first two bags, while other airlines waive the fee only for certain routes or under special circumstances.

“As we bring much-needed competition to Long Beach this summer, our aim continues to be offering Californians the best value in air service,” said Andrew Watterson, Southwest Airlines’ senior vice president of network and revenue.

To read more about travel, tourism and the airline industry, follow Hugo Martin on Twitter at [@hugomartin](#).

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This article is related to: [Southwest Airlines](#), [Delta Air Lines](#)