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## **Public Affairs Highlights and Initiatives May 2016**

### **Government Affairs:**

1. Continued participating in Citywide Communications meetings
2. Attended American Association of Airport Executives Annual Conference in Houston to observe for hosting next year's event
3. Assisted in preparations for Southwest's inaugural flight event
4. Pitched Memorial Day Travel stories to media; published by Press-Telegram and Long Beach Post
5. Provided Signal Tribune and Long Beach Business Journal with updates on FIS Study

### **Community Outreach:**

6. Volunteers led 2 group tours of the airport in May
7. Participated in Tour of Long Beach on May 14
8. Participated in Pride Parade on May 22

### **Filming/Photography:**

9. None

### **Media:**

10. Southwest to launch new service from Long Beach to Oakland; *Los Angeles Times* 04/09/16
11. Oakland gets Southwest's first Long Beach flights; *San Jose Mercury News* 04/04/16
12. Southwest, JetBlue, and Delta Decide How to Use Their Long Beach Slots; *Cranky Flier* 04/04/16
13. Councilmember Austin Reminds Public Of Airport FIS Feasibility Study Community Meeting Tonight; *Everything Long Beach* 04/20/16

14. Long Beach Airport gears up for increased summer travel, extra flights; *Press-Telegram* 05/25/16

15. Social Media:

- Facebook is up to 14,153 followers
  - Best post in May viewed over 7,200 times with 244 likes
  - Notable events: Long Beach Pride Parade, Queen Mary Anniversary, Memorial Day
- Twitter is up to 8,068 followers
  - Best tweet in May generated over 3,213 impressions
  - Tweets in May generated over 3,100 impressions each day
- Instagram is up to 2,170 followers
  - Posts in May averaged 68.4 likes each with best post earning 92 likes
- Vine has 172 followers and over 34,000 loops
- Periscope has 305 followers and 16 live broadcasts have received 2,219 likes

**Advertising:**

16. Los Angeles Times Queen Mary 80<sup>th</sup> Anniversary insert: 1/4 page, full color ad 06/08/16

17. Long Beach Chamber 2016 Gala program: 1/2 page, full color ad 06/16/16

## 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

**T**he 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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## Oakland gets Southwest's first Long Beach flights

Posted on April 4, 2016 (<http://blogs.mercurynews.com/eat-drink-play/2016/04/04/oakland-gets-southwests-first-long-beach-flights/>) by Linda Zavoral (<http://blogs.mercurynews.com/eat-drink-play/author/lzavoral/>)

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*For the first time since the airline started serving California in 1982, Southwest will fly to Long Beach. Above, the city's most famous tourist attraction, the Queen Mary, is docked at Long Beach Harbor. (Mark Boster/MCT archives)*

This June, Southwest (<https://www.southwest.com/>) will fly to Long Beach (<http://www.visitlongbeach.com/>) for the first time in the airline's history.

And Oakland International Airport (<http://www.oaklandairport.com/>) is the lucky recipient of those flights. Starting June 5, Southwest's 737s will fly four times daily Sunday through Friday and three times Saturday to Long Beach Airport (LGB). This service makes Southwest the first carrier to serve five airports in the Los Angeles Basin (the other four are Los Angeles, Burbank, Ontario and Orange County), an airline spokesman said.

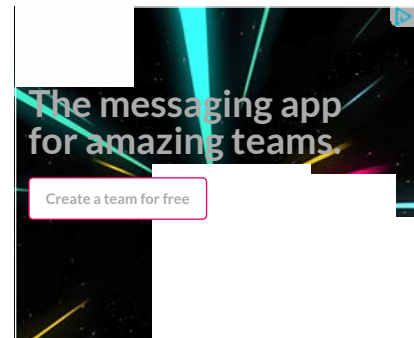
The new flights will more than double the choices for East Bay residents, as JetBlue already offers three daily flights to Long Beach from Oakland.

Long Beach represents the 10th California airport served by Southwest and its 98th destination overall. The announcement was made aboard the city's most famous tourism landmark, the Queen Mary. The airline had applied in February for four slot pairs at the airport.

To celebrate the new destination, Southwest will offer a \$49 one-way sale fare on the route. Book by end of day April 14 for travel June 5 through Nov. 4; blackout dates apply. Dallas-based Southwest has been serving California travelers since 1982.

LINDA ZAVORAL

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## Southwest, JetBlue, and Delta Decide How to Use Their Long Beach Slots

By CF on Apr 4, 2016 | [33 Comments](#)

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I'm sure some of you were hoping to come and read about [Alaska and Virgin America getting together](#). Though it's just been announced in the last hour, I'm not in the habit of trying to break the news. I'm going to review and have a post about it tomorrow. Until then, it's time to turn my gaze away from the airline industry at large and instead peer into my backyard. Earlier this year, highly slot-restricted Long Beach Airport announced that it would be [adding 9 daily slot pairs for big commercial jets](#) on top of the 41 that exist today. Now we know how those slots are going to be used, and there are some mild surprises here.



Let's start with the newcomer in the market, Southwest. Southwest surprised everyone by putting its hat in the ring to get all 9 of the new slots, its first foray into Long Beach. In the end, it picked up four. Some figured that wouldn't be enough to make it worth Southwest's while, but with the ability to outsource ground-handling at small stations like this along with the big splash Southwest made upon applying, I couldn't imagine the airline not seeing this through.

At an event last week that drew the mayor and other local dignitaries on to the Queen Mary, Southwest finally announced where it would fly. [All four slots will be used for flights to Oakland](#). This shocked a lot of people, but to me it was only a mild surprise. My previous thinking was that we might see 3 daily flights to Oakland and 1 to Vegas in order to handle eastbound connections.

It seemed clear that with so few slots, Southwest was first and foremost going to focus on the intra-California market that the airline serves so well. Think about it this way. Southwest has tremendous amounts of service in both LA and Orange County. That's why I never figured Southwest would be

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interested in Long Beach at all.

But what Southwest saw was an opportunity to get a slight edge. For the people in the relatively small catchment area that prefer Long Beach, Southwest hopes they'll choose the airline when they need to head up north. If that helps lock them in to Rapid Rewards or gets them to like the airline's service, then when people need to go to LA or Orange County to fly elsewhere, they'll be more likely to choose Southwest. Or so the theory goes.

And as for Oakland vs other Bay Area airports, this is obvious. Snoop Dogg is a huge Raiders fan, so.... Seriously though, that's where Southwest is strongest up there by far. While I would have liked to see San Jose, that just doesn't fit into the network well enough.

What surprised me was that they didn't send one airplane to Vegas to be able to connect people to places elsewhere in the Southwest network. But from an operational perspective, it doesn't sound like that's a popular idea. Having just one flight that's heavy on connections means that if flights are late, then they feel more obligated to hold the Long Beach flight. There just aren't any other options. So for now, Southwest really can't get people who want to fly east from Long Beach.

On the other side of the coin, JetBlue picked up three additional slots. JetBlue has been in Long Beach for 15 years, but as of late, it's been under-utilizing its slots. It's allowed to do that, but that's why it was surprising that JetBlue wanted more. Of course, that was an anti-competitive move to prevent others from coming in.

I was really surprised when [JetBlue announced it was actually going to use these slots](#) and not squat on them. For the first time in awhile, JetBlue is adding a new destination. There will be one daily flight from Long Beach to Reno. The airline is also adding an additional daily flight to Vegas, San Francisco, and... Oakland.

For the record, JetBlue announced its flights first, so this wasn't a reactive move in response to Southwest. But there was probably some expectation at the time that Southwest would be in this market. And now we'll have 8 daily roundtrips between the two airlines. I look forward to cheap flights to Oakland for some time.

Since JetBlue has been underutilizing its slots, it could have started these flights without any new slots at all. So why now? I'll assume it's a mix of a couple things. First, JetBlue knows there a political game here. There's already a lot of noise about how JetBlue is squatting on slots, and it's giving the anti-airport crowd ammunition. So this will help diffuse that issue to some extent. Second, I imagine the Bay Area additions help with competitive positioning vs Southwest.

Lastly, there's Delta. Delta won 2 slots, and though some had dreamed of seeing new service, that's not happening. Most days, Delta flies 2 CRJ-900s to Salt Lake and 2 CRJ-700s. Later this summer, it will upgauge all flights to CRJ-900s. It couldn't have done that before, because the CRJ-700 is considered a commuter and uses slots from a different pool. The CRJ-900 weighs too much for that. Now with 2 more big jet slots, Delta can finally upgauge to the CRJ-900 on all flights and standardize.

That, by the way, leaves the 25 commuter slots in Long Beach as entirely unused. Anyone wanna start an airline?

Now it's time for the fun part. We get to see if this service works for anyone. I wouldn't be surprised to see JetBlue cut back on some frequencies over time. But by then, the move will have served its purpose from a public relations standpoint anyway. And Southwest? Well, with 8 flights a day in that market between two airlines, it should be ugly. We'll see if Southwest's strength in both the Bay Area and the LA Basin mean that it can succeed.

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## Councilmember Austin Reminds Public Of Airport FIS Feasibility Study Community Meeting Tonight

2016-04-20 · By Editor



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The Long Beach Airport scheduled two community meetings to present the scope of the Feasibility Study for the proposed Federal Inspection Service (FIS) facility and to address questions about the study. The first meeting took place on March 30. The second meeting will be held today, April 20.

Along with Airport staff, representatives of the Jacobs Engineering team that is conducting the study will be in attendance to provide information and receive input.

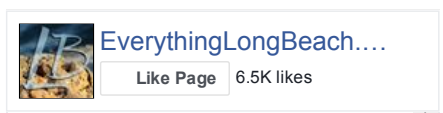
Councilmember Austin voted against conducting a feasibility study for a potential customs facility, but he did request that community outreach be included as part of the scope of the study.

The FIS Feasibility Study will look at several factors related to a request by JetBlue to allow international flights to arrive at the Long Beach Airport by establishing a customs facility.

The community meeting on the FIS Feasibility Study is today, Wednesday, April 20, 2016 from 6 p.m. to 8 p.m. at Long Beach Gas and Oil Auditorium 2400 E. Spring St.

For questions or more information, please call 562-570-2678.

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

## Long Beach Airport gears up for increased summer travel, extra flights

*By Greg Yee, Press-Telegram*

Wednesday, May 25, 2016



Long Beach Airport, unaffected so far by [long wait times](#) seen across the country, is preparing for more passengers expected over the summer travel season and the addition of new flights.

Airport, and Transportation Security Administration officials urge travelers to take precautions and arrive early to avoid missing flights or other problems.

Over the last few weeks, Long Beach has seen maximum wait times of between three and four minutes, but those numbers could increase over the summer, said Nico Melendez, a TSA

spokesman.

Travelers at Los Angeles International Airport have seen maximum wait times of about 30 minutes in the last week.

“Travelers should arrive at least two hours ahead,” Melendez said.

### Expanded flights

A new airline opening for service in the coming weeks, along with expansions to existing flights, could bring more travelers and longer waits to Long Beach, officials said.

Southwest Airlines will [begin service in Long Beach](#) on June 5 with four daily flights to Oakland, city officials said. Delta Airlines has also made adjustments to handle more capacity, and Jet Blue plans to expand service across the West Coast.

In August, Jet Blue will begin nonstop service between Long Beach and Reno and will expand service from Long Beach to Oakland, San Francisco and Las Vegas by adding one daily flight per destination, city officials said. Departure and arrival times between Long Beach and Sacramento will be adjusted in September to allow for day trips between the two cities.

### Summer travel tips

Long Beach Airport officials urge travelers to plan ahead, check in early or online, register for TSA PreCheck, and check their airline’s website or app.

Other information to know before traveling from LGB:

- Bring sunscreen because Long Beach Airport has an open-air concourse.
  - Self-parking is available in Lots A and B for \$2 an hour. Daily maximums are \$19 in Lot A and \$17 in Lot B.
  - Electric vehicle charging is available in Lot B: \$1 an hour for members and \$2 an hour for guests.
  - Curbside valet parking is available for \$24 a day and includes a free car wash.
  - Drivers picking up passengers are encouraged to use the free cellphone waiting lot, 3402 N. Lakewood Blvd.
  - Arrive 60 to 90 minutes before departure.
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URL: <http://www.presstelegram.com/general-news/20160525/long-beach-airport-gears-up-for-increased-summer-travel-extra-flights>

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