



long beach
airport

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Public Affairs Highlights and Initiatives January 2017

Government Affairs:

1. Hosted annual holiday PIO communication meeting, December 2016
2. Preparing for NBAA Schedulers and Dispatchers conference in Fort Worth, TX, February 7 – 10
3. Continued planning for hosting AAE Annual Conference, May 7 - 10

Community Outreach:

4. Hosted new food trucks (Grilled Cheese, Lobo's, Yalla and Mikuna) at airport terminal
5. Participated in CD3s Belmont Shore Christmas Parade, Saturday, December 3 and DC7s Daisy Lane Christmas Parade, Saturday, December 10
6. Historical Society Long Beach Remembers Pearl Harbor exhibit and Long Beach Airport's contribution opened December 7
7. Participated in Festival of Flight after-action meeting
8. Hosted a holiday luncheon and tour at Rancho Los Cerritos for airport volunteers, December 16
9. Volunteers led three group tours of the airport in December
10. Airport volunteers escorted musicians as part of our LIVE LGB holiday music program
11. Created airport holiday card; displayed tree, menorah and kwanza decorations
12. Airport volunteers were on hand as ambassadors for anticipated FIDS changeover

Filming/Photography:

13. None

Media:

14. Long Beach Airport Parking Lot to Undergo Renovations, Starting December 30; *Long Beach Post* 12/14/16
15. Residents Pack Council Chambers to Oppose Customs Facility at Long Beach Airport; *Long Beach Press Telegram* 12/14/16
16. Opponents Rule At International Airport Facility Study Session; *Gazettes* 12/14/16
17. Long Beach Airport Not Ready for Ride-Hailing Uber, Lyft; *Auto Rental News* 12/19/16
18. Small Plane Lands with Gear Up at Long Beach Airport; *Long Beach Press Telegram* 12/29/16
19. Pilot Makes Emergency Landing at Long Beach Airport Following “Mechanical Issues”; *LBPost* 12/29/16
20. Social Media:
 - Facebook is up to 14,990 likes
 - The best post in December was viewed over 5,200 times with 52 reactions, comments, and shares.
 - Notable events: LGB Live holiday shows, holiday décor, Lot A closure, new JetBlue route between San Jose and Long Beach
 - Twitter is up to 9,643 followers
 - The best tweet in December generated 2,575 impressions.
 - Tweets in December generated over 1,900 impressions per day.
 - Instagram is up to 2,906 followers
 - In December, photo posts averaged 90.7 likes each and video posts averaged 79 likes each.
 - The most popular post earned 159 likes and 986 impressions.
 - Vine has 198 followers and 36,840 loops.
 - Periscope has 338 followers and 16 live broadcasts received 2,219 likes

Advertising/Marketing:

21. Legacy of Leadership program, one-half page, black & white ad, 1/17 issue
22. Dine LBC Kitchen Ink 2017 Calendar, 1/6 page, full color ad
23. Long Beach Business Journal, quarter-page, full color ad 12/9/16 issue
24. LBPost, full color tile ad, December 2016
25. Lot A Renovations campaign
 1. Produced closure date post cards for customers
 2. Produced large closure banner for entry
 3. Produced “Coming Soon” banners

- 4. Posted announcements on web and social media; press release
- 26. Produced Metroplex fact sheet; added information to web
- 27. Produced new "Delightfully Long Beach" billboard signage, 12/16

LONG BEACH AIRPORT (COMPONENTTAGS/TA6R38-LONG-BEACH-AIRPORT)

Long Beach Airport Parking Lot to Undergo Renovations, Starting December 30

by KEELLEY SMITH (KEELELEY)  (<http://twitter.com/KEELELEY6638>) ON DECEMBER 14 2016 16:46 in NEWS (NEWS)

Picture  7

SHARE 4  Comment 14 ([NEWS/2000010129-LONG-BEACH-AIRPORT-PARKING-LOT-TO-UNDERGO-RENOVATIONS-STARTING-DECEMBER-30#DISCUSS_THREAD](#))



File photo.

December 29 is officially your last day to park in Parking Lot A at the Long Beach Airport (LGB), for all of you set on travelling from LGB, the airport announced today.

Story continued below.

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TODAY IS NOT A WATERING DAY

Remember, watering days are now
Tuesdays and Saturdays only.



53 °F



(<https://lbpo.st/LBWD-Weather>)





S P O N S O R (<http://lbpst.com/vads>)

The structure, which sits nearest to the historic terminal, will officially close on January 7 for renovations, while the last group of those permitted to park must do so by December 29.

"We're always looking for ways to further improve the travel experience at Long Beach Airport," said Mayor Robert Garcia, in a statement. "These improvements will enhance accessibility for both vehicles and pedestrians while also prolonging the life of the parking structure."

According to the airport, renovations include:

- Replacing enclosed staircases with outdoor, open air stairways
- Replacing the existing elevator with two updated elevators
- Modifying vehicle entry and exit points
- Improving lighting and interior painting
- Restriping parking spaces

"We take great pride in maintaining our facilities at the highest levels for our customers," said Airport Director Jess L. Romo, AAE in a statement. "These improvements demonstrate our commitment to excellent service and convenience at Long Beach Airport."

Airport officials said all vehicles must exit the Lot A garage by Friday, January 6, or be towed. Renovations should be complete by fall 2017. Travelers expecting to be gone past the date of January 6 are urged to park in Lot B.

The airport also provided the following tips:



Auto Rental NEWS

Long Beach Airport Not Ready for Ride-Hailing Uber, Lyft

December 19, 2016



Photo courtesy of Lyft

The Long Beach City Council has turned down a nine-month trial program that would allow the ride-hailing companies Uber and Lyft to pick up and drop off passengers at Long Beach Airport, according to a report by The Los Angeles.

The Long Beach City Council unanimously voted to delay the proposal for 90 days to get input from taxi companies, car rental companies, and the local public.

Currently, car-hailing services can drop off customers at any airport but must enter into an agreement with the airports to pick up travelers at the terminals.

Car-hailing companies have reached such agreements with local airports including Los Angeles International Airport, John Wayne Airport, and San Diego International Airport, according to the report.

Click here for the full Los Angeles Times report.

1/13/2017

Long Beach Airport Not Ready for Ride-Hailing Uber, Lyft - News - Auto Rental News

Related: Uber Approved for Pickups at Los Angeles Airport

Tags: Regulations, Lyft, Uber, Transportation Network Companies, Airports, Ride Hailing

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News

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http://www.gazettes.com/news/opponents-rule-at-international-airport-facility-study-session/article_98671a9c-c249-11e6-8400-074157892cea.html

Opponents Rule At International Airport Facility Study Session

Harry Saltzgaver Dec 14, 2016



A nearly four hour study session about a potential Federal Inspection Service (customs) facility at Long Beach Airport was dominated by opponents of international flight here.

Eighth District Councilman Al Austin started the comment period after a 45-minute presentation by Airport Director Jess Romo.

"It is clear that the vast majority of my constituents unequivocally oppose an international facility, and I agree," Austin told the full house in council chambers. "It is risky and unnecessary."

The other two councilmen who voted against a time-certain for a decision last week, and whose districts lie beneath the typical commercial flight path, were not as adamant about their positions, but still made it clear they would oppose the proposal.

"I've been listening to you," Uranga told the crowd. "That's why I wanted this study session. You weren't being listened to. The two community meetings were really presentations, and there was no real input."

In his presentation, Romo said again that the noise ordinance is silent on where planes are coming from, so it would not be in jeopardy. But Supernaw, citing nighttime curfew violations for the last year — 375 violations by JetBlue — said the destination did matter.

"That (level of violations) is what those impacted are dealing with," Supernaw said. "Where the plane comes from is critical... If there are frequent weather delays, that means curfew violations here."

Aside from brief questions from Suzie Price (Third) and Jeannine Pearce (Second) the only council comment was from the three opponents. Mayor Robert Garcia made comments before the presentation cautioning that impacts on domestic flights and the resulting impact on tourism and conventions needed to be addressed.

The public comment session took about 90 minutes, with almost all talking against the proposal.

No action can be taken at a study session. Last week's motion called for an update and vote on next steps on Jan. 24.

—Harry Saltzgaver



[Long Beach Council Pushes International Airport Decision To Jan. 24](#)

[Long Beach Council Pushes International Airport Decision To Jan. 24](#)



Long Beach Remembers Pearl Harbor

Exhibition runs December 8, 2016 -- April 18, 2018



Historical Society of Long Beach
4260 Atlantic Ave., Long Beach, CA 90807
562-424-2220 www.hslb.org

Opening Reception:
Dec. 7, 2016 6pm-8pm
General Admission \$75
Members, Veterans &



An aerial view looking southwest of the Douglas Long Beach plant at Lakewood Blvd. And Carson St. Beyond the runways of Long Beach Airport Oil derricks at Signal Hill are visible in the distance. Douglas Aircraft also owned oil companies for the sole purpose of furnishing high-octane aviation fuel for its aircrafts. The total cost of the plant equaled nearly \$500 million in today's dollars and produced four types of aircraft for the U.S and Allied countries throughout the war. The first plane rolled off the assembly line just days before the attack on Pearl Harbor.

Photo courtesy of Long Beach Airport c. 1942









EMERGENCY PLANE LANDING (/COMPONENTTAGS/TAG2106-EMERGENCY-PLANE-LANDING)

Pilot Makes Emergency Landing at Long Beach Airport Following 'Mechanical Issues'

by STEPHANIE RIVERA (/COMPONENTTAGS/CONTACT/ST7) http://twitter.com/STEPH_LBPOST on DECEMBER 29 2016 16:13 in NEWS (NEWS)

45

SHARE 4

Comment 4 (NEWS/2000010199-PILOT-MAKES-EMERGENCY-LANDING-AT-LONG-BEACH-AIRPORT-FOLLOWING-MECHANICAL-ISSUES#DISCUSS_THREAD)



Photo courtesy of LBFD spokesman Mark Miller.

The pilot of a twin engine plane made an emergency, gear-up landing at the Long Beach Airport Thursday afternoon after experiencing mechanical issues.

The unidentified pilot, who was the only person on board, was not injured during the touch down that took place at about 3:00PM, said airport spokeswoman Cassie Chauvel.

Story continued below.

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Tuesdays and Saturdays only.



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The incident began when the pilot of the small aircraft informed the LGB tower of mechanical problems and circled for about 20 minutes in an attempt to fix the issue, said Long Beach Fire Department (LBFD) spokesman Mark Miller. The pilot was unable to solve the issue and instead landed without the plane's rear landing gear completely lowered.

The pilot was able to land safely and walk away from the plane, Miller said. There was no fire or fuel spill but authorities were still on the runway Thursday afternoon in search of any major damage to the road.

Authorities did not say what airport the pilot departed from or the original destination.

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

Small plane lands with gear up at Long Beach Airport

By Jeremiah Dobruck, Press-Telegram

Thursday, December 29, 2016



A small plane had a rough landing at Long Beach Airport Thursday afternoon when its landing gear didn't properly deploy, but nobody was hurt, according to authorities.

The twin-engine Cessna touched down with its rear wheels still up shortly before 3 p.m., Long Beach Fire Department spokesman Capt. Mark Miller said.

The plane's pilot had warned the control tower he was having mechanical problems, and the fire department sent engines and ambulances in preparation for a crash, but they turned out to be unneeded, Miller said.

There was no fire or fuel spill, and the pilot walked away unhurt, he said.

The pilot was the only person aboard, airport spokeswoman Cassie Chauvel said.

Crews moved the plane and were still working around 3:30 p.m. to make sure the runway wasn't damaged, Miller said.

Because the plane landed on a runway not used for commercial flights, the incident didn't cause any delays for travelers, according to Chauvel.

URL: <http://www.pressetelegram.com/general-news/20161229/small-plane-lands-with-gear-up-at-long-beach-airport>

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Residents pack council chambers to oppose customs facility at Long Beach Airport

By Courtney Tompkins, Long Beach Press Telegram

Wednesday, December 14, 2016



Tensions were high on Tuesday as residents packed into the council chambers and pleaded with officials to vote down a proposal to build a federal customs facility at Long Beach Airport.

Talks about the facility have been going on for a few years now, but the recent release of a study saying the airport could support international travel has moved the council closer to a final decision. Leaders are expected to consider next steps in the process on Jan. 24.

Tuesday marked the third in a series of study sessions since the report's release. The three-hour session included many questions, from both the council and residents, and revealed a lot of unknowns.

Several people questioned the focus of a \$350,000 study conducted by Jacobs Engineering, which some say did not consider impacts specific to Long Beach. The study looked only at economic benefits from a regional standpoint.

And among the biggest unknowns – and most urgent issue for residents near the airport – is the city's strict noise ordinance. Many fear that approving international travel could prompt legal action from other airlines who want flight slots in Long Beach.

For months residents have also expressed concerns about how these changes could cause property values to drop, and people continued to share those fears on Tuesday.

“Our homes, our lives and our values matter,” 5th District resident Linda Sopo said. “We pay a real premium to live here, and I am really tired of people saying we need to accept the flights and we need to accept the noise.”

If values did drop, Long Beach would likely feel the impact as property taxes were the single largest source of revenue to the general fund in 2015. Last year the city collected \$106 million, nearly a quarter of the city's general fund revenue, according to finance documents.

Mayor Robert Garcia said while he is worried about jeopardizing the noise ordinance, he is also concerned about sacrificing domestic flights to make way for international ones, which he said could potentially impact the city's convention business, a big economic driver for Long Beach.

He said there were mixed feelings in the local tourism industry about the project.

Councilman Al Austin gave a list of about 100 questions about the project to airport staff. He asked that answers be posted on the city website as soon as possible for the public to review.

Councilman Roberto Uranga, whose constituents live under the paths, criticized the report for not identifying any negative impacts.

"The report was glowing ... but if I read reports right, there should always be some conclusions that are not so positive," he said. "I saw no negativity at all in this report, and that's why we are here. There has got to be some negative impacts."

Councilwoman Suzie Price, too, questioned findings in the study that said there would be no increased security risks.

"That seems counterintuitive," she said.

Still, there was some support for the project from the Long Beach area Chamber of Commerce and a handful of JetBlue employees, including Rob Land, the company's senior vice president of government affairs.

"Please embrace the city stature as an international city and vote in favor of it," Land said.

URL: <http://www.presselegram.com/business/20161214/residents-pack-council-chambers-to-oppose-customs-facility-at-long-beach-airport>

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