

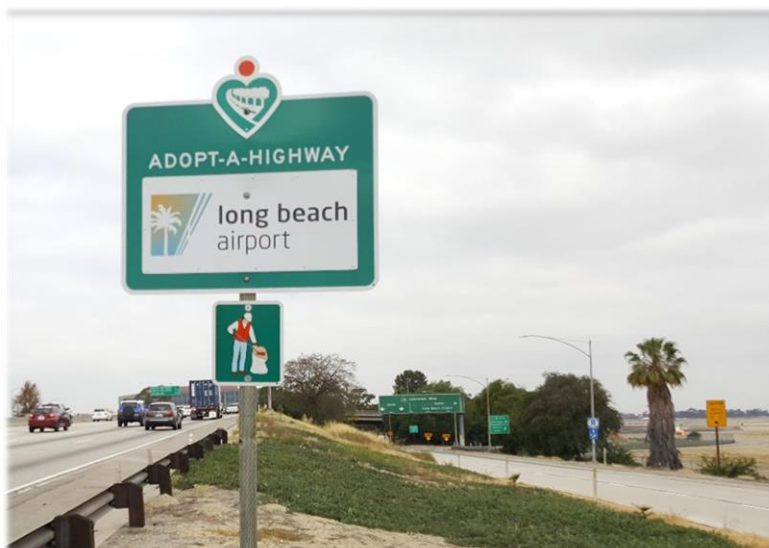


where the going is easy®

Public Affairs Highlights and Initiatives May 2020

Advertising/Marketing

Long Beach Airport continued to market itself with pole banners on Donald Douglas Drive, Adopt-A-Highway signs and large Airport signs along the 405 Freeway.



Community Outreach

As community events continued to be cancelled due to the COVID-19 situation, plans for Long Beach Airport's participation in the 2020 Long Beach Pride Parade were removed from our calendar. Long Beach Airport tours scheduled for the month of May were postponed.

Customer Experience

We've taken major steps forward in creating a safer Airport experience by placing floor decals throughout the terminal and concourse for social distancing, as well as adding signage requiring facial coverings. Our maintenance team has installed plastic shields at the ticket counters and gates, our rental car facilities, and at the Little Brass Café.



Government Affairs

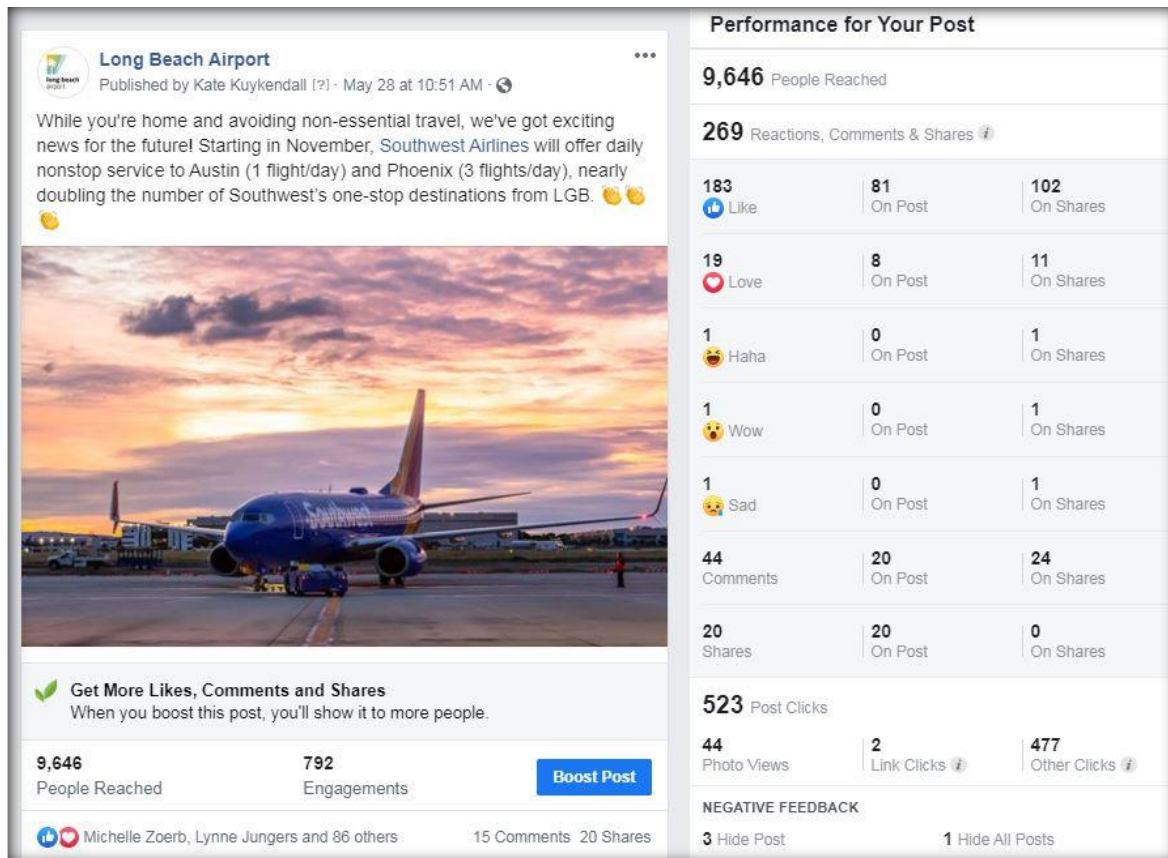
Two staff member from the Airport's Public Affairs office continue to report to the City's Joint Information Center (JIC), while another has been reassigned to the Emergency Operations Center (EOC). Airport Public Affairs, along with Airport leadership, continue to be engaged in conversation with City Government Affairs staff regarding proposed City and State legislation related to relief for tenants affected by the pandemic.

Media

There were 46 earned media placements in May. The biggest story of the month was Southwest's announcement that it would add daily, nonstop service to Austin and Phoenix. As part of a nationwide schedule announcement, it was covered by numerous national media outlets. Other significant stories were the requirement to wear a face covering at the Airport, and Delta's temporary suspension of service.


Social Media

Facebook Post With the Greatest Reach in May:

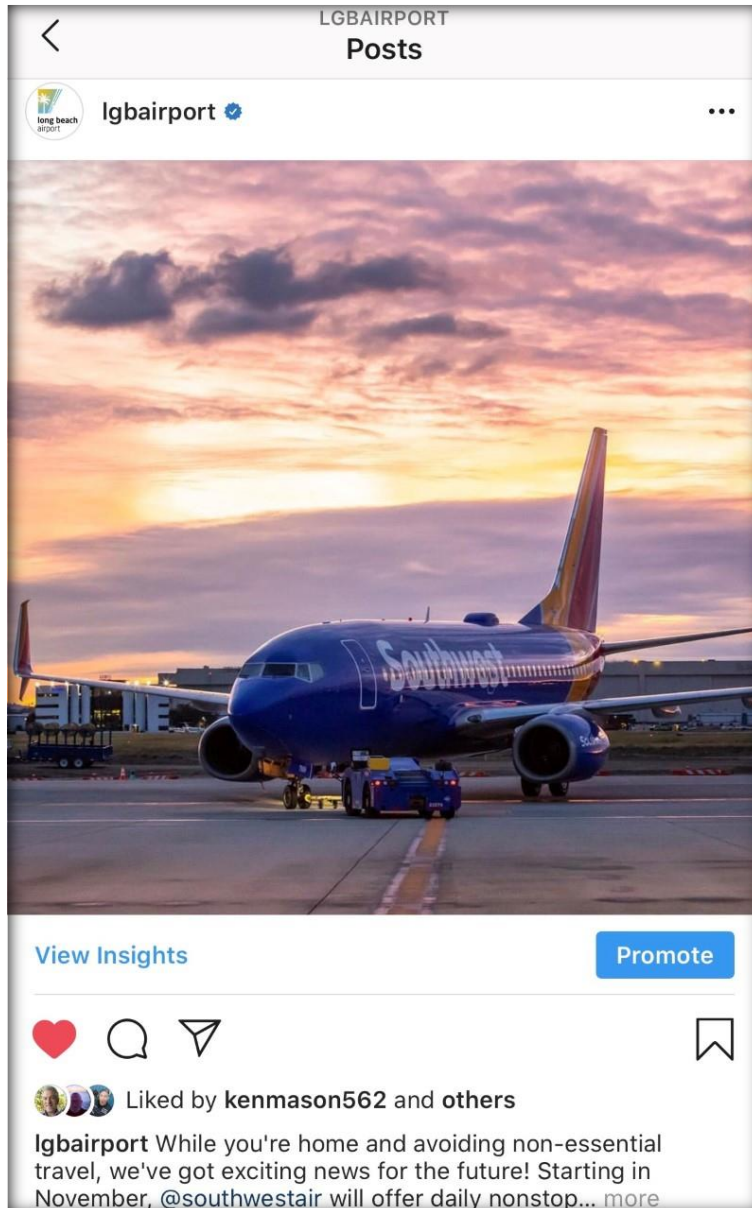


Twitter Post With the Greatest Reach in May:



Tweet Analytics	
<div>  <div> Long Beach Airport @LGBAirport While you're home and avoiding non-essential travel, we've got exciting news for the future! Starting in November, @Southwest will offer daily nonstop service to Austin (1x) and Phoenix (3x), nearly doubling the number of Southwest's one-stop destinations from LGB. 🙌✈️ pic.twitter.com/3ak8XzhmLd </div> </div>	
Impressions	5,146
times people saw this Tweet on Twitter	
Total engagements	231
times people interacted with this Tweet	
Detail expands	104
times people viewed the details about this Tweet	
Likes	53
times people liked this Tweet	
Media engagements	48
number of clicks on your media counted across videos, vines, gifs, and images	
Profile clicks	12
number of clicks on your name, @handle, or profile photo	
Retweets	8
times people retweeted this Tweet	

Instagram Post With the Most Likes in May:



Post Insights	
374	21
48	6
86	3,618
Profile Visits	Reach
Interactions ⓘ	
86	
Actions taken from this post	
Profile Visits	86
Discovery ⓘ	
3,618	
Accounts reached 27% weren't following lgbairport	
Follows	9
Reach	3,618
Impressions	3,966
From Home	2,910
From Profile	117