

Public Affairs Highlights and Initiatives September 2020

Advertising/Marketing

Long Beach Airport continued to market itself with pole banners on Donald Douglas Drive, large Airport signs along the 405 Freeway and Adopt-A-Highway signs. Most other advertising and marketing spending has been suspended due to the decrease in passenger revenue and current travel restrictions.

Community Outreach

All City of Long Beach employees observed a moment of silence at 9:11 a.m. on September 11th. The Airport commemorated Patriot Day also with our traditional floral display near the flag pole adjacent to the historic terminal. Our terminal lights were illuminated in red, white and blue in conjunction with City buildings and institutions around the country as we honored the lives that were lost and those that were forever changed on 9/11. #NeverForget

The following week, our historic terminal was beautifully illuminated in white and blue, from September 18 through 20, to celebrate Rosh Hashanah to celebrate the Jewish New Year.



Director Cynthia Guidry was a guest speaker at the WTS-Los Angeles virtual 2020 Empowerment Day, a workshop for high school girls to learn about exciting careers in transportation, on September 14.

In September, we spread the word to #GetCounted in the #2020Census and spotlighted aviation history makers during #HispanicHeritageMonth via social media.

On September 24, Director Cynthia Guidry was a featured speaker for the COMTO So Cal Leadership Webinar Series: A Safe Return to Transportation - Aviation. The series was an opportunity for members to glean insights from transit industry leaders and to showcase the achievements and expertise of transit leaders of color. Director Guidry provided insights into the initiatives LGB has implemented to keep passengers, vendors, and staff safe and secure.



Customer Experience

New signs related to face coverings are on display throughout the airport. We also installed new graphics on the construction barricade near the historic terminal. The graphics were placed in this prominent spot to remind our customers that facial coverings are required at LGB to reduce the spread of COVID-19. Additionally, new directory signs were installed to ensure easy wayfinding during Phase II construction.

Our Airport team has been reviewing health and safety protocols that will enable our volunteers to return to LGB soon and we're exploring new opportunities where they can enhance our customer experience.

Public Affairs staff conducted an audit of the Airport's website and continues to refresh pages with up-to-date information.



Government Affairs

Public Affairs staff supported Noise Compliance and Environmental Affairs staff in preparing a presentation for the City's Sustainability Commission.

The Airport initiated production of a video, in partnership with the City's LBTv, to highlight the health and safety measures LGB is taking to keep travelers safe.

Two Airport Public Affairs staff members continued to assist with the City's response to COVID-19; one supports the Joint Information Center, while another has been reassigned to the Emergency Operations Center.


Media

There were 81 earned media placements in September. The story that garnered the most interest focused on Southwest Airlines' request to take the 17 permanent flight slots recently made available by JetBlue's departure.

Other stories included: two Federal Aviation Administration (FAA) grants were awarded to LGB totaling \$38.9 million for airfield improvements, the WWII Victory Flight departed Signature Flight Support at LGB to celebrate the 75th Anniversary of V-J Day and Airport administrative offices closures were announced as part of the City's multi-pronged approach to resolving its shortfall in Fiscal Year 2021.





Social Media

Facebook was up to 18,121 likes in September. The post with the greatest reach (20,825):



Long Beach Airport is with Signature Flight Support LGB -
Long Beach Airport and Aeroplex Aerolease Group.
Published by Lindsey Ann [?] · September 2 ·

Here's a closer look at the historic aircraft that participated in the Victory Flight to commemorate VJ Day's 75th anniversary. We were grateful to have them this morning! #DC3 #C53 #C47 #WWII75



251 Reactions, Comments & Shares

589 Like	126 On Post	463 On Shares
98 Love	25 On Post	73 On Shares
8 Wow	2 On Post	6 On Shares
35 Comments	35 On Post	0 On Shares
63 Shares	63 On Post	0 On Shares
0 Post Clicks		
0 Photo Views	0 Link Clicks	0 Other Clicks
NEGATIVE FEEDBACK		
0 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

Twitter was up to 13,595 followers in September. Tweets in September generated 112,000 impressions. The Twitter post with the most likes:



Long Beach Airport

@LGBAirport

Spotted at LGB: A US Navy MH-60 Seahawk headed to assist the #ValleyFire. It will utilize a "Bambi Bucket" under the aircraft for rapid refilling and dispersion of water on the fire. The pink paint is temporary and highly visible in smoky skies to increase safety. 🚒



1:03 PM · Sep 10, 2020 · Twitter Web App

View Tweet activity


28 Retweets


2 Quote Tweets

80 Likes

Impressions	11,790
Total engagements	769
Media engagements	373
Detail expands	257
Likes	80
Retweets	30
Profile clicks	12
Hashtag clicks	11
Replies	4
Link clicks	2


Instagram was up to 7,850 followers in September. The posts averaged 219 likes each. The most popular Instagram post:






lgbairport

Long Beach, California




lgbairport

There it is, all 10,000 feet of our longest runway, Runway 12-30. ✈️







crazy_fresh86

2w 1 like Reply



pilotmanei @beaero88

happy



Liked by kenmason562 and others

SEPTEMBER 17

Add a comment...

Post

5

Post Insights			
			
346	13	16	7
36		3,880	
Profile Visits		Reach	

Interactions ⓘ

36	
Actions taken from this post	
Profile Visits	36

Discovery ⓘ

3,880	
Accounts reached	
43% weren't following Igbairport	
Follows	1
Reach	3,880
Impressions	4,110
From Home	2,360
From Explore	1,631