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Public Affairs Highlights and Initiatives October 2020

Advertising/Marketing

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

Tension fabric signs with LGB's tag line were installed in the baggage claim area.



Community Outreach

Director Cynthia Guidry made a virtual presentation to the Long Beach Women's Council of Realtors, providing insights into the initiatives LGB has implemented to keep passengers, vendors, and staff safe and secure.

Our monthly edition of the *Business Partner Brief* was published and featured the release of our "Fly Easy at LGB" video, commercial flight activity statistics, the World War II Victory Flight, construction updates, and a business partner spotlight.

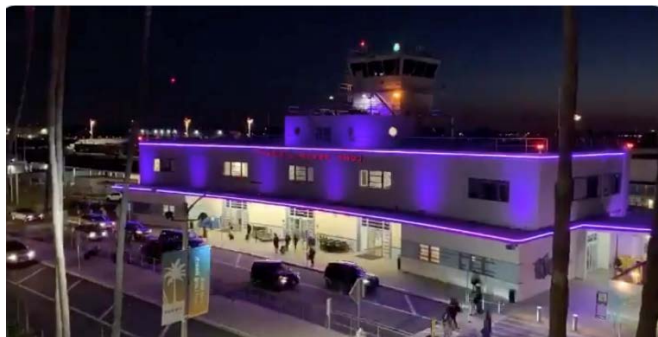


Director's Message

Happy autumn! I hope you, your family and colleagues are all healthy and safe as we enter the last quarter of the year. As I'm sure you've heard, Southwest Airlines requested all 17 permanent flight slots recently made available by JetBlue's departure. With the new slots, Southwest will increase from 17 to 34 flight slots. This is exciting news and a strong vote of confidence in the convenient and easygoing travel experience we offer. We're grateful for Southwest's ongoing partnership and to each of you who make up the Long Beach Airport family. THANK YOU for making LGB a wonderful airport. Have a great week! - Cynthia Guidry

We continued to engage with the community via our social media channels. This month, we highlighted customers who continued to #MaskUp, shared progress of Taxiway D improvements and the new Checked Baggage Inspection System (CBIS) facility construction and shined the spotlight on two tenants – Signature and Little Brass Café.

In October, our terminal lights were illuminated in purple and gold in honor of the Lakers championship win and #DodgerBlue to celebrate the World Champion Los Angeles Dodgers' historic win.



Customer Experience

We launched a new video to highlight the health and safety measures LGB is taking to keep travelers safe. The video received thousands of views on our social media channels.

Volunteers and staff administered the latest iteration of LGB's passenger experience survey, which focuses on COVID and how comfortable passengers feel about their travels. In-person surveying respected physical distancing, while a QR code that linked to the survey online was also available. Surveying is expected to run through the end of November.

We celebrated National First Responders Day with special appreciation to those who keep LGB safe.



Signs related to face coverings continued to be on display throughout the airport to remind our customers that face coverings are required at LGB to reduce the spread of COVID-19.

Government Affairs

In partnership with the Arts Council for Long Beach, LGB announced a call for artists for a new art exhibit related to the pandemic. Nearly 20 art pieces with uplifting and hopeful messages will be selected to be installed in our publicly accessible areas.

Public Affairs staff participated in an Aviation Operations Tabletop Exercise to strengthen preparedness skills related to an aircraft incident.

Kate Kuykendall participated in the 2020 Virtual Livability Summit hosted by the City of Long Beach and was assigned to the Transportation group's "Vision Zero" plan to eliminate traffic fatalities.

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

Media

The total number of earned media placements for Fiscal Year 20 was 484, which reflects the total number of articles in a variety of outlets where Long Beach Airport was either the subject of the article or received a mention. Of the 484 articles, 205 were in local outlets, such as the Long Beach Post or Press-Telegram; 80 were in regional outlets, such as KNX Radio or LA Daily News; 199 were in national outlets, typically from online industry trade publications such as The Points Guy, but also some were in outlets such as Yahoo News, USA Today, etc. A separate category measured TV coverage, with a total of 29 earned media placements, mostly in the Los Angeles media market.

Long Beach Airport was featured on the Airports Council International (ACI) website as being ahead of the curve as it relates to incorporating outdoor spaces that feel safe and inviting into airport design. The article, [LGB's Outdoor Space Is A Breath of Fresh Air for Travelers](#), appeared in the October edition of "Ready for Every Journey." ACI is the trade organization for airports around the world.


LGB's outdoor concourse was chosen for the cover of "[Centerlines](#)," the quarterly print magazine for ACI.

There were 92 earned media placements in October. The story that garnered the most interest focused on the resumption of Hawaiian Airlines daily nonstop service from Honolulu to LGB in December.

Other stories included: Gulfstream's plans to close its maintenance and modification facility at Long Beach Airport, our call for artists who are women for a new art exhibit related to the pandemic, the last JetBlue flight departed from Long Beach, and LGB preparation to issue a Request for Proposal (RFP) for the Gulfstream space.

Social Media

Facebook was up to 18,216 likes in October. The post with the greatest reach (15,191) was our “Fly Easy at LGB” video:



Long Beach Airport: Fly Easy at LGB...


Air travel may look a little different these days, but Long Beach Airport continues to offer the same easygoing and convenient experience that travelers cherish. Check out our new "Fly Easy at LGB" video to understand what you can expect (hint: it

Video Details

Total Video Performance

Minutes Viewed	3,016
1-Minute Video Views	670
10-Second Video Views	4,598
3-Second Video Views	8,060
Average Video Watch Time	0:10
Audience Retention	
Audience and Engagement	

Twitter was up to 13,624 followers October. Tweets in October generated 127,000 impressions. The Twitter post with the most interest:



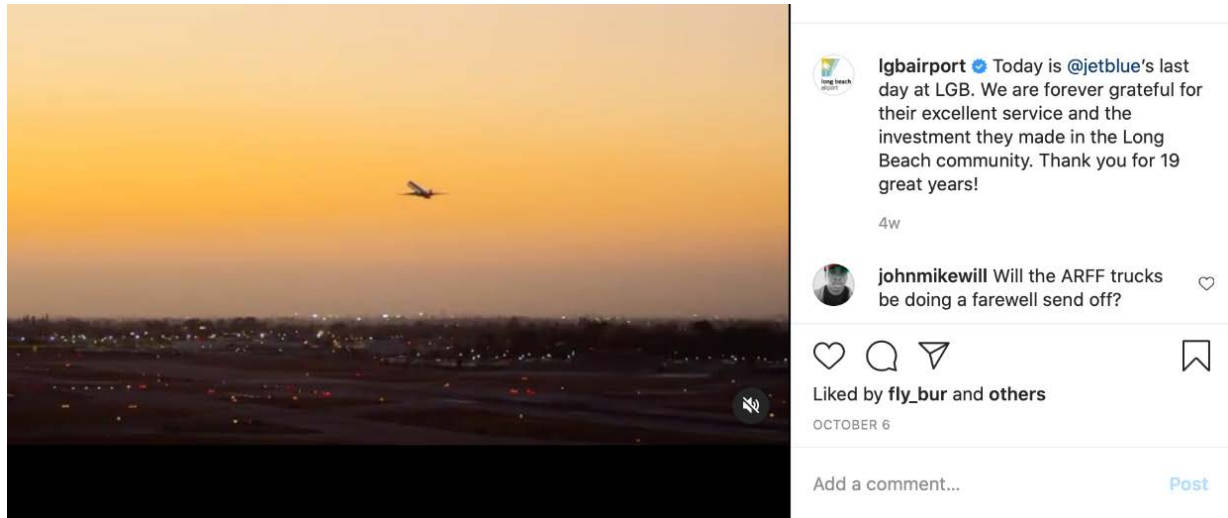
Today is [@JetBlue](#)'s last day at LGB. We are forever grateful for their excellent service and the investment they made in the Long Beach community. Thank you for 19 great years! ❤️

10:36 AM · Oct 6, 2020 · Twitter Web App

61 Retweets 21 Quote Tweets 294 Likes

Impressions	52,361
Media views	11,697
Total engagements	3,105
Detail expands	1,833
Media engagements	644
Likes	294
Profile clicks	212
Retweets	82
Replies	34
Link clicks	4
Follows	2

Instagram was up to 7,960 followers in October. The posts averaged 234 likes each. The most popular Instagram post:



Post Insights	
<div> <div> <div></div> <div>400</div> </div> <div> <div></div> <div>48</div> </div> <div> <div></div> <div>248</div> </div> <div> <div></div> <div>34</div> </div> </div>	
<div> <div>211</div> <div>Profile Visits</div> </div>	<div> <div>4,734</div> <div>Reach</div> </div>
Interactions ⓘ	
<div> <div>211</div> <div>Actions taken from this post</div> </div>	
Profile Visits	211
Website Clicks	1
Get Directions	1
Discovery ⓘ	
<div> <div>4,734</div> <div>Accounts reached</div> <div>72% weren't following lgbairport</div> </div>	
Follows	26
Reach	4,734