



long beach
airport

where the going is easy®

Public Affairs Highlights and Initiatives October 2021

Advertising/Marketing

Long Beach Airport (LGB) marketed itself via the 25th Annual Historical Cemetery Tour program with a half-page black and white ad, via the Boy Scouts Robert Luna Tribute program with a quarter-page full color ad and promoted its flights to Hawaii via print advertisement with a full-page, full color ad in the September/October issue of Condé Nast Traveler.



Take a tour at Long Beach Airport and go behind the scenes of the historic terminal to learn more about Earl Daugherty and the rich aviation history that belongs to Long Beach. Contact us at 562.570.2678.



Long Beach Airport offers
nontop flights to 16 destinations.
Travel well. Travel Long Beach



LGB promoted its Festival of Flight via an electronic billboard signage along the 405 Freeway, social media boosts, the City's intranet and internet sites and postcard-size flyer distribution to City employees and individuals.



Community Outreach

We continued to engage with the community via our social media channels. In October, we celebrated #ATCDay and #NationalFirstRespondersDay.



National Hispanic Heritage Month is celebrated in the United States from September 15 through October 15 to commemorate the contributions and influence of Hispanic Americans to the history, culture and achievements throughout our country's history. In October, we celebrated #HispanicHeritageMonth via social media by highlighting John Montijo who became one of the earliest licensed Hispanic pilots in the U.S.



Long Beach Airport @LGBAirport · Oct 14

John Montijo was an experienced flight instructor for the U.S. Army Air Corps in World War I. Montijo moved to #LongBeach and became one of the earliest licensed Hispanic pilots in the United States. He also provided flight instruction to Amelia Earhart! 🇺🇸 #HispanicHeritageMonth 🇪🇸



We published our monthly edition of the Business Partner Brief. In October, the spotlight shined on Long Beach Airport Valet, which is operated by Mani, and Operations Manager Apple Alfonso:

LGB Business Partner Spotlight: Long Beach Airport Valet

This month we'd like to introduce Long Beach Airport Valet, which is operated by Mani, and Operations Manager Apple Alfonso. Apple started as a part-time cashier 15 years ago, and fell in love with the company and its employees. She especially enjoys interacting with customers and employees. Apple is a mother of three beautiful kids and their family loves to spend time together and travel!

Q: Can you tell us about your operations at Long Beach Airport (LGB)?

A: Long Beach Airport Valet, which is located just steps away from the airport terminal, started providing short-term and long-term valet service for travelers in 2001. We offer a very convenient drop-off and pick-up service for their vehicles, with a very competitive rate of \$27 per day. And we try to provide a good experience here at LGB - their vehicles even receive a complimentary wash by the time travelers have returned from their trips!



LGB had a presence at the Dia De Los Muertos event in Downtown Long Beach on October 30, where staff and volunteers engaged with families to promote Long Beach Airport.



In October, we hosted five Airport tours where 37 attendees received an overview of Long Beach Airport's role in aviation history.

AstroAccess, an organization whose mission is to advance disability inclusion in space, launched a weightless parabolic flight for people living with disabilities aboard a ZERO-G aircraft from Long Beach Airport. The following day at California State University Long Beach, Director Cynthia Guidry introduced a panel discussion comprised of several disability ambassadors who discussed this program.



Customer Experience

Our historic terminal was pink in commemoration of Breast Cancer Awareness Month.



Government Affairs

On October 21, the LGB team joined people all over California in participating in the Great ShakeOut, an earthquake preparedness drill that reminds everyone to “Drop, Cover and Hold On” during an earthquake.

The City announced via press release that Airports Council International, the leading industry group for airports, certified Long Beach Airport with a Level 2 rating in the Airport Carbon Accreditation (ACA) program. The accreditation is based upon a review of carbon emissions from 2016 to 2019, as well as a carbon management plan. This important accreditation is validation that LGB is on the path to carbon neutrality.

LGB initiated racial equity training for its employees. In 2020, Long Beach City Council unanimously adopted the Racial Equity & Reconciliation Initiative in response to calls from community members asking for the City to acknowledge its history of systemic racism. LGB’s management team were the first to participate in the Citywide Racial Equity 101 training, an interactive and educational session.

Media

The total earned media placements for Fiscal Year 2021 totaled 1,227, up from 513 in Fiscal Year 2020 (FY20). This total included 52 segments on broadcast television, up from 29 in FY20.

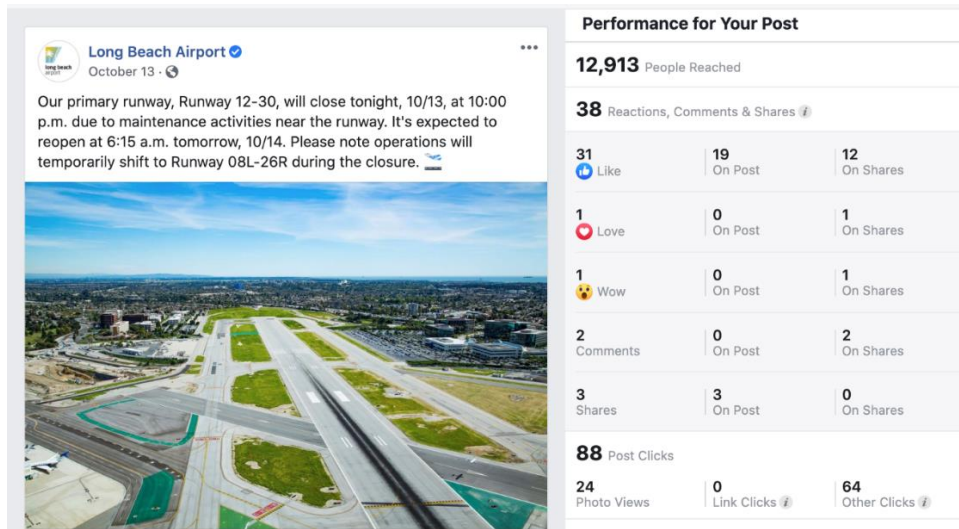
In October, there were 61 earned media placements. The stories that garnered the most attention were announcements pertaining to our Festival of Flight in November, the potential redistricting impact on the Airport and news that LGB achieved Level 2 Carbon Accreditation.

Operations and Facilities Bureau Manager Ron Reeves was interviewed by Larry Mantel for his popular “Air Talk” program on KPCC, Southern California’s largest NPR affiliate. Along with CNBC travel reporter Leslie Josephs, Ron spoke about a disruption

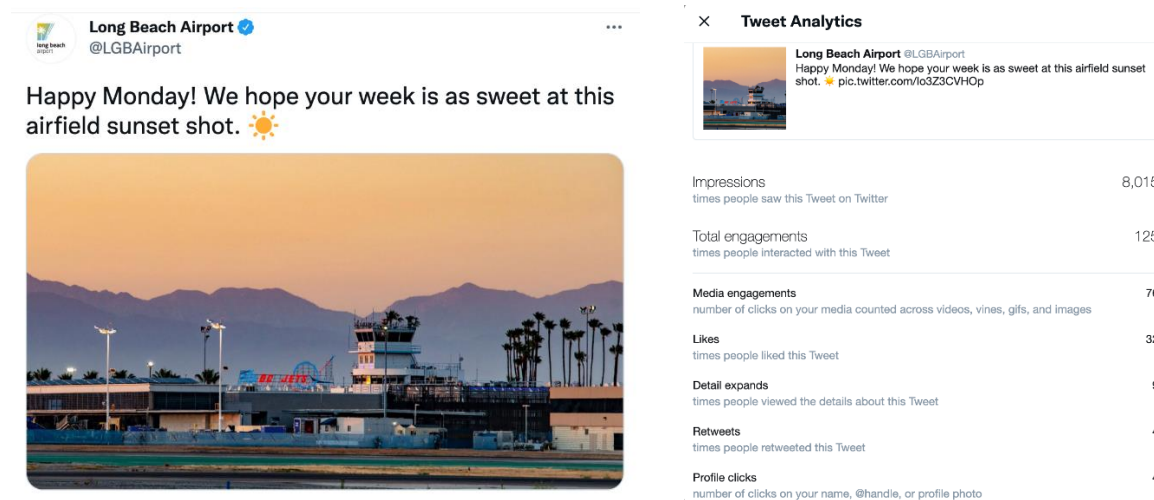
in Southwest Airlines service in October and how it affected travelers. He highlighted the advantages of a small hub airport and how we worked with airlines to minimize the impact to passengers.

Social Media

In October, Facebook was up to 19,240 likes. The post with the greatest reach (12,913):



Twitter was up to 14,068 followers in October. Tweets generated 69,400 impressions. The Twitter post with the most interest:



Instagram was up to 9,245 followers in October. The posts averaged 162 likes each. The most popular Instagram post:



lgbairport Long Beach, California

It's back! 🎉 We are excited to announce Festival of Flight is taking place on November 6, 2021. The free event will feature aircraft on static display, live music, food and beer trucks, activities for kids and helicopter rides for purchase. Please take a moment to check out the COVID-19 entry requirements before soaring into this event:

- ✅ In accordance with State COVID-19 health mandates, regulations require attendees to show proof of being fully vaccinated or a negative COVID-19 test. Children ages 2 to 11 who are not yet eligible for vaccines are required to show a negative test.
- ✅ Those who are unvaccinated need to take a test within 72 hours of the event (as early as November 3).
- ✅ If attendees are not able to get tested before arriving at the Festival of Flight, @lgbaircity will provide free rapid COVID-19 testing at the entrance as a last resort option.
- ✅ All attendees age 2 and older also are required to wear facial coverings inside and outside, regardless of vaccination status.

View Insights

Liked by kenmason562 and 398 others

OCTOBER 12

Add a comment...

Post

Post Insights

Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. [Learn More](#)

399	22	225	65
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Interactions

60
Actions taken from this post

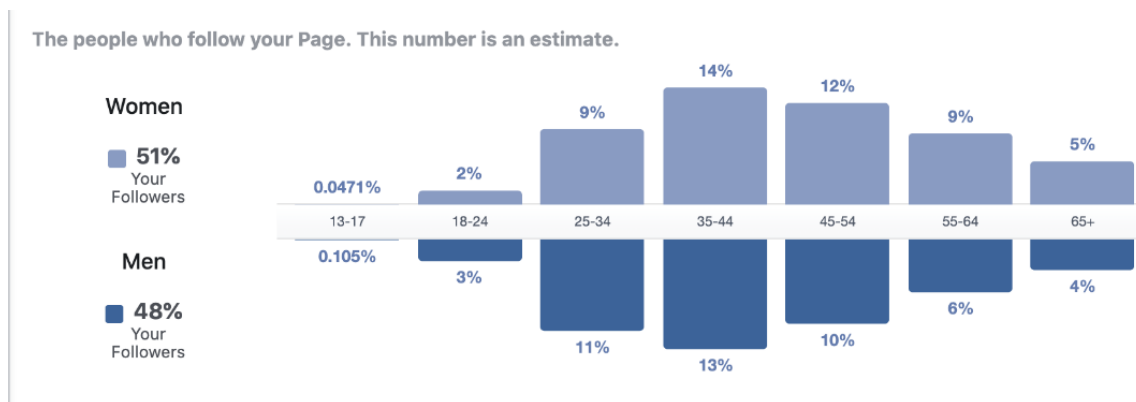
Profile Visits	58
Website Taps	2

Discovery

4,165
Accounts Reached
18% weren't following lgbairport

Impressions	4,686
From Home	3,754
From Explore	529

FY21 year-end snapshot of demographics for LGB followers:



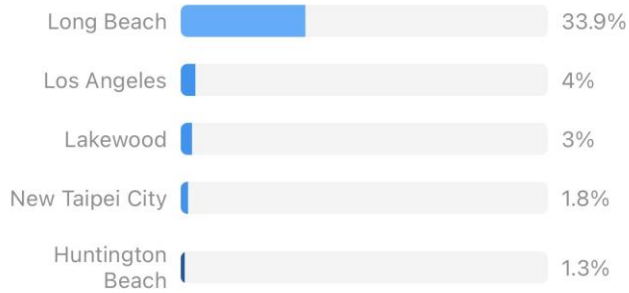
Country	Your Followers	City	Your Followers	Language	Your Followers
United States of America	16,079	Long Beach, CA	3,644	English (US)	15,957
Mexico	396	Los Angeles, CA	968	Spanish	978
India	158	Lakewood, CA	478	English (UK)	729
Thailand	148	Huntington Beach, CA	382	Spanish (Spain)	181
Brazil	147	Anaheim, CA	214	Thai	158
Philippines	145	Bellflower, CA	153	Portuguese (Brazil)	153
United Kingdom	110	Las Vegas, NV	153	French (France)	109
Canada	83	New York, NY	141	Vietnamese	84
Indonesia	82	Cypress, CA	136	Arabic	82
Japan	77	Garden Grove, CA	124	Japanese	69

FY21 year-end snapshot of demographics for LGB followers:

Top Locations

of your followers

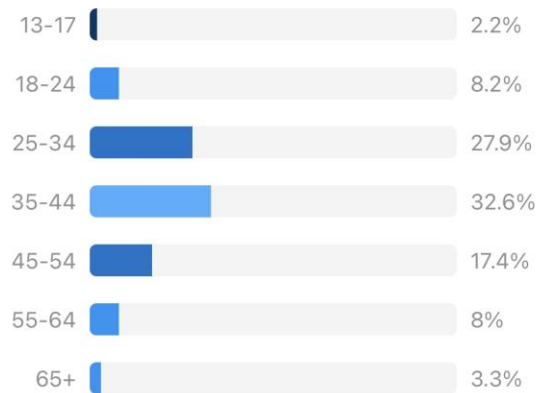
Cities Countries



Age Range

of your followers

All Men Women



Recent Social Media Growth in Followers:

	October 2021	October 2020	October 2018
Facebook	19,240	18,216	16,596
Twitter	14,068	13,634	12,054
Instagram	9,245	7,964	4,878