

## **Public Affairs Highlights and Initiatives June-July 2014**

### **Government Affairs:**

1. ACI Preparation
2. LGB Presentation given to Councilmembers Suzie Price and Stacy Mungo
3. Continued assisting CVB and local tourism industry partners in promoting "Beach with Benefits" campaign
4. Participated in an all-City PIO meeting

### **Community Outreach:**

5. Planning for the SWAAE conference in July
6. Planning for the Plane Pull in August
7. Planning for League of California Cities Conference in September
8. Celebrated the one year anniversary of Truck'n Tuesday with music and airport giveaways
9. Participation in Council District 8's 2<sup>nd</sup> Sunday in the Village
10. Participation in Bixby Knolls Business Improvement Association First Fridays event
11. Participation in L.A. River Ride Celebration at the Aquarium of the Pacific
12. Participation in Bixby Knolls Business Improvement Association Concert in the Park(ing) Lot
13. LGB Volunteers held seven history tours to area summer camps, scouts and local clubs

### **Media:**

14. Long Beach Airport recalls Bogey and Bacall; LA Register, July 2
15. JetBlue Pushing for International Flights at LB Airport; Signal Hill Tribune, June 27
16. Is Relying on JetBlue a Smart Bet for Long Beach Airport?; Orange County Register, June 27
17. Long Beach Should Consider Flights Abroad; Press Telegram; June 23
18. JetBlue, Long Beach Airport Talk About Possibly Going International; Long Beach Post, June 16
19. Internal Airport Documents Obtained by LBREPORT.com Show Move to Begin Process of Changing LB Airport To Accept Int'l Flights One Council Vote Away; LBReport.com, June 14
20. JetBlue Thinking Global in Long Beach; The Orange County Register, June 14
21. JetBlue, Long Beach Airport discussing International Flights; Press Telegram, June 14

**22. Social Media:**

- a. Facebook has more than 9,080 Likes, reaching nearly 300,000 people a week
- b. Twitter has nearly 5,000 followers
- c. Yelp: Airport continues to have a 4.5 star rating
- d. TripAdvisor: Airport continues to have a 4.5 star rating and is the #1 attraction in Long Beach
- e. Find us on Tumblr and Pinterest

**Advertising:**

23. Destinations Magazine – half page, full color ad in July 2014 issue

24. Long Beach Business Journal – one quarter page, full color ad in June 24 issue



## Long Beach Airport recalls Bogey and Bacall

BY ANTONIE BOESSENKOOL

2014-07-02 21:15:50



**LONG BEACH** – At one time, people used to dress up to go to the airport. Air travel was glamorous back in those days.

Long Beach Airport, especially its 1941 terminal, recalls that era. It was the setting for black and white movies in the 1940s and 1950s, including “Executive Suite” with William Holden and Barbara Stanwyck and “The Bachelor and the Bobby-Soxer” with Cary Grant, Myrna Loy and Shirley Temple.

It’s one of the 10 most beautiful airports in the world, the British Broadcasting Corporation said recently, in part due to its mosaics of seabirds and ships and the “Bogart-Bacall-era Hollywood charm” of the 1941 terminal.

“The airport was opened in 1923, so it’s been around for more than 90 years,” said Stephanie Montuya-Morisky, a spokeswoman for the airport. “It very much has shaped that landscape of the city and the regional area.”

In the early 1920s, the city’s airport was little more than Long Beach’s crescent-shaped beach, according to the Long Beach Airport.

There, pilots performed air shows for eager audiences. One of those pilots was Earl Daugherty, considered the father of Long Beach aviation. Daugherty was a stunt pilot and World War I Army flight instructor who married his wife, Catherine “Kay” Daugherty, while the two flew 3,000 feet above Long Beach. Earl Daugherty ran a flight training school for biwinged aircraft near Long Beach Boulevard and Willow Avenue.

In 1923, the Long Beach City Council set aside 150 acres near the intersection of Spring and Cherry streets for use as an airfield, making it the first municipal airport to serve Southern California. It was initially called Daugherty Field.

In the late 1920s, the city added hangars and administrative facilities for the Navy and Army Corps. In 1933, the first overall plan emerged, which guided the airport’s development through World War II.

People often mistake the design of the 1941 terminal as art deco. It’s not, Montuya-Morisky said. The design actually is called Streamline Moderne, kind of a post-art deco style, she said.

The design echoes the airport’s U.S. military ties, as well. “That design was very popular ... during that era right before the war,” Montuya-Morisky said. “The front of the terminal kind of looks like a ship. It reminds you of a ship, reminds you of the Navy, the military.”

Japan’s attack on Pearl Harbor, sent the United States fully into the war and delayed the terminal’s ribbon-cutting. Instead, the airport became a home to the U.S. military for a time.

In the 1950s, the airport was one of the busiest in the country. Los Angeles International Airport eventually took over, of course. But those who visit today will see the structures of an earlier time, still intact.

“First, you see the mosaics, when you come into the airport,” Montuya-Morisky said. These mosaics, laid into the floors, have imagery of ships, the zodiac, the night sky, and of ideas that were modern at the time – oil, transportation, communications.

They were built as a Works Progress Administration project, by artist Grace Clements, who was only 27 or 28 at the time.

"Here we are ... years later, and it's still there, still intact," Montuya-Morisky said.

Modernization continues, and a new concourse opened in 2012. But steps are taken to preserve the past.

"The modernization project is just about bringing us back to date," Montuya-Morisky said. "We're very careful at modernizing the airport and still respecting the past."

**Contact the writer:** [aboessenkool@losangelesregister.com](mailto:aboessenkool@losangelesregister.com)

© Copyright 2014 Freedom Communications. All Rights Reserved.  
[Privacy Policy](#) | [User Agreement](#) | [Site Map](#)

CLOSE X

Loading Image...

- [front page](#)
- [Advertising](#)
- [General Information](#)
- [Archives](#)
- [RSS](#)

Your Weekly Community Newspaper

# SIGNAL

TRIBUNE

Serving the Long Beach communities of Bixby Knolls, California Heights, Wrigley, Virginia Country Club, and the City of Signal Hill

← [Cherry Avenue's makeover to begin soon...really! Vol. 36 No. 4- June 27, 2014](#) →

## JetBlue pushing for international flights at LB Airport

June 27th, 2014 · [No Comments](#) · [News](#)



Airline travelers walk on the grounds of the Long Beach Airport terminal last December. JetBlue Airways has expressed interest in offering international flights at the airport, but such a change would require a three-year-plus process, involving the construction of a federal inspection services (FIS) facility, which is required by the U.S. Customs and Border Protection agency.

Sean Belk  
Staff Writer

Years from now, airline passengers may be able to fly from Long Beach to, possibly, Cabo San Lucas, Mexico— that is, if JetBlue Airways gets its way.

The airline has expressed interest in establishing international flights at Long Beach Airport (LGB), but discussions about the controversial change are only in “preliminary” stages, an airport official confirmed with the *Signal Tribune*.

News broke two weeks ago about JetBlue’s quest for opening up international travel at Long Beach Airport. According to an Orange County Register article published on Saturday, June 14, JetBlue’s new president, Robin Hayes, discussed the airline’s intentions at a promotional event in Los Angeles last Friday.

Such a change would require a three-year-plus process, involving the construction of a federal inspection services (FIS) facility for U.S. Customs and Border Protection, which is mandatory for all international airports.

Kerry Gerot, Long Beach Airport spokesperson, said the airport is not planning to bring up an item for Long Beach City Council approval any time soon, adding that the public will have plenty of opportunity to weigh in on the matter at City Hall and community meetings if and when the endeavor moves forward.

“Of course, the airport would need to do the due diligence required,” she said in a phone interview. “There is a lot more research needed to be done.”

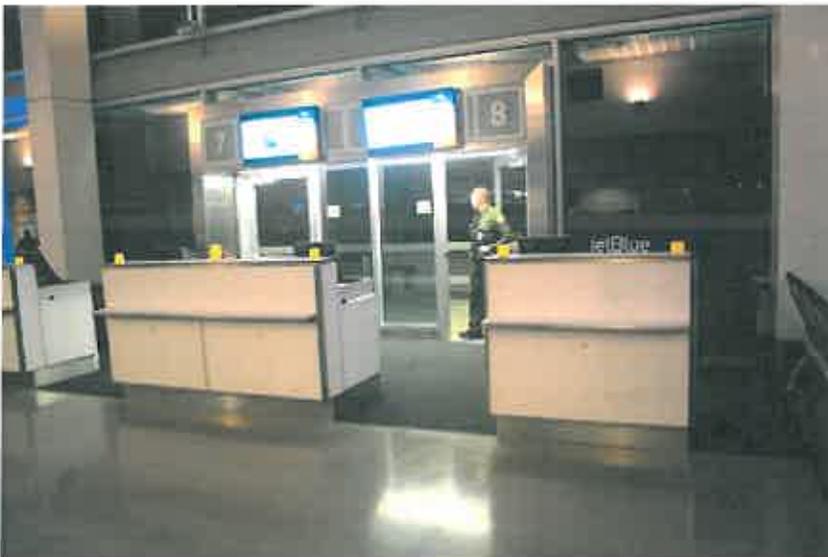
Dated Nov. 14, 2013, a city memo, first reported by news website [LBreport.com](http://LBreport.com) and also obtained by the *Signal Tribune*, was sent to City Manager Pat West from then Long Beach Airport Director Mario Rodriguez, who has since left to become director of Indianapolis Airport. Reggie Harrison, former deputy city manager, is filling in as interim director of the Long Beach Airport.

Attached to the memo is an initial feasibility study, dated Oct. 18, 2013. The study, which was commissioned by airport staff to be conducted by New York-based consulting firm Frasca & Associates, notes that building a 31,000-square-foot FIS facility could cost anywhere from \$9.3 million to \$15.9 million.

And, apparently, the only way the project could be financially feasible is if JetBlue is willing to pick up a portion or all of the cost, according to the study.

The city memo notes that such guarantees from JetBlue are needed since “additional debt and operating expenses could negatively affect the financial solvency of the airport and, thus, the ability to remain competitive.”

The airport itself is run as a city department, however it’s budgeted as an “enterprise fund,” meaning costs for services and airport staff are recovered through fees charged to users, such as passengers and airlines. In addition, the airport receives income from leases with fixed-base operators (FBOs) for general-aviation aircraft.



**Pictured is the JetBlue terminal at Long Beach Airport during the unveiling of the airport’s new passenger concourse in December 2012.**

The memo cites other “disincentives” of having international flights at Long Beach Airport, adding that the change risks “not only increasing the airport’s financial exposure but also increasing the exposure to international threats.”

Regarding financial concerns, the study notes that, based upon the consultant’s review, “the proposed FIS project could be financially feasible, depending upon JetBlue’s strategic plans and willingness to participate in the funding of the project,” but it

may also entail "risks for the airport."

Those expected financial risks include the fact that JetBlue currently is allocated the most airline slots of any airline out of Long Beach in accordance with the airport's federally approved noise ordinance, which caps commercial-airline flights at 41 per day. JetBlue is allocated 32 of those flights.

Part of the push for international flights comes from reports that JetBlue passenger traffic has declined at the airport. An airport-activity report shows that overall airline passenger traffic at Long Beach Airport declined 5.2 percent from January through May this year over the same time period last year while JetBlue's passenger traffic declined 6.2 percent this year over last year for that same five-month timeframe.

However, the potential for "incremental" JetBlue passenger activity (compared to activity that would replace historic domestic capacity) appears to be "limited," the study notes, adding that, particularly in the peak traffic months of June, July and August, there may be "insufficient unutilized slots to support the international flights."

Another risk is that "airport funding capacity for major new projects not in the airport's current capital plan" is also "limited" since the airport has already accumulated a "sizable increase" in its debt burden to pay for a new parking structure and passenger concourse, the study notes.

Additionally, building an FIS facility could be viewed as an "airline special facility" project rather than a "general airport improvement," adding that demand for the FIS facility "appears to be a function of JetBlue's current strategic plans, which may or may not be consistent with the needs of other airlines in the event JetBlue's plans were to change at some point."

The consultant notes that William P. Hobby Airport (HOU) in Houston, Texas, where Southwest (the main air carrier there) agreed to fund the development of an FIS facility with its own cash in exchange for preferential rights to use the facility, "might be the appropriate model for Long Beach to advance if JetBlue remains interested..."

In an email to the Signal Tribune, JetBlue spokesperson Morgan Johnston declined to directly answer several questions regarding the subject, including how much, if any, JetBlue would be willing to pay for the construction of an FIS facility. However, he provided a general statement on the subject via email.

"We are always looking to expand and fly to the places people want to go," Johnston said. "We have expressed our interest in starting international flights at LGB to airport and city officials. However, in order for us to provide international service out of Long Beach, the airport and the federal government would be required to build and staff a Customs and Border Protection facility. Standing up such a facility is a lengthy process and JetBlue, as the largest airline at LGB, is eager to begin this work with the City of Long Beach. Please reach out to the airport on their plans for a Customs and Border facility."

The study notes that there are benefits to bringing international travel to LGB.

Benefits may include: enhancements to the airport's route structure, allowing passengers to access more non-stop destinations, such as Cabo San Lucas, Mexico; and boosting international tourism, which would also benefit FBO aviation businesses in increasing their market share at the airport.

JetBlue's push, however, has worried some Long Beach residents, particularly those who live near the airport and who led a charge for putting in place the City's noise ordinance, asserting that more commercial airline and general-aviation noise and emissions negatively impact neighborhoods and devalues properties.

The main fear is that bringing international flights to the airport would create more violations of the ordinance, which was officially passed in 1995 and allows airlines to fly only during specific time slots. Airlines and regional commuter jets are allocated these slots in a lottery.

Currently, the ordinance permits airlines to fly between the hours of 7am and 10pm or face paying fines, according to the airport's website. Fines range from \$100 to \$300 per violation, the website states.

"[JetBlue is] the heaviest violator as far as the noise ordinance is concerned today," said Mike Kowal, a real-estate broker and a leader of HUSH2, a group of airport-adjacent residents who were instrumental in helping to push for the noise ordinance. Kowal said he has put in requests to City Hall to obtain all emails between city officials and JetBlue officials on the matter. However, Gerot assured that all airlines would still have to follow the noise ordinance, regardless of whether LGB goes international or not.

"The primary concern for all parties involved is the noise ordinance," said Gerot, who added that the airport's ordinance would remain in "full force and effect," and "will not change" no matter what happens.

Still, Kowal, who lives in the Bixby Knolls area, brought up the possibility that general-aviation aircraft and commuter jet carriers might also want to use the FIS facility for international-flight service, boosting the risk of environmental risks caused by increased emissions. He noted that general-aviation airplanes still use leaded gas, called avgas, which has been cited by environmental groups to be a public health hazard.



- Log In
  - Subscribe Today
  - Customer Service
  - eRegister
  - Today's Paper
  - Weather
- 
- News
  - Sports
  - Business
  - Entertainment
  - Life
  - Opinion
  - Obits
  - Knowledge Cafe
  - Register Connect

CAPS

JOBS

HOUSES

SHOP

- Cities
- Crime
- Traffic
- Education
- Watchdog
- Science
- Government
- California
- Military
- Nation
- More
- Weather



**Police fail to report many deadly shootings**



**Pujols pulls up in Angels' 5-4 loss to Royals**



**Barred Laguna Hills Little League team stages protest**



**Mexico blames ref, as second-round curse remains**

# Is relying on JetBlue a smart bet for Long Beach Airport?

Like Share Tweet 0

Email Share

BY DAVID MEDZERIAN / STAFF COLUMNIST

Long Beach Airport and JetBlue, the airport's biggest carrier by far, seem to be a perfect fit. Both are stylish, popular with travelers and get lots of good press.

But is there a risk in having nearly all of the airport's eggs in JetBlue's stylish basket? A recent decline in passenger numbers at the airport might indicate exactly that.

And the experience of some other big U.S. airports like Cincinnati, Memphis, Tenn., and Pittsburgh, Pa., may hold a lesson for the folks who run our local airfield.

Like Long Beach, each of those three airports was dominated by a single carrier. That was great when times were good. But when the airlines cut service drastically, due to mergers, economic downturn or merely a shift in strategy, each of the three airports was left with far fewer flights, and facilities that were oversized, underused and costly to maintain.

Of course, those airports are much larger than ours, with dozens of gates as opposed to our 11. (Each of those three airports has permanently closed more gates than Long Beach even has.)

Another big difference: flight limits. The number of commercial flights at Long Beach is set at just 41 big jets a day (there are additional slots for commuter planes). Each of those 41 slots is being used, 34 of them by JetBlue.

If JetBlue were to stop using any of its slots, those unused slots would become available for competitors. JetBlue obviously doesn't want that. So the airline has masterfully managed its schedule, carefully flying each slot enough to ensure it stays safely in its fold.

**Freeway Honda**  
2014 Honda Civic EX  
Click to View Specials

### MOST POPULAR

**Man shot by sheriff's deputy in Ladera Ranch domestic disturbance call**

**From burg to boon: O.C. marks 125 years**

**Prosecutors: Scam put 900,000 Oxycontin on street**

**Editorial: High court's slap at Obama's overreach**

**California's police fail to report deadly shootings**

But where and how the slots are used has changed over time. When JetBlue arrived in Long Beach in 2002, it focused largely on long-haul flights to the East Coast, using 150-passenger Airbus A320s. Today, the schedule is dominated by short-haul flights up and down the coast and around the West, many on 100-passenger Embraer 190 jets.

It's pretty easy to see where the passenger decline comes from: Smaller planes carry fewer people.

And fewer people is what we're seeing. In April, when other area airports all posted increases in passenger traffic, Long Beach was down 6.4 percent vs. April 2013.

That's kind of shocking: The Long Beach Airport is everyone's favorite, especially since the new terminal opened a year and a half ago. Even the BBC loves it, naming it one of the most beautiful airports in the world – the only U.S. airport on the list.

For JetBlue's Long Beach operation, the April decline was even more pronounced: off 7.8 percent vs. a year earlier.

Now, I'm not criticizing JetBlue's use of smaller planes or how they manage their slots. It's smart business: They protect their slots and put their planes where they can make the most money. For now, that means the bigger planes don't come to Long Beach as often as they used to.

They might be back, though. The airline has confirmed it's in very early talks to begin international service from Long Beach. I don't see us flying to London or Paris, but flights to Mexico or Central America could be in order.

That could be a boon for Long Beach: Passengers could fly in from around JetBlue's network – perhaps on the bigger planes – and make ridiculously easy connections to JetBlue international flights.

But the concern looms: What would happen if JetBlue reduced service here or left altogether? That's not on anyone's radar, including the airline's. And if it happened, rival carriers would surely step in to fill the void, right?

That's what Cincinnati, Memphis and Pittsburgh once thought, too.

David Medzerian is a senior editor at the Register; his column appears here on Sunday and in the Los Angeles Register on Friday. [dmedzerian@lbregister.com](mailto:dmedzerian@lbregister.com) or 562-999-4929.

Contact the writer:

Enjoy this complimentary article from the Orange County Register. For full access to our website, Please click here.

MUST-SEE PHOTOS



Hooray, it's summer today! Here's four things to know

ARTS & ENTERTAINMENT



Devo lives up to its name and goes back to the start



Venice Beach Freakshow is a family affair



BET Experience returns to L.A. Live



Art festival season returns to Laguna Beach

Comics | Horoscope | Puzzles & Games

MORE FROM COLUMNS AND VOICES

Reconsidering 'gay pride' in today's more inclusive society

Parades were once a protest against widespread anti-LGBT discrimination. After the progress society has made recently, it might be time for a more broad purpose.



Medzerian: The hurling of the F-bomb

## Long Beach should consider flights abroad

The revelation that Jet Blue Airways and Long Beach Airport officials are in talks to bring international flights to the small airport already has some neighbors worrying. It shouldn't, at least not yet.

For years, the roar of jets has been a sore point for communities along the flight path. But residents have largely taken solace in rules that have capped noise levels and imposed strict curfews. So far, nobody is talking about changing those rules.

Under the regulations, the airport is allowed a maximum of 41 commercial flights on jets weighing more than 75,000 pounds and those flights must comply with noise standards. Long Beach Airport is one of only a handful nationally that also limits the number of flights. It's also a department of the city. The rules — more than 20 years

old — are considered the third rail in local politics.

Last year, Jet Blue officials said they have a proposal to increase flights without violating the spirit of noise rules. That's a tricky proposition and it is what has some rightfully concerned some. But flights don't need to be increased to offer international trips.

Whether Jet Blue can make the numbers work is a different matter.

But more importantly for residents, for the number of flights to be dramatically increased would require a vote of the Long Beach City Council. Getting the go ahead on that would be difficult. But considering whether or not flights should go beyond America's borders is a different issue, for now, and one that's complicated by logistics rather than noise.

Jet Blue, the low-cost carrier that recently unveiled a upscale cabin option, has all but nine of Long Beach's flight slots.

So, in many ways, Long Beach Airport is the Jet Blue Airport.

The company has had its eyes on expansion for a while now and would really love to get some West Coast flights into Mexico and South America.

If it were just a matter of rerouting flights, it could easily be done. But it's not.

International flights require that passengers clear customs. That means that a space for federal officials would need to be built and staffed. Who pays for running that facility largely depends on how many passengers use it. If there are more than 15,000 annually, the airport could ask the federal government to foot the bill as John Wayne Airport officials are now doing.

While that may sound like a lot of people, it's not a lot of flights. Three flights to Mexico from John Wayne Airport in Orange County bring in more than 100,000 passengers a year, airport officials said. That should be reassuring to Long Beach residents who fear that "international" is synonymous with more flights, more noise, more headaches.

As interim airport director Reggie Harrison said last week, this discussion is still in the "very, very early" stages.

Any new flights, he noted, would have to fall into compliance with the current noise ordinance. So, let those discussion happen before any conclusions are made. One thing for sure is that any move will and should require community input, deep study and a City Council vote.

LONG BEACH AIRPORT (/COMPONENT/TAGS/TAG/839-LONG-BEACH-AIRPORT)

## JetBlue, Long Beach Airport Talk About Possibly Going International

by BRIAN ADDISON (/ADDISON) [ⓧ \(HTTP://TWITTER.COM/BRIANADDISONLB\)](http://twitter.com/BRIANADDISONLB) on JUNE 16 2014 09:12 in NEWS (/NEWS)

Like 203

8

8

[Comment 1 \(/NEWS/2000003847-JETBLUE-LONG-BEACH-AIRPORT-TALK-ABOUT-POSSIBLY-GOING-INTERNATIONAL#DISQUS\\_THREAD\)](#)



[LONG BEACH POST \(/\)](#)

Photo by Cameron Taylor  
Submit E-mail for News Alerts

Go

A \$10M upgrade to Long Beach Airport (LGB) could make it the International Long Beach Airport as talks between LGB and JetBlue have been held concerning the debut of Long Beach's municipal airport on the world stage.

The talks, insist both LGB and JetBlue officials, are in their beginning stages.

JetBlue President Robin Hayes, at the The Grove in Los Angeles last week to discuss the airliner's Mint business class service on flights to and from LA and New York, noted that JetBlue was "very keen" on making LGB international but would require the building of US Customs facilities—hence the \$10M, an estimated cost of the upgrades.

That price tag was something that former Airport Director Mario Rodriguez—now serving as Executive Director of the Indianapolis Airport Authority in Indiana ([/news/2000003598-mario-rodriguez-to-depart-as-long-beach-airport-director#.U5lk1ZSwKeA](#)) while Deputy City Manager Reginald "Reggie" Harrison acts as LGB's Interim Airport Director ([/news/city/2000003810-deputy-city-manager-to-act-as-interim-long-beach-airport-director-while-nationwide-search-is-conducted#.U58Tn41dVNs](#))—allegedly told JetBlue the taxpayers of Long Beach would not be taking on.

"We are always looking to expand and fly to the places people want to go," said Tamara Young, Manager of Corporate Communications at JetBlue. "We have expressed our interest in starting international flights at LGB to airport and city officials. However, in order for us to provide international service out of Long Beach, the airport and the federal government would be required to build and staff a Customs and Border Protection facility. Standing up such a facility is a lengthy process and JetBlue, as the largest airline at LGB, is eager to begin this work with the City of Long Beach."

JetBlue is no stranger to international travel as it began international flights in 2004 after adding Embraer 190 aircraft to its fleet.

In 2007, in order to mitigate growing costs, the airliner created partnerships with already-existing airlines, the first being Aer Lingus; by 2009, the airliner had molded profitable relationships with multiple airlines, including Lufthansa and Swiss. By March of this year—with relationships with LATAM Airlines Group, British Airways, Japan Airlines, Lufthansa, Asiana Airlines, Korean Air and China Airlines already strong—JetBlue began seeking even more partnerships to expand the airline's growing coverage.

#### Read more:

- **Deputy City Manager to Act as Interim Long Beach Airport Director While Nationwide Search Is Conducted** ([/news/city/2000003810-deputy-city-manager-to-act-as-interim-long-beach-airport-director-while-nationwide-search-is-conducted#.U58Tn41dVNs](#))
- **Mario Rodriguez to Depart as Long Beach Airport Director** ([/news/2000003598-mario-rodriguez-to-depart-as-long-beach-airport-director#.U5lk1ZSwKeA](#))
- **Long Beach Airport Releases Mobile App for Travelers** ([/news/2000003410-long-beach-airport-releases-mobile-app-for-travelers#.U1WE5-ZdVNs](#))
- **Concourse Creates New Gateway to Long Beach** ([/business/2000001475-concourse-creates-new-gateway-to-long-beach#.U1WEuuZdVNs](#))
- **Historic Mosaics Discovered Intact Under Airport Carpet** ([/life/2000001454-historic-mosaic-mural-uncovered-under-airport-carpet#.U1WEluZdVNs](#))

# LBReport.com

## First (Again) on LBREPORT.com

Internal Airport Documents Obtained by LBREPORT.com Show Move To Begin Process Of Changing LB Airport To Accept Int'l Flights One Council Vote Away, Concealed From Public In Run-Up to 2014 City Elections

Log In

Tweet



(June 23, 2014, 6:55 a.m.) -- Although LB Airport officials characterize their still secretive discussions with JetBlue as "preliminary" regarding that company's publicly stated desire to have Long Beach Airport allow a federal inspection facility leading to international flights (previous LBREPORT.com coverage [here](#)), documents obtained by LBREPORT.com show the process is actually quite far along, potentially one Council vote away from beginning the federal process.

LBREPORT.com has learned that in November 2013, Airport management informed the City Manager, Mayor and City Council in writing that it was prepared to bring the Council a recommendation for voted action that could approve starting the lengthy federal approval process by seeking to have U.S. Customs/Border Protection declare LB Airport a "port of entry" if a user airline were to request it.

City memoranda obtained by LBREPORT.com indicate that although LB Airport has for many years been solely a domestic airport (a matter JetBlue knew when it came to Long Beach in 2001), JetBlue asked the Airport in or about August 2013 to examine the feasibility of basically changing the Airport's operations, to wit: adding international flights.

In response, LB Airport Director Mario Rodriguez (who in April 2014 announced his exit to run Indianapolis Airport) commissioned a financial feasibility study from *Frasca & Associates, LLC*, conducted within the bounds of LB's Airport ordinance. In October 2013, the Airport received a six page narrative report (plus a seven page data appendix) which Airport management conveyed by memo to City Hall Management, Mayor Foster and all incumbent Council members in November 2013.

The study focused mainly on estimated Airport revenue [unavailable to fund city services outside the Airport] and discussed costs/benefits for the Airport. It didn't directly address the risk that enabling international flights could pose to LB's Airport ordinance, which currently protects the City from exposure to an uncontrolled number of flights at all hours of the day and night. However, the study's narrative included an implicit warning of what could happen in a plausible [not worst case] scenario in which international operations could exceed available flight slots under the Ordinance [unstated: which could lead to actions seeking to undermine or collapse the Ordinance.]

The study noted that "Given the slot regime at LGB, the development of FIS [a federal inspection facility] at the airport would generate, at most, a limited amount of

Long Beach Real Estate - Los Altos Homes - The Joe Sopo Team  
[Joe Sopo](#) [link](#)

Virtual Tour 3001 Atherton St. #305 CONDO For Sale in Los Altos, Long...  
 2 Bed, 2 Bath CONDO For Sale in Los Altos, Long Beach! This Los Altos condo complex has 16...

**Need A Plumber. NOW? DrainPros Does It All: Click This Text To See Their Many Services AND Click Below To See Their Current Specials**

See Their Specials, Click Here

**1-866-753-PROS**  
7767

**GO SOLAR AND SAVE ON UTILITY BILLS**

**AMECO** [LEARN MORE](#)

**Hootsuite**

*incremental* [emphasis in original] traffic. Rather, significant international activity would likely require some reduction in domestic activity." The study noted that if JetBlue scheduled an average of three international flights per day, and flew the average number of domestic flights it did between 2012 and 2013, and 60% of unused slots were used for international activity, Jet Blue would have to cut its domestic flights during the peak traffic months of June, July and August [to remain within LB's Airport ordinance] because there would be "insufficient unutilized slots to support the international flights." [Source: *Frasca & Associates* Oct. 2013 financial feasibility study, p. 3.]

Likewise unstated: the situation would be worse if other international operators (cargo or passenger) in addition to JetBlue sought LGB flight slots, which isn't an issue now because international flights aren't allowed. Currently, the Airport's 41 large aircraft slots are all allocated, with 32 to JetBlue and 9 to other carriers.

Internal accompanying memoranda obtained by LBREPORT.com indicate that then-Airport Manager Rodriguez kept City Manager Pat West, the Mayor and Council fully advised of what was taking place.

- On August 1, 2013, Director Rodriguez sent the City Manager a memo for the Mayor and Council informing them of JetBlue's request that the Airport examine the feasibility of international flights.

- On November 14, 2013, Director Rodriguez provided the City Manager with a memo for the Mayor and Council that attached a copy of the financial feasibility study along with Rodriguez's recommendation that any such federal inspection facility "will need to

be sustainable by generating additional revenues within the bounds of the Noise Ordinance. Any and all deficits should be mitigated by the user airline(s), regardless of the airline's actual yield in the market." His memo continued:

[Rodriguez memo text] Benefits from an FIS include enhancements to our route structure, allowing Long Beach passengers to access more non-stop destinations such as Cabo San Lucas, Mexico, a potential increase in economic impact from international travel/tourism accessing southern California through Long Beach, and this amenity can be used by our Fixed Base Operators (FBOs) not only to clear their existing international customers but to increase their market share. Disincentives include not only increasing the Airport's financial exposure but also increasing the exposure to international threats.

Director Rodriguez's memo concluded: "...[T]he process of developing a FIS is arduous, ordinarily taking more than three years to complete and usually beginning with a request to U.S. Customs and Border Protection (CBP) to establish the Airport as a "port of entry." Should a user airline submit a proposal to the City, staff will evaluate and return to the City Council with a recommendation."

These materials weren't disclosed to the public during the run-up to April and June 2014 elections that would choose a new non-voting Mayor and a new policy-setting Council majority. LBREPORT.com learned about the feasibility study and its accompanying memoranda when interim Airport Director Reggie Harrison disclosed their existence during the June 19 meeting of LB's Airport Advisory Commission. In response, LBREPORT.com came to the public speaking podium, requested the documents under the CA Public Records Act and asked some basic journalistic "w's": who [what city reps] were involved in the discussions with JetBlue, when did the discussions take place, and what was said or agreed by city reps in the discussions? Interim Airport Director Harrison referred LBREPORT.com to a pending Public Records Act by us, declined extemporaneously to identify city or Airport reps involved in the discussions and indicated that Airport staff plans to brief the incoming Council majority (Gonzalez, Price, Mungo, Uranga) fairly soon after they take office on July 15.

JetBlue arrived at Long Beach Airport in 2001 under arguably analogous secret circumstances. City officials, without publicly mentioning JetBlue, agendized an item portrayed as simply changing the Airport's rules for allocating available flight slots to allow carriers to hold slots longer before flying them (to encourage carriers to fill vacant slots which the city had no legal obligation to do.) Within hours of the Council approving the item, JetBlue took all the then-available large aircraft flight slots, instantly maxing

## Evaluating Enterprise Social Relationship Platforms

Download White Paper Now

[Click for VIDEO](#) and see how [Diversified Threat Management private security can help protect your neighborhood and your business. Affordable group rates available.](#)



In ELB: Food & more for cats, dogs, birds & reptiles

**Paw Shoppe Pet Center**  
562-425-5131



### Adoptable Furry Family Member



Friends of Long Beach Animals

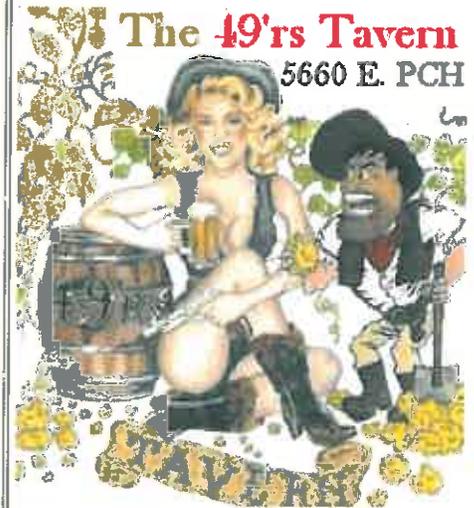
OVER 20 YEARS

them out. (Afterward LBREPORT.com learned and reported that city officials had met secretly with JetBlue reps prior to bringing the item to a Council vote.)

City Hall's action, which left the Airport with no available large aircraft flight slots, effectively put the Ordinance at risk, something LB officials had told the public the City wouldn't do. City officials scrambled to arrange public meetings in Bixby Knolls/Cal Hts and Los Altos at which then-Mayor Beverly O'Neill and Council incumbents pledged fidelity to the Airport ordinance while the City Attorney's office (with skillful lawyering by Bob Shannon, Mike Mais and specially retained aviation counsel Mike Gatzke) brokered a resolution -- with JetBlue's cooperation -- in which JetBlue relinquished a few of its slots.

At the next ballot opportunity in 2004, voters in LB's 4th and 8th Council districts removed two Airport-area incumbents, electing Patrick O'Donnell and Rae Gabelich, the latter a leader in LBHUSH2 who successfully argued for "right-sizing" permanent Airport terminal improvements that protected against unsustainable debt, avoided inviting risks to the Airport ordinance and preserved LB Airport's boutique easy-in, easy-out features now praised by LB Airport users.

Developing...with further to follow on LBREPORT.com .



Hardwood Floor Specialists  
Call (562) 422-2800 or (714) 836-7050

Thank you for supporting independent news in Long Beach

LBReport.com



Also post on Facebook

Posting as Long Beach Airport (Not you?)

Comments



Glennis Dolce · Long Beach, California · 135 followers

thank you for gathering this information and putting in clear and concise historical order.

Reply · Like · Follow Post · 14 minutes ago

Facebook social plugin

Log In

AROUND THE WEB

WHAT'S THIS?

Newsmax Health

Your Body Will Warn You 4 Months Before Dementia Strikes. Go Here

Money Morning

Your backyard was just exposed to "Operation BlueStar"

Answers.com

10 Movies So Bad They Killed Careers

The Motley Fool

Warren Buffett Tells You How to Turn \$40 into \$10 Million

ALSO ON LBREPORT.COM

Hear It

Exiting Ass'member Lowenthal Is Principal Assembly Co-Author Of Bill ...

Where Was The Fire Engine? Do You Want A Paramedic Tied Up At A ...

Councilwoman Schipske Announces She'll Host Candidates Forum For ...

# THE ORANGE COUNTY REGISTER

## JetBlue thinking global in Long Beach

BY PAT MAIO

2014-06-14 08:19:16



Long Beach Airport could start seeing JetBlue flights headed south – as in south of the U.S. border.

JetBlue Airways Corp. is in the “early stages” of discussions with Long Beach officials on plans to bring international flights to Long Beach Airport, the airline’s president said in an interview Friday.

“We are very keen to build international service out of Long Beach that would require the building of a (U.S.) Customs and Border Protection facility,” said JetBlue President Robin Hayes, who was at The Grove retail hub in Los Angeles to promote the New York-based airline’s new Mint seating business class service on flights between Los Angeles

International Airport and New York.

JetBlue is the biggest airline at Long Beach Airport, where it has up to 32 flights daily to cities including New York, Boston, Las Vegas and San Francisco. Hayes didn’t say which international destinations are under consideration, but said Long Beach would be a hub for flights to Mexico, Central America and South America.

Hayes’ comments come as Long Beach Airport is facing some challenges.

It recently lost its director, Mario Rodriguez, to Indianapolis International Airport, where the former executive is getting paid \$260,000 annually – \$90,000 more than his Long Beach job, according to data provided by the two cities.

Long Beach Airport is also seeing a drop in passenger traffic despite award-winning recognition from trade groups for its renovations to the terminal, parking garage and other areas.

“It’s a really stunning airport,” Hayes said. “Long Beach works for us because the average cost per customer is so low.”

Still, the airport saw total passenger traffic fall 6.4 percent in April versus that same month in 2013, and 6.9 percent from January to April versus the same four-month period in 2013. Meanwhile, passenger growth surged 8.5 percent at LAX in April versus a year ago.

The drop in traffic at Long Beach was even more pronounced for JetBlue.

The airport reports JetBlue traffic fell 7.8 percent in April from a year earlier, and was down 7.4 percent in the January to April period. Hayes suggested that JetBlue wouldn’t pursue more flights than the 32 departures the city permits.

Long Beach regulates the number of daily flights, a step taken by the city years ago to limit noise. Hayes wants to reallocate the existing slots so that the airline offers more international flights.

“We are not looking for more slots than what we have today,” he promised.

Hayes said the West Coast has too many “short-haul” regional flights.

"There is a lot of capacity between LAX, Orange County and Long Beach. We think opening up an international operation from Long Beach is a way to make it work," Hayes said. "This is why we are committed to work with Long Beach and Customs and Border Protection and other agencies to get it built."

One obstacle that restricts international flight growth out of LAX is an agreement between Mexico and the United States that limits how many flights the airport's carriers can send to our southern neighbor. Adding international flights at Long Beach would offer new options, Hayes said.

However, he said he didn't want to put a specific timeline on starting international flights from Long Beach.

"This is not a quick act. First, we have to convince the city that this is something it wants to do, then approach Customs and Border Protection to make a case," he said. "These things take time, but we do believe this is something worth persevering with."

Reggie Harrison, the deputy city manager for Long Beach who was named recently as the interim airport director, was not immediately available for comment Friday. Harrison is running the airport until a replacement can be recruited by the end of the year.

Brett Snyder, a Long Beach-based aviation industry analyst who runs the Cranky Flier airline industry blog, said it's unlikely JetBlue would pull up stakes in Long Beach should the airline not get the international facility.

"It's hard to see them close Long Beach, but I've been wrong before," Snyder said. "The airport, I hope, is evaluating it."

**Contact the writer:** [pmaio@lbregister.com](mailto:pmaio@lbregister.com) or 562-243-5497

© Copyright 2014 Freedom Communications. All Rights Reserved.  
[Privacy Policy](#) | [User Agreement](#) | [Site Map](#)

PRESS-TELEGRAM

# AIRPORT OPERATION

JetBlue, Long Beach Airport discussing international flights

By Beatriz Valenzuela, Press-Telegram

POSTED: 06/14/14, 6:02 PM PDT | # COMMENTS

LONG BEACH >> It's still too early to tell if Long Beach Airport will have international flights, airport officials said Saturday, but they did acknowledge they're in talks with JetBlue.

JetBlue President Robin Hayes announced Friday the airline was discussing adding international flights at the airport. Acting airport director Reggie Harrison confirmed the initial stages of discussion but said it's a very long process.

"It's still very, very early and there are a lot of things that have to be in place before it can even happen," Harrison said.

One of the issues has always been the noise level that additional flights may bring to the airport and the surrounding neighborhoods.

"We have to make sure that any new flights will fall in compliance with the current noise ordinance set in place by the city," Harrison said.

The airline is the largest that currently flies out of Long Beach Airport, with more than 30 domestic flights daily.

Harrison said he doesn't believe the airport has ever offered international flights.