



long beach
airport

where the going is easy®

Public Affairs Highlights and Initiatives March and April 2023

Advertising/Marketing

Long Beach Airport (LGB) continues to market itself through a variety of advertisements including a full-page, full-color ad in the Long Beach Early Childhood Education Symposium program, as well as graphics on the scoreboards at Blair Field and the Pyramid, where California State University Long Beach games are held. Also, we produced a new destination map to highlight our nonstop service to 24 destinations - which is the most nonstop commercial service than at any time in LGB's history!



And in the new Baggage Claim facility, we installed new graphics that reflect why people choose LGB!



Community Outreach

We continued to publish our monthly edition of the Business Partner Brief. In March, our featured partner was Candido Hernandez, General Manager for Hawaiian Airlines at Long Beach Airport.



Spotlight: Candido Hernandez with Hawaiian Airlines

This month, we'd like to shine a spotlight on Candido Hernandez, General Manager for Hawaiian Airlines at Long Beach Airport. Candido helps manage all aspects of Hawaiian's daily operations at LGB, from the ticket counter to the ramp.



In March, Capital Projects Coordinator Vanessa Estrada participated in the 2023 Women's Transportation Seminar-Los Angeles (WTS-LA) Girls Empowerment Day, which took place at Cal Poly Pomona. As a member of the WTS-LA Transportation YOU Committee, Vanessa helped organize the Girls Empowerment Day for high school students to learn about exciting careers in transportation.



Long Beach Airport joined the festivities of the Cambodia Town Parade and Cultural Festival in April. Our team and LGB parade float shined brightly in the cultural event!



LGB is a popular ‘tour’ist destination – and we’re receiving more tour requests each month! Local homeschool students, special needs students and local families/friends had opportunities to meet Long Beach firefighters assigned to Fire Station 16 at Long Beach Airport during their tours. More than a dozen dogs navigated TSA and toured the Airport with their handlers as part of the Go Team training. And middle school students from the Jack & Jill of America organization enjoyed their visit and conversations with aviation professionals!





We welcomed more than 30 aviation students from California State University Los Angeles (CSULA) for a tour that included learning about our history, construction projects and aviation careers. And 10 aspiring engineers from the California State University Long Beach (CSULB) American Society of Civil Engineers (ASCE) chapter enjoyed a special behind-the-scenes look at the Airport!



A new flight path map related to the temporary runway closures was produced to inform residents living near the Airport about the Rehabilitate Runway 12-30 project. Major critical, electrical upgrades designed to improve the safety of Runway 12-30 have been underway since late March and work will continue through July, necessitating some temporary closures and changes in flight activity. The map, “Current Noise Advisories” webpage and messages via social media and LinkLB were designed to enhance communications with our neighbors.



Temporary Runway 12-30 Closure | March 29 - July 18, 2023

- Runway 12-30 will be CLOSED NIGHTLY, Sundays through Thursdays, from March 29 – July 18
- In addition, Runway 12-30 will be CLOSED DAILY, Tuesdays and Wednesdays, from April 18 – May 24
- Persons living near the airport may see a temporary change in aircraft activity
- Flight paths and aircraft altitude are under the jurisdiction of the Federal Aviation Administration (FAA)
- All dates and times are subject to change

Map Legend

- Current Flight Path (solid blue arrow)
- Temporary Flight Path (dashed yellow arrow)



where the going is easy™

Facebook, Instagram, Twitter icons followed by lgb.org

In March, visitors to Long Beach Airport enjoyed seeing the Acura Grand Prix of Long Beach racecar on display in the garden area. During race weekend, April 14-16, LGB staff and volunteers spoke with more than 2,500 attendees at the Lifestyle Expo.



WTS-LA's Professional Development Program held a panel discussion with transportation executives, recruiters, and industry leaders to gain insight into career advancement strategies. Director Cynthia Guidry shared her perspective about the skills and qualities that organizations in the public sector are seeking, current trends in aviation and interview tips.

The poster is titled 'WTS Advancing women Advancing transportation Los Angeles PROFESSIONAL DEVELOPMENT PROGRAM'. The main heading is 'CAREER PATHS & OPPORTUNITIES WITH'. Below this are five headshots of panelists: Cynthia Guidry, PE (Director, Long Beach Airport); Anne Bologna (Senior Recruiter, Kimley-Horn); Kimberly Yu (Vice President, Southern California Transportation Business Leader, AECOM); Jessica Kirchner Flores, AICP (CEO & Managing Principal, Impact Sciences); and Todd McIntyre (Principal Business Development Director, Atkins). The event is on 'Thursday, April 27, 2023' with registration from 11:30 AM to 12:00 PM at Caltrans Headquarters, 100 S Main St, LA, 90012. Sponsorships are noted as available.

Customer Experience

We celebrated the opening of our new Baggage Claim facility in April! The \$25 million investment consolidated the Airport's bag claim operations into one area and was designed as an 11,500-square-foot, open-air, pavilion-style building to complement the

Airport's other indoor-outdoor architectural design elements. Guests who attended the opening celebration received custom luggage covers arrayed with iconic images of Long Beach.



Temporary banners which illustrated the new video that is under construction were installed. The video wall is expected to be in place this summer.



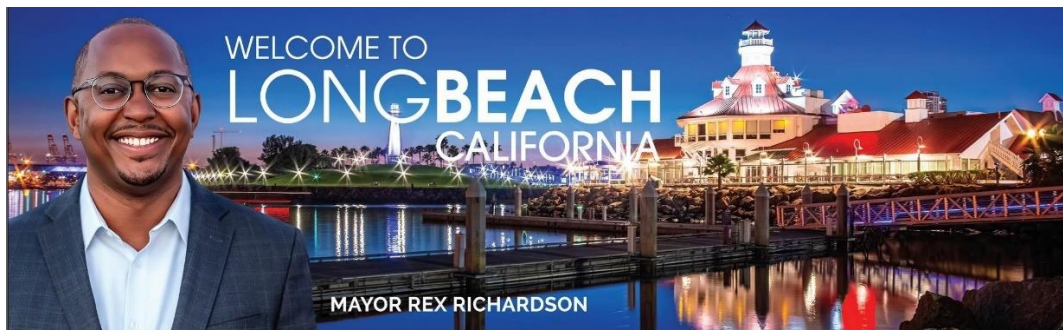
Graphics were installed on the construction panels to enhance wayfinding to the Ticketing Lobby.



In March, the directory map on our website (its Shop & Dine page) was updated to highlight the location of family restrooms in the Ticketing Lobby and North Concourse.



A new sign to welcome passengers to Long Beach was installed in the Plaza area!



We were honored that Southwest Airlines chose to host the unveiling and blessing of its new Hawaii-themed aircraft at LGB, timed to coincide with Southwest's fifth year of service to the Aloha State. LGB is one of eight mainland gateways for nonstop flights to the Hawaiian Islands on Southwest. *Imua One* is their first aircraft with a great new amenity - in-seat power available at every seat! - and the third Boeing 737 MAX 8 in their fleet of specially painted airplanes.



Government Affairs

LGB unveiled a new Aircraft Rescue Fire Fighting (ARFF) vehicle, "Crash 3," and celebrated its first day in service on March 10. It's operated by the Long Beach Fire Department and housed at Fire Station 16 next to the airfield. An ARFF vehicle is a vital component for ensuring passenger safety in the event of an aircraft emergency.



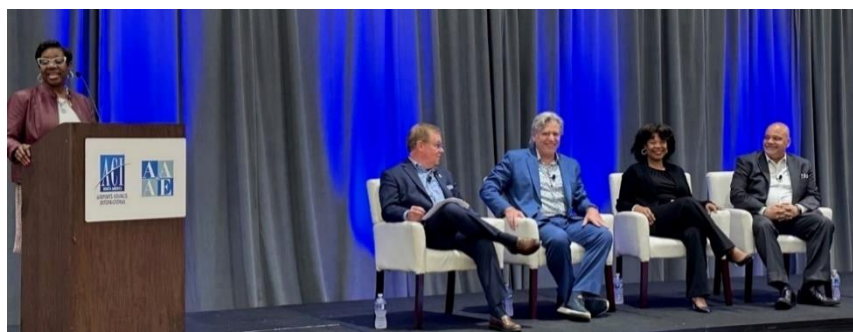
The Conference of Minority Transportation Officials (COMTO) celebrated 10 women who are making outstanding contributions to the transportation industry – including Long Beach Airport Director Cynthia Guidry! The Smithsonian American Art Museum and National Portrait Gallery in Washington, D.C. was the site where more than 600 attendees applauded “Women Who Move the Nation.”



Long Beach Airport hosted a celebration for its business partners with a Tenant Appreciation Event.



Director Cynthia Guidry participated in a C-suite candid conversation at the 2023 Airports Council International - North America (ACI-NA) Airport Customer Experience Symposium (ACES) in Louisville, Kentucky, and shared perspectives from the leadership level, tips about overcoming challenges and news about LGB's initiatives to provide an exceptional customer experience.



LGB held its annual tabletop emergency response exercise where key personnel from the Airport and partnering agencies met to review procedures and reacquaint themselves with the people who would be working side-by-side in an actual emergency. The critical exercise, which focused on LGB's response and coordination efforts for a large-scale regional earthquake, fulfilled both the FAA Part 139 and security annual tabletop requirements.



Media

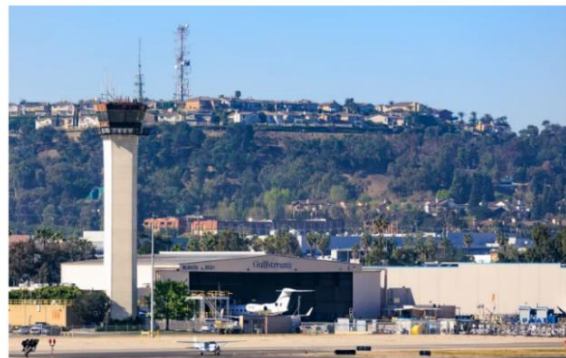
There were 85 earned media placements in March. The top stories included Southwest Airlines initiating service from LGB to Boise and Portland, critical runway lighting upgrades and record rainfall.



LONG BEACH NEWS

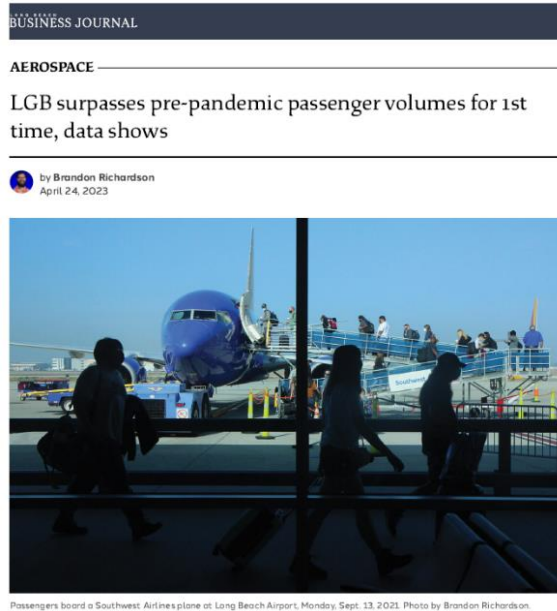
Long Beach Airport to improve runway lighting

BY RICHARD H. GRANT, PHOTO EDITOR | MARCH 22, 2022 | 1 MINUTE READ | 0 COMMENTS



A small aircraft lands on the runway of the Long Beach airport with the Air Traffic Control tower and Signal Hill in the background on March 22, 2022. (Richard H. Grant | Signal Tribune)

In April, there were 82 earned media placements. The stories that garnered the most interest included Southwest Airlines unveiling a Hawaii-themed aircraft, March passenger activity, a photo of a Southwest plane at LGB which was included in stories about Southwest’s temporary ground stop due to a technical issue that disrupted network activity nationwide and the opening of LGB’s new Baggage Claim facility.

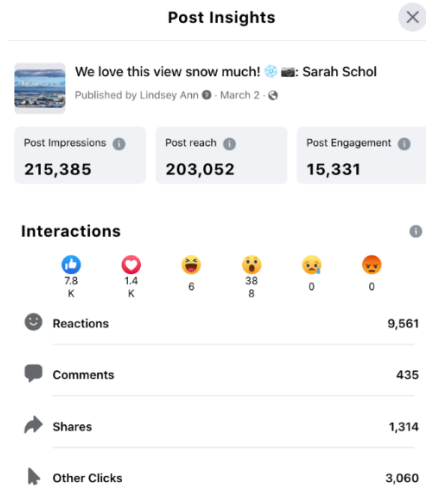
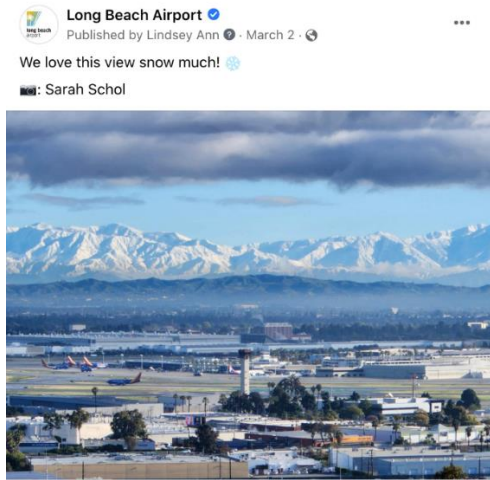


Social Media

We continued to engage with the community via our social media channels. In March, we celebrated Women’s History Month, International Women’s Day, St. Patrick’s Day and Southwest Airlines’ inaugural flight to Kanas City, announced new nonstop service to Boise and Portland Airports, and highlighted Long Beach’s aviation history.



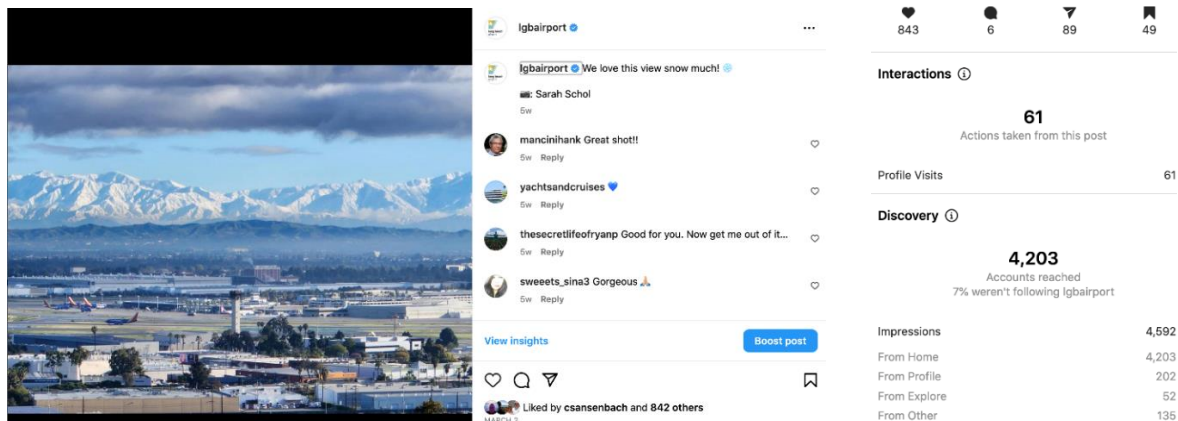
Facebook was up to 22,809 followers in March. The post with the greatest reach (203,052):



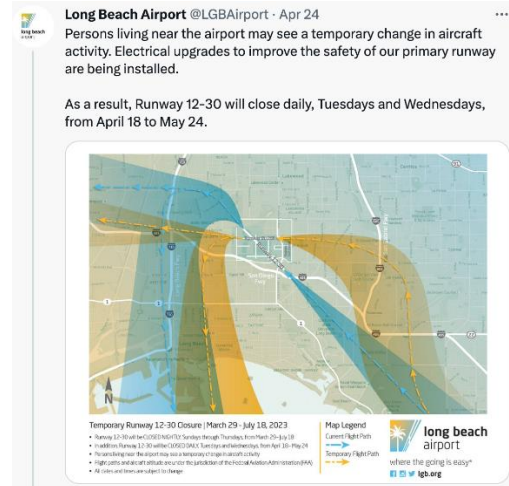
Twitter was up to 15,069 followers in March. Tweets generated 84,400 impressions. The post with the most interest:



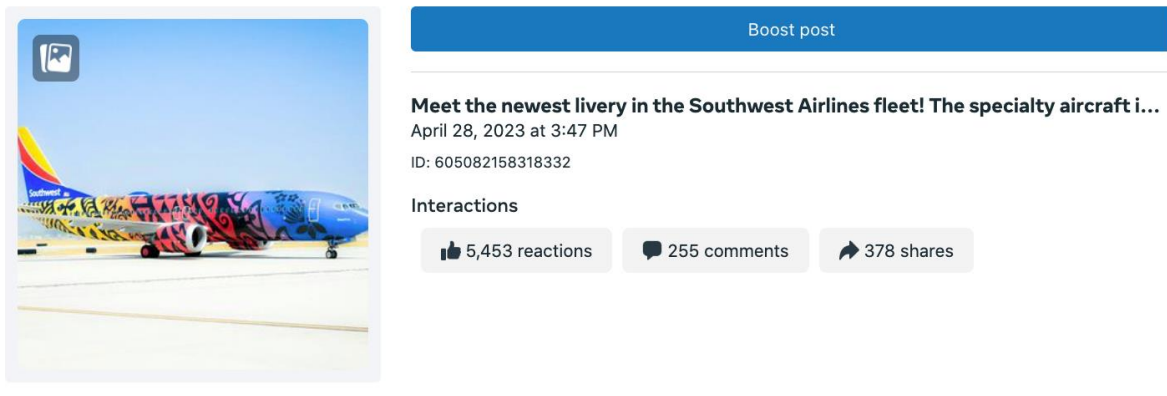
Instagram was up to 11,465 followers in March. Posts averaged 311 likes each. The most popular post:



In April on our social media channels, we celebrated great reasons to #FlyLGB and the opening of the new Baggage Claim, commemorated National Public Safety Telecommunicators Week and amplified our message about a temporary change in flight activity due to runway closures.



In April, Facebook was up to 23,138 likes. The post with the greatest reach (405, 202):



Performance



Twitter was up to 15,139 followers in April. Tweets generated 42,400 impressions. The post with the most interest:

Long Beach Airport
@LGBAirport

Meet the newest livery in the @SouthwestAir fleet! The specialty aircraft is named Imua One, which is a rallying cry in the Hawaiian language that translates to an urging forward. We're honored that Southwest chose to unveil its newest addition at LGB.

bit.ly/3Vf1tmx

Tweet Analytics

Long Beach Airport @LGBAirport · Apr 28

Meet the newest livery in the @SouthwestAir fleet! The specialty aircraft is named Imua One, which is a rallying cry in the Hawaiian language that translates to an urging forward. We're honored that Southwest chose to unveil its newest addition at LGB....

196

34

3

<p>Impressions</p> <p>12,370</p>	<p>Engagements</p> <p>778</p>	<p>Detail expands</p> <p>155</p>
<p>New followers</p> <p>1</p>	<p>Profile visits</p> <p>18</p>	

Instagram was up to 11,642 followers in April. Posts averaged 349 likes each. The most popular post:

April 28 at 3:52 PM

lgairport

Meet the newest livery in the @southwestair fleet! The specialty aircraft is named Imua One, which is a rallying cry in the Hawaiian language that translates to an urging forward.

#ImuaOne is the first Southwest Airlines aircraft with in-seat power available at every seat and the third Boeing 737 MAX 8 in the Southwest fleet of specialty liveries.

We're honored that Southwest unveiled this culturally significant and inspiring new aircraft livery at Long Beach Airport.

Edited · 6d

malvarezsports 🍕🍕🍕🍕
6d Reply

xanie3 Very cool 🍕
6d Reply

[View insights](#) [Boost post](#)

Liked by csansenbach and 774 others
6 DAYS AGO

775

11

96

29

Overview

Accounts reached	4,127
Accounts engaged	806
Profile activity	55

Reach

4,127

Accounts reached

3,518

Followers

609

Non-Followers