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**Public Affairs Highlights and Initiatives  
March 2017**

**Government Affairs:**

1. Attended Citywide Communications Meeting on February 23
2. Released TNC press release on March 6
3. Attended ARN Conference in New Orleans, LA, March 10-16
4. Continued planning for hosting AAEE Annual Conference, May 7-10

**Community Outreach:**

5. Historical Society Long Beach Remembers Pearl Harbor exhibit and Long Beach Airport's contribution continues
6. Volunteers led six group tours of the airport in February
7. Held interviews for prospective volunteers
8. Donated promotional items for Kidical Mass in Bixby Knolls 2/19/17

**Filming/Photography:**

9. None

**Media:**

10. Long Beach Airport to Allow Uber, Lyft to Pick up Passengers – for a fee; *Press-Telegram* 2/2/17
11. Officials Propose a Pilot Program That Would Allow Use of TNCs Such as Uber and Lyft; *Signal Tribune* 2/2/17
12. Another View: Mungo Explains Opposition To International Flight Facility; *Grunion Gazette* 2/3/17
13. Long Beach Airport Decision Protected Residents' Quality of Life: Guest Commentary; *Press-Telegram* 2/11/17
14. Terminal Reopens at Long Beach Airport After Evacuations for a Suspicious Baggage Incident; *Press-Telegram* 2/14/17
15. Long Beach Airport to Reopen After Suspicious Package Cleared; *CBS Local* 2/14/17
16. Long Beach Airport Terminal Briefly Evacuated Due to Suspicious Package; *Long Beach Post* 2/14/17
17. Social Media:
  - Facebook is up to 15,130 likes
    - The best post in February was viewed 6,100 times with 6 reactions, comments, and shares.

- Notable events: Black History Month, Southwest Airlines flies to Denver, Paradies Lagardere's Random Acts of Kindness Week, final stretch of USA Today's 10 Best Reader's Choice contest for Best Airport Dining
- Twitter is up to 10,067 followers
  - The best tweet in February generated 38,448 impressions, 21 retweets, and 23 likes.
  - Tweets in February generated over 158,000 impressions
- Instagram is up to 3,046 followers
  - In February, photo posts averaged 97.5 likes each and video posts averaged 70 likes each.
  - The most popular post earned 138 likes and 1,026 impressions.
- Periscope has 311 followers and 16 live broadcasts received 2,219 likes.

**Advertising/Marketing:**

18. *LBPost*, full color tile ad, February 2017
19. Updated flight map to include service to Las Vegas on Southwest
20. Long Beach Community Action Partnership, fundraiser sponsorship, February 2017
21. Economic Impact Report brochure, began design
22. Grand Prix pole banners installed

Long Beach Press Telegram (<http://www.presstelegram.com>)

## Long Beach Airport to allow Uber, Lyft to pick up passengers — for a fee

*By Courtney Tompkins, Long Beach Press Telegram*

Thursday, February 2, 2017



Long Beach Airport is preparing to roll out a pilot program that will allow smartphone-based ride-share services like Uber or Lyft to pick passengers up curbside.

The move would bring Long Beach in line with airports across the country that already allow access, including Los Angeles International Airport and John Wayne Airport in Santa Ana.

Representatives from cab, limousine, car rental and ride-share companies turned out for a community meeting about the program on Wednesday that turned heated as drivers from Uber and Lyft told members of the traditional transportation industry that times were

changing and they needed to get on board.

Those comments came in response to calls from cab and limo companies to regulate the transportation providers equally amid concerns that adding so-called transportation network companies, or TNCs, like Uber or Lyft would create an “uneven playing field.”

Airport Director Jess Romo said the industry is regulated at the federal and state level – although, he said, the airport could create additional requirements in their agreements with TNCs.

Marco Soto of Long Beach Yellow Cab said the regulations the company and its drivers have to comply with are more extensive — and costly — than that of companies like Uber or Lyft. The differences include having to carry commercial insurance, having to provide access for the disabled, and requiring drivers to pass a drug screen and clear a fingerprint background check, all of which TNC drivers are not required to do.

Cab driver Bill Lanham, who has been driving in Long Beach for 27 years, said guys like him “are getting killed out there.”

A representative from See Jane Go, a female-only ride-share service, brushed off the claims and said the reason these companies have emerged is because the traditional industry was not meeting the needs of the consumer.

Drivers say they already pick up airport passengers who walk a quarter mile to Lakewood Boulevard rather than catching a ride from a taxi cab inside airport property.

Romo said the goal of the six-month pilot program is to gauge impacts associated with adding such services and iron out a policy that is fair to all parties.

“We need to find a balance,” he said.

The program is slated to begin on April 1, pending City Council approval in March.

If approved, the program would include a \$3 fee for all pick-ups and drop-offs in addition to increased permit and application fees, which could double from \$50 to \$100 and \$60 to \$120, respectively.

Other airports in California, including Sacramento International, John Wayne Airport and LAX, charge a fee of between \$1.35 and \$4.06.

Permanent changes to the ground transportation policy could include incorporating the fee-based system for pick-ups and drop-offs and integration of a transponder system, similar to the FasTrak system used on toll roads.

Officials will continue accepting comments from the public through Feb. 10. Comments can be sent via email to [LGBarpt@longbeach.gov](mailto:LGBarpt@longbeach.gov).

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URL: <http://www.presstelegram.com/business/20170202/long-beach-airport-to-allow-uber-lyft-to-pick-up-passengers-for-a-fee>

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Home » News » Officials propose a pilot program that would allow use of TNCs such as Uber and Lyft

## Who's going to be your driver at Long Beach Airport?

Officials propose a pilot program that would allow use of TNCs such as Uber and Lyft

This entry was posted in [News](#) on February 2, 2017 by Denny Cristales– Editorial Assistant

**By: Denny Cristales**  
**Editorial Assistant**

[ENLARGE](#)

A roughly two-year debate between Long Beach Airport (LGB) officials, the community and the City ended last week when a proposal that would allow the air terminal to offer international flights was laid to rest.

But, it looks as though the airport has another issue on its hands– and this one's a little more down-to-earth.

Although not as polarizing, a public discussion on Wednesday at the Long Beach Gas and Oil Department about the airport's ground-transportation program revealed that transportation network companies (TNCs) and licensed transit providers are very mixed about a new pilot program that would expand the use of transportation services.

The LGB enlisted the services of Frasca & Associates (F&A), a transportation consulting and financial advisory firm, to conduct a study that would review the airport's ground-transportation fee structure, policies, procedures and practices to introduce a pilot program that would accommodate TNCs, such as Uber and Lyft, and provide expanded ground-transportation options to LGB passengers at drop-off and pick-up zones, according to Matt Townsend, director of F&A who led the presentation of the study on Wednesday.

Currently, the LGB does not allow the use of TNCs for drop-off and pick-up services at the designated pick-up zones.

The TNC pilot program aims to be competitive with other benchmark airports, specifically those located in Los Angeles County. For the purpose of the study, Townsend said the F&A discovered that, as of Jan. 17, 2017, all main airports, with the exception of Palm Springs International Airport (PSP) and Ontario California International Airport (ONT)– although admittedly not local– allow TNC services.

Townsend said ONT has announced its intention to begin TNC operations starting in April of this year, however.

He explained that airports use a variety of fee structures to charge certain rates for TNC operators to cover the costs of using curbsides and the processing of permits. Some charges include one-time application fees, transponder and other equipment fees, and curbside dwell-time fees.

This also includes hybrid-fixed fee structures, which are a combination of annual permits and per-trip fees.

Townsend said the TNC pilot program will launch April 1 with a per-trip fee of \$3 for the operators. The pilot program is aimed to evaluate usage, operational issues and the potential need for a hold lot for any vehicles.

LGB will use ground-transportation management (GTM) technology to charge TNC operators. He said the system would work like an automotive toll machine and charge drivers when the transponder detects the vehicle. All licensed drivers will be charged from a specific balance account, similar to the FasTrack electronic toll-collection system found on most California highways.

[ENLARGE](#)



Paul Davis, who lives in Long Beach and is a part-time Lyft driver, praised the company and supported the implementation of the Long Beach Airport's pilot program that would allow the use of transportation-network companies, such as Uber and Lyft, to pick up and drop off patrons at the airport.

PHOTOS BY AMANDA DEL CID | SIGNAL TRIBUNE

The pilot program will assess infrastructures needs and revenue impacts, and LGB and F&A will approach the Long Beach City Council some time in October to discuss proposed next steps, according to Townsend.

During the public-comment period, both the general manager and senior manager of Uber and Lyft in Southern California and the San Francisco Bay area– Megan Prichard and Kirk Safford, respectively– also provided public remarks about their companies and the potential benefits that may arise as a result of the pilot program.

As alluded to, this didn't bode well for other licensed transportation-service officials, who operate vehicles such as limousines and taxis. They had a concern about enlisting TNC drivers who don't have background checks.

Randy Tooker, who owns Lake Forest Limousines based in San Clemente, inquired about TNC drivers meeting certain requirements, such as background checks and insurance, requirements Tooker said he needs to meet as a limo driver, or he's at risk of getting fined or getting his vehicle impounded. His concern was that TNCs would simply be able to operate without meeting those same standards.

"In order for us to make it, and for all of us to make it, we've got to be on the same playing field," he said. "We've got to be regulated equally because some of us want to work [...] Regulate us all the same so competition is healthy."

Townsend simply responded by saying that LGB has made it a goal over the next six months to see how operations are going to shape up.

Carly Jimenez, who is a Lyft operator, addressed some of the concerns and said she is required to go through a background check and register her fingerprints to work for the company.

However, one man in the audience inquired about the volume of traffic that could clog up curbsides with the addition of TNCs.

Jess Romo, director of LGB, stepped in and said that the pilot program is meant to see the effects of traffic and infrastructure in a short-term capacity, which would then allow room for any changes if things get out of hand.

The public-comment period is open through Feb. 10, and inquiries may be submitted to [lgbarpt@longbeach.gov](mailto:lgbarpt@longbeach.gov). The study will be finalized to incorporate public comments in March, according to Townsend.



Jess Romo, director of Long Beach Airport, addressed some of the concerns some licensed ground-transportation operators had at a public meeting on Wednesday at the Long Beach Gas and Oil Department about a pilot program that would allow the use of transportation-network companies such as Uber and Lyft.

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## ANOTHER VIEW: Mungo Explains Opposition To International Flight Facility

By Stacy Mungo Feb 3, 2017



Two years ago, Long Beach began to consider the costs, consequences and benefits of constructing a Federal Inspection Service (FIS) facility at our airport, a necessary step toward allowing international flights to depart and land in our own back yard. That process was long and even arduous at times, and sparked a passionate debate that ultimately concluded just days ago.

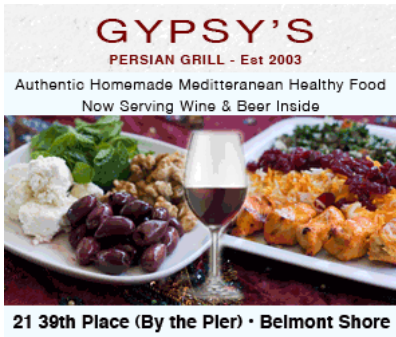
Last week, the Long Beach City Council denied a proposal to move forward with the FIS. Along with seven of my colleagues on the City Council, I voted against the proposal.

There are numerous sound arguments on both sides of this issue, and I have taken the time to hear all of them. That includes experts in the field who have studied the issue in cities across the country. It also includes representatives from JetBlue, which jumpstarted this process by applying for the facility in order to add international destinations from Long Beach. But most importantly, I listened to our neighbors, who called and emailed my office and came to community meetings to have their voices heard.

After taking the opportunity to collect input from every possible source, two questions weighed most heavily when it came time to cast my vote. First, is it fiscally prudent for the city to move forward with the FIS? And second, does the international facility benefit our city, particularly the residents I serve?

Ultimately, the answer to each of these questions was no. The financial investment that would have been required from the city was significant. Even more troubling than the price tag itself was the source of those funds: upfront, Long Beach would have contributed \$3 million in fees toward the expected total cost of \$10 million, with future fees being diverted from other important projects at the airport, including runway improvements and other overdue renovations.

With tax dollars at stake, Long Beach should have been able to rely upon meaningful return on its investment. Instead, a study commissioned by the city determined that while international travel could have generated revenue for the region, the impact on Long Beach itself was not assured and not in proportion to the risk. Make no mistake — our airport is an economic driver for the city, but with more than \$110 million in debt already on the books, it made little sense to commit millions of dollars to a project that would have been a tepid investment.



Aside from financial considerations, our neighbors spoke passionately about their vision for the future of our city and our airport. While the international facility would not have affected the existing noise ordinance, and while the Long Beach Airport averages far fewer than the 50 daily flights allowed by the ordinance, members of our community did not want to trade the domestic flights they loved. Those voices, taken into consideration along with the financial burden our city would shoulder to fund the federal facility, led me to conclude that the conditions simply aren't right for us to move forward with funding an FIS for international air travel into Long Beach.

I'm proud to serve Long Beach, even when that means making the tough decisions. Unfortunately, the process that led us to this point was a long and divisive one. Many of our neighbors disagreed with one another on this issue. I hope we can reflect on this process and grow from it. As long as we stay informed, work together and remain respectful of differing opinions, I believe we will have a bright future and together we will accomplish great things for Long Beach.

*Stacy Mungo represents the Fifth City Council District, which includes the Long Beach Airport.*

Long Beach Press Telegram (<http://www.presstelegram.com>)

## Long Beach Airport decision protected residents' quality of life: Guest commentary

*By Rae Gabelich*

Saturday, February 11, 2017



After reading news articles and opinions related to the Long Beach City Council's vote to not approve the JetBlue-requested Federal Inspection Service (FIS) facility for Long Beach Airport, a resident commented, "Everyone has the right to act in their own self interest." The definition of self-interest is "a concern for one's own advantage and well being." Well-being: "the state of being happy, healthy or successful."

Why are the efforts of concerned Long Beach residents wrong when they stand up for their own "self-interest" in protecting their investments and their quality of life concerns? How does that qualify

as naysayers, CAVE people (Citizens Against Virtually Everything), obstructionists, vocal minorities and other negative titles?

In both the 2013 and 2016 FIS studies, it is stated that the amount of potential incremental passenger activity appears to be limited. A Long Beach State economic forecast report also explained that "the impact on the Long Beach economy will be small" and stated the five reasons for drawing that conclusion. Visit [lbneighborhoodsfirst.com](http://lbneighborhoodsfirst.com) for more specifics.

The Long Beach Airport (LGB) bond debt of \$110 million is pledged for Series 2010 bonds through 2040. The Passenger Facility Charge (PFC) annual revenue of \$6.4 million is currently allocated at \$3.6 million for current debt service and \$2.8 million committed to airfield maintenance and PEP projects that include terminal and parking facilities, roadways and rental car improvements. This money is generated from the \$4.50 PFC charges per ticketed passenger.

Yes, we currently enjoy a Moody's high rating of A3, and our city should want to be certain that will not change. Although the Fitch ratings do express some concern over the JetBlue reduction in flights over the past several years. In 2012, JetBlue began to manipulate the formula that would allow it to reduce its LGB flights but still hold the slots. That loss of service resulted in a \$2 million to \$3 million loss of revenue for the LGB fund. Also, in 2013 LGB pledged to the ratings agencies to issue no future debt within the foreseeable future and cancelled the LGB commercial paper program.

The Jacobs FIS Feasibility Study did say that once operations are fully implemented, \$185 million in regional impacts could be realized in Los Angeles and Orange counties while our city benefit will be minimal.

So, what are the economic concerns of many Long Beach residents? For many, their home is the No. 1 business investment for their family's future. Others have invested in real estate to improve their retirement portfolios to secure their futures. Either way, they too are concerned about their future "bottom line."

In a commentary for the Press Telegram ("Long Beach Airport vote wasn't grounded in reality," Feb. 3), Randy Gordon of the Long Beach Area Chamber of Commerce comments on what a good corporate citizen JetBlue has been with all of its civic involvement and hundreds of thousands of dollars in local donations. He wonders how

much longer this good corporate citizen can continue to give to a community whose elected officials signaled they are not wanted here.

The council and the majority of residents who spoke stated they loved JetBlue and the service it brings to LGB, and asked JetBlue to provide even more domestic travel opportunities.

I personally would suggest that more attention be paid to after-hours noise violations that have disrupted residents between 11 p.m. and 7 a.m. on 133 nights in the past 12 months.

The 2001-2007 battle over the HNTB study that suggested the airport terminal grow from a 48,580-square-foot facility to a super-sized terminal of 106,000 square feet was won not in spite of airport impacted residents but because of their diligence in standing in support of reasonable sizing for LGB. Today we have a right-sized municipal airport of 89,000 square feet.

It wins awards and is appreciated by the traveling public. Let's keep it that way!

A respectful thank you to Councilwoman Stacy Mungo and Councilwoman Suzie Price for their willingness to speak on behalf of thousands of Long Beach residents.

All Long Beach matters!

*Rae Gabelich was a member of the Long Beach City Council from 2004 to 2012 and is president of LBHUSH2/LB Neighborhoods First.*

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URL: <http://www.presstelegram.com/opinion/20170211/long-beach-airport-decision-protected-residents-quality-of-life-guest-commentary>

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## Terminal reopens at Long Beach Airport after evacuations for a suspicious baggage incident

*By Jeremiah Dobruck, Press-Telegram*

Tuesday, February 14, 2017

Authorities evacuated Long Beach Airport's main terminal Tuesday morning while they investigate a suspicious package, but by the afternoon operations were returning to normal, according to an airport spokeswoman.

It's not yet clear what was in the package, but a dog used to screen baggage alerted its handlers to the item between 11:30 and 11:45 a.m. Tuesday, airport public affairs officer Stephanie Montuya-Morisky said.

The Los Angeles County Sheriff's Department bomb squad responded and, while they investigated, airport officials kept travelers at least 300 feet away from the security screening area where the baggage was flagged, Montuya-Morisky said.

The airport was on standby for a period, but officials said in a tweet around 1:30 p.m. that the terminal was open and operating once again.

Passengers should still check on the status of their flights, according to authorities.

"We're really urging passengers to contact their airlines," Montuya-Morisky said.

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URL: <http://www.presstelegram.com/general-news/20170214/terminal-reopens-at-long-beach-airport-after-evacuations-for-a-suspicious-baggage-incident>

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## Long Beach Airport To Reopen After Suspicious Package Cleared

February 14, 2017 1:07 PM

Filed Under: [Long Beach](#)

**LOS ANGELES (CBSLA.com)** — Officials at Long Beach Airport say the airport will reopen Tuesday afternoon following an investigation into a suspicious package that briefly halted operations.



Operations were on “standby” until further notice, [the airport tweeted](#) early Tuesday afternoon. The airport tweeted shortly afterwards that the situation was cleared, and the [airport was set to reopen](#).

Passengers were advised to check with their airlines regarding the status of their flights.

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SUSPICIOUS PACKAGE (/COMPONENT/TAGS/TAG/2666-SUSPICIOUS-PACKAGE)

# Long Beach Airport Terminal Briefly Evacuated Due to Suspicious Package

by STEPHANIE RIVERA (/STEPHANIE) (HTTP://TWITTER.COM/STEPH\_LBPOST) on FEBRUARY 14 2017 15:30 in NEWS (/NEWS)

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A Long Beach Airport (LGB) terminal was briefly evacuated Tuesday after a TSA dog alerted officials to a suspicious package, according to LGB officials.

Story continued below.

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The Historic Terminal, and a 500-foot area surrounding it, was evacuated after the TSA dog sat in front of a package indicating it could be suspicious, LGB spokeswoman Stephanie Montuya-Morisky said.

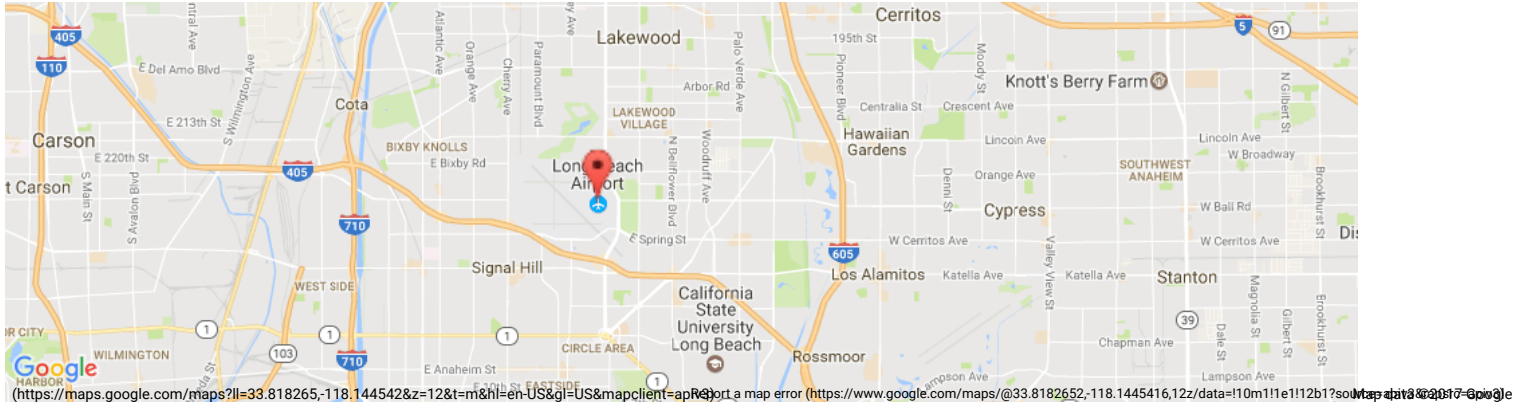
The incident happened at about 11:45AM and prompted assistance by personnel with the Los Angeles Sheriff's Department (LASD), who, an hour later, were able to confirm the package was safe.

Story continued below.

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The package was eventually released back to the owner.



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