



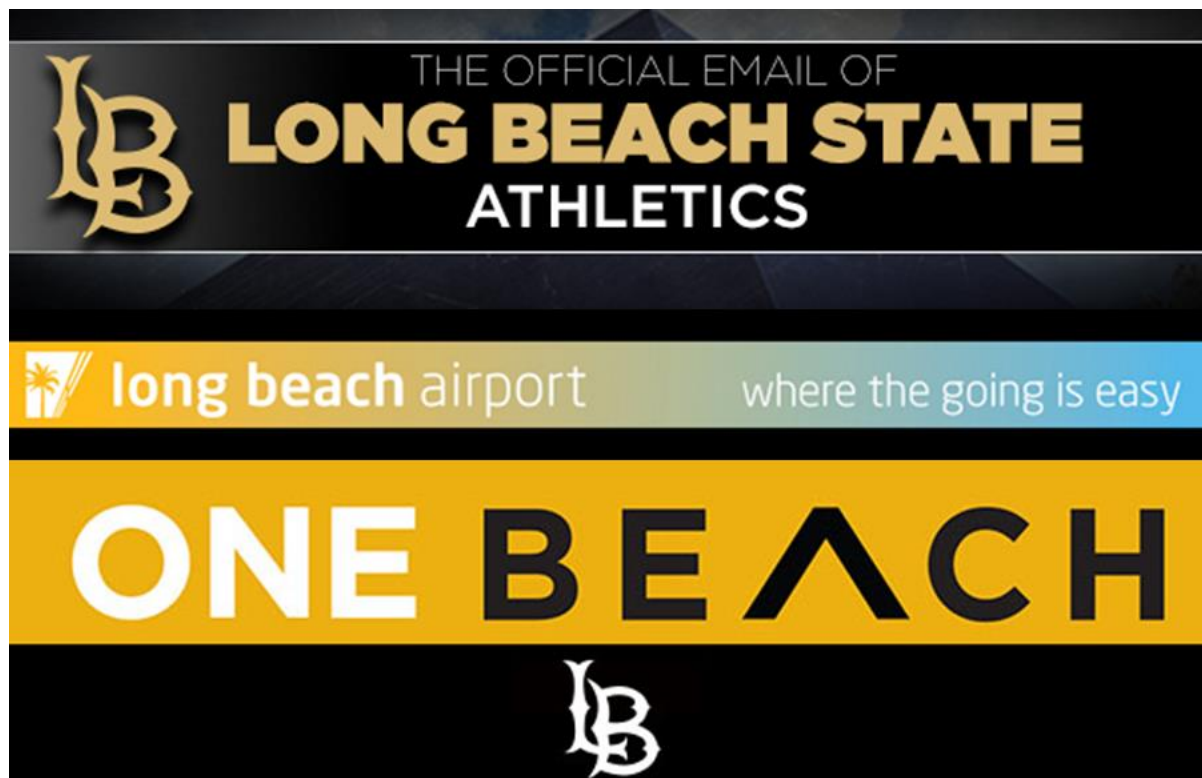
long beach
airport

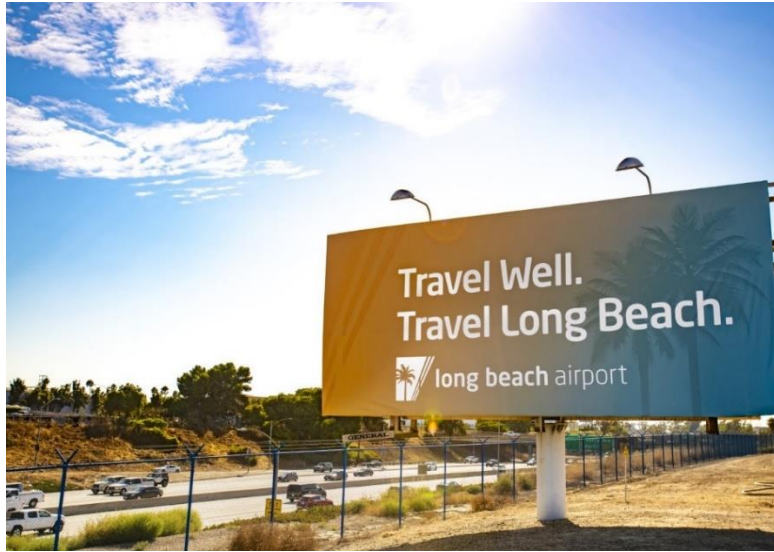
where the going is easy®

Public Affairs Highlights and Initiatives July and August 2020

Advertising/Marketing

Long Beach Airport continued to market itself with pole banners on Donald Douglas Drive, Adopt-A-Highway signs, large Airport signs along the 405 Freeway, and boarding gate screens. The marketing agreement with CSULB Athletics continues, though new methods are being explored given the current ban on large gatherings. See example below of Airport banner in email communications.





Community Outreach

In August, LGB launched the *Business Partner Brief*, a newsletter that highlights Airport initiatives, for tenants, airlines, and stakeholders. These digital newsletters are also available on the airport website under “Resources for Tenants.”

LGB has shifted many community outreach activities online, such as participating in the JetStream Summer Fest, where local musicians representing 13 airports across the nation provided live music via Facebook Live. LGB featured the Hilo Hi-Flyers, a tiki swing band.

Two social media campaigns continued our outreach: #TogetherLGB spotlights the critical work frontline employees, airlines, and other partners perform; #FlyEasyAtLGB informs the public of health and safety measures that promote peace of mind about the LGB travel experience.




Director's Message

Welcome to the inaugural edition of our Long Beach Airport business partner newsletter! I hope you, your loved ones and colleagues are coping as well as possible with the COVID-19 pandemic. It's been exactly one year since I began my tenure at LGB and it's important to me that we continue to communicate and support each other to keep moving forward. If you have any suggestions for newsletter content, please contact our Airport Public Affairs Officer at Kate.Kuykendall@longbeach.gov. On behalf of the City of Long Beach and the Airport, I look forward to continuing our partnerships as we



Long Beach Airport 
@LGBAirport

Reminder! All passengers, employees and visitors must wear a face covering while at the airport. Do your part to keep our airport safe by wearing a face covering when you [#FlyEasyAtLGB](#). 



Long Beach Airport  · Jul 8

Did you know [@LBMarriott](#) is located on airport property, less than a mile from our terminal? Today we  for the wonderful housekeepers who are taking extra precautions to ensure guests' health & safety. [#LongBeach](#) hotels are now open for leisure travel. [#TogetherLGB](#)



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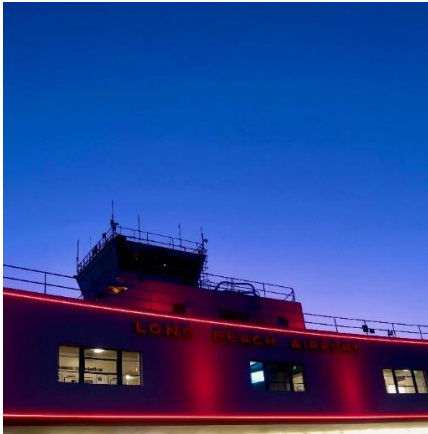
7



Customer Experience

Lighting on our historic terminal celebrated the 4th of July. Physical distancing floor decals and signage continued to remind passengers to adhere to measures to reduce the spread of COVID-19. Renderings of the Phase II project were installed on the construction walls to enhance the customer experience in the Meet & Greet Plaza. The Airport commemorated the 100th anniversary of the 19th Amendment to the U.S.

Constitution by illuminating the terminal with purple and gold lights.



Government Affairs

An Airport Public Affairs staff member continued to report to the City's Joint Information Center, while another has been reassigned to the Emergency Operations Center to assist with the City's response to COVID-19. Public Affairs staff worked closely with Airport Operations staff to ensure communications protocols in the Airport Emergency Plan were up-to-date. Airport employees collaborated with the American Red Cross to host a blood drive where donors provided 29 pints of blood which equates to up to 87 lives saved.

Public Affairs collaborated with Bureau Manager Ron Reeves and Councilman Daryl Supernaw to bring a local resident whose daughter was bothered by jet noise to come to the airfield to see the jets and meet the pilot. The photo (see below) and story was

featured in CM Supernaw's weekly newsletter.



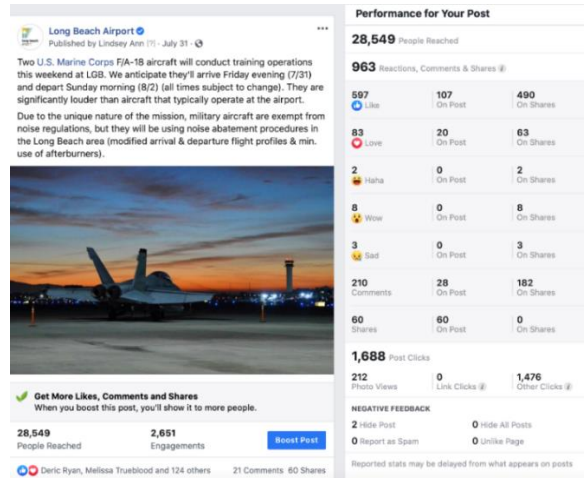
Media

There were 75 earned media placements in July. The story that garnered the most interest in July focused on JetBlue ending its service at LGB. Other stories included LGB preparing to allocate flight slots, commercial flight activity, and Moody's credit rating.

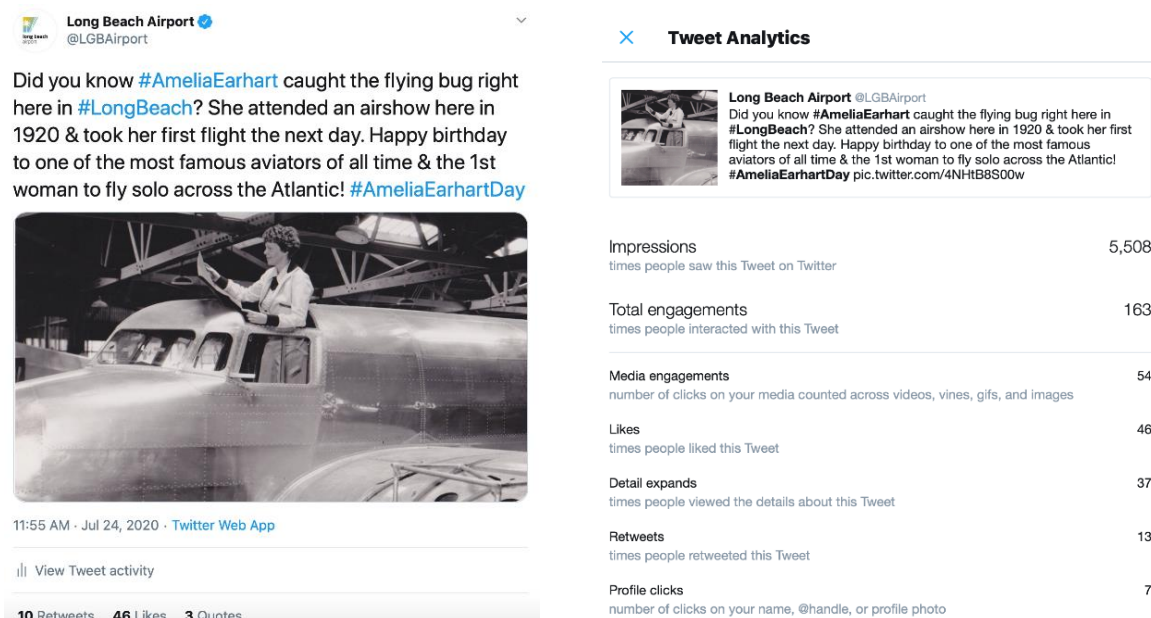
The Airport was featured in *Stuck at the Airport's* online series, "5 Things We Love About Long Beach Airport," which highlighted the concourse garden area, outdoor boarding, art and history, local dining options, and shopping. There were 24 earned media placements in August; the two stories that garnered the most interest focused on LGB's participation in the JetStream Summer Fest and F/A-18 aircraft training at the Airport.

Social Media


Facebook was up to 17,880 likes in July. The post with the greatest reach:




Twitter was up to 13,541 followers in July. Tweets in July generated 121,400 impressions. The Twitter post with the most likes:



Instagram was up to 7,621 followers in July. The most popular Instagram post:









Igbairport
 Long Beach Airport



0:35






[View Insights](#)
[Promote](#)



 Liked by **kenmason562** and **others**


Igbairport Big milestone! Today our reconstructed Taxiway C became operational. You're looking at the first two aircraft to use the new and improved Taxiway Charlie. The project will help increase airfield safety and meet new FAA design standards. ✈️


View all 15 comments
 July 6








Post Insights


576


15


30


16

74
 Profile Visits

3,745
 Reach

Interactions ⓘ

74
 Actions taken from this post

Profile Visits	74
Website Clicks	7


Discovery ⓘ

3,745
 Accounts reached
 29% weren't following Igbairport

Follows	17
Reach	3,745
Impressions	4,366

Facebook was up to 18,071 likes in August. The post with the greatest reach:

Post Details




Long Beach Airport

Published by Lindsey Ann [?] · August 14 · 🌐

Heads up: Six U.S. Marine Corps F/A-18 aircraft will conduct training operations this weekend at Long Beach Airport. We anticipate they'll arrive Friday morning (8/14) and depart Sunday afternoon (8/16) (all times subject to change). They are significantly louder than aircraft that typically operate at the airport.

Due to the unique nature of the mission, military aircraft are exempt from noise regulations, but they will be using noise abatement procedures in the Long Beach area (modified arrival and departure flight profiles and minimum use of afterburners).



Performance for Your Post

52,683 People Reached

2,821 Reactions, Comments & Shares ⓘ

1,714 👍 Like	203 On Post	1,511 On Shares
284 ❤️ Love	40 On Post	244 On Shares
5 😂 Haha	0 On Post	5 On Shares
53 😲 Wow	5 On Post	48 On Shares
1 😞 Sad	0 On Post	1 On Shares
3 😡 Angry	2 On Post	1 On Shares
514 Comments	60 On Post	454 On Shares
247 Shares	247 On Post	0 On Shares

3,398 Post Clicks

444 Photo Views	2 Link Clicks ⓘ	2,952 Other Clicks ⓘ
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Twitter was up to 13,575 followers in August. Tweets in August generated 91,700





impressions. The Twitter post with the most likes:



Impressions	7,877
Total engagements	521
Detail expands	225
Media engagements	170
Likes	67
Profile clicks	33
Retweets	22
Replies	4

Instagram was up to 7,714 followers in August. The most popular Instagram post:



Post Insights	
<div>  </div> <div>322</div>	<div>  </div> <div>10</div>
<div>  </div> <div>54</div>	<div>  </div> <div>10</div>
<div>40</div> <div>Profile Visits</div>	<div>3,032</div> <div>Reach</div>
Interactions ⓘ	
<div>40</div> <div>Actions taken from this post</div>	
Profile Visits	40
Discovery ⓘ	
<div>3,032</div> <div>Accounts reached</div> <div>37% weren't following lgairport</div>	
Follows	12
Reach	3,032
Impressions	3,215
From Home	2,005
From Explore	951