



long beach
airport

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Public Affairs Highlights and Initiatives November and December 2021

Advertising/Marketing

Long Beach Airport (LGB) continued its marketing program with California State University, Long Beach, including during men's basketball games in the Walter Pyramid.



Community Outreach

More than 5,000 people attended our award-winning Festival of Flight on November 6! Our signature event offered aircraft on static display, live music, food trucks, activities for kids and helicopter rides.



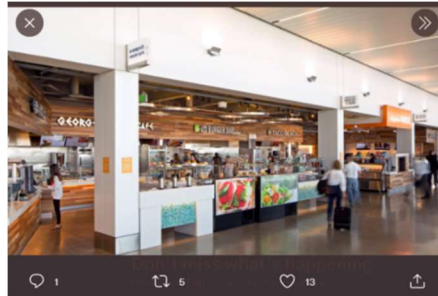
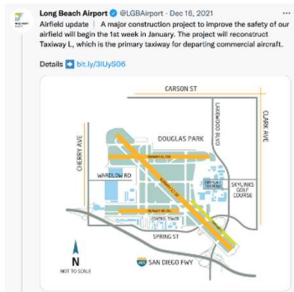


We continued to engage with the community via our social media channels. In November, we highlighted Veterans Day, Thanksgiving, and military aircraft training operations at LGB. And we celebrated our 98th anniversary and the start of Hanukkah!



In December via our social channels, we commemorated Pearl Harbor Remembrance Day and continued to promote our construction progress and green initiatives.





Native American Heritage Month is celebrated in the United States in November to commemorate the contributions and influence of Native Americans. We celebrated #NativeAmericanHeritageMonth via social media by highlighting Mary Riddle, who was the first woman enrolled in a Native American tribe to earn her pilot's license.

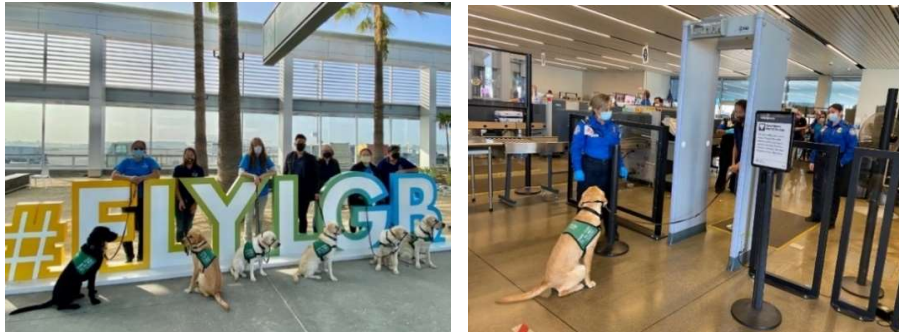


LGB had a presence at the Vets Fest at Houghton Park on November 13, where staff and volunteers engaged with families to promote Long Beach Airport.



We're pleased in-person tours continued to take place at LGB. Six dogs from the Redondo Beach Guide Dog Puppy Raisers, along with 15 trainers and family members, toured LGB in November. This organization trains puppies to become guide dogs, which

includes teaching them to take their owner through the TSA screening process. And in December, we hosted a tour for the Daughters of the American Revolution, where 11 women received an overview of Long Beach Airport's role in aviation history.



After a temporary hiatus due to the pandemic, the Daisy Lane Parade returned to Long Beach, albeit in a scaled back format, and LGB was there to share holiday cheer!

Member-supported
LONG BEACH POST News



Parade participants ride on a Long Beach Airport car with a reindeer as decoration during the 67th annual Daisy Avenue Christmas Tree Lane Parade on Saturday, Dec. 11. Several agencies, including the Long Beach Police Department and the Carson Refinery Fire Department, were part of the show. Photo by Fernando Hara.

Flying Friendly posters and flyers, which reiterate noise abatement procedures and details of the City of Long Beach Noise Compatibility Ordinance, were updated for distribution to flight schools and Fixed Base Operators (FBO) at LGB.



Customer Experience

Songs of the season returned to our airport when LGBLive! kicked off for the holidays on November 24. Travelers enjoyed a variety of performances by local musical ensembles in our garden area through early January.



Our historic terminal was illuminated red, white and blue to celebrate Veterans Day, blue, white and pink on November 20 to commemorate Transgender Remembrance Day, Thanksgiving colors during the holiday weekend and red for World AIDS Day to honor those who lost their lives.



The Transportation Security Administration (TSA) installed Credential Authentication Technology (CAT) units at LGB's checkpoint. This new technology, which is being rolled out at airports across the nation, not only improves detection of fraudulent documents, but also streamlines the passenger experience by allowing individuals to provide only their identification and not their boarding pass. This technology is a great addition to our easygoing travel experience!



Travelers love our new outdoor amenities! Stylish new furniture was installed in our garden area. And Paradies Lagardère, our dining concessionaire, debuted a coffee cart during our busiest times. In addition to coffee, they'll experiment with a variety of beverage choices.



In December, seasonal décor enhanced our entrance and garden and plaza areas with a little holiday cheer - and Santa even stopped by LGB to distribute face coverings and hand sanitizer to travelers!



Government Affairs

We launched our new, back-of-house food scrap collection program in collaboration with the City of Long Beach Environmental Services Bureau and our dining

concessionaires, in November. This program diverts organics from the waste stream, which reduces greenhouse gas emissions and is a source of renewable energy.



Long Beach Recycles

We're pleased to announce that LGB's efforts were recognized at the annual meeting of the Airport Council International – North America (ACI-NA). LGB was a finalist in two categories of the Marketing and Communications awards: Best Video or Film Production for our 60-second Hawaii video and Best Newsletter for our Business Partner Brief. LGB was also officially awarded Level 2 certification for the ACI-NA Airport Carbon Accreditation program, which is a huge milestone in our sustainability program!

An Airport Public Affairs staff member continued to assist with the City's response to COVID-19 and supports the Long Beach Department of Health & Human Services with data entry.

Airport employees contributed to two donation drives throughout the holiday season. Canned food and hygiene items were collected for Food Finders, and towels, blankets and small pet beds were collected for the Long Beach Animal Shelter.



LGB had the pleasure of welcoming home a charter aircraft carrying troops from the 358th Military Police Company, who had just returned from service in Guantanamo Bay, Cuba.



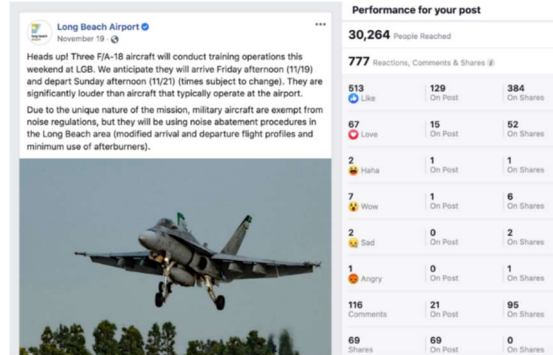
Media

There were 73 earned media placements in November. The stories that garnered the most interest focused on our Festival of Flight advance and same-day coverage, holiday travel passenger activity and the City's redistricting impact on LGB.

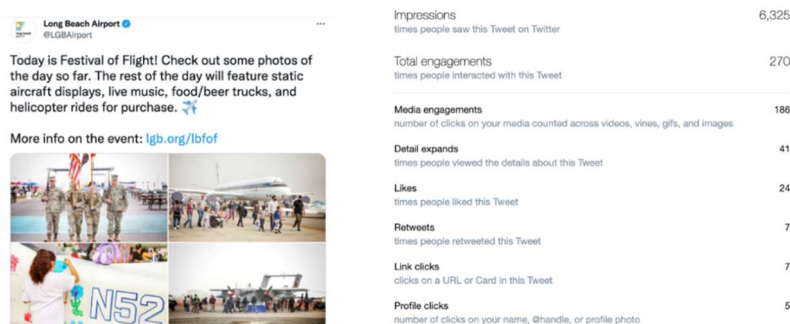
In December, there were 106 earned media placements. The top stories focused on the federal infrastructure bill funding LGB construction projects, fog impacts, flight cancellations and our Taxiway L reconstruction project.

Social Media

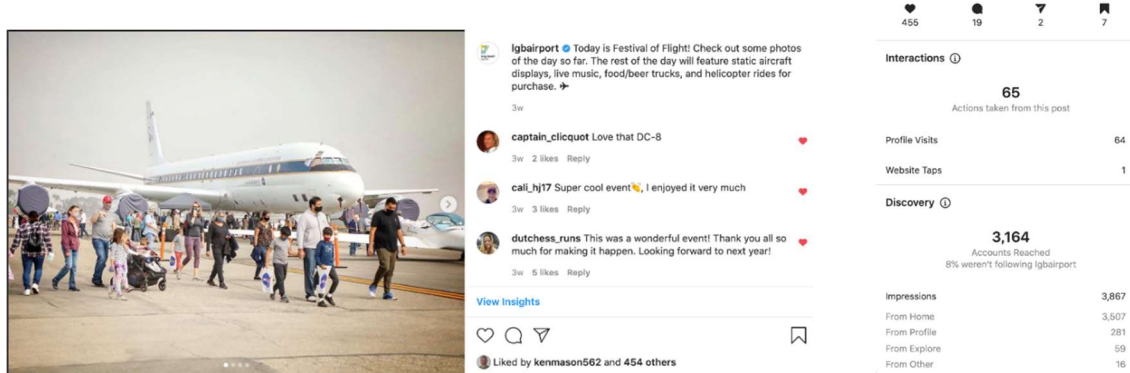
Facebook was up to 19,339 likes in November. The post with the greatest reach (30,264):



Twitter was up to 14,111 followers November. Tweets in November generated 52,800 impressions. The Twitter post with the most interest:



Instagram was up to 9,373 followers in November. The posts averaged 204 likes each. The most popular Instagram post:



In December, Facebook was up to 19,394 likes, Twitter was up to 14,169 and Instagram was up to 9,430 followers. The photo below was the most popular across all our social channels, reaching 33,089 via Facebook and generating 87,000 impressions on Twitter:

