



long beach
airport

where the going is easy®

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.

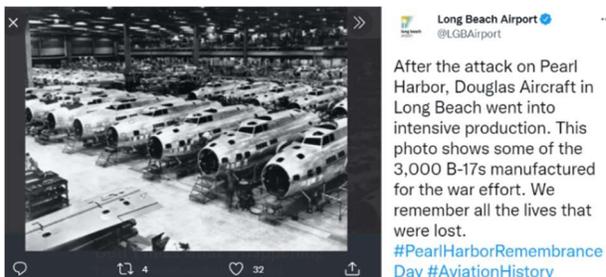


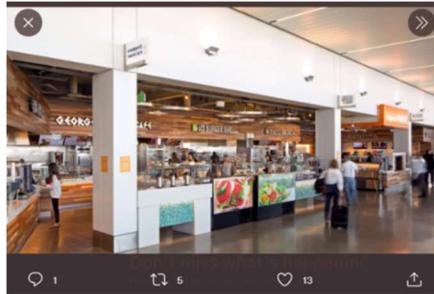
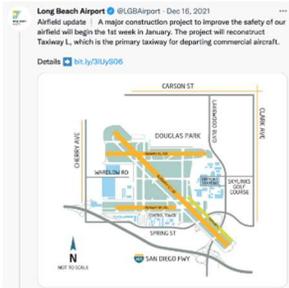


We continued to engage with the community via our social media channels. In November, we highlighted Veterans Day, Thanksgiving, and military aircraft training operations at LGB. And we celebrated our 98th anniversary and the start of Hanukkah!



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





Long Beach Airport @LGBAirport · Dec 2, 2021

#DYK our concessionaires donate used cooking oil and grease to make biofuel? Through initiatives like energy recovery, recycling and liquids collection, we've reduced our waste by nearly 16% since 2016! #GoGreenLGB

12:15 PM · Dec 2, 2021 · Twitter Web App

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

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.



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):

Long Beach Airport
November 19

Heads up! Three F/A-18 aircraft will conduct training operations this weekend at LGB. We anticipate they will arrive Friday afternoon (11/19) and depart Sunday afternoon (11/21) (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

30,264 People Reached

777 Reactions, Comments & Shares #

513 Like	129 On Post	384 On Shares
67 Love	15 On Post	52 On Shares
2 Haha	1 On Post	1 On Shares
7 Wow	1 On Post	6 On Shares
2 Sad	0 On Post	2 On Shares
1 Angry	0 On Post	1 On Shares
116 Comments	21 On Post	95 On Shares
69 Shares	69 On Post	0 On Shares

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

Long Beach Airport
@LGBAirport

Today is Festival of Flight! Check out some photos of the day so far. The rest of the day will feature static aircraft displays, live music, food/beer trucks, and helicopter rides for purchase. 🛫

More info on the event: lgb.org/lbfof



Impressions times people saw this Tweet on Twitter	6,325
Total engagements times people interacted with this Tweet	270
Media engagements number of clicks on your media counted across videos, vines, gifs, and images	186
Detail expands times people viewed the details about this Tweet	41
Likes times people liked this Tweet	24
Retweets times people retweeted this Tweet	7
Link clicks clicks on a URL or Card in this Tweet	7
Profile clicks number of clicks on your name, @handle, or profile photo	5

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



igbairport Today is Festival of Flight! Check out some photos of the day so far. The rest of the day will feature static aircraft displays, live music, food/beer trucks, and helicopter rides for purchase. ➔

3w

captain_clicquot Love that DC-8

3w 2 likes Reply

cali_hj17 Super cool event👏, I enjoyed it very much

3w 3 likes Reply

dutchess_runs This was a wonderful event! Thank you all so much for making it happen. Looking forward to next year!

3w 5 likes Reply

View Insights

Liked by kenmason562 and 454 others

455	19	2	7
Interactions			
65 Actions taken from this post			
Profile Visits	64		
Website Taps	1		
Discovery			
3,164 Accounts Reached			
8% weren't following igbairport			
Impressions	3,867		
From Home	3,507		
From Profile	281		
From Explore	59		
From Other	16		

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:

Long Beach Airport December 31, 2021

A break in the rain, snow-capped mountains and a beautiful take-off all come together to create this magical shot. 📸 Thanks, Peter Murray for this incredible photo taken from Signal Hill. 📸



Get more likes, comments and shares
When you boost this post, you'll show it to more people.

Performance for your post		
33,089 People Reached		
1,931 Reactions, Comments & Shares		
1,122 Like	179 On Post	943 On Shares
299 Love	50 On Post	249 On Shares
2 Haha	0 On Post	2 On Shares
124 Wow	15 On Post	109 On Shares
1 Sad	0 On Post	1 On Shares
171 Comments	17 On Post	154 On Shares
214 Shares	213 On Post	1 On Shares