



LONG BEACH AIRPORT SUSTAINABILITY PROJECT

Janny Phung, Ryan Hill, Mike Smith, Mickie Tagle, Scott Schroeder

CSULB 2018

AGENDA

1. Objective
2. CSULB Project Elements
3. Demographics & Survey
4. SWOT/Segmentation Analysis
5. Concessions
6. Community Gathering Space
7. Entertainment Overlay
8. Pop-ups
9. Sustainability
10. Historic Terminal Restoration



CSULB PROJECT OBJECTIVES

1. Provide alternative sources of revenue
2. Increase shared value
3. Reduce waste

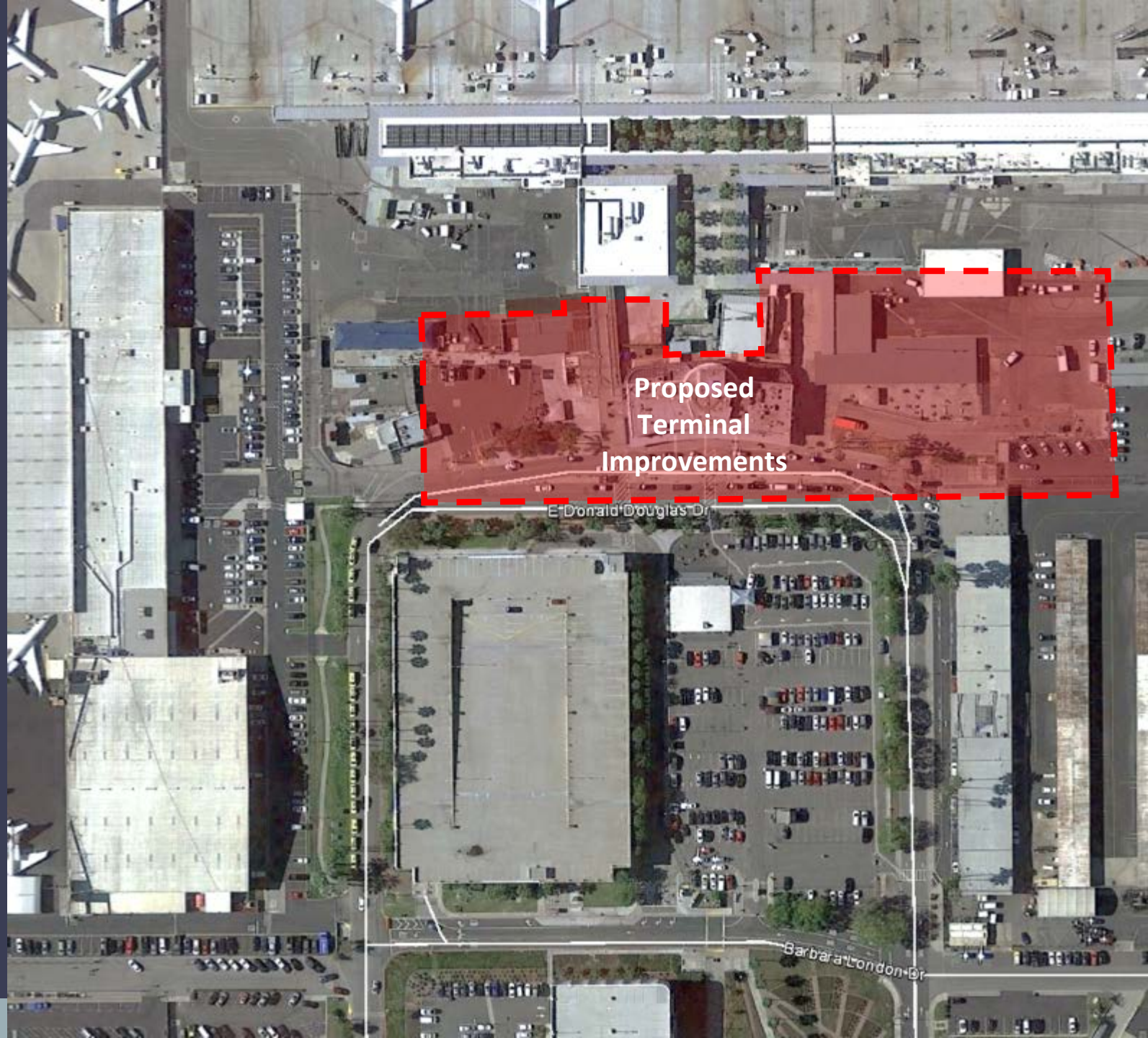
**Provide solutions to enhance
the Triple Bottom Line.**



PROPOSAL ELEMENTS

Pre-security Area:

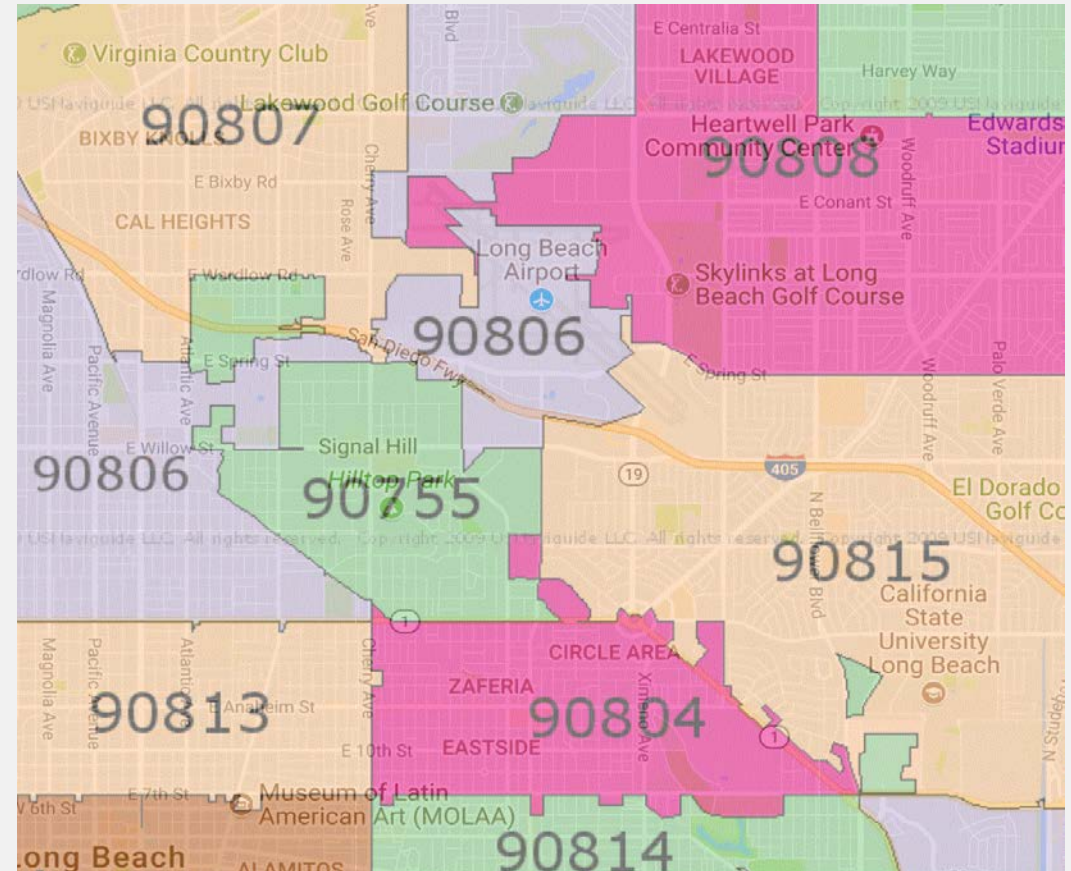
- Historic Terminal
- Ticketing Lobby
- Rental Car Service Location
- Ground Transportation Area
- Concessions
- Meet-and-Greet Plaza



DEMOGRAPHICS & SURVEY

Survey conducted over one month period with 270 responses.

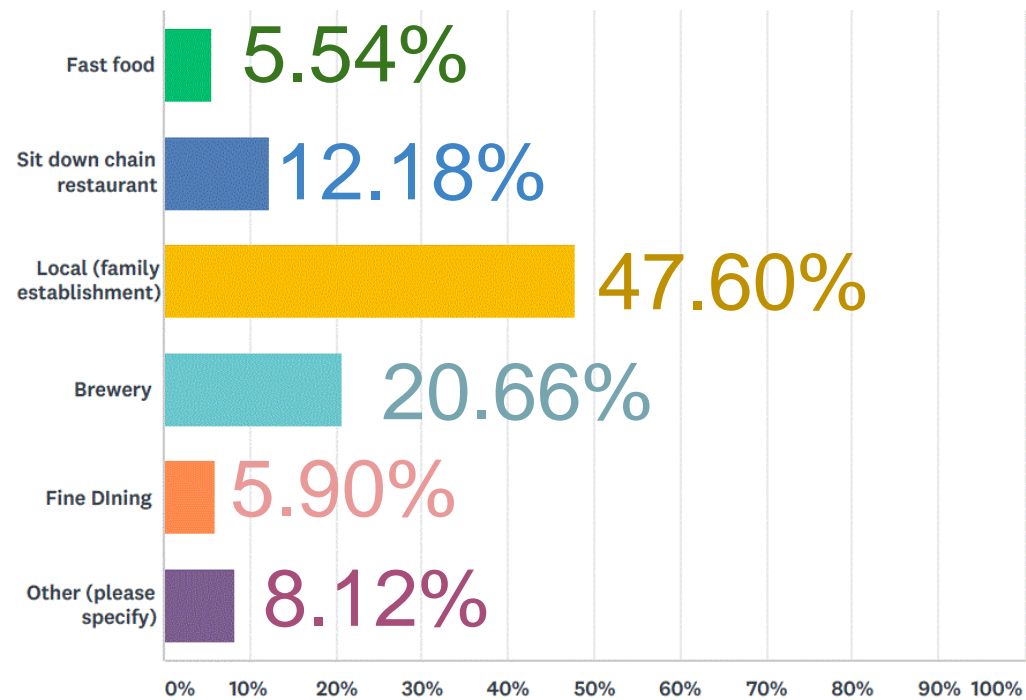
- 76% of total respondents were open to non-travel activity at the airport
- Support for local food establishment and park
- Parking must be free or reduced rate
- Mixed/negative impression of the airport



SURVEY
RESULTS

Q4 What type of restaurant do you prefer when dining out?

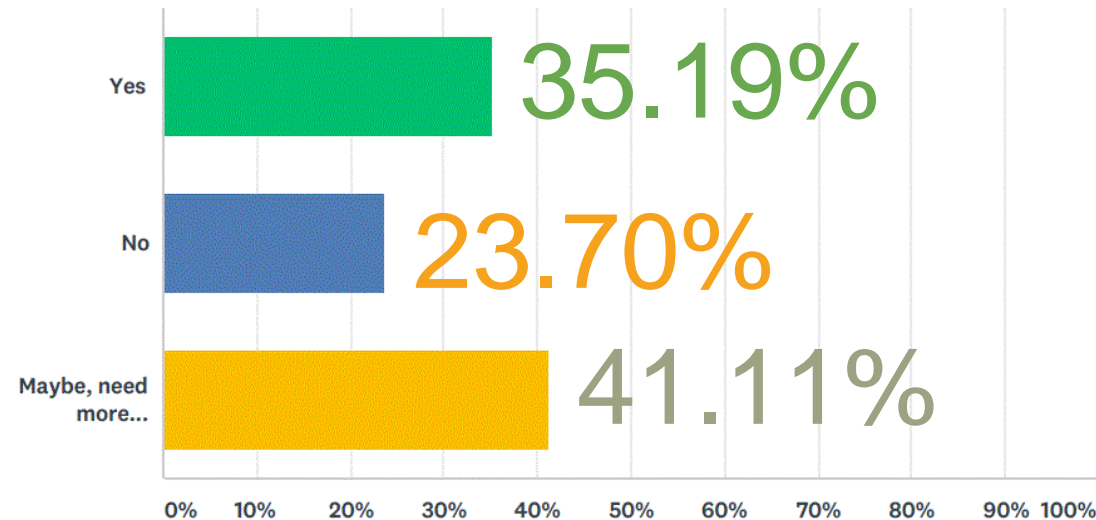
Answered: 271 Skipped: 1



SURVEY
RESULTS

Q5 Would you utilize Long Beach Airport for non-travel activities, such as dining or entertainment if the option was available?

Answered: 270 Skipped: 2



Pay Utilize Food LBG Dining Not Interested Flights Local
Traveling Support Park Security
Long Beach Community Love Question
LGB Idea LB Airport Noise Ordinance Options Seating
Eat Business Expand

SURVEY COMMENTS

Common theme of negative perceptions that need to be addressed.

- Noise Ordinance
- No International Terminal
- Jet Blue
- Too Congested

SWOT ANALYSIS

	Helpful	Harmful
Internal	Strength <ul style="list-style-type: none">• Captive customer base• Long aerospace history• Parking availability• Vacant land available• Cash position	Weakness <ul style="list-style-type: none">• Limited square footage for new enclosed buildings• Noise ordinance• Limited advertising availability• No green space
External	Opportunities <ul style="list-style-type: none">• Opportunity to create a unique experience• Convenience of LGB• No high-end dining available in surrounding area• Sustainability champion for local market• Ability to offer a dynamic experience to keep people coming back	Threat <ul style="list-style-type: none">• LBX<ul style="list-style-type: none">• The Hangar Restaurants• Free parking• Limited growth through additional flights• Anti-airport residents

SWOT

PRELIMINARY SEGMENTATION STUDY

Segmentation -->	Passenger/Traveler	5th District (Neighbor Community)	Other Long Beach Districts	Employees LGB + Area	Outside City of Long Beach
Geographic	Travel for work or leisure?	Can walk to dinner at the airport	Driving 10 min max	Businesses within 3-4 mile radius	Over 5 miles away
Demographics	Airline data or inhouse data	Census data. Possible attraction to dinner crowd. Check out typical traffic during this time.	Census data.	Survey/marketing study	Census data.
Psychographic	Values unique experience	Parking, noise pollution, values small town feel	Values unique experience	Values convenience and time	Values out of town experience/unique meeting place.
Behavior	Predictable (1 hour early, tops)	65% eat out at least once per week	65% eat out at least once per week	Eats out for lunch and happy hour	Wants ease of access.

RECOMMENDATION / SEGMENTATION STUDY

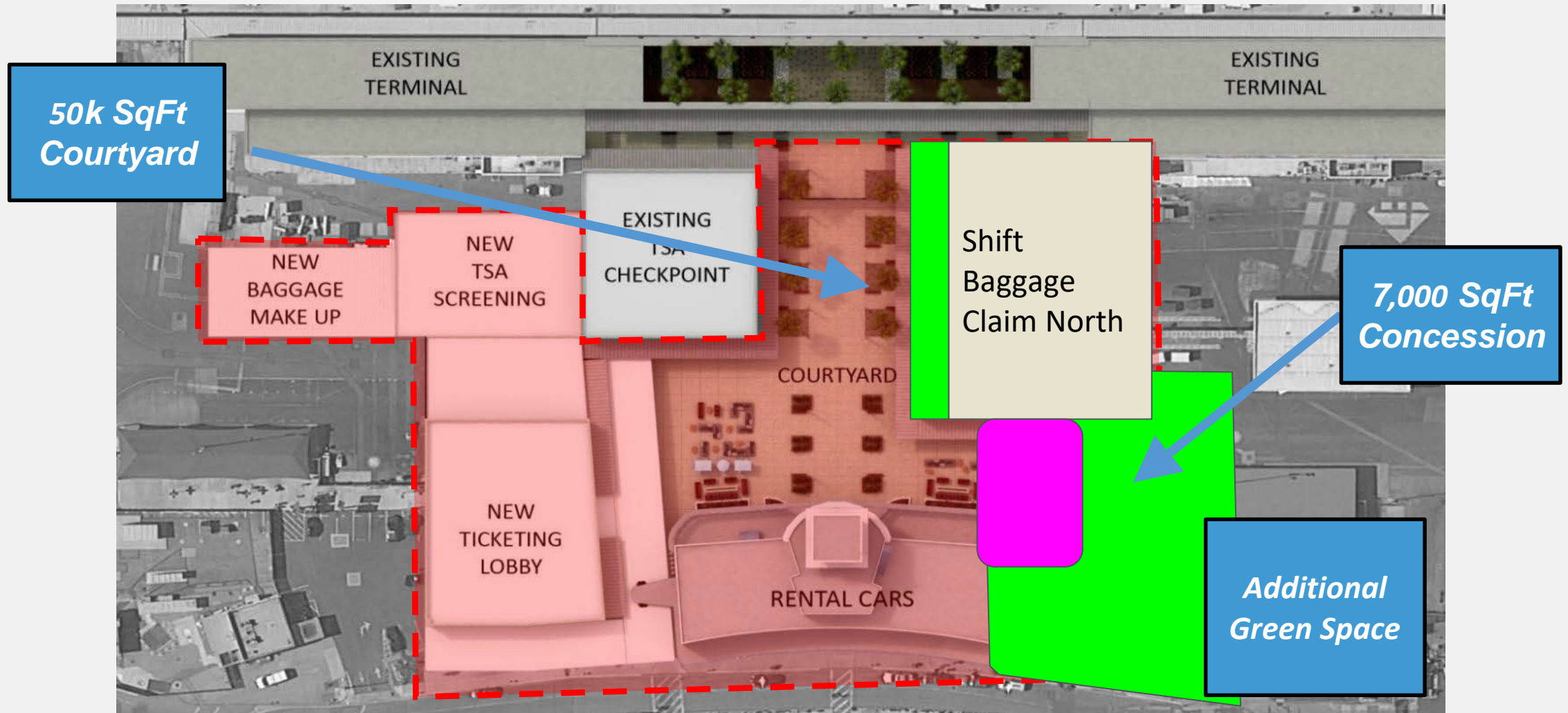
1. Identify the customer segments
2. Describe/define each segment as applicable
3. Target a segment or limited segments
4. Q: What would appeal to the primary target customer, secondary customer, and others.





COURTYARD – MISSED OPPORTUNITY

PHASE II TERMINAL IMPROVEMENTS





Stone Brewery, Escondido



Bagby Beer Co., Oceanside



SteelCraft., Long Beach

CONCESSIONS AND COURTYARDS

- Anchor Concession
- Family and Brewery Restaurant
- Offer a unique and local experience



IDEAS – 747 WING HOUSE IN VENTURA COUNTY



IDEAS – AIRPLANE WING BAR



IDEAS – AIRPLANE BAR & LOUNGE



COMMUNITY GATHER SPACE

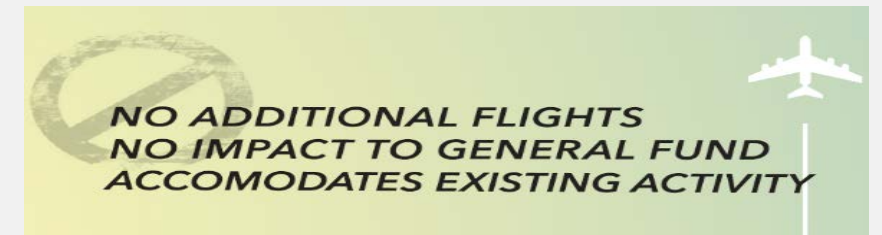


Green Revitalization:

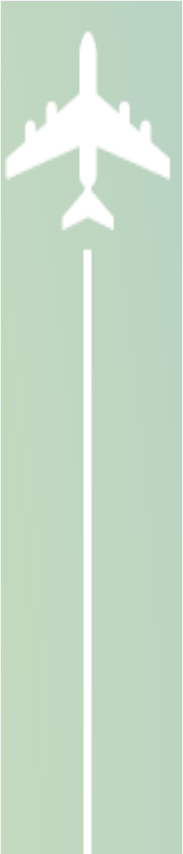
- Increase green space
- Utilize green space
- Utilize drought tolerant flora
- Replace under-utilized asphalt

Social Sustainability:

- Incorporate 3D Art
- Create synergy by using refurbished planes
- Provide multipurpose open area for seasonal use



ENTERTAINMENT OVERLAY



- Create performance hubs with integrated A/V System
- Multi-purpose facade overlays on new facilities
- Ensure WiFi & Cellular telemetry throughout airport experience



A woman wearing a wide-brimmed hat and a white sleeveless top is standing inside a pop-up shop. The shop is housed in a dark-colored vehicle with its side panel open. The interior is bright and modern, with white shelves displaying various items. The woman is looking towards the right side of the frame.

POP-UPS – \$50 BILLION INDUSTRY

CLARE ROJAS
FRĒDA SALVADOR

FRĒDA
SALVADOR

POP-UP PROGRAM

- **Quality of Life** (Customer, Employees, Community)
 - Social Interaction
 - Community Belonging
 - Cultural Activities



- **Economic Development**
 - Revenue Generation
 - Cost Savings
 - Jobs
 - Support LB Businesses



- **Energy Savings**
- **Renewable Power+Material**
- **Green Pop-up Awards**



LEED CERTIFICATION

Benefits

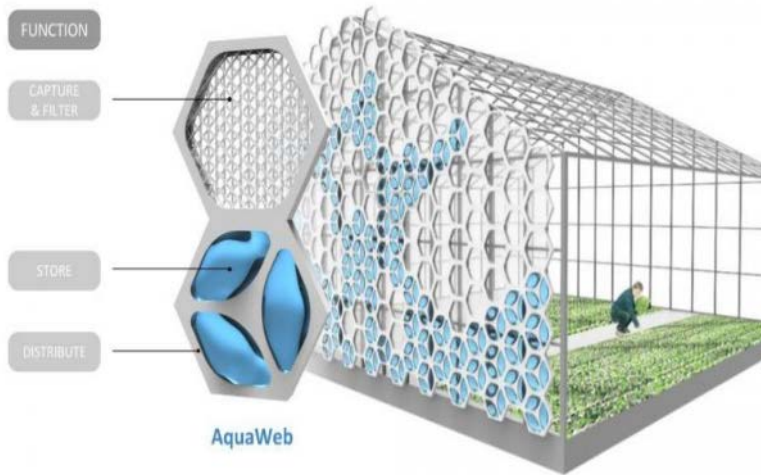
- Reduces carbon footprint
- Reduces electrical demand
- Reduces water consumption
- CalGreen Compliant
- Recognition

Recommendations

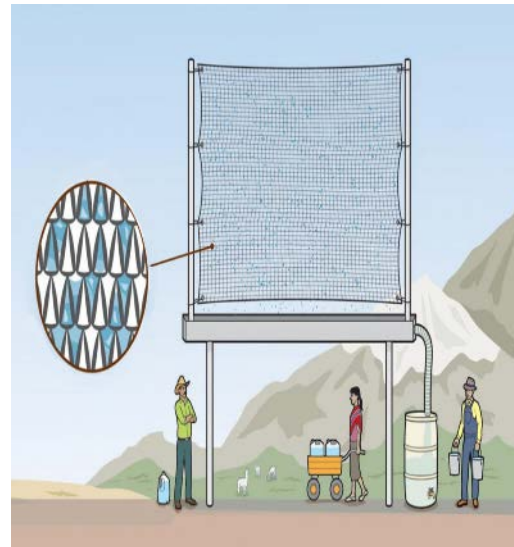
- Greywater system
- Biomimicry

LEED Credit Categories





USE OF BIOMIMICRY



COMMUNITY OUTREACH

- Food Donation
 - Partner with ASI Pantry
- Toys for Tots
 - Host events
 - Donations
- Sponsorship
 - Boys & Girls Club
- Volunteerism
 - Second Harvest Food Bank

BEACH PANTRY



REPURPOSE 1ST FLOOR TRANSPORTATION HUB

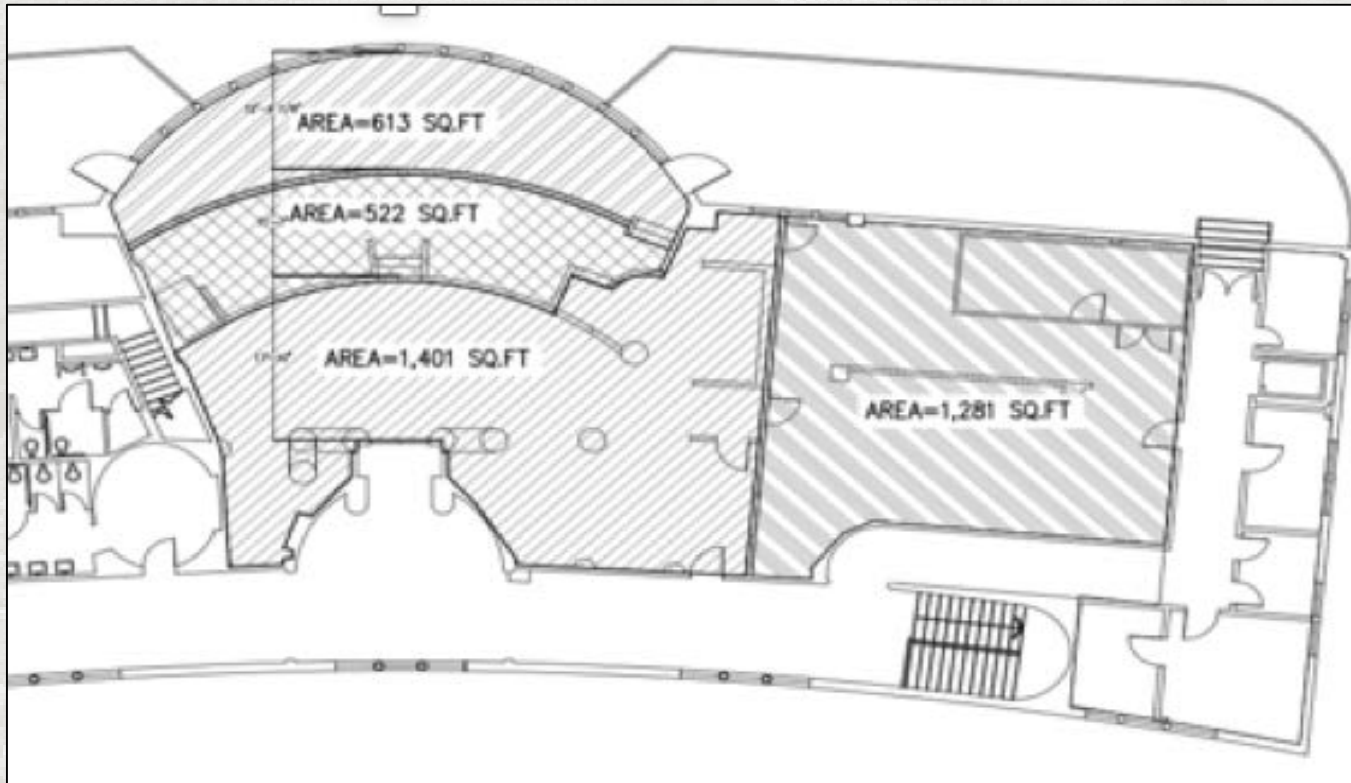
- Restore original pass-through
- Highlight architectural features
- Vintage charm

Stakeholders:

- Long Beach News
- Little Brass Café
- Car Rentals / Valet
- Destination Transportation



REPURPOSE 2ND FLOOR – EVENT SPACE



Share Benefits:
Increase parking usage & social media presence.

Do Nothing

Use in
Current
State

Major
Cosmetic
Updates

Full
Renovation

multiple price points

Regular / Plus / Elite

SUMMARY OF RECOMMENDATIONS

1. Internal SWOT and Segmentation Analysis with professional facilitator
2. Validate financial assumptions for concessions, pop-ups, & event space.
3. Ensure Phase II Terminal Area Improvements align with LGB Corporate Social Responsibility (CSR) initiatives.
4. Strategy on award winning sustainability - demonstration site
5. Parking validation for the event space, pop-ups and concession patrons
6. Hire an event planner to cover event space & pop-ups
7. Collaborate with another CSULB cohort for further analysis

THANK YOU!

