



**long beach**  
airport

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**Public Affairs Highlights and Initiatives  
October 2018**

**Government Affairs:**

1. Participated in City Manager's Communications Meeting
2. Attended Airports Council International-North America (ACI-NA) Annual Conference

**Community Outreach:**

1. Exhibited at JetBlue Marathon Health & Fitness Expo, October 5-6
2. Continued work toward implementation of volunteer therapy dog program
3. Volunteers led three tours of the airport for approximately 80 people in October
4. Partnered with Long Beach Business Journal to produce LGB 95<sup>th</sup> Anniversary insert
5. Continued plans to coordinate the Festival of Flight scheduled for November 17

**Media:**

1. Long Beach Airport and California State University Long Beach Present the School of Art Review, *AviationPros.com*, October 2
2. Long Beach Airport's renovated Runway 26L to open on Friday, *Long Beach Post*, October 2
3. 2017-18 Was Long Beach's Fourth Driest On Record, *Patch.com*, October 8
4. JetBlue cuts flights from Long Beach to Fort Lauderdale, *Long Beach Post*, October 9
5. JetBlue eyes growth in Boston, Fort Lauderdale, and New York JFK, *Air Transport World*, October 10
6. JetBlue will no longer fly from Long Beach to Fort Lauderdale, airline announces, *Press Telegram*, October 10
7. JetBlue's Route Reshuffle Begins in Earnest, *The Motley Fool*, October 10
8. LGB, CSULB partner to launch art program spotlighting student works, *Signal Tribune*, October 10
9. Long Beach Completes General Aviation Runway Reconstruction, *AviationPros.com*, October 11
10. In wake of noise complaints from Huntington Beach, JetBlue announces plans to retrofit jets to make them quieter, *Daily Pilot News*, October 11
11. Long Beach Airport Opens Reconstructed Runway for General Aviation, *Los Angeles Business Journal*, October 11
12. Long Beach Airport's busiest runway reopens with a ribbon cutting, ceremonial first flight, *Press Telegram*, October 11

13. JetBlue Airways' love-hate relationship with Long Beach; passenger numbers up 33% in 2017, however new capacity already chopped, *Airline Network News and Analysis (anna aero)*, October 15
14. JetBlue Follows the Numbers, *Cranky Flier*, October 15
15. Long Beach mayor discusses airport, breakwater in 2028 Olympics preview – and hints city may land more sports, *Press Telegram*, October 25
16. Virgin Orbit mates rocket to jet for airborne launch system, *WLOX.com (Biloxi, MS)*, October 26
17. Virgin Orbit's LauncherOne rocket paired with 'Cosmic Girl' 747 aircraft at Long Beach Airport, *Press Telegram*, October 26
18. 'Cosmic Girl' hooks up with LauncherOne, *aircargonews.com*, October 29
19. Long Beach Air Traffic Down 5%, *Orange County Business Journal*, October 30
20. Social Media
  - Notable events: CSULB art display, completed reconstruction of Runway 8R-26L, and Halloween
  - Facebook is up 16,596 likes in October
    - The best post in October had a reach of 2,279 with 194 reactions, comments, and shares
  - Twitter is up to 12,054 followers in October
    - The best tweet in October generated 3,163 impressions, 8 retweets, and 32 likes
    - Tweets in October generated 84,900 impressions
  - Instagram is up to 4,878 followers in October
    - In October, posts averaged 153 likes each
    - The most popular post earned 247 likes and 3,127 impressions

#### **Arts/Entertainment/Display:**

1. Attended American Association of Airport Executives (AAAE) Arts in the Airport Conference
2. Continued displaying the American Institute of Architects (AIA) awards in the South Concourse, showcasing local award winning architects and/or their projects that are located throughout Long Beach and South Bay areas
3. "SOARS@LGB", a temporary rotating exhibit produced in collaboration with the California State University Long Beach School of Arts and LGB, was installed in the plaza behind terminal and south of baggage claim 3. The first two pieces, "The Mountain" by Manny Krakowski and "Luggage for Native Soil" by Lena Wolek, will be on display for six months.

#### **Advertising/Marketing:**

1. Campaign Spare Change Changes Everything at Long Beach Airport continues
2. Los Angeles Chargers e-Newsletter, 300 x 250 full color ad
3. Launch of 95<sup>th</sup> Anniversary branding and continued working on communications strategy
4. Long Beach Parks and Recreation "Recreation Connection" full page, full color ad, Fall issue
5. Press Telegram Newspapers in Education Sponsor, October 2018

6. CSULB Basketball Program, full page, black and white ad, 2018 season
7. International City Theatre Encore 2018 Program, full page, black and white ad, October 3
8. Long Beach Camerata Singers Gala 2018 Program, half page, full color ad, October 4
9. Celebrated the Grand Reopening of Runway 26L, October 11
10. Festival of Flight Electronic Media, Worthington Ford and North/East Long Beach (NELB) 405 Freeway signs
11. Festival of Flight, Airport billboard-size signs, 405 Freeway
12. Long Beach City College Alumni Hall of Fame Banquet Program, half page, full color ad, October 17
13. Historical Society of Long Beach Cemetery Tour Program, half page, black and white ad, October 27
14. Los Angeles Lakers Yearbook 2018, full page, full color ad
15. Centerlines Magazine, ACI-NA 70<sup>th</sup> Anniversary, full page, full color ad, 2018-2019 issue
16. Long Beach Official Guide, full page, full color ad, 2018-2019 issue

**Reports/Presentations:**

1. Continued work on a Capital Improvement report highlighting Phase II construction projects



4100 E. Donald Douglas Drive, Second Floor, Long Beach, CA 90808  
T 562.570.2600 F 562.570.2601 [lgb.org](http://lgb.org)





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T 562.570.2600 F 562.570.2601 [lgb.org](http://lgb.org)

## Facebook post with most reach in October:

Post Details

**Long Beach Airport**  
Published by Lindsey Phillips [?] · October 2 · 🌐

You're always welcome home. ❤️



**Performance for Your Post**

**2,279** People Reached

**194** Reactions, Comments & Shares

<b>136</b> Like	<b>98</b> On Post	<b>38</b> On Shares
<b>28</b> Love	<b>19</b> On Post	<b>9</b> On Shares
<b>2</b> Wow	<b>2</b> On Post	<b>0</b> On Shares
<b>19</b> Comments	<b>9</b> On Post	<b>10</b> On Shares
<b>9</b> Shares	<b>9</b> On Post	<b>0</b> On Shares

**255** Post Clicks

<b>81</b> Photo Views	<b>4</b> Link Clicks	<b>170</b> Other Clicks
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## Most liked Twitter post in October:

**Long Beach Airport** @LBAirport

A beautiful view from our tower this morning...hello #LosAngeles. 🙌



1:10 PM - 16 Oct 2018 from Long Beach, CA

8 Retweets 32 Likes



Most liked Instagram post in October:



**November 17, 2018**  
**10 a.m. - 4 p.m.**

Join us for the Festival of Flight, a free celebration open to the public featuring food and beer trucks, static aircraft and vehicle displays, and live entertainment.

For more information: 562-570-2678 or [flylgb@longbeach.gov](mailto:flylgb@longbeach.gov)  
No pets, bags or coolers allowed.



Igbairport

Igbairport It's almost that time of year again! Please join us for our annual Festival of Flight as we kick off our 95th anniversary celebration. The event will feature a C-17 military aircraft, 80s tribute band @knyghtryderrules and much more! ➔ #LGB95

View all 13 comments

- cerfpatriol @aaron\_von\_mulldorfer what's up?
- aaron\_von\_mulldorfer @cerfpatriol I'm in!
- 9roundlongbeach Great event, looking forward to it!
- paodelune\_ @cmonroy07



247 likes

OCTOBER 9

Add a comment...





## Long Beach Airport and California State University, Long Beach Present the School of Art Review

SOURCE: LONG BEACH AIRPORT (LGB) OCT 5, 2018

Long Beach Airport (LGB) has partnered with California State University, Long Beach (CSULB) to present the School of Art Review (SOAR), a pilot program to incorporate artwork at the airport and engage the community. "CSULB SOARs @ LGB" is an opportunity for college students and recent graduates from CSULB to showcase their talents and promote Long Beach's rich art and culture scene to travelers and the public.

"CSULB SOARs @ LGB" gives travelers at the Airport a glimpse of our vibrant arts community when they visit or return home to the city," said Mayor Robert Garcia. "The talented CSULB artists that were selected to have the artwork on display have put a lot of time and effort into these projects, and their work will enrich the travel experience at Long Beach Airport."

The artwork is exhibited outdoor in the public plaza between the terminal and the concourse. Artists working with sculpture, wood, ceramics, fibers, and metals were encouraged to participate. Seven projects were reviewed by an Airport panel, and four were selected for display for a six-month period.

"It has been a pleasure to partner with Cal State Long Beach and present this opportunity for student artists to have their work on display for the thousands of travelers that come through Long Beach Airport every day," said Airport Director, Jess L. Romo. "Long Beach has a rich history of aviation and the arts, so it's wonderful to have a program like SOAR that incorporates these themes into their work."

"We are enthusiastic to showcase our artists in the public setting of Long Beach Airport," said School of Art Director, Aubry Mintz. "Art is a synergistic force that adds value to daily life and brings us together – we are eager to see the affect these works have on both travelers and the local community."

"The Mountain" by Manny Krakowski and "Luggage for Native Soil" by Lena Wolek are currently on display for the next six months. Following that, "Drifting" by Jojo Solo and "Collection" by Amy Williams artworks will be displayed in early 2019.

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ARTS & CULTURE FOOD LONGBEACHIZE GROBATY the562.org SPORTS



Long Beach Airport's renovated Runway 26L to open on Friday



A Varga Aircraft carrying Long Beach Vice Mayor Dee Andrews will make a ceremonial "first" landing on the renovated Runway 26L at Long Beach Airport on Oct. 11. The runway officially opens on Oct. 5. Courtesy photo

LONG BEACH AIRPORT

15 mins ago

# Long Beach Airport's renovated Runway 26L to open on Friday

by Tim Grobaty in Long Beach

Airport, News



After 9 months of construction and renovation, Long Beach Airport's Runway 8R-26L will reopen at 7 a.m. Friday.



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The runway is the busiest at LGB, though not its loudest. It is primarily used for light general aviation, which is the bulk of the airport's traffic. Annual operations on the runway total about 220,000 takeoffs and landings.

While renovation was underway, the smaller planes used Runway 26R, which runs parallel to 26L. The east-west runways are roughly located near Carson Street (25R) and Spring Street (25L). With the re-opening of the runway, the bulk of the traffic will move a few blocks to the south.

The \$14.5-million runway reconstruction, which began in January, included:

- Reducing the runway width
- Installation of a new taxiway connector
- Construction of new run-up areas where pilots may safely warm up aircraft engines and realign for runway safety
- Construction of blast pads to prevent spreading debris during takeoffs and landings

While Friday is the official opening of the runway, a more celebratory grand opening is planned for 26L from 9 to 11:30 a.m. on Oct. 11 with Long Beach Vice Mayor Dee Andrews making the "first" landing in a Varga aircraft. Sadly, the event will be closed to the public.

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**October 18, 2018 Register Now at ShakeOut.org**



Weather (<https://Patch.Com/California/Longbeach-Ca/Weather>)

**2017-18 Was Long Beach's Fourth Driest On Record**

All three of the driest years recorded in Los Angeles over the last 141 years occurred in the last 18 years.

By Paige Austin, Patch Staff (<https://patch.com/users/paige-austin>) | Oct 8, 2018 6:36 pm ET

[Like 7](#) [Share](#) <https://patch.com/california/longbeach-ca/amp/27760682/2017-18-was-long-beachs-fourth-driest-on-record>



LOS ANGELES, CA —The last year has been the fourth driest on record in Long Beach the National Weather Service announced. From Oct. 1, 2017 to Sept. 30, only 3.53 inches of rain fell at Long Beach Airport.

It was the third direst year throughout Los Angeles.

Since record-keeping began in 1877, only 2001-02 and 2006-07 were drier in Los Angeles. Rainfall was 10.21 inches below normal, or just 32 percent of the normal seasonal rainfall of 14.93 inches, according to the weather service.

Ominously, five of the driest 10 years, including the top three driest years in Downtown Los Angeles have happened this century. These included the 2012-2013 season and 2013-2014.

"Rainfall in downtown Los Angeles has been below the 30 year (1981-2010) normal in 6 of the past 7 water years, in 12 of the 17 water years since the 2001-2002 season, and in 14 of the past 20 water years," the Weather Service noted. "Rainfall has also totaled less than 10 inches in 5 of the past 7 water years, and in 10 of the past 20 years."

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**Rainfall Totals**

Location	Rainfall in inches	Rank
L.A. Downtown	4.72	3rd Driest
Long Beach Airport	3.53	4th Driest
L.A.X	3.79	2nd Driest
UCLA	7.62	7th Driest
Burbank Airport	6.34	6th Driest
Woodland Hills	5.98	4th Driest
Van Nuys Airport	5.88	4th Driest

Photo by Jennifer Cook



October 9, 2018

LONG BEACH AIRPORT

# JetBlue cuts flights from Long Beach to Fort Lauderdale

by Kelly Puente in Business



76



JetBlue has announced that it will cut its service from Long Beach Airport to Fort Lauderdale next year as it plans to add new routes in the country while scaling back on others.

Starting Jan. 8, the airline will no longer offer nonstop flights from Long Beach to Fort Lauderdale and also will make its flight to Portland, Maine, a seasonal route resuming service in May.

The airline is increasing its frequency of service on more than two dozen routes on the East Coast and will be adding a new flight from Fort Lauderdale to Guayaquil, Ecuador next year.

The announcement comes as the airline has made significant cuts in service in Long Beach while adding a few new routes.

Starting Dec. 15, JetBlue will offer a seasonal flight from Long Beach to Steamboat Springs, Colorado, and a new route to Bozeman Yellowstone International Airport in Montana.

JetBlue and Long Beach have been at odds ever since the city denied the airline's request to build an international terminal in January 2017.



HOME > AIRPORTS & ROUTES > JETBLUE EYES GROWTH IN BOSTON, FORT LAUDERDALE AND NEW YORK JFK

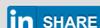
## JetBlue eyes growth in Boston, Fort Lauderdale and New York JFK

Sean Broderick

Oct 10, 2018



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JetBlue Airbus A321  
Rob Finlayson

### RELATED MEDIA



JetBlue: Non-frills fares payoff to come in late 2019-2020



New York-based **JetBlue's** newly announced additions to its Boston, Fort Lauderdale, and New York JFK schedules are the next steps in its strategy of increasing margins by fortifying already-strong networks in its three focus cities.

The changes, announced Oct. 9 and effective starting early next year, include adding service on nine Boston routes, eight JFK routes, and two Fort Lauderdale routes.

JetBlue also will launch a new route between Boston and Rochester, New York, and three new routes out of Fort Lauderdale: Phoenix, St. Maarten, and Guayaquil, Ecuador. The Guayaquil service, slated to start in the first quarter, adds a second Ecuadorian city to JetBlue's route map. The New York-based carrier has served Quito since 2016.

While the changes include adding capacity or new flying on routes that do not touch Boston, Fort Lauderdale, or JFK,

the moves underscore JetBlue's intention to leverage its presence in those markets to generate more, and higher-margin, business.

JetBlue carried 37% of enplaned passengers at JFK and 31% at Boston for the 12 months ended June 30, US Department of Transportation figures show. Each figure led the market. In Fort Lauderdale, Dallas-based Southwest Airlines topped the market with 24%, but JetBlue and Fort Lauderdale-based ULCC Spirit Airlines were close behind, at 23% and 20%, respectively.

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OCT 1, 2018

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ARTICLE

OCT 1, 2018

**Dalibard: Using technology to cut disruption could double industry profit**



“We have an underdeveloped network, and we have so many opportunities to continue to grow the network in our three primary focus cities,” JetBlue EVP-commercial and planning Marty St. George said during the airline’s recent investor day. “After success in building New York and then Boston, we are now pursuing a similar path in Fort Lauderdale.”

JetBlue’s medium-term strategic plan includes specific [revenue-generation initiatives](#) that the airline said will generate \$350 million-\$400 million annually by 2020. Network reallocation is expected to contribute \$100 million-\$120 million.

The first major changes were announced in April when the carrier revamped its [west coast flying](#), scaling back at Long Beach, in part because the city would not build a customs facility needed for planned international flights to Mexico City and elsewhere. But the airline acknowledges that rising fuel prices played a role as well and will continue to help shape network decisions.

The most recent round of changes includes pulling all service out of Washington-Dulles International Airport, where the airline serves Boston and JFK. JetBlue also will end flights to Daytona Beach, Florida, and St. Croix. In addition, it is cutting service to Baltimore, Detroit, Pittsburgh, and Santiago, Dominican Republic, and reducing double-daily service between Mexico City and both Fort Lauderdale and Orlando to one daily frequency. JetBlue previously announced plans to serve Mexico City from both Boston and JFK, using slots originally intended to support Long Beach-Mexico City service.

“The most important message is that we recognize that we need the best [missions] for every one of these planes,” St. George said. “And certainly, in this current fuel environment, things we may be even more patient about at \$40 [per barrel of oil], we’re not patient about at \$60 or \$70.”

Shifting more capacity to its already well-established cities does more than add passengers or boost market share, St. George explained. It builds loyalty, which is key to driving revenue.

“That loyalty translates into earnings through things like better penetration of corporate sales programs, which will help increase yield; lower distribution costs, which are driven by a higher share of direct booking ... increased penetration of your co-branded credit card, and many, many other ways,” St. George said. “We have so much upside as far as share in our focus cities. We do not have a market share goal. We don’t manage by market share. But as market share goes up, we do see a translation of that in improved RASM performance.”

Sean Broderick, [sean.broderick@aviationweek.com](mailto:sean.broderick@aviationweek.com)

SITA CEO Barbara Dalibard believes technology can be used to dramatically cut disruption, which adds \$25 billion a year to industry costs—a figure that is roughly equal to the industry’s annual profit margin....[More](#)

ARTICLE OCT 1, 2018  
**SITA CEO: Blockchain and GDPR could help data sharing**

The age-old debate deadlock over who ‘owns’ the passenger—which is a major block to data sharing—could be addressed by blockchain and the new European data protection rules, according to SITA CEO Barbara Dalibard....[More](#)

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**Blogs & Commentary**

BLOG SEP 12, 2018

Victoria Moores

**Overstretched?**

It’s not unusual for one individual airline to go through a bumpy patch of operational problems, but when several admit to having difficulties, is it a sign that the industry is already overstretched?...[More](#)

BLOG AUG 27, 2018

Karen Walker

**Senator John McCain**

Heroes are born, idols are made, they say. Senator John McCain had no time for idolism, but he was a hero in the truest sense because of his actions and values....[More](#)

BLOG AUG 21, 2018

Karen Walker

**Why US Senate should not add flag of convenience amendment to FAA bill**

The US lawmaking system depends on the to-and-fro of amendment additions. But Section 530, a provision hitched to the FAA Reauthorization Bill, should it become law, is a particularly egregious proposal that has grave implications for the 120 US Open Skies agreements....[More](#)

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LOCAL NEWS

## JetBlue will no longer fly from Long Beach to Fort Lauderdale, airline announces



A jetBlue airliner prepares for take-off at the Long Beach Airport. (Photo: Brittany Murray, SCNG)

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By [EMILY RASMUSSEN](#) | [erasmussen@scng.com](mailto:erasmussen@scng.com) | Long Beach Press-Telegram

PUBLISHED: October 10, 2018 at 3:00 pm | UPDATED: October 10, 2018 at 9:42 pm



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If you're hoping to fly to Fort Lauderdale nonstop from Long Beach, do it by the end of 2018 or turn to another airport — because JetBlue Airways Corp. is cutting that route next year.

JetBlue announced this week the route will end Jan. 8, in conjunction with a larger route reorganization nationwide that includes cutting routes at some airports while adding others elsewhere. But cutting the route to Fort Lauderdale is part of a larger scaling back of [Long Beach flights that began earlier this year](#) – and comes amid ongoing tension stemming from the [City Council's denial last year of JetBlue's request for an international airport](#).

ADVERTISING



“We constantly review network performance and make adjustments to support our focus city strategy, which is about building up our key markets to be stronger and even more relevant to local travelers,” JetBlue President Joanna Geraghty said in a statement. “In total, these changes are forecast to generate a substantial improvement in annual profit and strengthen our business as a whole, while allowing us to invest in our growth and our industry-leading customer experience.”

JetBlue has added some seasonal routes out of Long Beach, including to Steamboat Springs, Colorado, and Bozeman, Montana, starting mid-December.

Long Beach Airport has 50 daily flight slots because of an airport noise control law. When slots become open, airlines often fill them quickly, such as when [Hawaiian Airlines came to Long Beach](#) this summer. Other airlines operating out of Long Beach are Southwest Airlines, American Airlines and Delta Air Lines, some of which are on a wait list to add routes, according to the city.

Tags: [Long Beach Airport](#), [Top Stories LBPT](#)



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By Adtaxi



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### Emily Rasmussen

Emily covers education and development for the Long Beach Press-Telegram. A native of Long Beach, Emily is an alumna of the Cal State Long Beach Journalism Department. Prior to joining the Press-Telegram, Emily was city editor of The Capistrano Dispatch in San Juan Capistrano, a contributing writer for the Orange County Register and the news editor for The Edge in Long Beach.

[Follow Emily Rasmussen @rasmussenreport](#)

# JetBlue's Route Reshuffle Begins in Earnest

The East Coast-focused airline is making significant changes to its route network as part of an effort to deploy more capacity in its strongest markets.



Adam Levine-Weinberg (TMFGemHunter)

Oct 10, 2018 at 9:06PM

At its Investor Day meeting a week ago, **JetBlue Airways** ([NASDAQ:JBLU](#)) unveiled a handful of strategies designed to [nearly double earnings per share](#) by 2020 or 2021.

Aggressively reallocating capacity from underperforming routes to more promising markets was one of the key strategies announced by JetBlue. While this process had begun in a small way prior to JetBlue's Investor Day meeting, the carrier announced comprehensive changes to its route network this week.

## Too many low-margin routes

Many of JetBlue's routes are extremely profitable. Nevertheless, unit revenue growth has been slow this year, suggesting that the company has experienced weak demand in parts of its route network. Indeed, on Wednesday, JetBlue reported that revenue per available seat mile probably inched up just 1.7% in the third quarter -- below the midpoint of its previous forecast range.

JetBlue began to address this issue back in April, when it announced [substantial reductions](#) to its short-haul flying in Long Beach, California. These cuts went into effect last month. The capacity was reallocated primarily to additional transcontinental service connecting New York and Boston to Southern California.



Photo by JetBlue Captain Ian Duncan

JETBLUE IS STARTING TO MAKE AGGRESSIVE CUTS IN UNDERPERFORMING MARKETS. IMAGE SOURCE: JETBLUE AIRWAYS.

While the Long Beach focus city was an obvious target for capacity cuts, it wasn't the only part of JetBlue's route network that was struggling. At the recent Investor Day, JetBlue indicated that it would continue to reduce flying on short-haul routes and in markets without strategic relevance for the carrier. Meanwhile, JetBlue will add more flights on its most profitable routes, operate more daytime transcontinental trips, and continue expanding in its top three markets of Boston, New York, and Fort Lauderdale.

## Huge changes are coming

On Tuesday, JetBlue announced a slew of route network changes that will go into effect in early 2019, as it looks to translate its network reallocation plan into reality.

JetBlue will continue its expansion in Fort Lauderdale with new routes to Phoenix, St. Maarten, and Guayaquil, Ecuador. It will also add new daily service from Boston to Rochester, New York, and from Providence to West Palm Beach. Finally, JetBlue will "increase



routes to Baltimore, Detroit, Pittsburgh, and Santiago, Dominican Republic.



IMAGE SOURCE: JETBLUE AIRWAYS.

Most notably, JetBlue will end all service to Daytona Beach, Florida; St. Croix; and Washington, D.C.'s Dulles Airport. Flights to Portland, Maine will become seasonal, operating only in the summer.

Most of the routes in this latter set are operated with E190 jets, which are quite expensive to fly on a per-seat basis. Furthermore, pulling out of entire airports will allow JetBlue to shed fixed costs. The cuts will also free up valuable gates and slots in Boston and New York, paving the way for some of JetBlue's planned growth. Lastly, JetBlue will be able to serve much of the demand in Daytona Beach and at Dulles Airport via more popular airports nearby.

### Investors aren't giving JetBlue enough credit

JetBlue stock has fallen more than 10% just since its Investor Day last Tuesday. Subpar Q3 unit revenue updates (including from JetBlue) certainly played a role in that downward move, as did rising oil prices.

However, it's also clear that investors have little confidence in JetBlue's profit growth plan. Analysts currently expect EPS to come in at \$1.46 this year. While that estimate could move down to around \$1.40 following JetBlue's recent guidance update, the stock has fallen below \$17 per share and thus trades for just 12 times earnings.

JetBlue estimates that its route network changes alone will boost EPS by \$0.30 to \$0.40 by 2020. Better customer segmentation, higher loyalty program earnings, ongoing cost-cutting programs, and share buybacks could drive \$1 or more of incremental EPS on top of that.

Some of these EPS growth drivers will likely be offset by higher fuel prices or other headwinds. Nevertheless, JetBlue is poised for strong EPS gains in the years ahead. As investors start to appreciate this earnings growth potential, JetBlue stock could rocket higher.

### 1 stock we like better than JetBlue Airways

Motley Fool CEO, Tom Gardner, just issued a rare "double down" buy alert on one remarkable California company.



And here's the real kicker...

And Tom is so convinced that he's right with this new "double down" buy alert...that he's got \$523,111 of The Motley Fool's money on the line...

[Click here to find out more.](#)

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*[Adam Levine-Weinberg](#) owns shares of Embraer and JetBlue Airways and is long January 2019 \$10 calls on JetBlue Airways. The Motley Fool recommends Embraer and JetBlue Airways. The Motley Fool has a [disclosure policy](#).*

**AUTHOR**



Adam Levine-Weinberg  
([TMFGemHunter](#))



Filed under [Carousel](https://signaltribunenewspaper.com/category/carousel/) (<https://signaltribunenewspaper.com/category/carousel/>), [Community](https://signaltribunenewspaper.com/category/community/) (<https://signaltribunenewspaper.com/category/community/>)

## LGB, CSULB partner to launch art program spotlighting student works

Staff report, Signal Tribune • October 10, 2018 • [Leave a Comment](#)  
(<https://signaltribunenewspaper.com/39360/community/lgb-csulb-partner-to-launch-art-program-spotlighting-student-works/#respond>)

 (<https://signaltribunenewspaper.com/39360/community/lgb-csulb-partner-to-launch-art-program-spotlighting-student-works/#respond>)



(<https://www.facebook.com/sharer/sharer.php?u=https%3A%2F%2Fsignaltribunenewspaper.com%2F39360%2Fcommunity%2Flgb-csulb-partner-to-launch-art-program-spotlighting-student-works%2F>)



(<https://twitter.com/intent/tweet?>)



Courtesy City of LB

"The Mountain," by Manny Krakowski

Long Beach Airport (LGB) is getting a little more artsy, as LGB officials and California State University, Long Beach (CSULB) have partnered to begin the School of Art Review (SOAR) pilot program, which will utilize student artwork at the facility to "engage the community," according to a City press release Oct. 5.

Students, both current and alumni, will get the chance to exhibit their artwork outdoors in the LGB's public plaza between the terminal and the concourse. The City press release specifies that the SOAR program is seeking to spotlight those who specialize in sculpture, wood, ceramics, fibers and metal art pieces.

"It has been a pleasure to partner with Cal State Long Beach and present this opportunity for student artists to have their work on display for the thousands of travelers that come through Long Beach Airport every day," Jess Romo, airport director, said. "Long Beach has a rich history of aviation and the arts, so it's wonderful to have a program like SOAR that incorporates these themes into their work."

A group of LGB panelists reviewed seven projects, four of which were selected for display for a six-month period, according to City officials.

On display is the "The Mountain," by Manny Krakowski, and "Luggage for Native Soil," by Lena Wolek. Sometime in spring 2019, "Drifting," by Jojo Solo, and "Collection," by Amy Williams, will replace those artworks.

AOA



## Long Beach Completes General Aviation Runway Reconstruction

SOURCE: LONG BEACH AIRPORT (LGB) OCT 11, 2018



The construction cost for this project was approximately \$14.5 million.

**Photo credit:** City of Long Beach

A ribbon-cutting ceremony was held Oct. 11, at Long Beach Airport (LGB) to celebrate the completed reconstruction of Runway 8R-26L, which is primarily used for general aviation. Runway 26L is Long Beach Airport's shortest but busiest runway.

"We're fortunate to have our own airport in the City of Long Beach," said Mayor Robert Garcia. "This construction project makes our Airport more efficient and improves safety on the ground and in the skies above our great community."

On Oct. 5, Runway 8R-26L officially reopened to aircraft.

To commemorate the reconstruction completion, Vice Mayor Dee Andrews joined pilot Curt Castagna, C.M., president/CEO of Aeroplex/Aerolease Group and President of the Long Beach Airport Association, for a ceremonial first flight. The two took off in a Varga airplane from Runway 26L.

"Long Beach Airport is a powerful economic engine that in addition to serving as a commercial travel hub, stimulates and supports both local and regional industries," said Jess L. Romo, A.A.E, airport director. "A great deal of coordination needed to occur to re-direct and continue operations while construction moved forward. We appreciate the efforts of everyone associated with this project."

Reconstruction began in January to improve pilot safety and pavement conditions which consisted of the following components:

- Reducing runway width from 150' to 100'.
- Installing a new taxiway connector.
- Constructing new run-up areas where pilots may safely warm up small aircraft engines.
- Constructing blast pads to prevent spreading debris from aircraft taking off and landing.
- Redesignation as Runway 8R-26L due to gradual shifts in the earth's magnetic field.

HNTB Corporation was the designer for the project, and All American Asphalt was the general contractor. Jacobs Engineering served as the construction manager.

The construction cost for this project was approximately \$14.5 million. Both the redesignation process and the reconstruction of Runway 8R-26L were primarily funded through a Federal Aviation Administration (FAA) grant approved by Long Beach City Council last year. The following is a link to a related press release:  
[http://www.longbeach.gov/press-releases/long-beach-airport-awarded-\\$15-3-million-grant-to-upgrade-and-rename-runways/](http://www.longbeach.gov/press-releases/long-beach-airport-awarded-$15-3-million-grant-to-upgrade-and-rename-runways/).

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# In wake of noise complaints from Huntington Beach, JetBlue announces plans to retrofit jets to make them quieter

By PRISCELLA VEGA  
OCT 11, 2018 | 5:00 PM



JetBlue announced this week that it plans to retrofit its entire fleet of Airbus jets, including A320s like the one pictured, with noise-reducing vortex generators by 2021. (AFP/Getty Images)

JetBlue announced this week that it plans to retrofit its entire Airbus fleet with noise-reducing vortex generators by 2021, marking a victory for Huntington Beach residents who say the airline's jet noise has harmed their quality of life.

Vortex generators, also known as air deflectors, interrupt wind passing over parts of a wing and causing what JetBlue describes as a “whistling” tone when a jet descends. The airline announced Wednesday that it would finish installing the generators on 130 Airbus A320 aircraft and eight A321s by 2021.

The airline began receiving new aircraft deliveries with vortex generators in 2015, according to the announcement. All future Airbus orders will have vortex generators.

“While the airline industry has benefited from advances in technology and efficiency leading to quieter planes and engines, the work is never done,” Joe Bertapelle, JetBlue’s director of strategic airspace programs, said in a statement. “We’re pleased to incorporate this advancement across our Airbus fleet and contribute to our communities in a meaningful way as good corporate citizens.”

Huntington Beach City Councilman Patrick Brenden, who serves as a liaison for the city’s newly approved Jet Noise Commission, said JetBlue’s announcement shows that the “growing chorus of people across the country that are impacted by the noise issues are having an impact.”

But “this doesn’t end their complaints,” Brenden said. He called it “one step in a process of incremental improvements” that will be achieved through collaboration.

Huntington Beach Mayor Mike Posey asked county and federal representatives in April to address aviation noise related to the Federal Aviation Administration’s regional air traffic system. He described Huntington as an “epicenter” for “heavily concentrated new landing and flyover patterns.”

The FAA has said that more than two dozen air routes have historically passed over Huntington Beach.

About a week after Posey’s letter, U.S. Rep. Dana Rohrabacher — a Costa Mesa Republican whose 48th Congressional District includes Huntington Beach and parts of Fountain Valley, Costa Mesa, Newport Beach and Laguna Beach —

In wake of noise complaints from Huntington Beach, JetBlue announces plans to retrofit jets to make them quieter called on JetBlue to [retrofit its planes](#) and have them fly at the highest altitudes possible when approaching Long Beach Airport.

Residents and officials of Huntington Beach and other area cities have [complained about airline noise](#) in the past year, since the FAA implemented flight path alterations as part of its Southern California Metroplex project covering the region's airports, including Long Beach and Orange County's John Wayne Airport. The agency said the changes would shore up inefficiencies, save fuel and reduce carbon emissions and flight delays.

[Newport Beach](#) and [Laguna Beach](#) sued the FAA over the system in 2016, saying the project's environmental review, which determined there would be no significant effects, was inadequate. Both cities [reached settlements](#) earlier [this year](#).

Huntington Beach also hoped for some noise relief after JetBlue announced in April that it would [reduce its daily flights](#) at Long Beach Airport from 35 to 23 this fall to "better meet the needs of the market."

In January, Huntington Beach created the [Air Traffic Noise Working Group](#), a panel of community members, council members, city staff members and experts, to examine airplane traffic and noise and establish talks with aviation officials. The group [presented its research](#) and findings during a community meeting in June.

"Our top priority for the Air Traffic Noise Working Group was [for] inbound flights to Long Beach to fly higher in Huntington Beach, and it appears we're moving in a direction where the FAA will support that and implement that," said Brenden, a member of the group. An announcement may be made in coming months, he added.

Rohrabacher this year also [proposed four amendments](#) to the FAA's annual reauthorization bill that he said would ease aircraft noise in Orange County. The amendments [failed](#) on a vote by the House of Representatives.

Rohrabacher, who is seeking reelection in November, commended JetBlue on Thursday for "listening and taking action" to address the concerns of residents living under flight paths.

"Airport nose undermines the quality of life of too many Americans, especially in Orange County," Rohrabacher said in a statement. "JetBlue today has put itself on the side of people making reasonable requests."

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Priscella Vega



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Priscella Vega is the Huntington Beach reporter for the Daily Pilot. Before joining the Pilot in February 2017, she worked for the Daily Breeze covering the Palos Verdes Peninsula and for the Long Beach Press-Telegram as a general assignment intern. She earned her journalism degree from Cal State Long Beach. (714) 966-4617

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BE THE FIRST TO COMMENT

## Long Beach Airport Opens Reconstructed Runway for General Aviation

By Howard Fine (/staff/howard-fine/)

Thursday, October 11, 2018



(/photos/2018/oct/11/37819/)

A ceremonial first flight in a Varga aircraft commemorated the opening of the 8R/26L reconstructed runway at Long Beach Airport.

Long Beach officials marked the opening of reconstructed runway at Long Beach Airport for general aviation on Oct. 11.

The runway, called 8R/26L, is the shortest one at the airport at 5,420 feet, or just over one mile. The \$14.7 million project, funded through a \$15.3 million grant from the Federal Aviation Administration, narrowed the runway to 100 feet from 150 feet, installed a new taxiway connector and built new waiting areas for general aviation pilots to warm up their plane engines.

To commemorate the reconstruction completion, Long Beach Vice Mayor Dee Andrews joined pilot Curt Castagna, chief executive of Aeroplex/Aerolease Group and President of the Long Beach Airport Association, for a ceremonial first flight in a Varga aircraft.

The runway had actually been in operation since Oct. 5 after a nine-month shutdown for the reconstruction project.

“A great deal of coordination needed to occur to re-direct and continue operations while construction moved forward,” Long Beach Airport Director Jess Romo said in a statement marking the official runway opening. “We appreciate the efforts of everyone associated with this project.”

HNTB Corp. of Kansas City was the designer for the project, Dallas-based Jacobs Engineering was the construction manager and All American Asphalt of Corona was the general contractor.

Last year, Long Beach Airport recorded about 260,000 general aviation operations (both take-offs and landings), according to the runway completion announcement.

*Economy, education, energy and transportation reporter Howard Fine can be reached at hfine@labusinessjournal.com. Follow him on Twitter @howardafine.*

LOCAL NEWS

# Long Beach Airport's busiest runway reopens with a ribbon cutting, ceremonial first flight



The city held an event to celebrate the reopening of Runway 26L at the Long Beach Airport in Long Beach on Thursday, October 11, 2018. Vice Mayor Dee Andrews took a ceremonial first flight to mark the event. (Photo by Brittany MurrayPress-Telegram/SCNG)

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By [MARK EDWARD NERO](#) | [mnero@scng.com](mailto:mnero@scng.com) |

PUBLISHED: October 11, 2018 at 12:46 pm | UPDATED: October 11, 2018 at 6:25 pm



After nine months of renovations, the Long Beach Airport's busiest runway was officially reopened on Thursday, Oct. 11, with a ribbon-cutting that featured the city's vice mayor taking a ceremonial first flight.

The airport's general aviation runway, which typically has 22,000 takeoffs and landings each year, had been [closed since January](#) so that its width could be reduced from 150 feet to 100 feet and a run-up area where pilots can warm up their planes' engines could be added. Blast pads were also installed to prevent the spread of debris during takeoffs and landings.

The runway, known as 26L-8R, is dedicated to small aircraft traffic and operations by flight schools and flying clubs. The work is expected to extend the runway's life by at least 20 years, according to the airport.

Vice Mayor Dee Andrews took the ceremonial first flight around 10 a.m. in a low-wing two seat airplane. Piloting the plane was Curt Castagna, president of the Aeroplex/Aerolease Group, a consulting, development and property management company that works with several aviation businesses that frequently use the runway.

"It's used every day, multiple times a day, seven days a week," Castagna said. "The fact that we now have the runway open and we're now taking some of the pressure off these other runways, there's a little more diversity where the traffic comes in and out of the airport."

The cost of construction was \$14.5 million, with part of the money coming from a \$15.3 million Federal Aviation Administration grant that the airport received in 2017 for runway reconstruction and upgrades.

26L-8R is one of three runways at the airport. The others are the primary runway, where larger commercial aircraft arrive and depart, and a secondary traffic runway. In May, the primary runway underwent [\\$2 million in repairs](#), including repaving work and the laying of a fuel-resistant coat of asphalt.

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Tags: [Long Beach Airport](#), [South Bay](#), [Top Stories Breeze](#), [Top Stories LBPT](#)

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## Mark Edward Nero

Mark Edward Nero covers the Port of Long Beach and the Port of Los Angeles for the Southern California News Group. He first came to the Long Beach Press-Telegram as the newspaper's trade and transportation reporter in 2002. After leaving for a time, he returned in July 2018. In addition to the ports, he also covers the Palos Verdes Peninsula, including the cities of Palos Verdes, Palo Verdes Estates, Rolling Hills and Rolling Hills Estates.

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## JetBlue Airways' love-hate relationship with Long Beach; passenger numbers up 33% in 2017, however new capacity already chopped



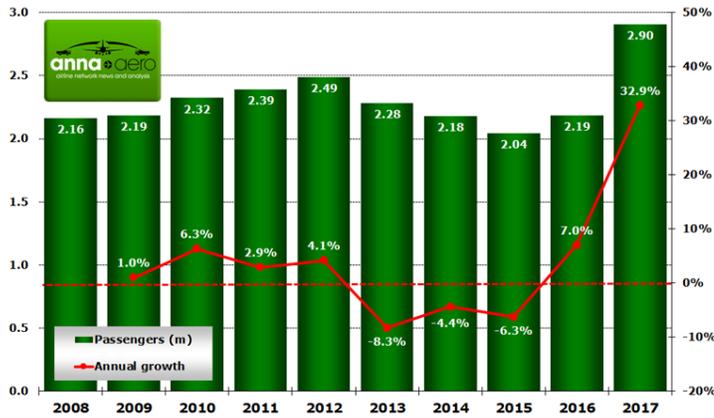
JetBlue Airways launched flights between Long Beach and Reno-Tahoe in 2016, while the carrier added Fort Lauderdale services last year. In December the airline will add seasonal routes to Bozeman in Montana and Hayden/Steamboat Springs in Colorado. While these routes are being added, the carrier is cutting its Long Beach winter capacity by over 30%, with this coming on the back of a year (2017) where it flew 2.90 million passengers, a record for the past decade.

Long Beach is JetBlue Airways' leading airport on the US West Coast with regards to annual seat capacity, and overall it is the fifth largest base for the airline after New York JFK, Boston, Fort Lauderdale and **Orlando** (<http://www.therouteshop.com/profiles/orlando-airport/>) . OAG Schedules Analyser data suggests that the airline has between four and five night-stopping aircraft at the LA airport, while a few of the aircraft that operate Long Beach services also night-stop at other airports, with 9 October showing that an aircraft night-stops at both Seattle-Tacoma and Portland.

### Traffic surge in 2017 comes at a price

Last year JetBlue grew seat capacity from Long Beach by a solid 47%, and the investment resulted in a 33% increase in traffic, hitting a high of 2.90 million passengers. However the sudden surge did dampen the overall performances for the carrier, with its average theoretical Long Beach load factor going from 84% in 2016 (the highest during the 10-year period analysed) to below 76% last year (the worst recorded during the same period). As a result of this reduction in filled capacity, it is not surprising that the airline has decided to scale back the number of flights it operates from Long Beach, with OAG schedules indicating that, this winter, JetBlue's seat capacity from Long Beach will reduce by 34%.

**JetBlue Airways at Long Beach 2008-2017**  
Annual passengers (millions) and year-on-year growth



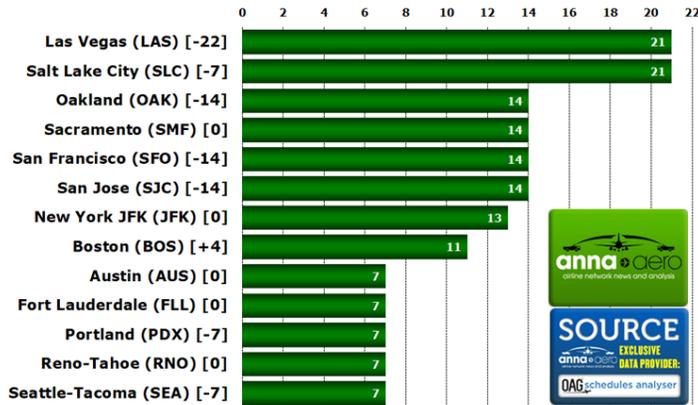
Source: Bureau of Transportation Statistics (BTS).

“The majority of the change in Long Beach is being driven by the rejection of the customs facility,” said Marty St. George, JetBlue’s EVP Commercial and Planning Operations, back in April, with the airline wanting to establish international links from the airport to destinations in Mexico. Because of the airline’s tiff with Long Beach Airport, it has decided to increase its flying operation from Burbank Airport in LA by 189% this winter, albeit with this being from a low base of 22,000 one-way seats in W17/19 to 63,700 in W18/19. Ontario Airport is also an addition to the winter schedule, with the airline having launched services from JFK back in September. The airline will also increase its Los Angeles LAX flying programme by 7.2% this winter, with over 429,500 one-way seats being operated between 28 October and 30 March.

**Leading routes see big cuts**

As a result of JetBlue’s decision to cut capacity from Long Beach, the number of weekly flights it is offering from the airport has been impacted in a big way. An analysis of schedules data shows that for the w/c 9 October, the airline will be offering 88 fewer departures than it did during the same week of the previous year, a 34% drop in weekly movements. The two routes which have taken the greatest impact are Las Vegas and San Francisco, with both seeing at least three daily services being cut, while Oakland and San Jose have seen two daily services chopped.

**JetBlue Airways' routes from Long Beach**  
Weekly departures for w/c 9 October 2018  
[Change in weekly departures vs w/c 10 October 2017]



Source: OAG Schedules Analyser data.

Along with the routes which are seeing at least two daily rotations canned, a further three services are seeing a daily rotation being pulled. Salt Lake City has gone from four to three times daily, while Portland and Seattle-Tacoma have gone from a twice-daily to a single daily departure. While seven of JetBlue’s routes from Long Beach have seen heavy cuts, one service has encountered different fortunes, with Boston growing from daily to an 11 times weekly service.

While no routes have been dropped by JetBlue from Long Beach, it should be noted that a number of routes have been cut from the network during the past 10 years. Chicago O'Hare and Washington Dulles were both served in 2008, but both routes ended in June 2012. JetBlue also operated a summer seasonal service to Anchorage in Alaska between S11 and S16. During the past 10 years the route to Fort Lauderdale has also been cut and then returned, having been suspended between 2011 and 2017.

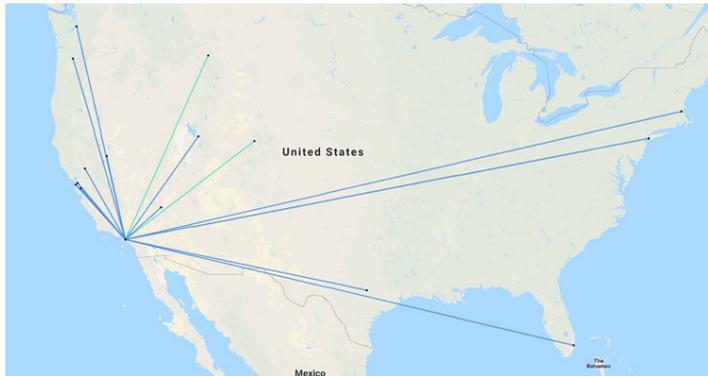
### Southwest sees opportunity

As a result of JetBlue's decision to scale back at Long Beach, the airport's second biggest carrier, Southwest Airlines, has picked up some of the slack. Currently the LCC competes with JetBlue directly on three routes, namely Las Vegas, Oakland and Sacramento, while Southwest also flies to Denver. During the week analysed (w/c 9 October), Southwest will offer 25 more weekly departures when compared to the same week of 2018, an increase of 54%. The biggest increase will come on its route to Las Vegas, which is growing from four times weekly to a 19 times weekly frequency, representing a 375% increase in the number of flights. This commitment by Southwest means that overall this winter, there will only be seven less rotations per week between Long Beach and the Nevadan city.

Along with Las Vegas, Southwest will also increase its Sacramento service from twice-daily to 24 times weekly, a 71% increase in weekly flights and intensifying the battle with JetBlue, which will not cut services to Sacramento versus last winter. Southwest's Oakland (26 times weekly) and Denver (twice-weekly) services remain at the same frequency as last winter. Southwest launched operations to Long Beach in June 2016, and last year it carried 436,000 passengers from the airport, while for the first six months of 2018, it transported 262,600 people, an increase of 34% over the same period of last year.

### New seasonal services from JetBlue this December

While JetBlue is cutting back the frequency on a number of its services from Long Beach, the carrier will add two new seasonal routes this December. From the 13 December the carrier will launch a twice-weekly (Thursdays and Sundays) operation to Bozeman in Montana, while from 15 December the carrier will inaugurate a twice-weekly (Wednesdays and Saturdays) link to Hayden/Steamboat Springs in Colorado. Both routes will be flown using the carrier's fleet of A320s based on OAG data.



JetBlue Airways' Long Beach route map presently consists of 13 destinations, consisting mainly of links to key US West Coast airports and the airline's leading bases on the East Coast. From December, routes 14 and 15 are poised to be launched, namely Bozeman in Montana and Hayden/Steamboat Springs in Colorado (both highlighted in light blue).

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# JetBlue Follows the Numbers

By CF on Oct 15, 2018 | 9 Comments  
 Posted in: [JetBlue](#)

JetBlue has taken a fair bit of flak lately for falling in line with other airlines and their less customer-friendly policies, but this really isn't all that surprising. After all, JetBlue is a public company, and investors want to see stronger returns than the airline has been able to generate. While Southwest has chosen a strategy of bucking the trends set by other airlines to generate impressive returns, JetBlue thinks the opposite is going to be its road to riches. The airline's argument is... if consumers behaved differently, JetBlue would too.

## Going Basic

There was a lot of talk recently about JetBlue's decision to follow the big guys and implement a Basic Economy fare. We don't know full details of what exactly this will look like since it hasn't been officially rolled out yet. That makes it hard to comment on specifics, but the airline should proceed with caution.

As [JetBlue said in a blog post/internal memo](#):

*At JetBlue, we never liked the "no frills" approach. But with these competitors now offering basic economy on many routes we fly, Customer behavior suggests our success is at risk if we do not disrupt this market by lowering fares without sacrificing the experience.*

"These competitors" are the ultra low cost carriers like Spirit and Frontier. It seems like JetBlue is keeping its current three-tier fare bundle structure, but the bottom one will evolve from just excluding checked bags to being a full-blown Basic Economy fare. The mid-tier will be a more traditional regular economy fare while the rarely-purchased top tier will come down in price and be more about flexibility and priority access.

JetBlue's President Joanna Geraghty closes the note with this:

*We've all heard the horror stories from Customers about ultra-low-cost travel. JetBlue can do better for them. If we add a fare that saves Customers money but still delivers the JetBlue experience, I can't imagine why a traveler shopping on price would ever choose another airline over us.*

And what are those "horror stories"? They usually come in two flavors: cancellations/delays and poor service/experience. JetBlue seems confident that if the fare is the same, it can win by providing a better service/experience. That may be true, but when it comes to cancellations and delays, JetBlue is much worse.

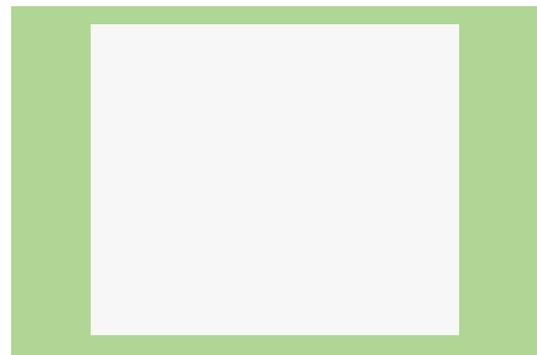
In the [most recent month reported, July 2018](#), JetBlue had a relatively good month for itself with a comparatively-awful 69.1 percent on-time arrival rate. Spirit was at 80.2 percent. In that month, JetBlue canceled 2.4 percent of its flights. Spirit only canceled 1 percent. Even if we look at an apples-to-apples comparison, Spirit wins. In Ft Lauderdale, JetBlue had 66.7 percent of flights arrive on-time while Spirit was at 73.4 percent.

Like the legacies, JetBlue sees that low-cost carriers can come in with cheap base fares and win the battle. Also like the legacies, JetBlue is going to match those fares but only after stripping what's included down much further. If this helps to bring the price-conscious traveler back to the

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airline, then that's good. But it could also dilute the brand (something that is a big asset for the airline) and dilute the fares existing travelers are paying.

**Route Reshuffle**

This isn't the only way JetBlue is following the money, however. It has recently announced a massive network restructuring. Some people have focused on the negatives of this announcement, but it's really more of a long-overdue change to where airplanes are flying.

**Growth**

- Boston: New route to Rochester, more flights to Aruba, Nassau, Orlando, Punta Cana, Santiago, Santo Domingo, Sarasota, Tampa, West Palm Beach
- Ft Lauderdale: New route to Guayaquil (new JetBlue city), new route to Phoenix and St Maarten, more flights to Nassau and Santo Domingo
- New York/JFK: More flights to Aruba, Cancun, Nantucket, Nassau, St Lucia, Santiago, Santo Domingo, Tampa
- Orlando: More flights to Aguadilla, Hartford, Ponce
- West Palm Beach: New route to Providence, more flights to Hartford and Westchester

Or if you prefer it in visual form:



What you see here is a lot of strengthening in core focus cities on the East Coast in heavy tourism or visiting friends/family markets. That is JetBlue's bread and butter, and it's clear that Boston, New York, and Ft Lauderdale are the future. There are some other northeast-Florida routes sprinkled in that are also big markets for JetBlue. And the Aguadilla and Ponce flights are just targeting the hundreds of thousands of Puerto Ricans who have fled their homeland to settle in Orlando in the last few years. The only odd outlier is Phoenix, but then again, American isn't in that market. This is probably meant to replace the Long Beach flight as an evening utilization trip since that one is getting killed off (see below).

These all seem like smart moves, but it has to come at a cost. JetBlue isn't just magically adding airplanes, so it has to cut. What goes away?

**Cuts**

- Boston: Flights canceled to Washington/Dulles
- Ft Lauderdale: Flights canceled to Baltimore, Detroit, Long Beach, Pittsburgh, Fewer flights to Mexico City,

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- New York/JFK: Flights canceled to Daytona Beach and Washington/Dulles, Portland (ME) becomes summer-only,
- Orlando: Flights canceled to Baltimore, Fewer flights to Mexico City,
- San Juan: Flights canceled to Santiago and St Croix

It looks like JetBlue is just going down the list and finding weak performers. Dulles hasn't done well for any low cost carrier, and JetBlue apparently also sees weakness in Baltimore where it has to fight both Southwest and Spirit. Other Florida cuts are either from small cities like Daytona Beach where demand is weak or are to places outside the Northeastern US (including to the shrinking focus city in Long Beach). Mexico City fares are really weak for everyone, so that's not a surprise.

This is more straightforward than the Basic Economy introduction, but the trends are the same. JetBlue is looking at the numbers and making changes to try to kickstart margins. We'll see if Wall Street or customers end up being happy about this. It's possible neither will be.

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## LOCAL NEWS

# Long Beach mayor discusses airport, breakwater in 2028 Olympics preview – and hints city may land more sports



During Los Angeles' 2028 Olympics, Long Beach is set to host water polo, handball, triathlon (Olympic and Paralympic), marathon swimming, BMX racing and sailing, with the potential of more events being added as venues develop. A Long Beach Sports Park at and near the Long Beach Convention Center will be the focal point here, but the Belmont Veterans Memorial Pier will host sailing, and other events run down the coast.

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By **HAYLEY MUNGUIA** | [hmunguia@scng.com](mailto:hmunguia@scng.com) | Long Beach Press-Telegram

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When the International Olympic Committee announced the [2028 Summer Olympics would be hosted in Los Angeles](#), it was well known Long Beach would play a key role. According to L.A.'s winning bid, the water polo, BMX, handball, sailing, triathlon and open-water swimming competitions were all slated to happen in L.A. County's second-largest city.

But even more events are expected to come Long Beach's way, Mayor Robert Garcia said during a Thursday event. Speaking to a full ballroom in the Long Beach Petroleum Club, Garcia said, "I actually believe we're going to get more sports. We're going to be announcing in the next – within the next year – a couple of additions to that."

In the meantime, he said, Long Beach is focused on its ["8 by 28" plan](#), in which the city hopes to complete key infrastructure improvements on eight facilities, including the Belmont Veterans Memorial Pier, the Belmont Beach and Aquatic Center, the Long Beach Arena, the Metro Blue Line and the Long Beach Airport.

Some in the audience on Thursday worried about what implications the games could have on the city's airport, specifically regarding international flights – a touchy topic, as [JetBlue failed to convince City Council](#) members last year to allow them. Following City Council's decision, the airline [curtailed its service](#) to the airport.

But during Thursday's presentation, Garcia defended the move.

"I think we had that debate in the community, and that debate's over, as far as I'm concerned," he said. "I know that not everyone agrees with the direction that the council went in, but I think it was the right decision for us here and locally."

ADVERTISING



Another controversial issue Garcia addressed was the city's breakwater, which was finished in 1949. Since its completion, some activist groups have blamed the breakwater for a lack of waves and dearth of surfing in Long Beach, as well as trapping runoff from the Los Angeles River and worsening the quality of the water surrounding the city.

Long Beach is currently considering [six bay restoration plans](#), two of which would remove portions of the breakwater.

When a member of Thursday's audience asked him whether that would be a consideration in the development plans leading up to 2028, "seeing as how we'll have people from all over the world coming to our beaches," Garcia said the Olympic committee has already signaled that Long Beach's water is up to par for the games.

"They came out, to look at the water for open water swimming, as well as the triathlon, and they were very happy, so we're going to continue working with them on that," Garcia said.

He conceded Long Beach's water quality could be better, although he emphasized the problem to tackle is cleaning up the L.A. River, not necessarily tearing down the breakwater.

"Anything that we end up doing around the breakwater first and foremost, is going to ensure that there is no impact to coastal homes, our port, or any issues along the coast," he said. "But water quality, we hope will improve between now and then, and part of that is going to be the city getting kind of doubling down on projects, on stormwater capture and cleaning what's coming down the river."

As for what's next in the Olympic planning process, Garcia said that in the coming months, he will convene a local committee "made up and led by olympians in our city, as well as other civic leaders and other folks that want to be involved, that are going to help move this process forward, and they're going to be active, engaged and really want to participate in putting together what will hopefully be the best summer games yet."

## Hayley Munguia

Hayley Munguia covers Long Beach City Hall for the Southern California News Group. She previously worked as a data reporter for FiveThirtyEight and has written for The Week, the Jerusalem Post and the Austin American-Statesman, among other publications. She's originally from Austin, graduated from NYU and will pet a dog any chance she gets.

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## Virgin Orbit mates rocket to jet for airborne launch system



In this Thursday, Oct. 25, 2018, photo released by Virgin Orbit, a completed LauncherOne rocket hangs from the wing of Cosmic Girl, a special Boeing 747 aircraft that is used as the rocket's "flying launch pad," at the Long Beach Airport in Long Beach, Calif. The system is intended to carry small satellites into orbit. Virgin Orbit is a sister company of Virgin Galactic, which is developing an air-launched rocket plane for carrying tourists on suborbital flights into space. (Greg Robinson/Virgin Orbit via AP) (Greg Robinson)

October 26, 2018 at 10:33 PM CDT - Updated October 26 at 10:33 PM

LONG BEACH, Calif. (AP) — Southern California-based Virgin Orbit has reached a milestone in developing its airborne orbital launch system.

The company says this week it mated a LauncherOne rocket to a special Boeing 747 at Long Beach Airport and will soon begin a series of flights that will culminate with a drop test in which the booster will be released from beneath the jet's left wing.

The system is intended to carry small satellites into orbit.

Virgin Orbit is a sister company of Virgin Galactic, which is developing an air-launched rocket plane for carrying tourists on suborbital flights into space.

Virgin Orbit said it already has hundreds of millions of dollars worth of launches on contract for a wide range of customers including NASA and the U.S. Defense Department.



In this Wednesday, Oct. 24, 2018, photo released by Virgin Orbit, a completed LauncherOne rocket hangs from the wing of Cosmic Girl, a special Boeing 747 aircraft that is used as the rocket's "flying launch pad," at the Long Beach Airport in Long Beach, Calif. The system is intended to carry small satellites into orbit. Virgin Orbit is a sister company of Virgin Galactic, which is developing an air-launched rocket plane for carrying tourists on suborbital flights into space. (Greg Robinson/Virgin Orbit via AP) (AP)



In this Thursday, Oct. 25, 2018, photo released by Virgin Orbit, a completed LauncherOne rocket hangs from the wing of Cosmic Girl, a special Boeing 747 aircraft that is used as the rocket's "flying launch pad," at the Long Beach Airport in Long Beach, Calif. The system is intended to carry small satellites into orbit. Virgin Orbit is a sister company of Virgin Galactic, which is developing an air-launched rocket plane for carrying tourists on suborbital flights into space. (Greg Robinson/Virgin Orbit via AP) (AP)



In this Thursday, Oct. 25, 2018, photo released by Virgin Orbit, a completed LauncherOne rocket hangs from the wing of "Cosmic Girl," a Boeing 747 aircraft used as the rocket's "flying launch pad," at the Long Beach Airport in Long Beach, Calif. Southern California-based Virgin Orbit has reached a milestone in developing its airborne orbital launch system. Virgin Orbit is a sister company of Virgin Galactic, which is developing an air-launched rocket plane for carrying tourists on suborbital flights into space. (Greg Robinson/Virgin Orbit via AP) (AP)



In this Thursday, Oct. 25, 2018, photo released by Virgin Orbit, a completed LauncherOne rocket hangs from the wing of Cosmic Girl, a special Boeing 747 aircraft that is used as the rocket's "flying launch pad," at the Long Beach Airport in Long Beach, Calif. The system is intended to carry small satellites into orbit. Virgin Orbit is a sister company of Virgin Galactic, which is developing an air-launched rocket plane for carrying tourists on suborbital flights into space. (Greg Robinson/Virgin Orbit via AP) (AP)

## LOCAL NEWS

# Virgin Orbit's LauncherOne rocket paired with 'Cosmic Girl' 747 aircraft at Long Beach Airport



For the first time a Virgin 747 dubbed Cosmic Girl 747 has the LauncherOne rocket mated onto it Wednesday, Oct. 25, at Long Beach Airport. Virgin Orbit and LaunchOne crews work to get the rocket onto the lower left wing to test out all systems from the plane to the rocket. Further flight test will take place up in the Mojave desert area before the first test fire of LaunchOne. (Gene Blevins/Contributing Photographer)

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By **HUNTER LEE** | [hlee@scng.com](mailto:hlee@scng.com) |

PUBLISHED: October 26, 2018 at 2:47 pm | UPDATED: October 27, 2018 at 8:18 am



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Virgin Orbit, a division of Richard Branson's Virgin Group, for the first time this week attached its LauncherOne rocket to a customized 747 airplane at Long Beach Airport – part of a plan to have a mobile launch site for small satellites going into space.

Traditionally, rockets have lifted off from grounded launch pads. But the LauncherOne rocket will instead be carried aloft by a customized aircraft dubbed the Cosmic Girl.

Once it's operational, Virgin Orbit's system will be the world's first concierge launch service. Virgin will tailor each mission to the customer's specific needs. The benefits of the air-launching method also include: freeing missions from traffic jams at existing launch sites; eliminating the need for costly, grounded launch pads; and providing a more resilient system to combat unfavorable weather conditions.

More than 100 employees developed and manufactured LauncherOne at a 150,000 square-foot facility adjacent to Long Beach Airport; several more rockets are already being assembled there.

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By Mazda Latino

## 'Cosmic Girl' hooks up with LauncherOne

29 / 10 / 2018



(uploads/pics/\_LauncherOne\_and\_specially\_converted\_Virgin\_Atlantic\_plane\_Cosmic\_Girl\_1024.jpg)

A specially modified Virgin Atlantic Boeing 747-400 passenger aircraft dubbed 'Cosmic Girl' is currently at California's Long Beach Airport, where it has been successfully paired with Virgin Orbit's LauncherOne rocket.

The aircraft is to serve as the flying launch pad of British entrepreneur Sir Richard Branson's orbital rocket.

LauncherOne is now tucked snugly under the B747-400's wing awaiting an extensive test flight campaign. This will include several 'captive carry' flights, during which the rocket will remain in the aircraft's embrace.

Virgin Orbit chief executive Dan Hart noted: "It took an incredible amount of planning and hard work to make today go so smoothly. Modelling and simulations are priceless tools, but nothing beats conducting real operations with real hardware.

"The fact that we shipped a rocket on this route, positioned it under the aircraft, integrated the system, and verified that it all works together for the first time all within a single day still astounds me. In the traditional aerospace world, doing all of that would have taken weeks," he added.

However, all good things must come to an end, and the marriage of Cosmic Girl with LauncherOne is no exception: a final drop test to check the release mechanism will see the rocket fall back to Earth.

Cosmic Girl won't be alone too long, though. Several more rockets are being assembled at Virgin Orbit's rocket factory, less than a mile away from Long Beach Airport. The company said that besides having already manufactured its first orbital rocket, it also has two fully integrated rocket stages undergoing testing on custom-built stands at the Mojave Air and Space Port.

The Virgin Group first began research into small-satellite launch technology less than a decade ago. Work on its B747-launched system began in early 2015 (initially as a department within one of Virgin Orbit's sister companies, Virgin Galactic).

The system will enable the company to provide a "concierge launch service" tailored to each customer's needs for launch location and orbital inclination.

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## Long Beach Air Traffic Down 5%

By Paul Hughes (/staff/paul-hughes/)

Tuesday, October 30, 2018

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(/photos/2017/nov/27/29494/)

Long Beach Airport Photo by Ringo Chiu (/staff/ringo-chiu/).

Long Beach Airport passenger declined 5% year-over-year in September—the first monthly decline this year.

JetBlue Airways, the airport's largest carrier, said earlier this year it would begin cutting back flights at the facility in the fall.

The airport had about 285,000 passengers in the month, compared with 301,000 last year.

JetBlue had 182,000 of those passengers, down 23%; Southwest had 66,000, up 75%; Delta had 17,000, American 11,000 and Hawaiian 9,000.

Year-to-date traffic is still tracking higher on the year, by about 8% to 1.5 million.

Cargo—largely FedEx and UPS shipments—was down about 6%, to 1,844 tons.