

## Public Affairs Highlights and Initiatives November and December 2020

### Advertising/Marketing

Long Beach Airport (LGB) continued to market itself with Adopt-A-Highway signs and large Airport signs along the 405 Freeway, pole banners on Donald Douglas Drive and tension fabric signs in the baggage claim area.

We produced a quarter page, full color ad for the Long Beach Business Journal's Airport edition.

A new route map, which includes LGB's newest destinations, was produced and widely distributed via social media, as well as posted on the website.



As part of our commitments from the FY20 marketing agreement with California State University Long Beach (CSULB) Athletics, we added audio to our 30 second video for CSULB advertising and updated courtside graphics (see below) for CSULB Pyramid signage visible on streamed and/or televised sporting events.

## Community Outreach

We continued to engage with the community via our social media channels. In November, we highlighted our sustainability efforts, announced a call for artists and celebrated Aviation History Month and LGB's 97<sup>th</sup> anniversary. In December, we continued to recognize passengers and visitors who #MaskUp to slow the spread of COVID-19, remembered Pearl Harbor, announced new destinations and celebrated the holidays.

We published our monthly edition of the *Business Partner Brief*. Our featured business partner, in November, was FlightSafety; Pacific Gateway Workforce Innovation Network was featured in December.



NOVEMBER 2020

### LGB Business Partner Spotlight: FlightSafety

This month we'd like to introduce Todd Bitgood, Center Manager for FlightSafety's Long Beach Learning Center. Todd has worked for FlightSafety for nearly 20 years and started as an instructor at FlightSafety Tucson in the Learjet Program. He is a certificated Airline Transport Pilot with Gulfstream G-VI, Learjet LR-60, and LR-Jet type ratings; he is also a Gold Seal Certified Flight Instructor (CFI, CFII, and MEI) with over 6,000 hours as a pilot!



DECEMBER 2020

### LGB Business Partner Spotlight: Pacific Gateway Workforce Innovation Network

This month we'd like to introduce Lucius Martin, Manager of Business Engagement for the Pacific Gateway Workforce Innovation Network. With more than a decade and a half of workforce and economic experience, Lucius currently leads an incredible team that serves the needs of businesses throughout their multi-city service area.

Q: Can you tell us about your organization?

A: The Pacific Gateway Workforce Innovation Network is a federal, state and grant-funded workforce development agency serving residents and businesses in the cities of Long Beach, Signal Hill and the City of Los Angeles neighborhoods of San Pedro, Wilmington, Harbor City and Harbor Gateway. We are administered by the City of Long Beach.



Director Cynthia Guidry was a featured speaker for Airport Minority Advisory Council's Legends & Leapers series in December. The series is a conversation between an aviation industry legend and an emerging leader designed to showcase the commonalities and differences in perspective of the aviation industry. Director Guidry joined the virtual conversation and provided her industry perspective with insights into construction projects and the initiatives LGB has implemented.

We produced and distributed more than 400 holiday cards to LGB stakeholders.

Our terminal lights were illuminated in red for World AIDS Day to honor those who lost their lives.



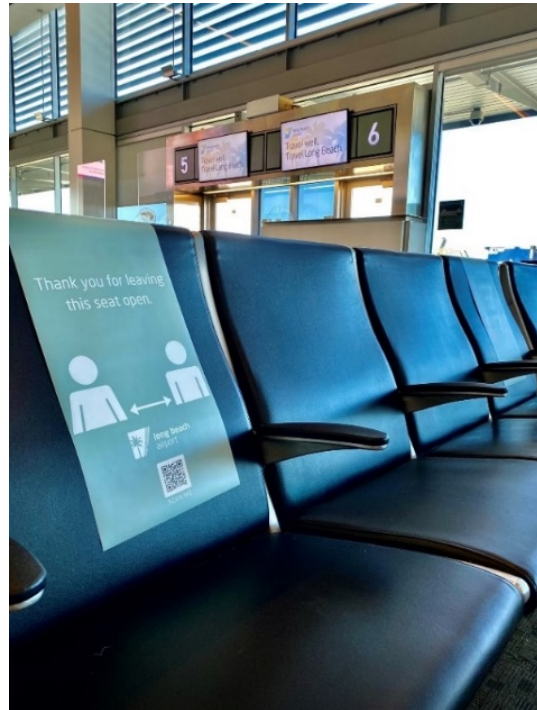
## Customer Experience

We unveiled a new exhibit featuring the work of celebrated local artist Bob Senske, a fourth-generation Long Beach native. For more than 40 years, he's been capturing scenes around the city with acrylic paint. Bob's paintings bring our vibrant city to life and are an added amenity to the LGB travel experience. Twenty-one pieces re-created on canvas or tension fabric will be on display in various locations throughout the airport for the next six months.





Seat blockers were installed in the concourse to remind our customers to physically distance to reduce the spread of COVID-19.



Seasonal décor enhanced our 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**

Airport employees partnered with Miller Children's Hospital to help brighten the day of sick children hospitalized during the holiday season by sending virtual greeting cards.

Earlier this year, we relaunched [lgb.org](http://lgb.org) with a fresh, modern look in our brand; we're pleased to announce that LGB is the recipient of the Airport Council International – North America (ACI-NA) 2020 Marketing, Communications, and Customer Experience (MarComCX) Award in the website category. The award recognizes outstanding websites from a design, communications, accessibility and navigation standpoint.

Two Airport Public Affairs staff members continued to assist with the City's response to COVID-19; one supports the Joint Information Center and the other has been reassigned to the Emergency Operations Center.

## Media


Long Beach Airport was featured in the Long Beach Business Journal as part of their annual focus on economic impact. Four articles appeared in the December edition: [Long Beach Airport COVID-19 recovery expected to take up to 5 years](#); [Steep drop in air travel, incomplete data will keep Long beach daily flights at 53](#); [Completion pushed back for second phase of airport improvements](#); and [What's in store for Southwest, now the top carrier at LGB](#).

There were 45 earned media placements in November; the story that garnered the most interest focused on Southwest Airlines' service to Honolulu. In December, there were 112 earned media placements. The top two stories focused on Hawaiian Airlines' service to Maui and the new Southwest Airlines destinations; other stories included American Airlines' new service to Dallas/Fort Worth, holiday travel and the year in review.

## Social Media

Facebook was up to 18,302 likes in November. The post with the greatest reach (42,054):

Post Details





Long Beach Airport

Published by Lindsey Ann [?] · November 12 ·

Heads up: Two U.S. Marine Corps F/A-18 aircraft will conduct training operations this weekend at Long Beach Airport. We anticipate they'll arrive late Friday afternoon (11/13) and depart Sunday afternoon (11/15) (all times subject to change). They are significantly louder than aircraft that typically operate at the airport.

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

 Ricky Schol



Performance for Your Post

42,054

People Reached

1,683

Reactions, Comments & Shares

|          |         |           |
|----------|---------|-----------|
| 1,070    | 133     | 937       |
| Like     | On Post | On Shares |
| 137      | 22      | 115       |
| Love     | On Post | On Shares |
| 4        | 0       | 4         |
| Haha     | On Post | On Shares |
| 26       | 0       | 26        |
| Wow      | On Post | On Shares |
| 2        | 0       | 2         |
| Angry    | On Post | On Shares |
| 305      | 31      | 274       |
| Comments | On Post | On Shares |
| 141      | 137     | 4         |
| Shares   | On Post | On Shares |

2,649

Post Clicks

Twitter was up to 13,650 followers November. Tweets in November generated 92,000 impressions. The Twitter post with the most interest:



**Long Beach Airport** @LGBAirport · Nov 11


For #VeteransDay, we would like to give a special thanks to airport employees who have served our country. These gentlemen served in the US Army, CA Army National Guard, US Marine Corps and the US Navy. With respect, honor and gratitude, thank you to all veterans. 🇺🇸




1 9 53

|                   |        |
|-------------------|--------|
| Impressions       | 15,255 |
| Total engagements | 429    |
| Media engagements | 276    |
| Detail expands    | 77     |
| Likes             | 53     |
| Profile clicks    | 13     |
| Retweets          | 9      |
| Replies           | 1      |

Instagram was up to 8,050 followers in November. The posts averaged 180 likes each. The most popular Instagram post:



**lgbairport** Long Beach, California



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

♥️ 💬 📌

Liked by littlebrasscafe and others

**lgbairport** Heads up: Two U.S. Marine Corps F/A-18 aircraft will conduct training operations this weekend at Long Beach Airport. We anticipate they'll arrive late Friday afternoon... [more](#)

[View all 7 comments](#)

November 12

**Post Insights**

378 7 25 8

21 2,656  
Profile Visits Reach

**Interactions** 21  
Actions taken from this post

Profile Visits 21

**Discovery** 2,656  
Accounts reached  
9% weren't following lgbairport

**Follows** 1

**Reach** 2,656

**Impressions** 2,905


From Home 2,583  
From Explore 171  
From Profile 122  
From Other 29

This is where your post was seen the most. It got the most impressions from Home, Explore and Profile.




In December, Facebook was up to 18,364 likes. The post with the greatest reach (13,338):

### Post Details


**Long Beach Airport**


Published by Lindsey Ann [?] · December 17, 2020 ·

Our destination map may have changed since the last time you saw it. Check out what our carriers currently offer and what you can look forward to in March 2021. #FlyLGB



**15 Nonstop Destinations**

| American Airlines  | Southwest Airlines   |
|--------------------|----------------------|
| Phoenix, AZ        | Austin, TX           |
| Delta Air Lines    | Chicago, IL (Midway) |
| Salt Lake City, UT | Dallas, TX (Love)    |
| Hawaiian Airlines  | Denver, CO           |
| Honolulu, HI       | Honolulu, HI         |
| Mauk, HI           | Houston, TX (Hobby)  |
|                    | Las Vegas, NV        |
|                    | Los Angeles, CA      |
|                    | Phoenix, AZ          |
|                    | Reno, NV             |
|                    | Salt Lake City, UT   |
|                    | St. Louis, MO        |
|                    | San Jose, CA         |


**long beach airport**  
where the going is easy®

\*Service begins March 2021. All destinations subject to change. Rev. 3/2/21

### Performance for Your Post

**13,338** People Reached

**250** Reactions, Comments & Shares

| Reaction | Count | On Post | On Shares |
|----------|-------|---------|-----------|
| Like     | 116   | 52      | 64        |
| Love     | 12    | 1       | 11        |
| Haha     | 6     | 1       | 5         |
| Wow      | 1     | 0       | 1         |
| Sad      | 5     | 2       | 3         |
| Comments | 88    | 19      | 69        |

Twitter was up to 13,705 followers in December. Tweets generated 127,500 impressions. The Twitter post with the most interest:


**Long Beach Airport**

@LGBAirport

Our historic terminal is illuminated red for #WorldAIDSday as we remember and honor those who have lost their lives. ❤️



5:30 PM · Dec 1, 2020 · Twitter Web App

View Tweet activity

7 Retweets 52 Likes

|                   |       |
|-------------------|-------|
| Impressions       | 6,251 |
| Total engagements | 199   |
| Media engagements | 88    |
| Likes             | 52    |
| Detail expands    | 40    |
| Profile clicks    | 8     |
| Retweets          | 7     |
| Replies           | 2     |
| Hashtag clicks    | 2     |

Instagram was up to 8,203 followers in December. The posts averaged 179 likes each. The most popular Instagram post:

**More reach for Long Beach!**  
New daily service begins March 11, 2021.

Southwest

**lgairport** Long Beach, California

Let the future travel planning begin! @southwestair just announced that it will begin daily, nonstop flights from LGB to five new cities, starting in March 2021. Hello 🇺🇸 Chicago, Dallas, Houston, Reno and St. Louis. This move significantly enhances LGB's nationwide connections to the Southwest network! 🌍✈️

3w

**pilotdeed** Yay! 3w 1 like Reply

**gauchomark** Who do I talk to about getting a Portland route back? LGB to PDX was the perfect route for me!

Liked by cindygoodfellow and others

DECEMBER 10, 2020

Add a comment... Post

| Post Insights                   |       |
|---------------------------------|-------|
| 437                             | 51    |
| 142                             | 25    |
| 48                              | 4,173 |
| Profile Visits                  | Reach |
| Interactions ⓘ                  |       |
| 48                              |       |
| Actions taken from this post    |       |
| Profile Visits                  | 48    |
| Website Clicks                  | 5     |
| Discovery ⓘ                     |       |
| 4,173                           |       |
| Accounts reached                |       |
| 34% weren't following lgairport |       |
| Follows                         | 8     |
| Reach                           | 4,173 |
| Impressions                     | 4,646 |
| From Home                       | 3,029 |
| From Explore                    | 1,191 |
| From Profile                    | 203   |
| From Other                      | 223   |