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Public Affairs Highlights and Initiatives July/August 2016

Government Affairs:

1. Continued participating in Citywide Communications meetings
2. Continued planning for annual Festival of Flight event in November
3. Continued planning for hosting AAAE annual conference next year
4. Continued planning for Ready Long Beach event
5. Emergency communications response to disabled T-38 on airfield, full closure to commercial traffic incident
6. Provided direction to Prodigiq regarding design and information updates to LGB Airport app

Community Outreach:

7. Volunteers led 6 group tours of the airport in July/August
8. Participated in Bixby Knolls Business Improvement Association's Concert in the Parking Lot on July 25 and August 22
9. Participated in Parks, Recreation and Marine's annual Beach Day on August 12
10. Participated in JetBlue's Reno Inaugural Flight Celebration on August 15
11. Participated in activity with Child Life Program patients at Miller Children's Hospital on August 19

Filming/Photography:

12. Hosted Long Beach City College photo shoot of new look for mascot, Ole the Viking
13. Hosted Kids Theatre photo shoot with JetBlue

Media:

14. What International Flights Could Mean For Long Beach; *Long Beach Business Journal* 07/05/16

15. Southwest Airlines to Fly from Long Beach to Las Vegas; *Grunion Gazette* 07/18/16
16. Massive Southwest Airlines Computer Glitch Causes Single Flight Delay at Long Beach Airport; *Long Beach Post* 07/22/16
17. The cheapest US airports to fly in and out of; *The Kansan* 07/22/16
18. Social Media:
 - Facebook is up to 14,383 followers
 - Best post in August viewed over 8,200 times with 320 reactions
 - Notable events: LGB named most affordable airport in the country by Cheapflights.com, Inaugural JetBlue flight to Reno, LGB Live, LBCC mascot (Ole the Viking) photo shoot, JetBlue 15 year anniversary at LGB
 - Twitter is up to 8,641 followers
 - Best tweet in August generated over 7,313 impressions
 - Tweets in August generated over 3,400 impressions each day
 - Instagram is up to 2,544 followers
 - Posts in August averaged 83.6 likes each and video posts averaged 103.5 likes each, with best post earning 131 likes
 - Vine has 182 followers and over 35,800 loops
 - Periscope has 330 followers and 16 live broadcasts have received 2,219 likes

Advertising:

19. *Long Beach Business Journal*: ¼ page, full color ad in 8/30 – 9/12/16 issue
20. *LBPost*: full color tile ad July and August 2016
21. QFilms program: full page, full color ad 9/16

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What International Flights Could Mean For Long Beach

July 5, 2016 | Brandon Richardson, Staff Writer

With JetBlue leading the charge and a feasibility study nearing completion, airlines, surrounding businesses and Long Beach as a whole are beginning to think about what international flights would mean for the city.

"I hope that the community sees the benefits," Lou Anthony, the general manager for JetBlue at Long Beach Airport (LGB), said. "I know that an international city like Long Beach, with a very vibrant port, should have a vibrant airport as well to support the international activity and growth. This a beautiful community and I think international travel is in the best interest of all."



Julie Buettner, the general manager of Courtyard Long Beach Airport, hopes that international flights will be approved for LGB. She thinks that the decision would increase business for her hotel and many other businesses around the city, boosting Long Beach's economy. (Photograph by the Business Journal's Larry Duncan)

In January, the city council approved a \$349,845 contract for the feasibility study to Texas-based Jacobs Engineering Group Inc., which also has carried out consultations for John Wayne Airport in Santa Ana and Los Angeles International Airport. The study, which will determine the impacts of international flight capabilities in tandem with a U.S. Customs and Border Protection Federal Inspection Station, is scheduled for completion and to be presented to the city council by mid-August to September.

Anthony has some ideas about destinations that JetBlue may consider, though he said it is all speculation on his part as the company is not likely to look into the matter until the feasibility study is complete. "I would guess that, probably, Mexico would come into play immediately. Potentially Costa Rica and some of the Central American countries," he said.

In Los Angeles County, there are 4.9 million people of Hispanic origin according to the 2010 U.S. Census. The census estimated the population of Long Beach to be 474,140 people in July 2015. Of that, Long Beach residents are 40.8% (193,449) Hispanic, which means nearly 4% of the L.A. County Hispanic population resides in Long Beach alone.

Therefore, flights heading south of the border would be a great convenience for a large portion of Long Beach residents, as they would not have to travel to John Wayne Airport or LAX to fly.

"We talk a lot about maintaining the quality of life in the Greater Long Beach area, and I think our noise ordinance does that," Curt Castagna, president and CEO of the Long Beach-based Aeroplex/Aerolease Group, said. "But having customs at Long Beach would also create an efficiency of operations where aircraft don't have to stop in other destinations – Tucson,

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Duluth, Alaska, Hawaii, anywhere else that might be coming to the L.A. or Long Beach area – first. By allowing customs services here, we also maintain the quality of life issues in those neighborhoods, too.

“Instead of airplanes having to stop and create more noise pollution and issues there, they can overfly and keep going because the airplane has the range to do so. And do we have a responsibility to do that? I think so.”

Earlier this year, nine daily slots were added to the initial 41 commercial flights allowed by the LGB noise ordinance – Southwest Airlines being the newest addition with four daily flights to Oakland, which began June 5. Commuter flights remain limited to 25 flights per day.

With additional flights, major airlines and surrounding businesses hope the feasibility study will shed light on what they say they already know: international flights would not infringe upon the current LGB regulations as they pertain to noise pollution, number of daily flights and the curfew, and that more flights mean more jobs and more people spending money in Long Beach.

“We’re authorized for 35 flights regardless of where they fly,” Anthony said. “A flight to Portland takes up the same landing slot as a flight to Cabo San Lucas would. Right now, we’re flying between 24-26 flights a day, so if we’re able to operate international flights, the additional flight activity would be filled within those slots.”

Aside from the number of flights and where they originate or end up, using more daily flight slots would have economic benefits, not just for the airport but the city as a whole.

“[We would] be able to attract corporate aircraft operators – Fortune 500, Fortune 10 operators – who might then look at Long Beach as an attractive venue in order to base their operations inside the Greater Long Beach area,” Castagna said.

John Tary, the general manager for AirFlite, said, “Being a Toyota-operated entity, our flights that come from overseas into the L.A. area usually choose to land at LAX and stay there, instead of putting the additional time on the aircraft and [using] additional fuel. So for AirFlite, Toyota wants to come in here and do business in Long Beach. But since international [flights] cannot come into this airport, it makes it more difficult to visit this city.”

With so much available land in Douglas Park, there is plenty of space for international businesses to set up operations in Long Beach. The city has already seen success from the Mercedes-Benz occupation of the former Boeing Company 717 plant.

“With the economic . . . growth in the Long Beach area, adding this capability would just increase the ability to do business, which would then increase the need for a larger workforce,” Tary said. “I can’t imagine – especially the tourism industry in general would benefit so much from the airline portion of this. Again, bringing people into our city would translate to direct revenue for the city.”

Julie Buettner, the general manager for Courtyard Long Beach Airport at Douglas Park, agrees, saying that Long Beach is ideal for international tourism because it is centrally located to tourist attractions such as Disneyland and Universal Studios Hollywood. Because of this, travelers would find staying in Long Beach and driving to these popular destinations convenient, which would translate to more money being spent in Long Beach.

“Usually, when you bring in international people to any city, they’re going to spend money somewhere,” Buettner said. “They’re going to go to the stores, they’re going to go to the malls, they’re going to go downtown, and they’re going to go to the restaurants. So I do not see where this would be a negative on the economy in any way.”

For her hotel specifically, international flights potentially means more occupancies. “The busier we are, the more people we can employ,” she said. “Hypothetically, I hope this happens.”

When asked what international flights could mean for tourism in Long Beach, Steve Goodling, president and CEO of the Long Beach Area Convention and Visitors Bureau, said, “On issues like this, I have been asked not to speak because this is a political issue that needs to be worked out through the council.”

Both SkyWest Airlines, which operates flights in and out of Long Beach on behalf of Delta Air Lines, and Southwest declined to comment on international flights based solely on speculation. An American Airlines representative was unavailable for comment.

Castagna of Aeroplex/Aerolease Group echoed the sentiment that there would be no disadvantages to the airport allowing international flights, “unless you think not driving to LAX and going out of that airport is a disadvantage.”

1 comment



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Interesting that the Journal only quotes those that are apt to handsomely profit from the increase in flights. Not one member of the thousands of homeowners that will be subject to the noise and pollution caused by more flights is quoted. And not one of the thousands of homeowners that will see the values of their homes decrease with the increase in flights and noise. More flights that are sure to come with and increase in private jet travel and commercial carriers beat up our noise ordinance and the Council compromises. A compromise that has occurred over the years and resulted in a dramatic increase in the number of flights and noise impacting neighborhoods.

Terry Jensen · 2 months ago · Reply



Terry, I'm creating a campaign to inform the long beach community about the other side of this story. Can you please contact me? ryan@liftedpresence.com (<mailto:ryan@liftedpresence.com>)

Ryan Lampert · 2 months ago



Isn't that the logical extension of the Airport? Isn't that the same with the roads and freeway? I don't think we need to allow unfettered growth but but growth is good for the whole community.

Gary Jones · 2 months ago

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http://www.gazettes.com/news/southwest-airlines-to-fly-from-long-beach-to-las-vegas/article_9743b676-4d40-11e6-a23f-7fa198241033.html

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Southwest Airlines to Fly from Long Beach to Las Vegas

By Jennifer Rice Epstein

Editor

Jul 18, 2016



—Gazette photo by Jim Worsham

Southwest Airlines will soon fly from Long Beach to Las Vegas.

The airline announced Monday that it will begin nonstop flights to Las Vegas on Sept. 18. Tickets for those flights will go on sale beginning Wednesday, July 20.

The airline is able to add three flights out of Long Beach airport to compensate for flights not being used by JetBlue. The additional flights would only be temporary — from Sept. 18 through Dec. 31 — and would not increase the total number of flights leaving from or arriving to Long Beach Airport, Cassie Chauvel, a spokeswoman for the airport, said.

“We’re giving Long Beach an even longer reach by adding flights to Las Vegas and building on a decades-long commitment to California,” Dave Harvey, Southwest Airlines’ managing director of business development, said in an announcement. “As with our existing nonstop service to Oakland, the Vegas market appeals to people traveling locally between the two airports for fun or work, while also offering our customers in dozens of U.S. cities a shorter trip to Long Beach through same-plane or connecting service.”

Earlier this year, Long Beach added nine new daily slots to the 41 commercial takeoffs and landings already available at the airport. The new flights were required to stay in compliance with the city’s noise ordinance.

Four of those slots went to Southwest — which used all four slots for Oakland Service — while three went to JetBlue and two to Delta. But JetBlue still has not reached its full capacity for flights, so it had three to lend to Southwest, Chauvel said.

The process of temporarily reallocating flight slots, the so-called Flight Allocation Resolution, is determined by the 180-day “Look-Ahead-Schedule” that each airline is required to submit each month, according to the city manager’s office.

“Cargo carriers more commonly use the process outlined in the Flight Allocation Resolution to accommodate the busy holiday shipping season in November and December,” interim airport director Juan López-Rios said in a release. “However, the commercial passenger carriers have also utilized unused flight slots to temporarily augment their service in the past.”

Southwest will be the second airline to fly from Long Beach to Las Vegas; that route is currently served by JetBlue, too.

Jennifer Rice Epstein can be reached at jriceepstein@gazettes.com.



JetBlue Will Fill Long Beach Slots, Start Flights To San Jose


Jennifer Rice Epstein

Jennifer Rice Epstein writes about business, environmental issues and K-12 education. Her essays and reporting also have appeared in The Morning News, Vice and LA Weekly, among others. She lives with her family in Bixby Knolls and tweets about Long Beach.

Massive Southwest Airlines Computer Glitch Causes Single Flight Delay at Long Beach Airport

by STEPHANIE RIVERA (/COMPONENT/CONTACT/CONTACT/57)  (HTTP://TWITTER.COM/STEPH_LBPOST) on JULY 22 2016 15:04 in NEWS (/NEWS)
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At least one departing Southwest Airlines flight was reportedly delayed at the Long Beach Airport Friday after the airline experienced a massive computer glitch Wednesday that briefly halted all of its flights.

Story continued below.



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Southwest's computer failure happened about midday Wednesday, temporarily forcing all of the airline's flights to ground while technicians rushed to get the systems back online. By early afternoon the problem was fixed but the outage created a logjam of flights, prompting delays and cancellations across the country.

In Long Beach, one departure was apparently delayed. It was not immediately known where to and what time the flight was scheduled. Four Southwest arrivals and four departures were delayed Friday at Los Angeles International Airport,, according to LAX's website. Twelve arriving flights and 12 departing flights were canceled at John Wayne Airport.

On Wednesday, about 700 Southwest flights were cancelled nationally. By Thursday morning, over 300 flights had been canceled, airline officials announced. By mid-afternoon, that number grew to about 450.

Passengers of the airline received apologies for the problems, with the airline saying it will “continue to work individually with our affected customers to make this right.”

On Thursday, most of Southwest’s systems were back online, but flight problems continued as officials worked to manage the backlog.

“We are focused on getting customers and their baggage safely to their destinations and apologize to our customers whose travel plans are impacted,” according to the airline. “Customers who are booked to travel should check flight status information on Southwest.com and plan to arrive at our airports early, as longer-than-average lines are likely. Flexible rebooking accommodation is available to customers who are holding tickets from Wednesday through Sunday.”

Southwest began serving the Long Beach Airport last month, and has since secured three additional temporary slots, which will fly passengers to Las Vegas (/news/2000009222-liberation-new-southwest-flight-slots-at-long-beach-airport-slated-to-depart-for-vegas), they announced this week.

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New Southwest Flight Slots at Long Beach Airport Slated to Depart for Vegas (/news/2000009222-liberation-new-southwest-flight-slots-at-long-beach-airport-slated-to-depart-for-vegas)


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City News Service contributed to this report.




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THE KANSAN

The cheapest US airports to fly in and out of

Friday Posted Jul 22, 2016 at 2:47 PM

Cheapflights.com just released its 7th annual US Airport Affordability Index, which ranks 101 popular US airports by average airfare. One huge takeaway, air travel prices have dropped. Safe flying!

By Sophie-Claire Hoeller, INSIDERBusiness Insider

Cheapflights.com just released its 7th annual US Airport Affordability Index, which ranks 101 popular US airports by average airfare.

Long Beach Airport, with an average airfare of \$202, reclaimed its spot as the cheapest airport in the US.

It had briefly given up this accolade despite topping the list twice in the past. Dallas/Fort Worth Airport is hot on its heels at number two, averaging an airfare of \$203. It jumped a whopping 27 spots to get there, just one dollar short of Long Beach.

In contrast, you might want to avoid flying into Honolulu, Hawaii, which defends its title of being the most expensive airport in America, with tickets averaging \$641 — though they're over \$150 cheaper than last year's average.

This reflects a general trend: one of the biggest takeaways of this year's index was an overall drop in airfare.

The index also shows us that location doesn't necessarily matter, as popular airports like LaGuardia in NYC beat less frequented ones like McGhee Tyson.

Here are the top 10 cheapest airports in the country:

Rank Airport Average Airfare 2015 Rank

- 1 Long Beach (Daugherty Field), CA (LGB) \$202 7
- 2 Dallas/Fort Worth International, TX (DFW) \$203 29
- 3 LaGuardia, NY (LGA) \$215 4
- 4 General Mitchell International, WI (MKE) \$230 66
- 5 Minneapolis-St Paul International, MN (MSP) \$237 22
- 6 Denver International, CO (DEN) \$242 13
- 7 Fort Lauderdale/Hollywood International, FL (FLL) \$245 17
- 8 Chicago-O'Hare International, IL (ORD) \$246 5
- 9 Atlanta International, GA (ATL) \$249 2
- 10 Philadelphia International, PA (PHL) \$253 6

And here are the 10 most expensive ones:

- 92 James M. Cox Dayton International, OH (DAY) \$439 97
- 93 Kahului, HI (OGG) \$444 33
- 94 Yeager, WV (CRW) \$454 100
- 95 John F. Kennedy International, NY (JFK) \$454 64
- 96 Anchorage International, AK (ANC) \$492 96
- 97 Sacramento International Airport, CA (SMF) \$493 42
- 98 Pensacola Regional, FL (PNS) \$498 93
- 99 Northwest Arkansas Regional, AR (XNA) \$536 99
- 100 McGhee Tyson, TN (TYS) \$543 94