

Parking Rates at Dallas Love Field

**Dallas City Council
Briefing**

April 6, 2022

**Mark Duebner, Director,
Department of Aviation**



City of Dallas

Presentation Overview

- Provide Overview of Love Field Parking Program
- Background on parking management
- Pandemic effects and recovery
- Present Department of Aviation Recommendations

Purpose

- Provide background and history of Love Field parking program
- Make recommendations to Council to update parking rates to best manage parking availability

History

- Love Field maintained 2 garages for a number of years as passenger levels remained stable during Wright Amendment restrictions
- All airport employees were allowed parking in Garage B
 - Approximately 1,110 daily spaces
- In 2014, with the expiration of those flight restrictions, passenger volumes increased dramatically resulting in scarcity of parking
- Thanksgiving 2014, the airport and offsite lots had no spaces available

History

- In early 2015, the City moved employees to the garage on Lemmon Avenue
- Opened the Love Connection remote lot for discounted public parking
- Began work immediately on construction of new Garage C

Parking Overview – Love Field

- Garage A – Built 1988
 - **3000 Parking Spaces** – Short Term
 - **\$15 Daily Rate**
 - Rate Decreased from \$17, August 2018
- Garage B – Built 2003
 - **4000 Parking Spaces** – Long Term
 - **\$9 Daily Rate**
 - **\$7 Roof**
 - Rate Change from \$13, August 2018
- Valet – Opened 2013
 - **450 Parking Spaces**
 - **\$24 Daily Rate**



Parking Overview – Love Field

- Garage C – Built 2018
 - **5000 Parking Spaces** –
Short Term/ Valet
 - **\$15 Daily Rate**
 - **\$13 Roof**
 - Set August 2018
- Love Connection
 - **1,700 Parking Spaces** – Employee lot
 - **\$30 Monthly Rate for employees only**



Parking Rates History

- Parking rates for Parking Garages A/B and Valet, prior to August 2015:

- Garage A (1988) - \$14
- Garage B (2003) - \$10
- Valet – (2013) \$24

August 2015	August 2018	August 2020 - Current
Garage A - \$17	Garage A - \$15	Garage A - \$15
Garage B - \$13	Garage B - \$9 (Roof - \$7)	Garage B - \$9 (Roof - \$7)
	Garage C - \$15 (Roof - \$13) Premium - \$25	Garage C - \$15 (Roof - \$13) Premium - \$25
	Valet - \$24	Valet - \$26

Parking Management

- Parking rates have direct effect on demand
- When Garage C came online in 2018, employees moved to Love Connection remote lot
- Prices were reduced across all offerings to stimulate usage by customers
 - Discount rates for roof top spaces were implemented to compete directly with off-airport lots

Parking Program Improvements

- New Parking Access Revenue Control System

- Integration with Tolltag System (July 2018)
 - Improved Read Quality
- Improved Audit Control & Reporting

- License Plate Recognition

- Entry and Exit Photo Verification

- Wayfinding:

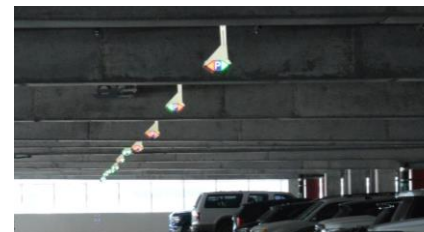
- Per Level Counts & Directional Signs
- Light Indicators for Open & Occupied Spaces

- Reservation System:

- Prepay for Parking (coming Summer 2022)

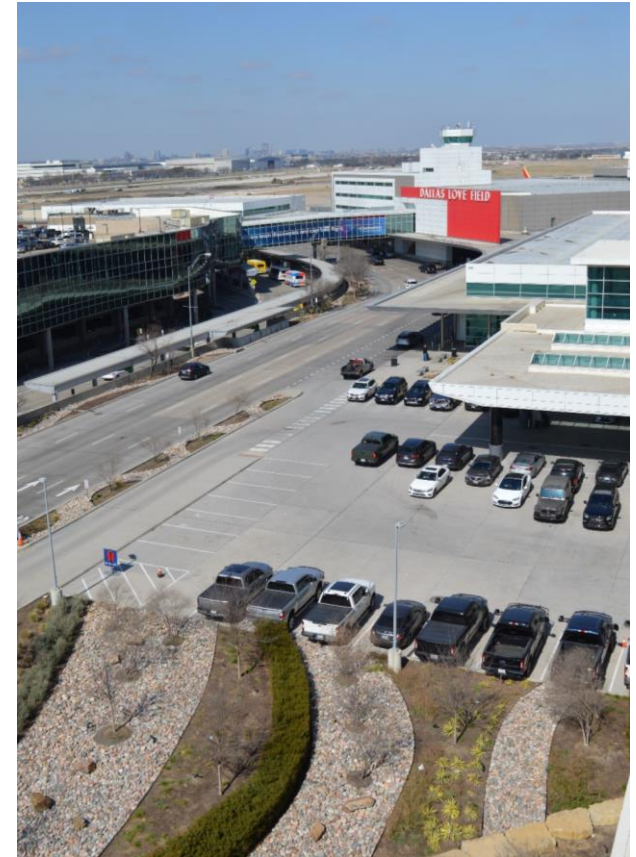
- Nested Areas:

- Level 3 - Best Access, Convenience
- Roof Top - Discounted, uncovered
- Premium Areas



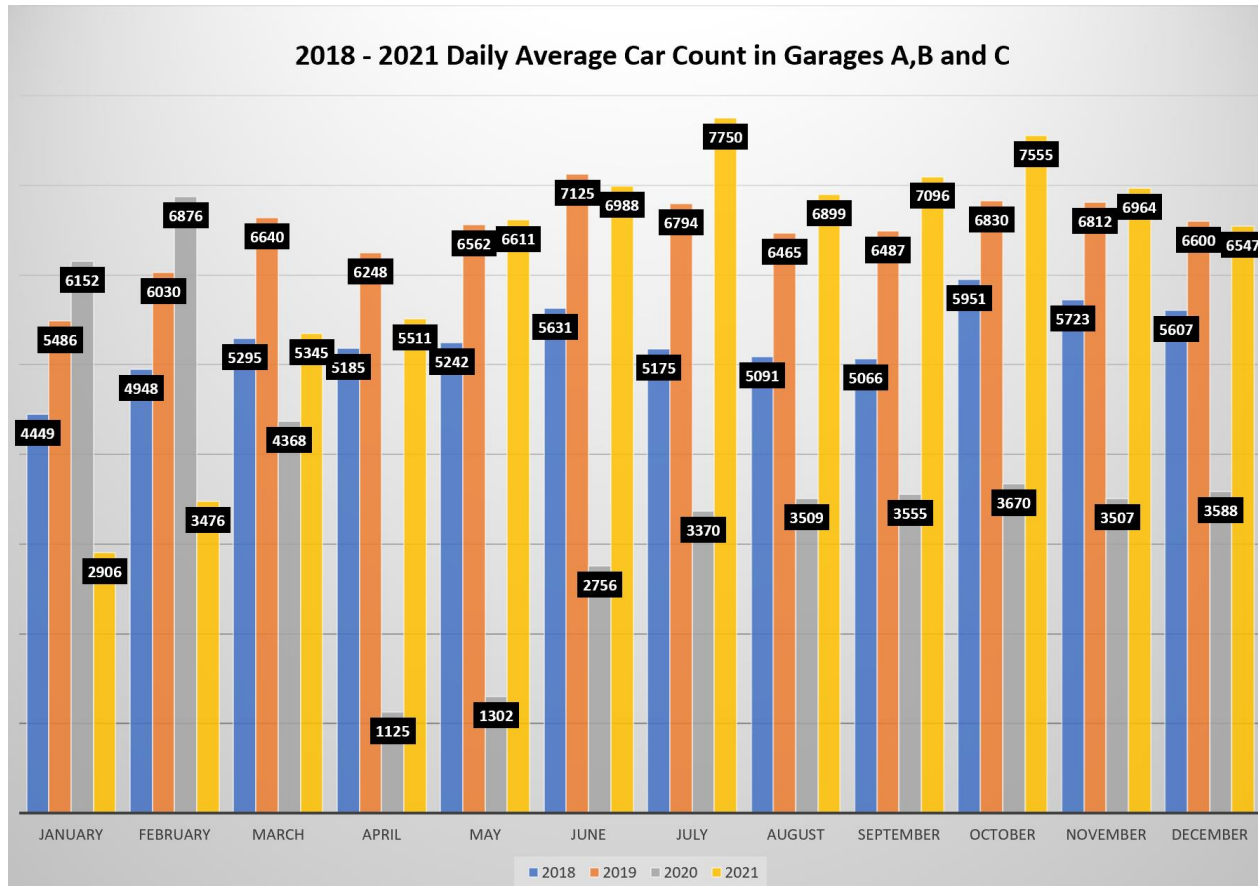
Parking Program Improvements

- Valet Area & Vehicle Storage
 - Covered Entry & 1000+ Underground spaces
 - New Point of Sale System
 - Traffic Reduction
- Pay on Foot
- Vehicle Locator
- New Electric Car Chargers
- Web Site Upgrades
 - Share Parking Availability
 - Directions & Information
 - Links to Pre-Book



Pandemic Effects

- Traffic levels fell dramatically in April 2020

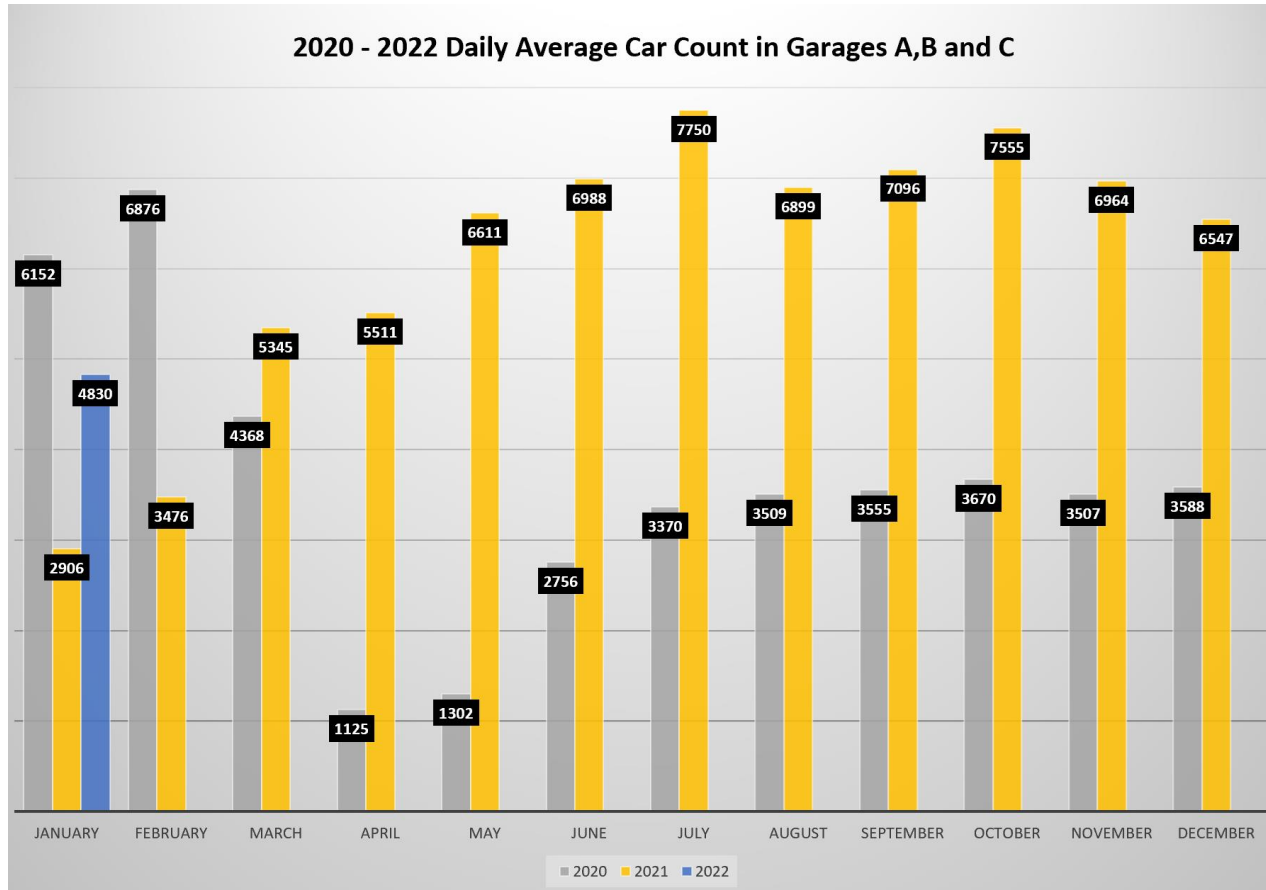


Pandemic Effects

- The airport moved quickly to cut costs
 - Employees moved back into Garage C and Love Connection closed to save on operational expenses
 - Shuttle service eliminated

Pandemic Recovery

- Traffic has returned



Pandemic Recovery

- There has been some change in passenger profile and behavior during the recovery
 - Larger percentage of leisure traveler, more likely to drive and park
 - Taxi and TNC usage is not back to same market share as before, may be result of reduced business travel, COVID transmission concerns, gas prices, and rising TNC pricing
- As the traffic returned, employees were moved back to Love Connection in October 2021
- Holiday peak demand has returned leaving the number of spaces limited during those periods
 - Thanksgiving Day 2021 only 500 spaces were available across all garages

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Pandemic Recovery

- Typically, garages are “full” when 90% of spaces are occupied
 - Low availability results in customers circling garages looking for spaces which results in congestion and customer frustration
 - Wayfinding improves this by directing customers to available spaces easily and quickly
 - Garage A has no parking guidance, Garage B has level availability, Garage C has robust parking guidance
- As customer demand returns to pre-pandemic levels, parking rates need to be adjusted to reduce demand

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Rate Recommendations

Garage A: Current \$15 New \$16

- 3000 Spaces – Slight Reduction

Garage B: Current \$9 New \$13

- 3000 Spaces – Covered Parking Reduced over 30%

Garage B Roof: Current \$7 New \$10

- 1000 Spaces – Uncovered Parking Reduced over 45%

4000 Discounted Spaces Under \$13 per Day

- Retain Love Connection Park & Fly Customer
- Low Cost to Public

(cont.)

- 3100 Spaces – Matching Garage A Distance

- 400 Spaces – Uncovered Parking

- 500 Spaces – Premium Convenience/Reserved Area

- 1000 Spaces - Retaining Best Price vs. competitive Hotels & Airports

Conclusion

- Parking rate strategy is to ensure availability for customers patronizing Love Field
- Ultimate goal is to continue to give customers options for parking and to maintain high quality amenities for the traveler
 - 10,361 Current Spaces at \$16 or less
- Availability may be additionally affected as the airport evaluates converting the floor area of Garage B for a new transportation-for-hire pickup area to ease roadway congestion

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Recommendations & Next Steps

- Agenda will be placed on City Council Agenda for adoption of new rates
- Once approved, staff will:
 - Implement marketing plan and price revisions for all parking products
 - Notify airlines of price changes and seek assistance in informing customers
 - Maximize new technology and inventory control
- Parking availability will be monitored, and staff will bring any additional changes back to City Council if needed

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