

# Memorandum



CITY OF DALLAS

DATE February 13, 2015

TO Honorable Mayor and Members of the City Council

SUBJECT **Dallas Love Field Update**

On Wednesday, February 18, 2015, the City Council will be briefed on the Dallas Love Field Update. The briefing materials are attached for your review.

If you have any questions, please let me know.

A handwritten signature in black ink, appearing to read 'Ry - S. Evans'.

Ryan S. Evans  
First Assistant City Manager

C: A.C. Gonzalez, City Manager  
Warren M.S. Ernst, City Attorney  
Craig D. Kinton, City Auditor  
Rosa A. Rios, City Secretary  
Daniel F. Solis, Administrative Judge  
Eric D. Campbell, Assistant City Manager  
Jill A. Jordan, P.E., Assistant City Manager  
Mark McDaniel, Assistant City Manager  
Joey Zapata, Assistant City Manager  
Jeanne Chipperfield, Chief Financial Officer  
Sana Syed, Public Information Officer  
Mark Duebner, Director of Aviation  
Elsa Cantu, Assistant to the City Manager – Mayor & Council



# Dallas Love Field Update

Dallas City Council Briefing– February 18, 2015



# Purpose

- Construction Update
- Impacts of Wright Amendment Repeal
  - Increase in operations/passengers/ projections
  - Concessions performance
  - Parking demand /Future Consolidated Rental Car facility
  - Master Plan status
  - Social Media
  - Next Gen impacts/ noise issues

# Construction Update

- Phases completed
  - Terminal
  - Baggage claim
  - Ticket Hall
  - Roadway improvements
- Phases remaining
  - Demolition of old West Concourse
  - Apron area paving
  - Remain overnight parking
  - Taxiway P and Taxilane Q

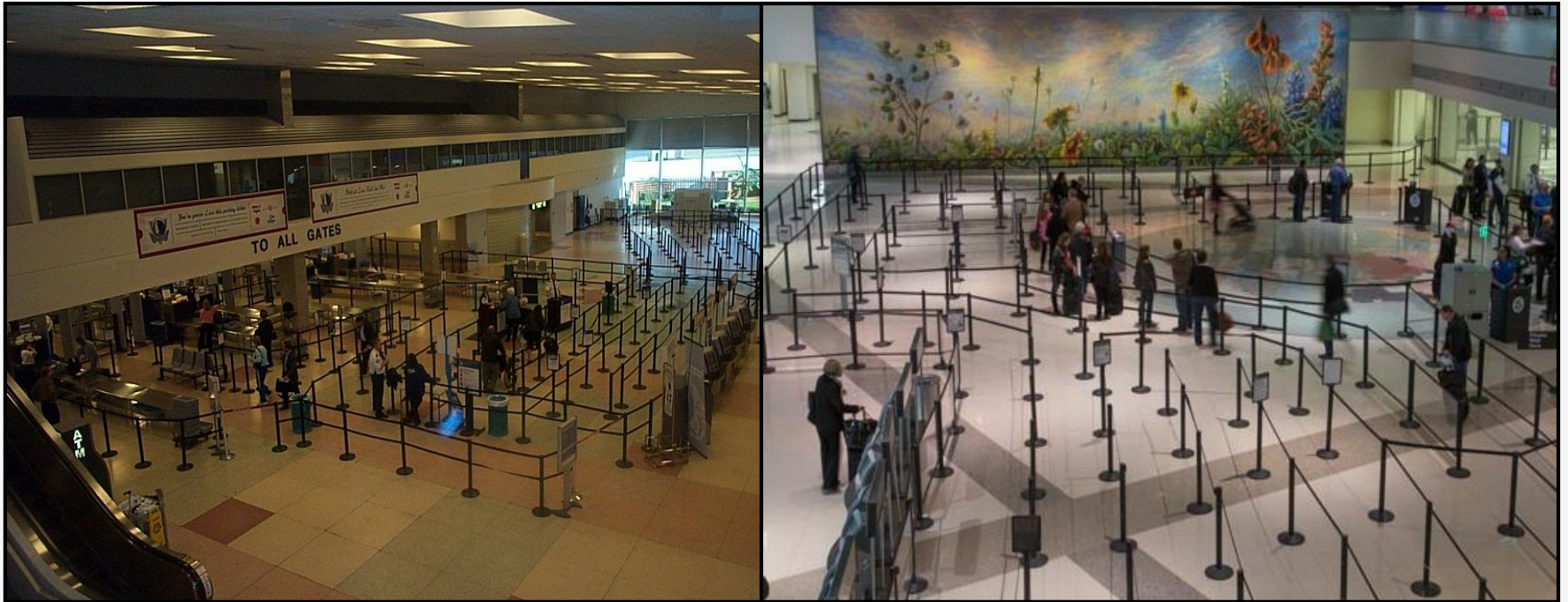
# Terminal Construction

- Exterior Concourse before and after



# Lobby Construction

- Main Lobby before and after



# Baggage Claim Construction

- Baggage Claim before and after



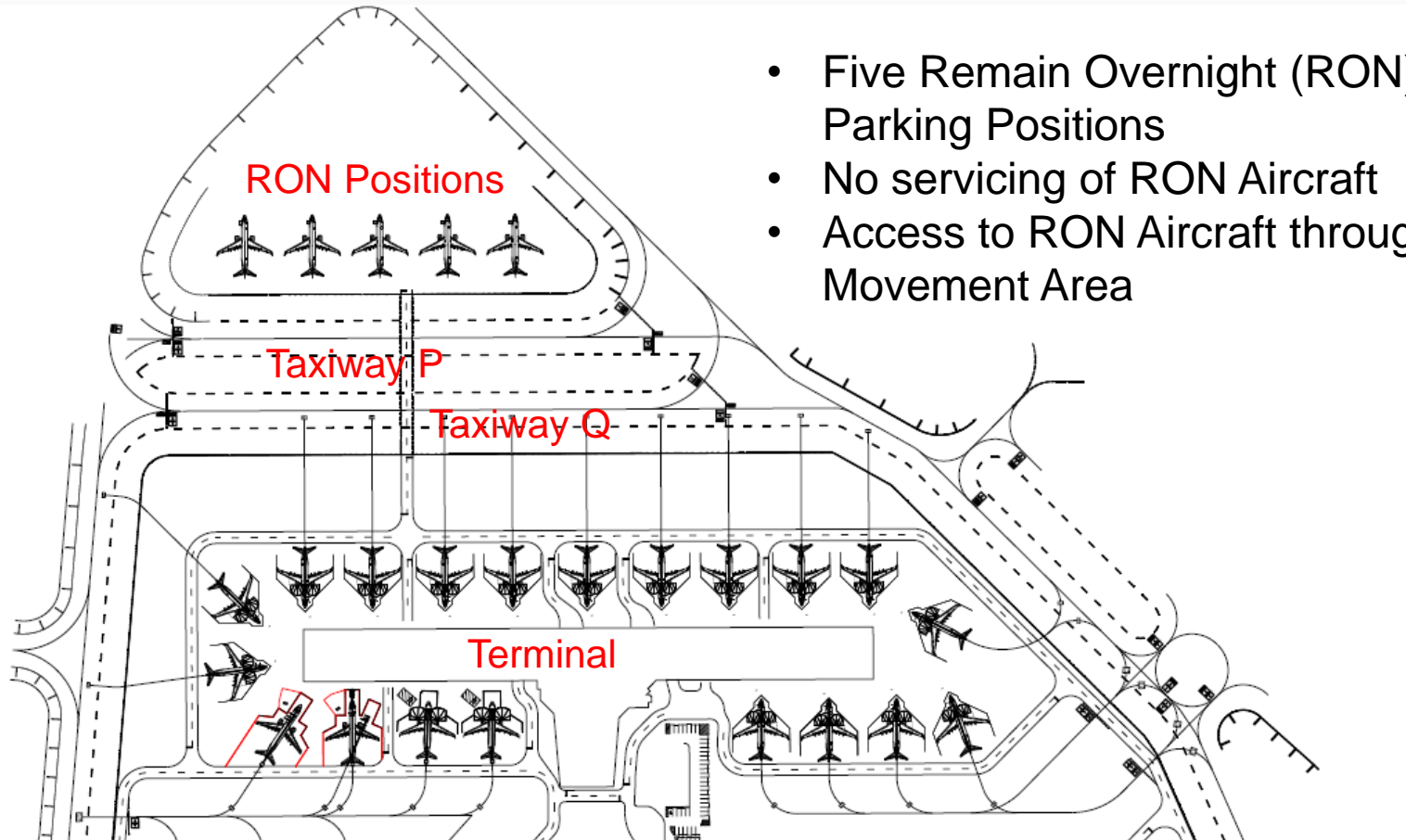
# Front Entrance

- Front Entrance before and after



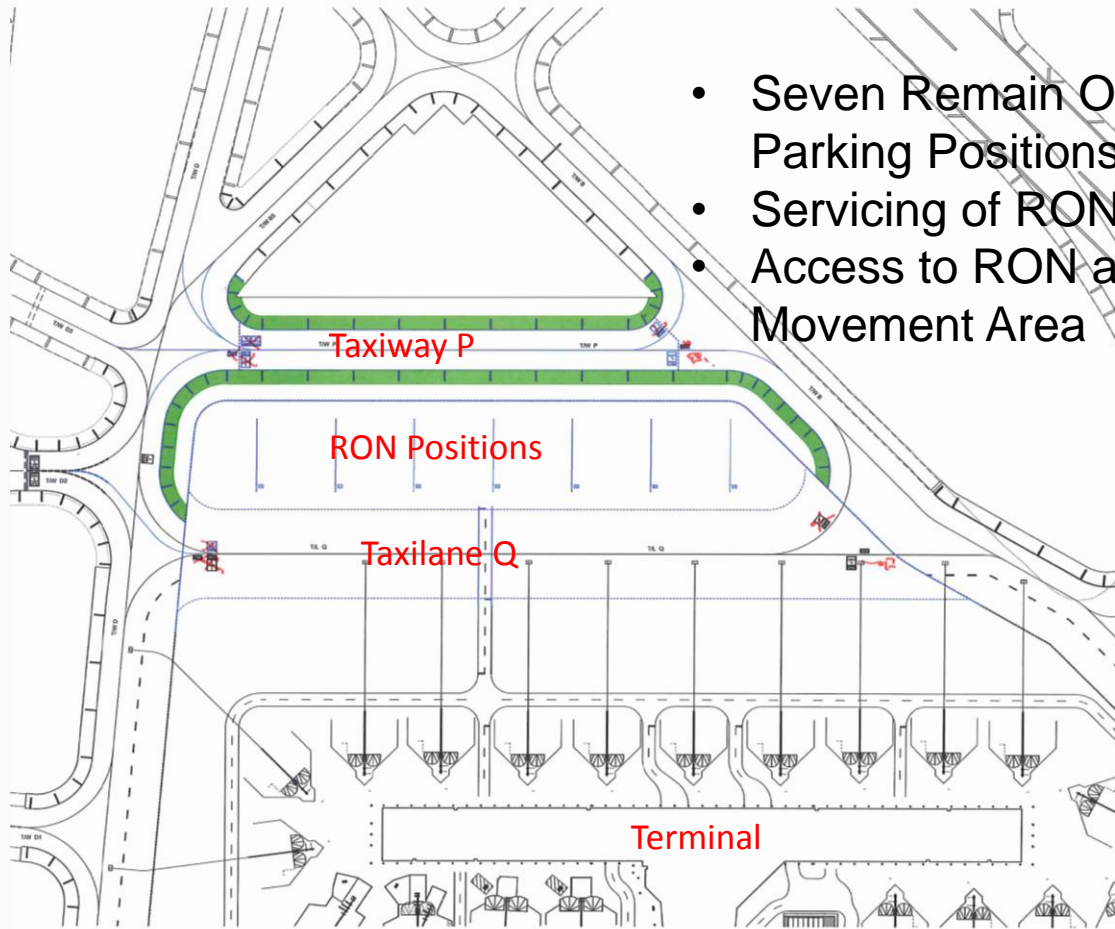


# Previous RON/ Taxiway P & Q



- Five Remain Overnight (RON) Parking Positions
- No servicing of RON Aircraft
- Access to RON Aircraft through Movement Area

# New RON/Taxiway P/Taxilane Q

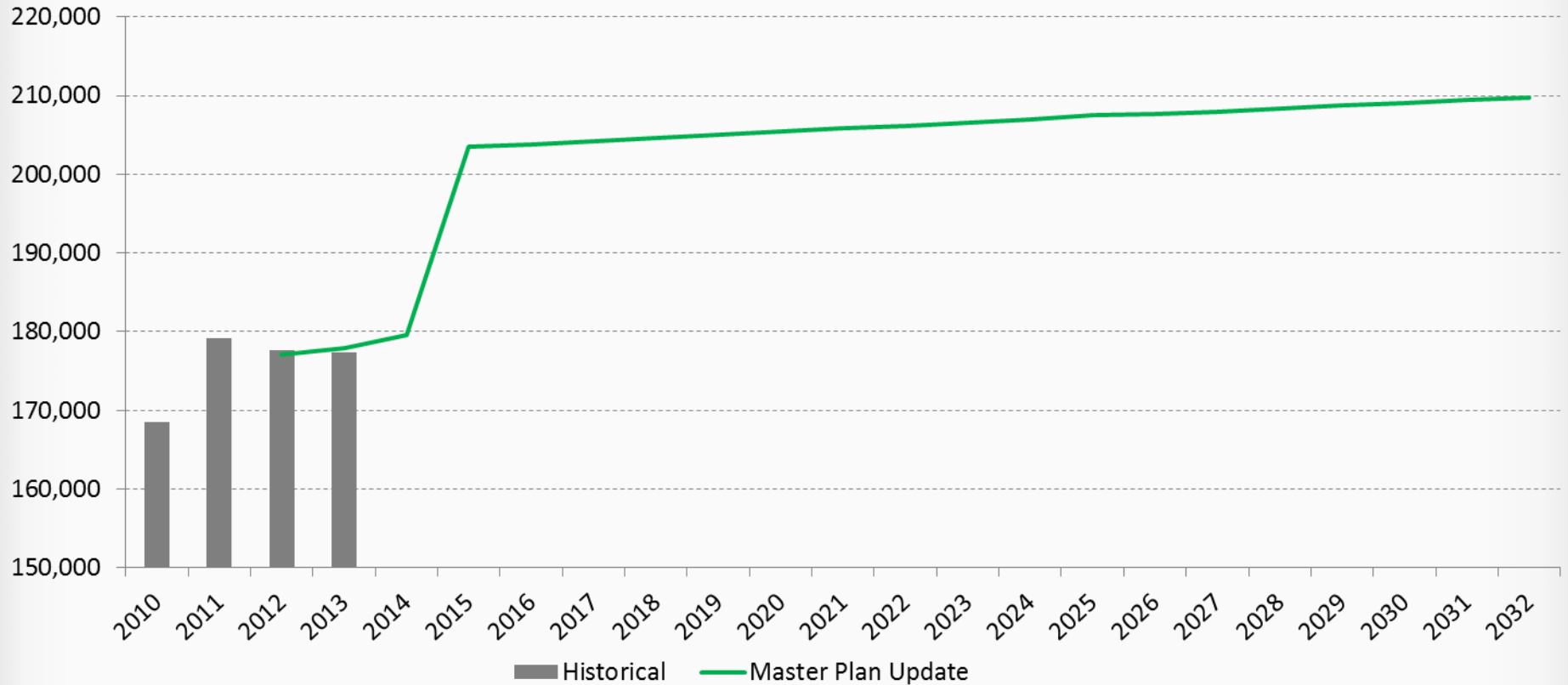


- Seven Remain Overnight (RON) Parking Positions
- Servicing of RON Aircraft permitted
- Access to RON aircraft through Non-Movement Area

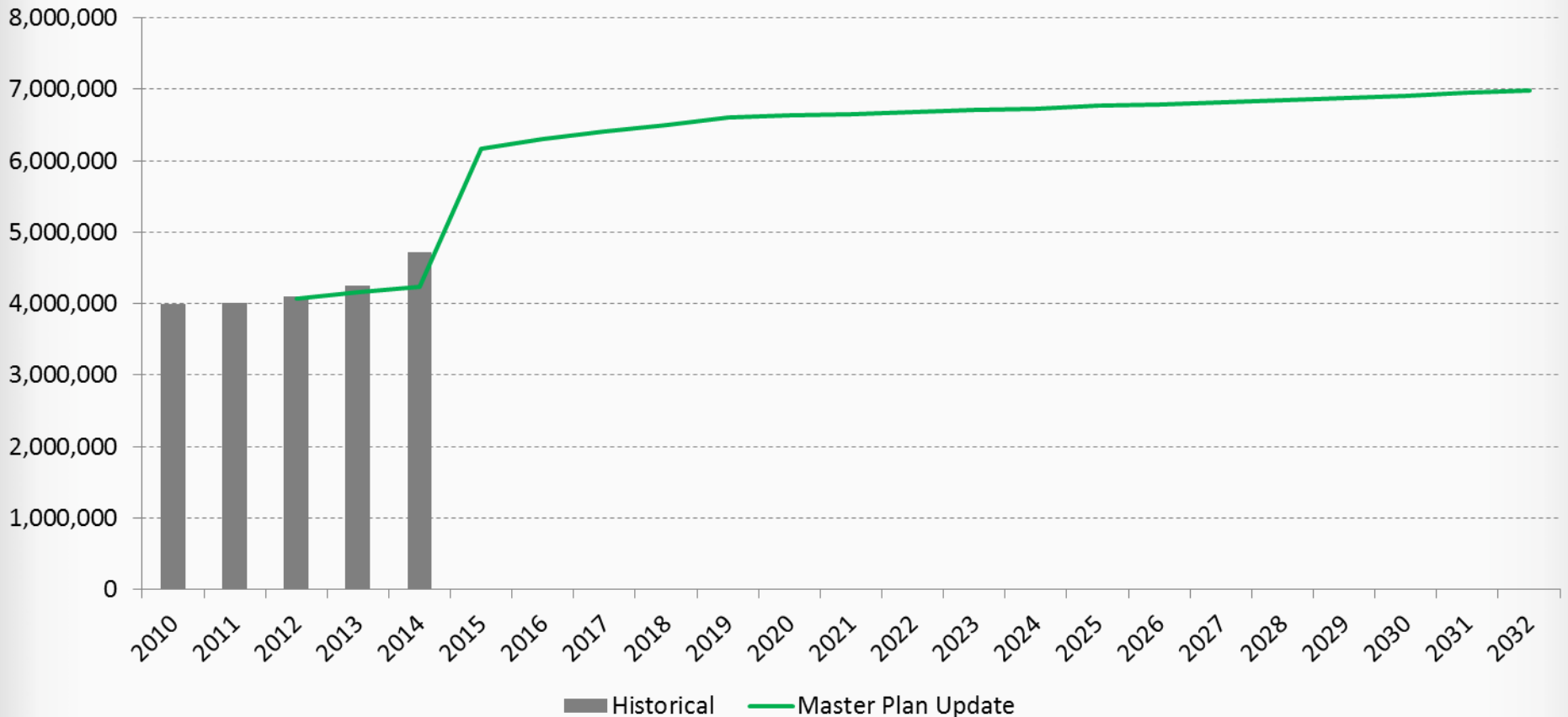
# New Paradigm

- With the end of the Wright amendment restrictions Dallas Love Field has experienced unprecedented growth
- Increases have impacted a number of operations in and around the airport
- Projections made at the time of the repeal have been revised to reflect the activity seen since October 13, 2014

# Aircraft Operations Forecast



# Passenger Enplanements Forecast



# Impacts of Increase

- All aspects of Dallas Love Field have been impacted
- While it has resulted in one customer service issue over Thanksgiving, the overall increase has been managed effectively thus far
- The increased activity has had a positive economic benefit for the City, airport, and airlines

# Airport Concession Program

- Parking Garage and Rental Car Concession Overview
  - Operate two parking garages totaling 7,000 spaces, plus valet services lot with 250 spaces
    - Garage A - \$17/day
    - Garage B - \$13/day
    - Valet parking - \$24/day
- Nine On-Airport Rental Car Brands offer rental car services at Love Field
  - Hertz, Avis, Budget, Dollar, Enterprise, National, Alamo, Thrifty, Advantage

# Airport Concession Program

Parking Garage and Rental Car Concession Sales						
	2012	2013	% diff.*	2014	% diff.*	Total diff. **
Parking Garage	\$18,890,291	\$18,765,128	-1%	\$22,887,950	+22%	+21%
Rental Cars	\$65,522,402	\$67,701,958	+3%	\$77,620,824	+15%	+19%

- Parking Garage Sales are paid direct to the airport.
- Rental Car Sales are gross sales, of which, the city receives a percentage or MAG

\*Percent difference over previous year.

\*\*Total percent difference over 2012



# Airport Concession Program

- Over several years the Food & Beverage (F & B) Concession program has evolved
  - Old Program - pre-Love Field Modernization Program (LFMP) concession program (one food & beverage and one retail contract)
  - Hybrid Program – a combination of old concession program and new concessions for 12 gates in the new terminal which opened April 13, 2013
    - Included multiple concession operators
  - New Program - the full 20 gate Terminal serving all above airlines, plus Virgin America effective October 13, 2014
    - More space allocated, more concessions, wider product selection, brands, price points

# Airport Concession Program

Concession Sales***						
	2012 (Old)	2013 (Hybrid)	% diff.*	2014 (New)	% diff. *	Total diff. **
F & B	\$18,056,379	\$21,291,565	+20%	\$27,989,637	+32%	+55%
Retail	\$8,648,217	\$9,949,193	+15%	\$11,519,780	+16%	+33%

\*Percent difference over previous year

\*\*Total percent difference over old concessions program

\*\*\*Gross sales, of which, the city receives a percentage or MAG

Sales per Enplanement					
	2012	2013	% diff.	2014	% diff.
F & B	\$4.40	\$5.01	+14%	\$5.92	+18%
Retail	\$2.11	\$2.34	+11%	\$2.44	+4%
<b>Total</b>	<b>\$6.51</b>	<b>\$7.35</b>	<b>+13%</b>	<b>\$8.36</b>	<b>+14%</b>

# Airport Concession Program

## Concession Program Space

Concession Category	Developed Space Utilization Factor*	Existing Space Plan October 2014	Ideal Space Allocation 2015 5.261m (RFP)	Variance to 2014	Ideal Space Allocation 6m	Variance to 2014
Food & Beverage	5.8	27,967	30,514	(2,547)	34,800	( 6,833)
Retail/Specialty	3.2	15,626	17,070	(1,444)	19,200	( 3,574)
Total	9.0	43,593	47,584	(3,991)	54,000	(10,407)

\*Space Utilization Factor equals the amount of concession area in square feet that is ideal per 1,000 enplaned passengers

# Airport Concession Program

## Concession Program Space Recommendations

- Per the Space Utilization Factor (SUF), 2,547 sq. ft. of additional Food & Beverage space needed
- F & B RFP will be advertised late Spring 2015 totaling 3,719 sq. ft.
  - Will help meet space recommendation for 2015 based on revised enplanement projections
  - Will have a total of 31,686 sq. ft. of F & B concession space
- Post-Wright, trending 500,000 enplanements monthly or 6 million enplanements annually
  - For 6 million enplanements, 34,800 sq. ft. of F & B space is recommended per SUF
  - Difference of 3,114 sq. ft. still needed to meet 6 million enplanement space needs

# Rental Car Concessions

- In 2014, Rental Car Companies leased 16 acres of land on-airport
- 2,605 cars were rented on the peak day in 2014
- In 2014, there was a deficiency of nearly 200 ready/return spaces and nearly 900 storage spaces for Rental Companies on-site
- The demand for Rental Cars on-site is increasing as enplanements rise
- DAL is seeking additional space for Rental Car Companies
- Airport investigating Consolidated Rental Car (CON-RAC) solutions
  - This would decrease traffic congestion by reducing the amount of personal vehicles on Airport roadways

# Parking Program

- Original LFMP and Program Development Agreement (PDA) excluded additional Parking
  - Passenger forecasts developed in 2008 projected 6 million enplanements would occur in 2017/2018
  - Existing 7,000 public parking spaces was projected to be adequate until 2017/2018
  - Included employee parking requirements of 1,000 spaces
    - Employees relocated to Love Hub in October 2014
    - 1,100 spaces in Love Hub garage and surface lot

# Parking Requirements

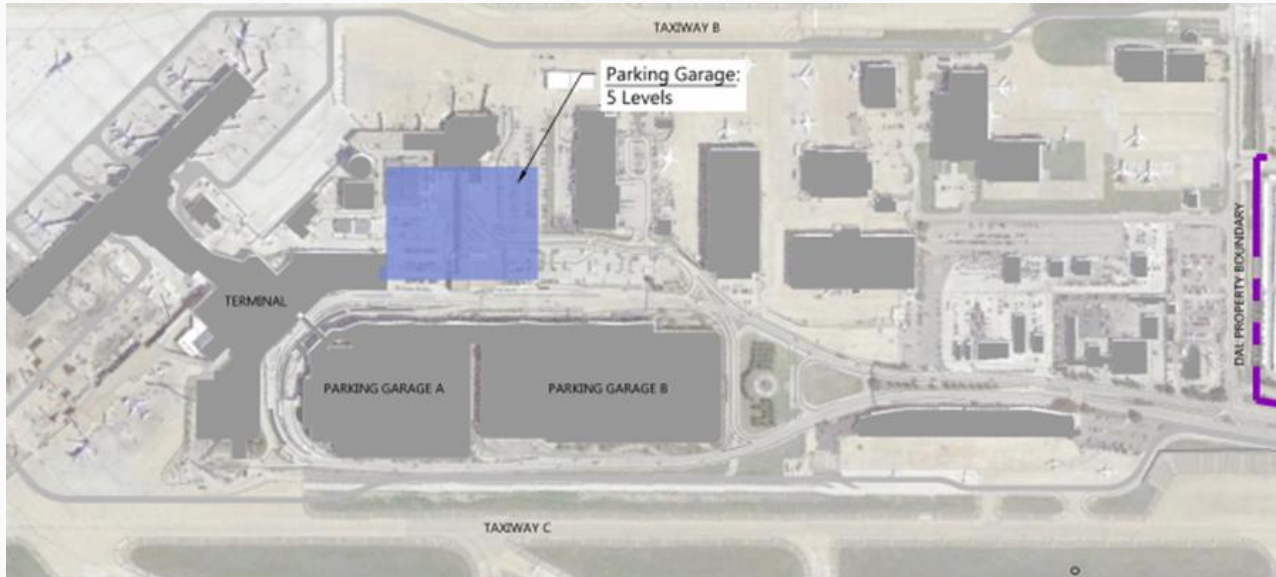
- Peak travel times have resulted in parking shortage
  - 2014 Holiday travel resulting in all Garages, Valet and adjacent parking lots at capacity
- Based on current projections, Love Field will have additional parking requirements:
  - 2015: approximately 1,000 spaces
  - 2017: approximately 2,400 spaces
  - 2020: approximately 3,500 – 4,000 spaces

# Parking Program

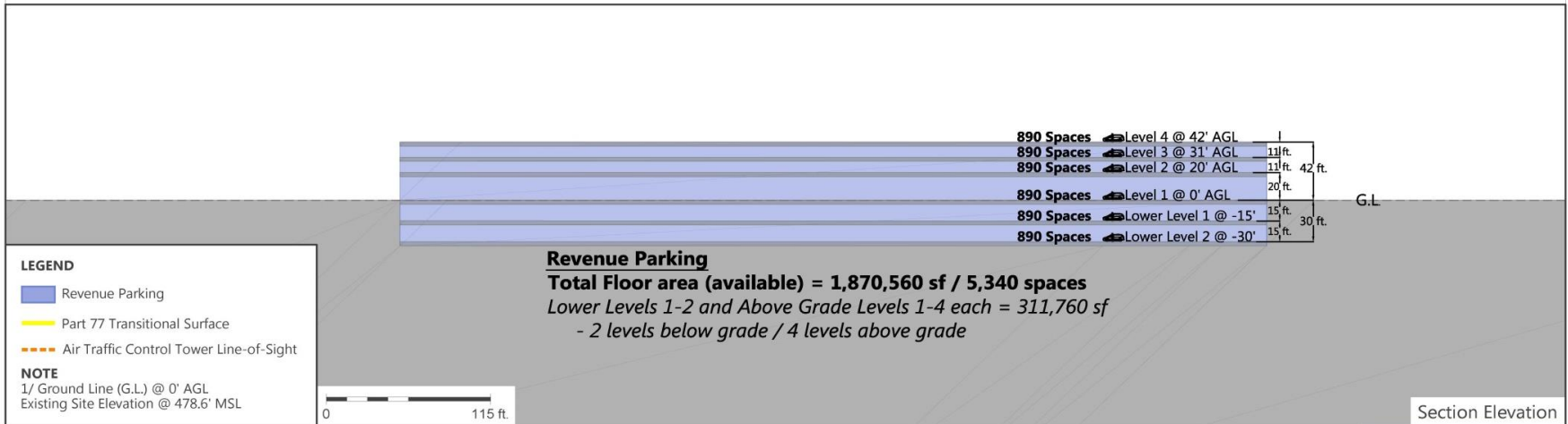
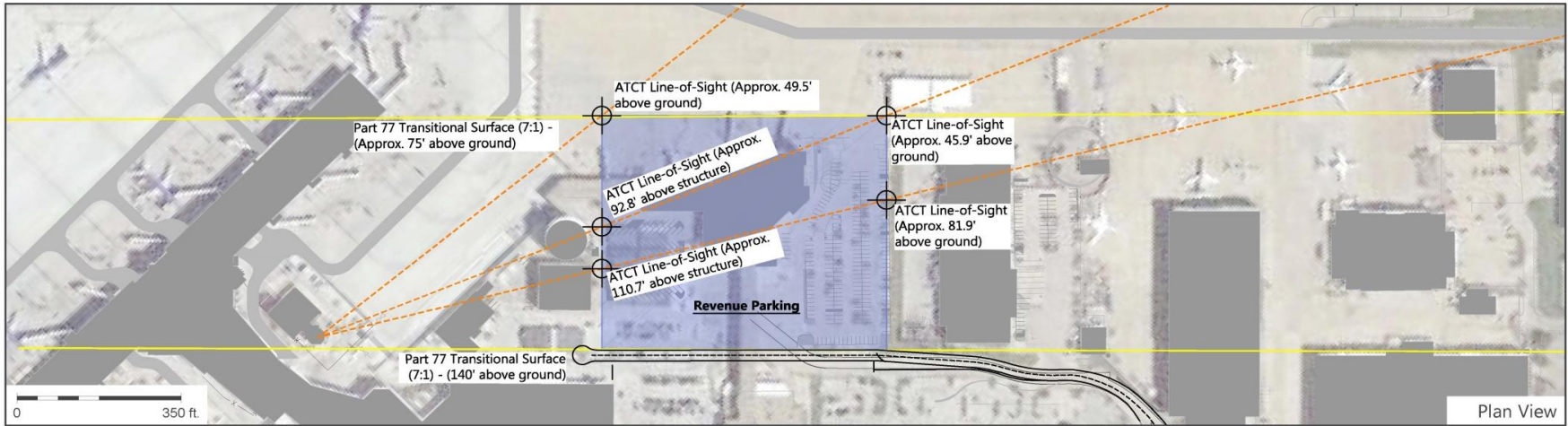
- A parking garage is planned to accommodate public parking requirements utilizing the existing LFMP structure
- Enabling projects that will result from the construction include:
  - Underground utility and communication lines relocation requirements
  - Survey and Geo-technical studies
  - Evaluation of Valet Parking relocation
  - Access roadway modifications.
  - Site demolition
  - Relocation of the Cell Phone Waiting Area
  - Landscaping and amenity improvements
  - Relocation of Dallas Police Love Field Unit, Badging office, and Airfield Operations to new location/building



# Future Parking Garage Concept



- Garage to be located adjacent to Ticket Hall
- Footprint: approximately 4,000 spaces
- Hotel / Future Development Option



SOURCE: DAL Airport Layout Plan, Ricondo & Associates, Inc., December 2013; Google Earth Pro 2014; Terra Metrics, April 2 2013.  
 PREPARED BY: Ricondo & Associates, Inc., January 2015.

Section Elevation

EXHIBIT F

# Interim Parking Solution

To address interim parking needs:

- Moved all employees to Love Hub parking facility
- Leased property to establish an additional surface lot over the Holiday
- Reoriented spaces in the existing garages to produce more parking spaces
- Promoted the availability of DART shuttle from Inwood Station
- Receive more timely airline booking data to help forecast parking needs

# DAL Airport Master Plan

- **Federal Aviation Administration Requirement**
  - Airports are required to maintain an up-to-date Airport Layout Plan (ALP) depicting future development. Proposed development must be depicted on an FAA-approved ALP to be eligible for Airport Improvement Program (AIP) grant funding
  - FAA must approve the ALP
- **Love Field Master Plan**
  - Last Master Plan was completed in 2001
  - 2001 Master Plan was updated in 2006
  - New Master Plan is being completed at this time

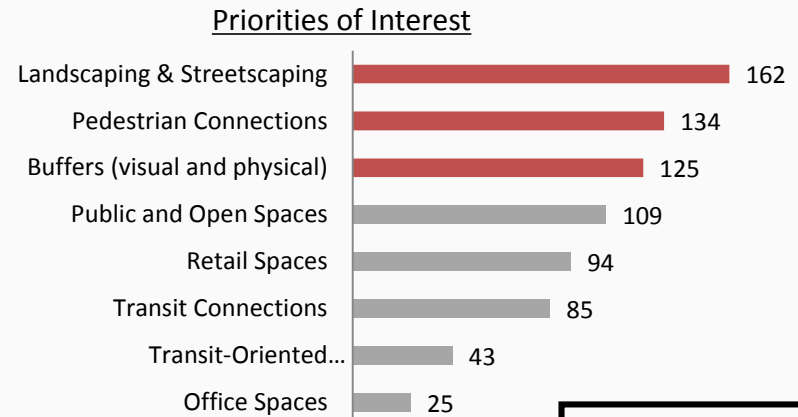
# DAL Airport Master Plan

- 2014 Master Plan Completed Tasks
  - Aviation Forecast
  - Demand Capacity and Facility Requirements
  - Alternatives Development and Public Involvement
  - Public Input
  - Implementation and Financial Plan
  - Inventory
- On-Going and to be Completed Tasks
  - Final Documentation
  - Public Outreach Phase 3: Public House to be held late February
  - Completion of Airport Layout Plan
  - FAA Review and Approval

# Public Involvement - Phase 1 and 2

- Phase 1: The Good Neighbor Plan Initiative consisted of a 10 meetings held to gain input on physical and economic development of the airport and its bordering communities. (Fall 2012)
- Phase 2: Master Plan Update Open House was held to show the progress of the MPU (July 2014)

MEETING	NUMBER OF ATTENDEES
East Zone Residential Meeting (North) Shorecrest Estates, Cochran Chapel	14
East Zone Business Meeting	9
East Zone Residential Meeting (South) North Park	38
Dallas Love Field Airport Tenants Meeting	30
South Zone Business Meeting	10
South Zone Residential Meeting	2
West Zone Business Meeting	6
West Zone Residential Meeting	34
North Zone Residential Meeting	6
North Zone Business Meeting	7
<b>TOTAL</b>	<b>156</b>



## OUTREACH EFFORTS INCLUDED:

- Door hangers
- Phone calls
- Email blasts
- Letters
- Posters
- Newsletters
- Website



# Centralized Customer Service

- Airport Communications Center Opened in 2014
- One phone number call center **214-670-LOVE (5683)** for a high level of customer service and information for Dallas Love Field patrons, surrounding citizens, and stakeholders. Staffed 24 hours a day / 7 days a week
- Centralized Lost & Found
  - All airlines, Transportation Security Administration and City of Dallas (DPD, DOA) funnel all lost items in the terminal through one office, managing accountability, and have a **95%** return rate of found and requested items. All non-requested items go to the D-Store after 90 days

# Social Media Presence

- Followership has increased 273% over the last year
  - See sample tweets in the Appendix
- Social media used to manage and distribute information valuable to the consumer
  - Facebook Followers – 2,346
  - Twitter – 6,790
  - Instagram – 788
  - Google Plus
  - Pinterest
  - YouTube – several videos of improvements
  - Yelp – 389 reviews (4/5 stars)



# NextGen

- What is NextGen?
  - The modernization of a 60-year old technology that enables the FAA to guide and track aircraft more precisely which allows for more direct routes
  - A shift from ground-based to satellite-based navigation technology

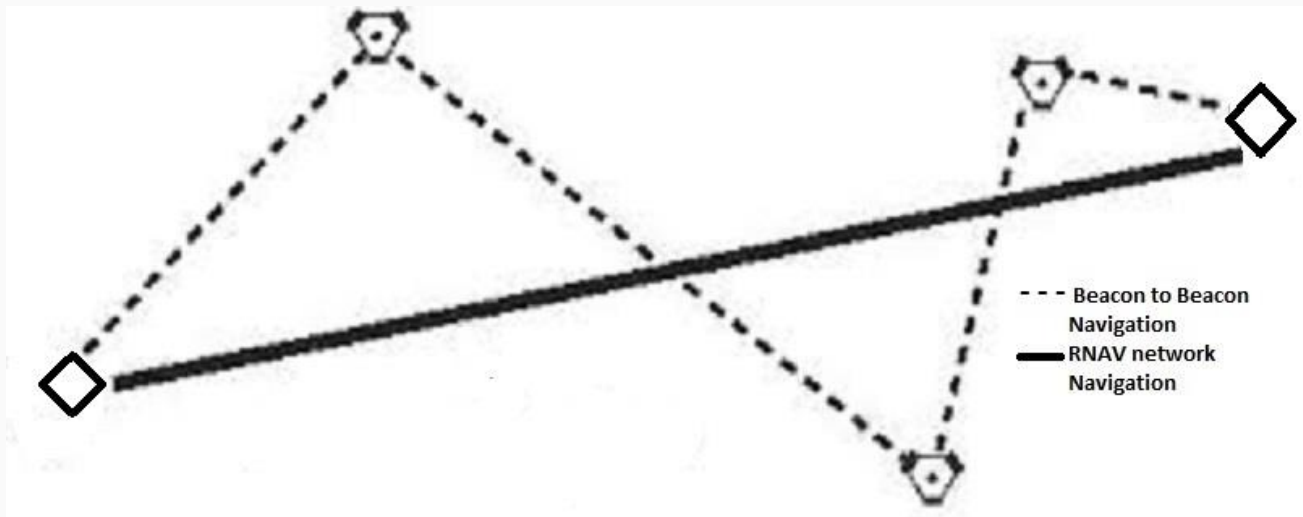
# NextGen

- Benefits and Goals
  - Increased precision in the navigation of aircraft
  - Enhanced safety of aircraft during travel
  - More efficient use of airspace
  - Reduced environmental impact
  - Decrease the number of people exposed to aircraft noise

# NextGen

- Area Navigation (RNAV)

- Area Navigation or RNAV is a component of NextGen that enables aircraft to fly on any desired flight path within a network of navigational aids (NAVAIDs) rather than navigating beacon to beacon. Utilization of RNAV procedures can enhance the pilot's situation awareness and reduce congestion of airspace



# NextGen

RWY 13L Departures (South Flow) pre and post RNAV implementation



# Dallas Love Field Noise Program

- Communications with surrounding community through quarterly meetings and weekly newsletters
- Reports to commercial and general aviation operators with procedures of voluntary program
- Enhanced noise and operations monitoring system which includes citizens quicker access to information
- Additional runway signage to promote use of preferential runway during the hours of 9pm to 6am
- Completion of construction on Taxiway C in March 2015 should balance runway utilization

# Next Steps

- Need to address app-based transportation for hire needs
- Complete Master Plan
- Improve roadway traffic management
- Continue parking garage development
- Evaluate consolidated rental car facility development solution
- Identify and solicit proposals for non-aviation development
- Continue engagement with neighborhood groups regarding noise impacts and future development

# Appendix

# Social Media Presence



**Javier C. Rivera** @javier1280

Big time thanks to @SouthwestAir @DallasLoveField for providing the "Lil' Love Lounge" for kids to play on layovers. And it's free #LUV

1/1/15, 1:41 PM

1 RETWEET 2 FAVORITES



**Penn Hoyt** @Phoyt

First time flying out of @DallasLoveField in a long time. Very impressed with the upgrade!

1/12/15, 1:18 PM

1 RETWEET

**Dallas Love Field** @DallasLoveField @Phoyt Thank You!

1/12/15



**Randy Bachmeier** @RBachmeier

The new Love Field has become my favorite airport. So nice. #loveLove (at @DallasLoveField (DAL) in Dallas, TX) [swarmapp.com/c/2SFCwxgA7jV](http://swarmapp.com/c/2SFCwxgA7jV)

**Swarm**  
Swarm by Foursquare  
3.0/5.0 stars - 27 ratings  
**FREE**  
Want to keep up with Randy's adventures? Get Swarm, the new app from Foursquare.

Download on the App Store

1/16/15, 11:03 AM from Dallas, TX

1 RETWEET

**Dallas Love Field** @DallasLoveField @RBachmeier Thank you Randy! 🙌

1/16/15



**bobick** @bobick

@DallasLoveField Wow! Impressive remodel, Luv what you did to the place.

1/16/15, 10:26 AM

1 RETWEET

**Dallas Love Field** @DallasLoveField @bobick Thank you very much! 😊


1/16/15



# Social Media Presence

**Mitch Goulding** @MitchTWCN [Follow](#)

Two of my best friends just got engaged @DallasLoveField! He flew all our NY friends down to be here! @SouthwestAir



1/17/15, 12:13 AM

2 RETWEETS 1 FAVORITE

**Southwest Airlines** @SouthwestAir 1/17/15  
@MitchTWCN @DallasLoveField Super cool! Congratulations to the happy couple! ^BT

**Jarryd Gonzales** @jarrydgonzales [Follow](#)

Haven't flown in/out of @DallasLoveField in many years. Nice airport. Good riddance, #WrightAmendment

1/17/15, 7:04 AM

1 RETWEET

**Dallas Love Field** @DallasLoveField 1/18/15  
@jarrydgonzales Thanks. We are glad you like it. #luv #dal

**Bettye Acosta** @lx61lr [Follow](#)

Congrats to @DallasLoveField on the end of the #WrightAmendment ! Hope to fly into your airport soon to check it out!

1/25/15, 12:16 AM

**Dallas Love Field** @DallasLoveField 3d  
@lx61lr We hope to see you soon! 👍✈️

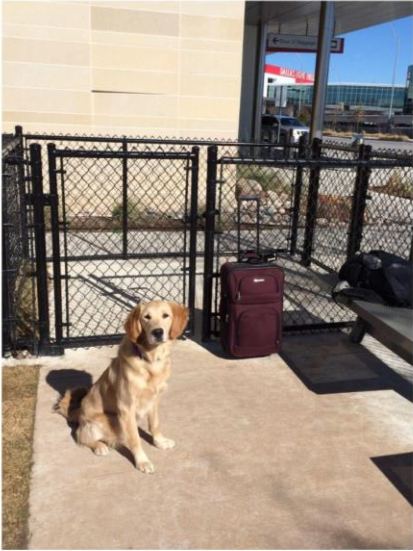
LOVE | EVOLUTION

# Social Media Presence

Tweet

**Lauren Dunham**  
@lwdunham1221

Thank you @DallasLoveField for the wonderful pet exercise area. Parker really appreciated this space.



1/25/15, 2:10 PM

3 RETWEETS

**Dallas Love Field** @DallasLoveField  
@lwdunham1221 You're very Welcome! 🐾🐾

**holly goldin**  
@HollyGoldin

Lovely experience today @DallasLoveField! Everyone that works here is friendly. So happy I can fly @VirginAmerica here! #texas #DAL #travel

1/25/15, 1:29 PM

2 RETWEETS 1 FAVORITE

**Virgin America** @VirginAmerica  
@HollyGoldin Glad to hear it!

**Robert Kent**  
@robertkent

Gotta say that the new @DallasLoveField is pretty great. Only problem is that it has @Whataburger AND @ChickfilA! How can a Texan choose?

1/29/15, 7:44 AM from Dallas, TX

2 FAVORITES

**Dallas Love Field** @DallasLoveField  
@robertkent @Whataburger @ChickfilA Thanks! Yes, they both are great! 👍


# Social Media Presence

 **Jared Stump**  
@jaredstump + Follow


Received first pat down by @TSA at @DallasLoveField today. I didn't feel violated; I felt safe. It's all a matter of perspective.

1/23/15, 11:18 AM

← ↻ ★ ⋮

 **Justin Rojas**  
@JustRojas + Follow


Just realized the trays for loose items at airport security are just pet bowls. @DallasLoveField #mindblown



1/23/15, 5:47 AM from Dallas, TX

1 FAVORITE


← ↻ ★ ⋮

 **Chris Bertelli**  
@CJBertelli + Follow

Seriously @DallasLoveField? 30 minutes of free wifi? #loosenu

1/28/15, 2:10 PM

← ↻ ★ ⋮

 **Boingo Wireless** @boingo 1d  
@CJBertelli If you need more time DM or wecare@boingo.com. We would love to help. ^Dave

# Social Media Presence

 **RachelRobinsonVoice**  
@larynx\_lynx + Follow

.@DallasLoveField & @SouthwestAir: Which of you wants to take ownership for blowing off the luggage for flight #4202 from LAX?

1/11/15, 5:48 PM

1 FAVORITE ↩ ↻ ★ ⋮

 **Southwest Airlines** @SouthwestAir 1/12/15  
@larynx\_lynx Very sorry to hear this. Did you file a report at the airport? Please stay in touch with our Baggage Office for updates. ^CB

 **Jian Allen**  
@Jian\_Allen + Follow

Not sure who to blame? @SouthwestAir or @DallasLoveField but waiting this long for checked bags is TERRIBLE #disappointed

1/11/15, 6:18 PM from Dallas, TX

↩ ↻ ★ ⋮

 **Southwest Airlines** @SouthwestAir 1/12/15  
@Jian\_Allen Ensuring you have a smooth travel experience from start to finish is a top priority of ours. Sincere apologies, Jian. ^CB