

Memorandum



CITY OF DALLAS

DATE October 4, 2024

TO Honorable Mayor and Members of the City Council

SUBJECT **Dallas Love Field Airport Parking Rate Increase and Rideshare Update**

This memorandum provides information and justification of the planned Dallas Love Field (DAL) airport parking rate increase and details the airport's location change for the Transportation Network Center (TNC) pick-up.

The Department of Aviation (AVI) has consistently experienced parking constraints at DAL. During Thanksgiving 2014, parking demand far exceeded supply, which led to the construction of Garage C, adding 5,000 spaces that opened in November 2017. DAL currently has approximately 12,000 parking spaces. Over the last two years, DAL's passenger levels have reached nearly 9 million enplanements and almost 18 million total passengers annually, exceeding pre-pandemic numbers. With increased leisure travelers parking in garages and longer parking dwell times, airports across the country have observed a much higher demand for parking. As such, DAL's garages continue to reach capacity. Being landlocked and no current available space to build, another parking garage is not possible. Since the COVID-19 pandemic, the airport increased daily parking rates only once in 2022, after implementing a decrease in 2018 when Garage C opened.

Additionally, a completed comprehensive study considered the Dallas uptown/downtown parking rates and Texas airport rates before making recommendations for DAL's increases (see attached Competitive Parking Analysis). For these reasons, along with the rising costs of parking contracts and maintenance of the garages, the daily parking rates at Love Field will increase on **October 18, 2024**, to the following:

- **Garage A** - from \$16 to \$24 (all levels);
- **Garage B** - from \$10 to \$18 (uncovered), from \$13 to \$21 (covered);
- **Garage C** - from \$13 to \$20 (uncovered), from \$16 to \$21 (covered), and from \$25 to \$30 (premium level); and
- **Valet** - from \$28 to \$35

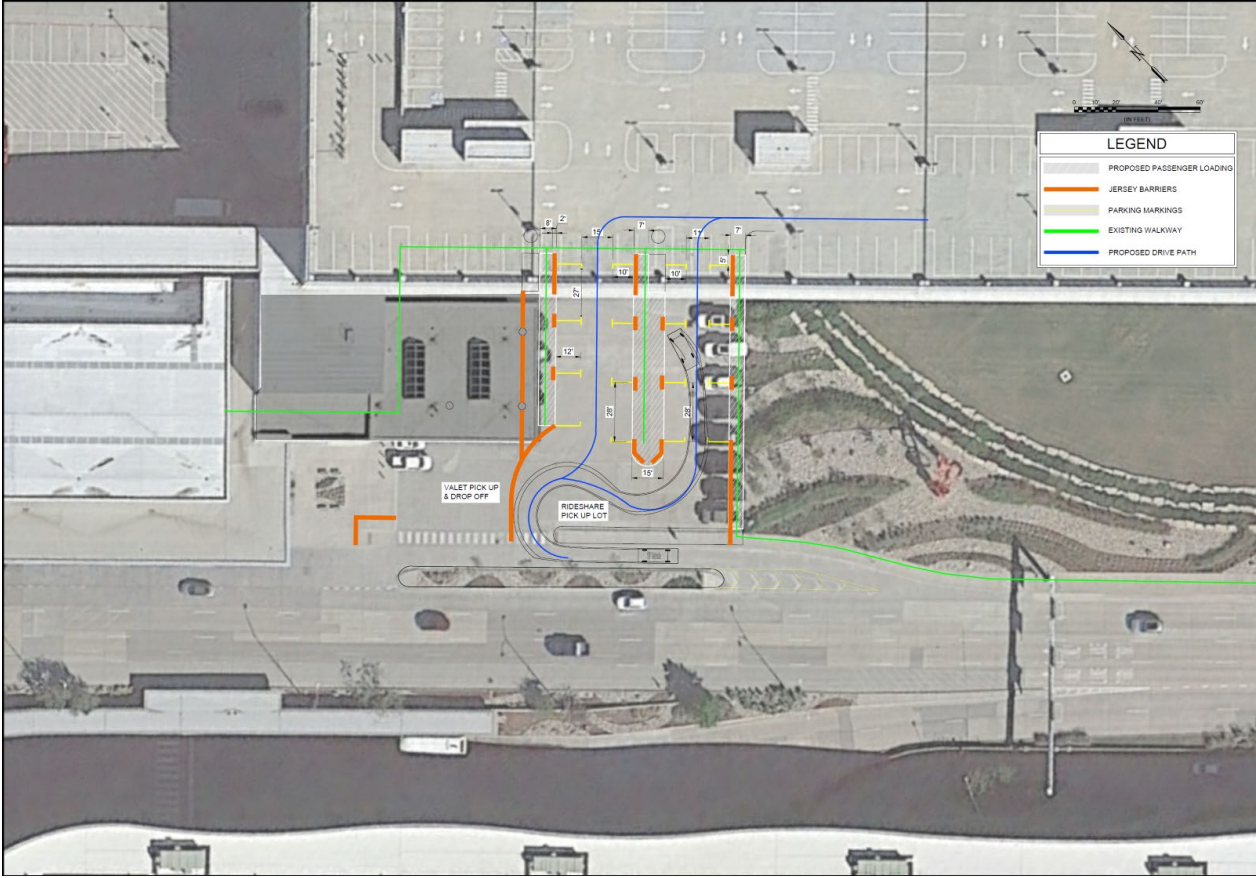
The first hour in Garage C will continue to be **FREE** for passenger pickups, and DAL's parking rates remain the least expensive among Texas commercial airports. The contractors of the remote lots on Dallas Love Field's property (i.e., Best Parking and the Parking Spot) that are not affiliated with DAL's revenue have informed us that they will also increase their parking rates.

Separately, DAL's Garage B has housed the airport's Transportation Network Center (TNC) pick-up location since September 2023. During this time, feedback has continuously indicated extreme dissatisfaction despite valiant customer service efforts and wayfinding resources implemented by AVI. The new demand and capacity analysis

for the Dallas Love Field Master plan, completed over the summer, identified significantly less space was needed for TNC pick-up. The previous demand capacity analysis was completed pre-pandemic. Under this new guidance, infrastructure assessments with an external engineering consultant, and reviews of operational capabilities, AVI has developed a plan to relocate the TNC by January 2025 or earlier.

While a go-live date is not confirmed, the proposal indicates the TNC will relocate adjacent to the current valet pavilion on the terminal's southeast side. The valet will remain in its current location, and the following changes will be executed to accommodate the ground transportation providers and passengers:

- Reconfigured concrete curb entrance
- Additional staging lanes, pavement markings, and ADA accessibility ramp
- Modified interior and exterior wayfinding signage
- Supplementary exterior traffic control signage and staff
- Lobby/waiting area improvements



Site Plan - TNC pick-up location



Terminal Area View - TNC pick-up location

Although this site has the potential to create bottlenecks in traffic flow upon exiting the valet pavilion during peak periods, mitigation tactics are in progress to minimize disruptions. A marketing plan will proactively notify customers of the parking rate changes and pending TNC relocation starting next week, and we are soliciting your assistance in sharing these key messages through available multi-media district channels. For additional questions or concerns, please contact Patrick Carreno, Director of the Department of Aviation at 214-670-6149 or patrick.carreno@dallas.gov.

Service First, Now!

A handwritten signature in black ink that reads "Dev Rastogi".

Dev Rastogi, PE
Assistant City Manager

- c: Kimberly Bizer Tolbert, City Manager (I)
Tammy Palomino, City Attorney
Mark Swann, City Auditor
Biliera Johnson, City Secretary
Preston Robinson, Administrative Judge
Dominique Artis, Chief of Public Safety (I)
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- Alina Ciocan, Assistant City Manager
Donzell Gipson, Assistant City Manager (I)
Robin Bentley, Assistant City Manager (I)
Jack Ireland, Chief Financial Officer
Elizabeth Saab, Chief of Strategy, Engagement, and Alignment (I)
Directors and Assistant Directors

Dallas Love Field Airport Competitive Parking Analysis

Dallas Market Parking Rate Data

Locations	Average Daily Rate
Downtown Dallas Garage Self-Parking (Ross, Elm, and Museum Garages)	\$18
Dallas Love Field Hotels Self-Parking (Doubletree, Embassy Suites, Element)	\$17.33
Downtown Dallas Hotels Self-Parking (Omni, Hilton Anatole, Sheraton, Hyatt)	\$35
Downtown Dallas Hotels Valet (Omni, Hilton Anatole, Sheraton, Hyatt)	\$48.75

Texas Airports Parking Rate Data

Locations	Parking Type	Average Daily Rate
Dallas Fort Worth International Airport, Austin-Bergstrom International Airport, San Antonio International Airport, William P. Hobby Airport, George Bush Intercontinental Airport	Garage Parking + Short Distance to Terminal	\$28.40
Dallas Fort Worth International Airport, Austin-Bergstrom International Airport, San Antonio International Airport, William P. Hobby Airport, George Bush Intercontinental Airport	Garage/Lot Parking + Longer Distance to Terminal	\$19
Dallas Fort Worth International Airport, Austin-Bergstrom International Airport, San Antonio International Airport, William P. Hobby Airport, George Bush Intercontinental Airport	Airport Lot/Economy Self-Parking	\$17
Dallas Fort Worth International Airport, San Antonio International Airport, William P. Hobby Airport, George Bush Intercontinental Airport	Airport Valet Parking	\$34

Recent Airport Rate Increases

- **Dallas Fort Worth International Airport – April 2024**

Terminal Self-Parking: \$27 to \$32, Valet: \$40 to \$45

Other comparable DFW parking up \$3

- **Austin-Bergstrom International Airport – April 2024**

Terminal Self-Parking Red Garage: \$29 to \$32, Blue Garage: \$19 to \$23