

Memorandum



CITY OF DALLAS

DATE May 6, 2022

TO Honorable Mayor and Members of the City Council

SUBJECT **Update to the Parking Rates at Dallas Love Field**

This memorandum serves as a follow-up to the Parking Rates Briefing presented at the April 6, 2022 City Council Briefing. As stated in the briefing material, Garage B is consistently closing at the end of each week due to reaching full capacity, and during peak demand occupancy levels across all garages is near maximum. After analysis, the Department of Aviation's goal is to have a 10% reduction in demand in Garage B, and a smaller occupancy reduction in Garages A and C. Because Garage B is in the same proximity as A & C, the price differential is driving additional customers to Garage B. Based on our analysis, narrowing the gap in pricing between Garage B and Garages A / C will help create availability in Garage B and drive parkers to the other two garages.

For reference, in 2015, when rates were increased, we saw a reduction in occupancy by **6%** in Garage B. When the rates were decreased in 2018, we saw a **7%** increase in occupancy. With the proposed parking rate changes to Garage B rates that would go into effect May 27, 2022, we hope to see a 10% reduction in occupancy. It is not our belief that lowering the proposed rate to Garage B and increasing Garage A & C rates will achieve the intended result of creating the additional capacity in Garage B. We recommend City Council Approval of the proposed rates presented at the April 6, 2022 briefing.

Additionally, we recommend adding free parking for 59 minutes on all floors (except the 3rd floor premium) in Garage C. This will help in reducing congestion on the roadway pickup zones, upper roadways, and helping to drive customers to use and familiarize themselves with Garage C. Garages A and B are currently free for 30 minutes and will remain as such. The Cell Phone Waiting Lot located on the corner of Herb Kelleher and Hawes has free unlimited parking for those picking up travelers.

Should you have questions, please contact Mark Duebner, Director of Aviation, at (214) 670-6077.



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