

# Parking Operations and Management Presentation



**Houston Airport System**  
Presented by Liliana Rambo, CAPP  
Parking Director  
IPI-Chair Elect

# Parking Overview

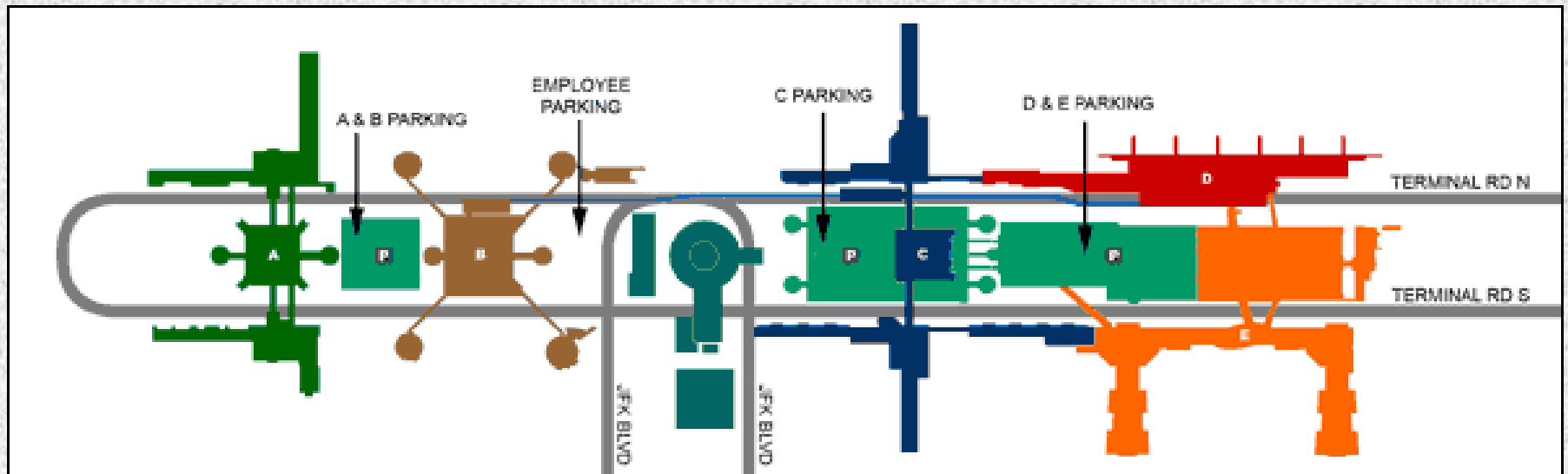
---

The Houston Airport System seeks to provide premier airport parking facilities that offers superior customer service to all.

Of the three airports which make up the Houston Airport System, both George Bush Intercontinental Airport and William P. Hobby Airport provide public parking facilities to accommodate their commercial airline activity.

# George Bush Intercontinental Airport/Houston (IAH)

Over 24,300 spaces are available within the three public parking garages (Term A/B – 5,000, Term C – 7,450, Term D/E – 2,400) and the City's economy parking surface lot (ecopark - 8,500), which provides free shuttle service to the terminals.



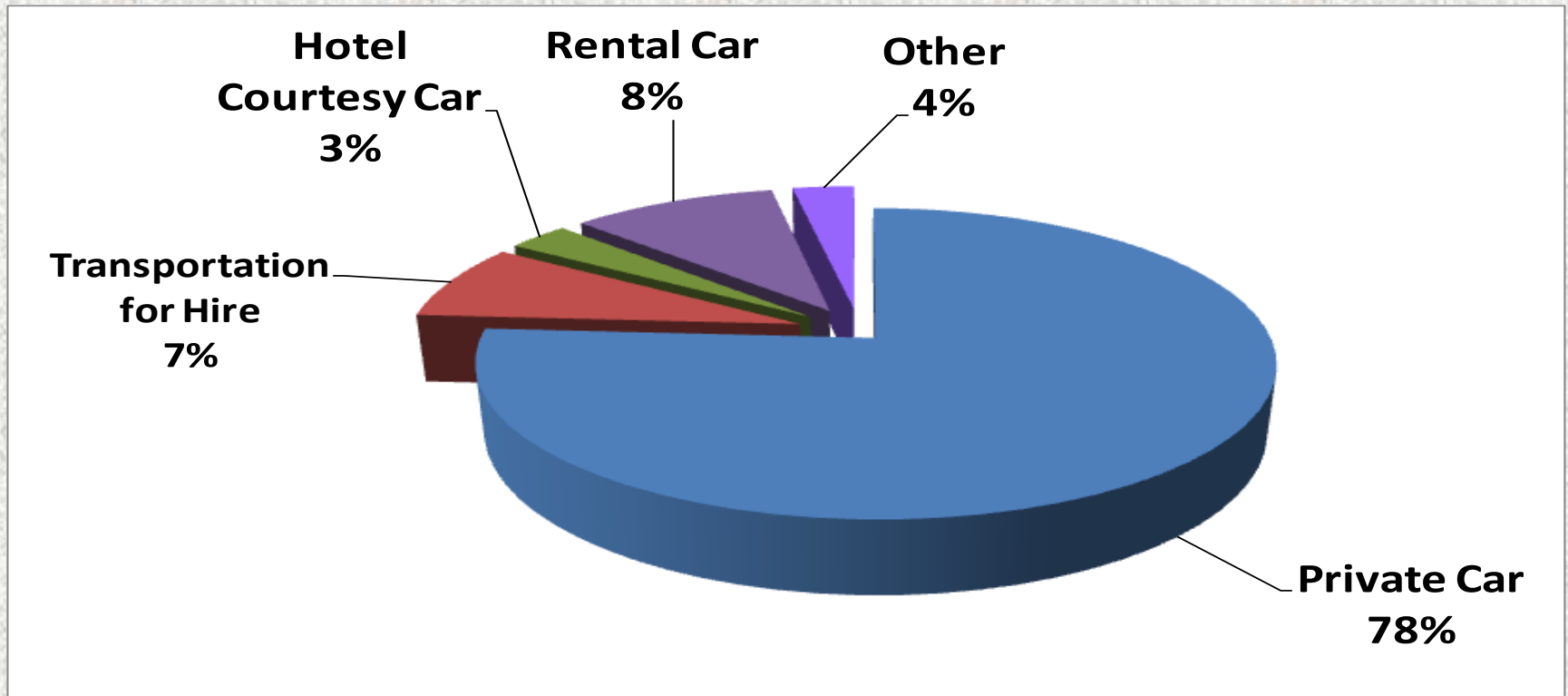
# IAH Parking Products

Several parking products are offered to accommodate the varied needs of our customers.

## IAH General Hourly/Daily Garage Parking:

<u>Location</u>	<u>Length of Stay</u>	<u>Rate</u>
All Terminals	0 – 1 hr	\$3.00
	1 – 2 hrs	\$4.00
	2 – 3 hrs	\$7.00
	3 – 5 hrs	\$9.00
	Over 5 hrs	\$17.00
Valet	0 – 2hrs	\$10.00
	2 – 24 hrs	\$25.00

# Passengers Mode of Getting to the Airport - IAH



- Based on survey results, over 78% of IAH departing travelers come to the airport by private car.

# Passengers Mode of Getting to the Airport - IAH

Passenger Type	IAH
Business	41% Dropped Off
Leisure	59% Dropped Off

- Of the business and leisure passengers surveyed, a higher percentage of leisure passengers are dropped off and/or picked up at the airport instead of driving.

# IAH Parking Products

---

Premium parking options are now available for the business or frequent flyers looking for not only convenience, but assurance of available parking.

## **Sure Park:**

A members-only program which allows travelers to receive a guaranteed parking spot in a designated area of the Terminal C parking garage and also enjoy a shorter walk to enter and exit the parking facility.

SurePark memberships require a one-time application fee of \$200 and a \$50 refundable deposit for the membership card. The daily rate is \$20.00.

# IAH Parking Products

---

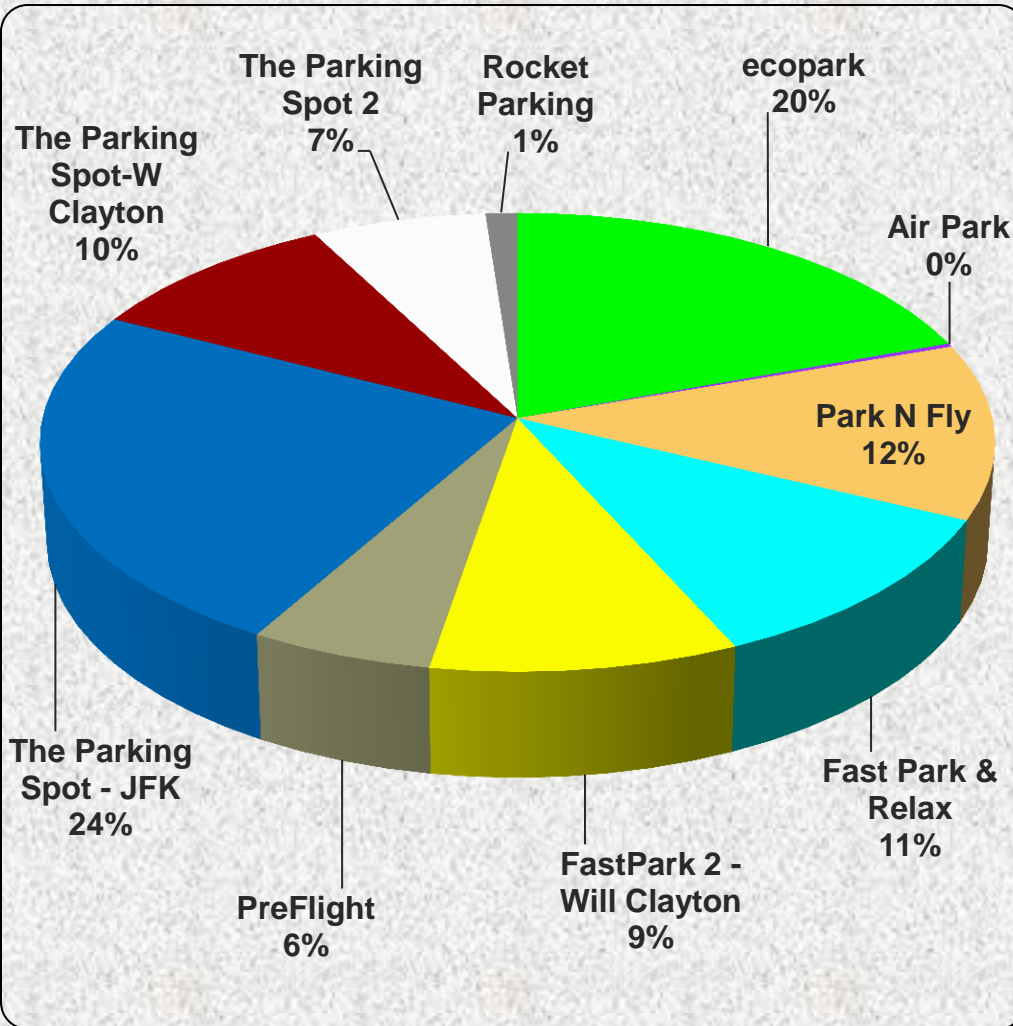
## **Executive Parking Program:**

Members are assigned a parking space for their exclusive parking use 24 hours a day on a six (6) month period basis. The nested parking area is closest to the doorways of Terminal E and C. These spaces are 25% wider than our standard parking spaces in other parts of the garage. Signage is installed marking the assigned space with the member's name or initial.

The cost is \$3,750 for the 6 month period.



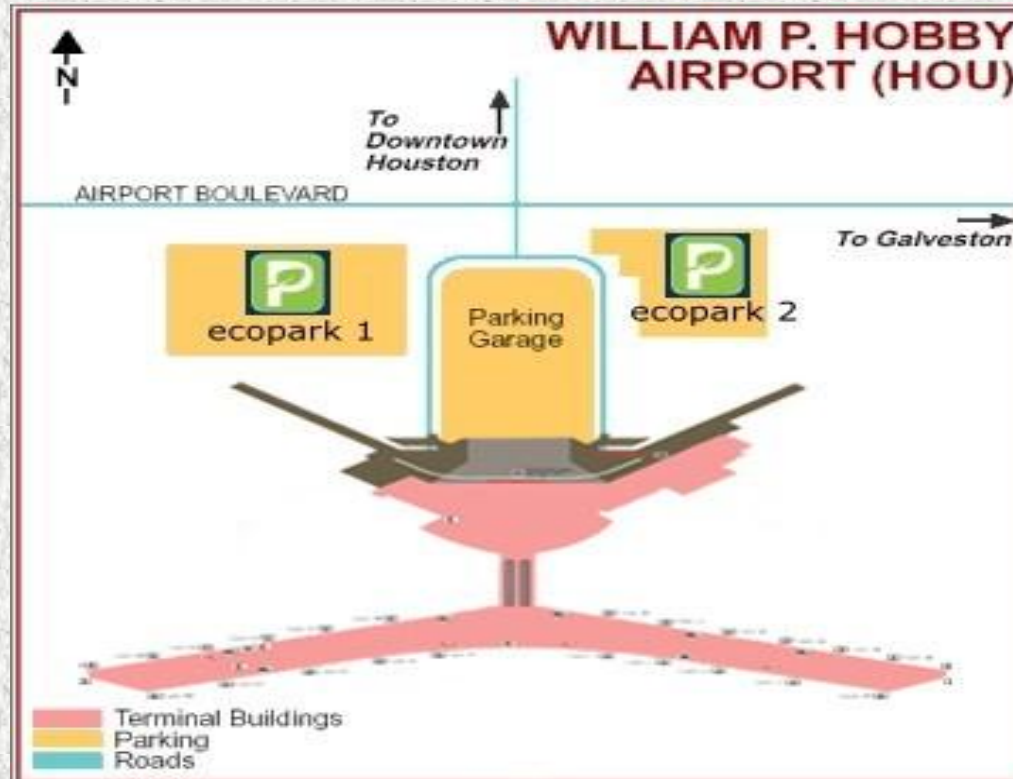
# IAH Off-Airport Market



Off-Airport Operator	2012 Fiscal Year
ecopark	\$ 7,344,895
Air Park	\$ 91,740
Park N Fly	\$ 4,667,657
Fast Park & Relax	\$ 4,189,232
FastPark 2 - Will Clayton	\$ 3,571,617
PreFlight	\$ 2,127,367
The Parking Spot - JFK	\$ 9,142,124
The Parking Spot-W Clayton	\$ 3,676,198
The Parking Spot 2	\$ 2,459,242
Rocket Parking	\$ 450,289
<b>Total</b>	<b>\$ 37,720,361</b>

# William P. Hobby Airport (HOU)

HOU has one four-level, 3,250 space garage facility and two on-airport value lots; ecopark<sub>1</sub> & ecopark<sub>2</sub>, with 566 spaces and 356 spaces respectively.



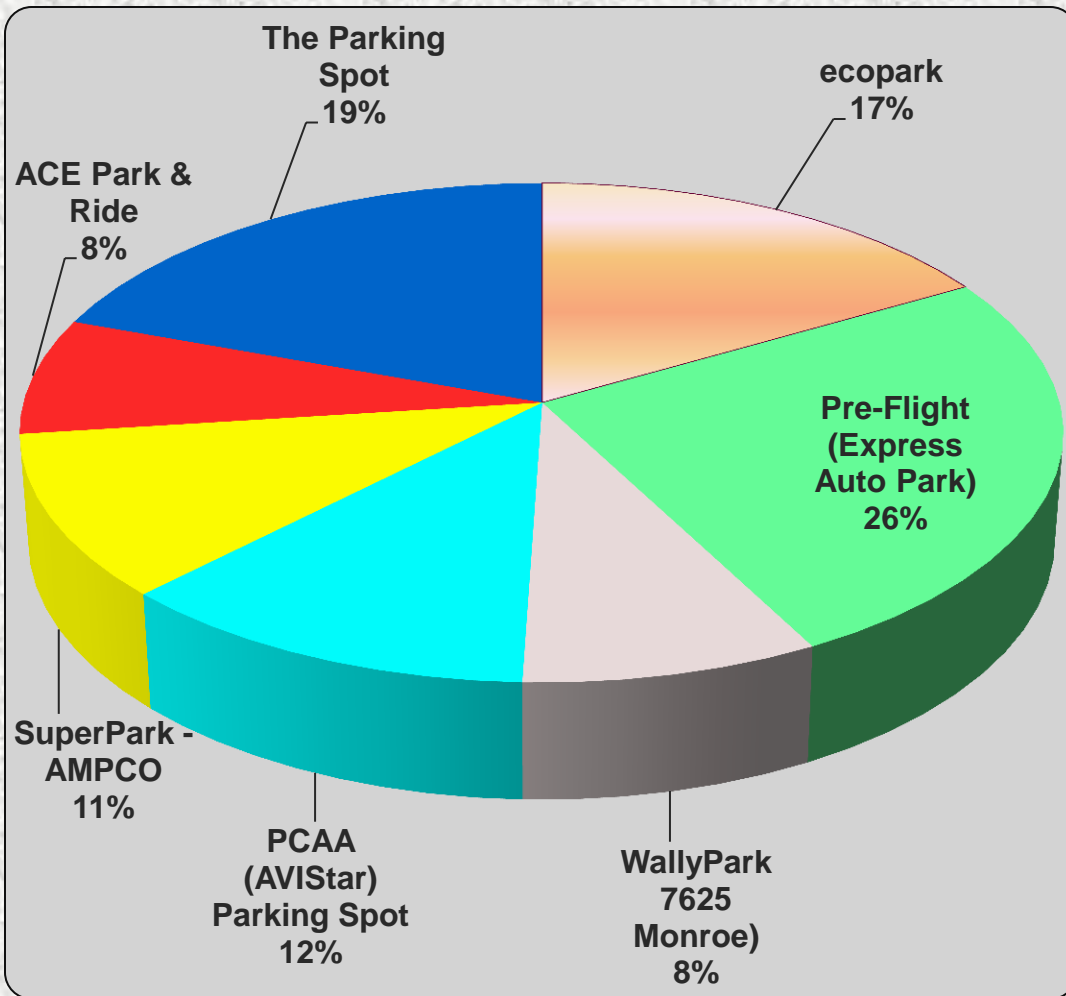
# HOU Parking Products

## HOU General Hourly/Daily Garage and Economy Parking:

Convenient parking is offered to HOU customers whether traveling for a few days or parking for a short period of time to drop off or pick-up family, friends, or business colleagues.

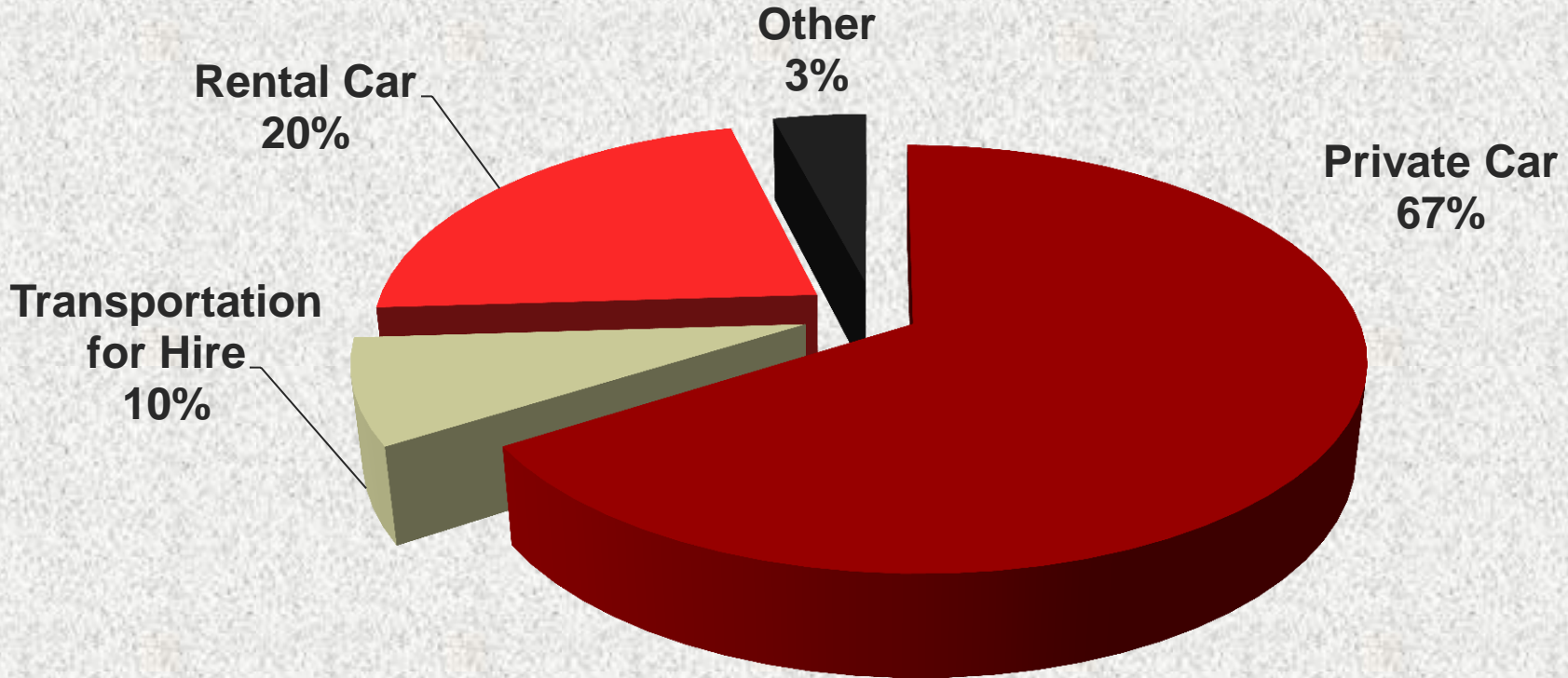
<u>Location</u>	<u>Length of Stay</u>	<u>Rate</u>
Garage	0 – 1 hr	\$ 3.00
	1 – 2 hrs	\$4.00
	2 – 3 hrs	\$7.00
	3 – 5 hrs	\$9.00
	5 – 24 hrs	\$17.00
ecopark <sub>1</sub>	0 – 3 hrs	\$ 3.00
	3 – 24 hrs	\$10.00
ecopark <sub>2</sub>	0.0 – 3 hr	\$3.00
	3 – 24 hrs	\$6.00

# HOU Off-Airport Market



Off-Airport Operator	2012 Fiscal Year
ecopark	\$ 2,348,838
Pre-Flight (Express Auto Park)	\$ 3,598,872
WallyPark - 7625 Monroe	\$ 1,160,011
PCAA (AVIStar) Parking Spot	\$ 1,667,396
SuperPark - AMPCO	\$ 1,491,254
ACE Park & Ride	\$ 1,062,627
The Parking Spot	\$ 2,735,512
<b>Total</b>	<b>\$ 14,064,510</b>

# Passengers Mode of Getting to the Airport - HOU



- Based on recent survey results, 67% of IAH departing travelers came to the airport by private car.

# Passengers Mode of Getting to the Airport - HOU

Passenger Type	HOU
Business	32% Dropped Off
Leisure	68% Dropped Off

- Of the business and leisure passengers surveyed, a higher percentage of leisure passengers are dropped off or picked up at the airport instead of driving.

# Parking Operations and Management Concession Agreement

---

The Houston Airport System (HAS) utilizes a management concession agreement with one company to provide public vehicle parking within HAS parking facilities. This company oversees the City's parking facilities for both IAH and HOU airports and provides shuttle bus management and operation services for IAH.

The City pays an annual concession fee to the managing agent for providing this service.

# Parking Revenues

Revenue generated from the HAS parking concession program for the last ten years shown below:

<b>Year</b>	<b>Gross Rev</b>	<b>Mgt/Operating Fee</b>
<b>FY2002</b>	<b>\$46,955,433</b>	<b>\$ 10,205,123</b>
<b>FY2003</b>	<b>\$50,102,861</b>	<b>\$ 11,105,807</b>
<b>FY2004</b>	<b>\$51,436,782</b>	<b>\$ 11,474,083</b>
<b>FY2005</b>	<b>\$55,443,543</b>	<b>\$ 10,638,282</b>
<b>FY2006</b>	<b>\$61,982,156</b>	<b>\$ 11,368,279</b>
<b>FY2007</b>	<b>\$65,373,078</b>	<b>\$ 11,858,894</b>
<b>FY2008</b>	<b>\$71,148,386</b>	<b>\$ 12,258,688</b>
<b>FY2009</b>	<b>\$64,414,346</b>	<b>\$ 11,895,227</b>
<b>FY2010</b>	<b>\$70,126,750</b>	<b>\$ 11,937,715</b>
<b>FY2011</b>	<b>\$70,683,657</b>	<b>\$ 12,671,896</b>
<b>FY2012</b>	<b>\$72,814,667</b>	<b>\$ 12,751,635</b>



# Parking Concession Contract

---

## Original-

- **3 year contract with 2 one year extension**
- **New Equipment and Operation of Facilities**
- **Fixed price and airport got out of parking business**
- **Downfall- lost control of operations**

# **Parking Concession Contract**

---

## **Amendment 1-**

- **Extended Contract to 8 years with two one year extensions**
- **Over \$3M of capital improvements to include new shuttle buses and changes to update technology (Credit card in and out).**
- **\$200K a year in advertising**

# IAH Parking Products

---

## **On-Airport Economy Parking:**

Ecopark is the official On-Airport Value Lot at IAH that underwent a branding change along with the conversion of the entire fleet of 30 diesel buses to compressed natural gas (CNG) fueled shuttles.

The new brand “ecopark” emphasizes the “eco”nomical rates along with “eco”logical impact of CNG shuttles vs.. diesel fueled shuttles.



# Parking Branding



**Parking Cents**  
THE ON-AIRPORT VALUE LOT



# **Parking Concession Contract**

---

## **Amendment 2-**

- Extended Contract and added \$2M for covered parking and other improvements**
- Service enhancements from 1% to 3%**
- CNG station and conversion of EcoPark2 at Hobby and addition of Technology**
- Relighting at HOU garage**

# Ecopark2-HOU Focus Point



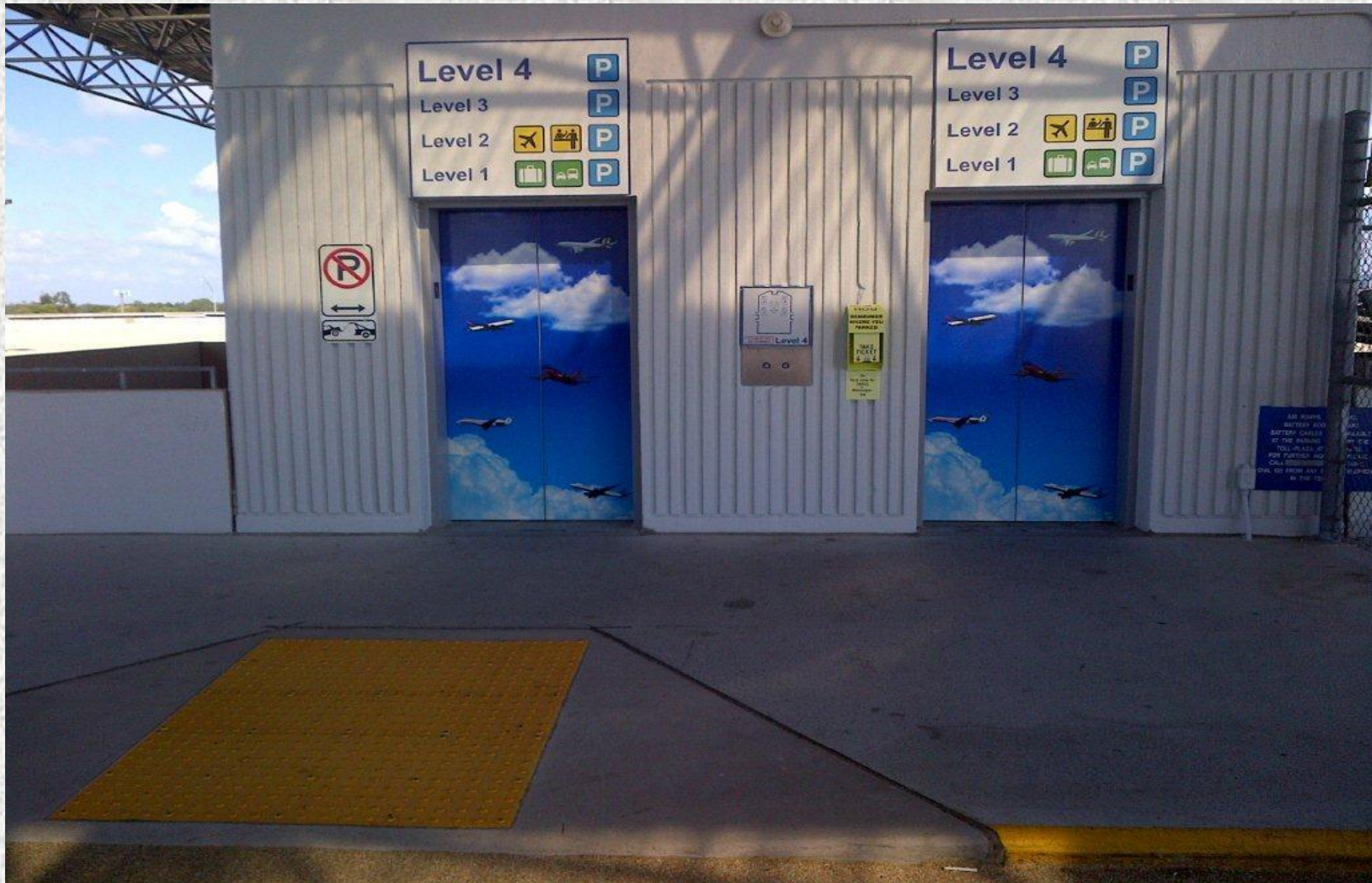
# **Parking Concession Contract**

---

## **Amendment 3-**

- **Service Enhancement from 3% to 6%**
- **PCI compliant equipment and Flex Scan Software**
- **Changed method of payment from daily to bi-weekly**
- **Ambassador and Valet Programs**

# Marketing Program





# Marketing Program



# Ambassador Program



# Valet



# **Parking Concession Contract**

---

- **Proposed Amendment 4**
- **Construction and Operation of new Ecopark lot~10M**
- **Additional covered parking at EcoPark1**
- **Relighting Project of Ecopark1**
- **Shuttle Bus Curbside Improvement**
- **Total Investment ~ \$12.5M**



---

**LILIANA RAMBO, CAPP**

**PHONE: (281) 233-1867**

**EMAIL:**

**[liliana.rambo@houstontx.gov](mailto:liliana.rambo@houstontx.gov)**