Airports Are Losing Money as Ride-Hailing Services Grow

In response to a loss in revenue caused by ride-hailing services, some airports are trying to encourage people to drive and park. Boston’s Logan International guarantees parking in a special area, above, for joining its Passport Gold program. Kayana Szymczak for The New York Times

By Amy Zipkin

Dec. 11, 2017
Ride-hailing, changing travelers’ transportation habits, costs airports in lost fees

AGENDA

• Research into Mode Share Impacts at Airports
• Ridesharing Data Case Studies
  • Washington, DC (DCA)
  • Seattle, WA (SEA)
  • Portland, OR (PDX)

• What does it mean in terms of design going forward?
HISTORY

• 2012 - Initiated service
• 2014 – Nashville 1\textsuperscript{st} airport with TNC agreement
• 2016 – Permitted at more than 90 airports
• Today – Few airports do not have TNC access
• Quick disruptor
• The Why
  • Provide customer travel options
  • Reliable
  • Comfortable
  • Convenient
  • Cheaper
• Drop off at same curb area for private vehicles (63%)
• Pick up at private or commercial vehicle curb space (85%)
• Airports most commonly charge $2-$4 per trip
  • 80% rely on self reported trip data to TNCs
  • Technology increasing
  • Medium Airports - $500K to $5M
  • Large Airports - $1M to $20+
• Half the Airports report increased congestion at curb

NOTE: Limited data set, InterVISTA, anecdotal
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• Mode Choice changes
  • Taxi - reduced 5%-30%
  • Shared Ride (vans) – reduced 18%-30%
  • Private vehicle – reduced 10-20%
  • Parking customers – reduced 5%-10%
  • Rental car transactions – reduced 13%
  • Limousine – little change
TNC Mode Share Change at DCA

Before 2014

After 2015

14%

Private car use dropped the most

Source: 2015 Regional Air Passenger Survey, TRB

Metropolitan Washington COG
WASHINGTON DC – DCA AIRPORT

Metrorail use by DCA passengers fell to 12%

Taxi use dropped to 15%

Source: 2015 Regional Air Passenger Survey, TRB

Metropolitan Washington COG
SEATTLE – SEATAC AIRPORT

SeaTac TNC Average Daily Trips

SeaTac Taxi Average Daily Trips

TNC's 25% reduction month over

DKS
SEATTLE – SEATAC AIRPORT

- Compare last five months of 2015 & 2016
  
  Ground Travel (less private auto) +20%

  TNC’s 160% of trip growth

  Limos, Charters, Vans, Buses -5%

Link LRT Average Weekday Boarding
SeaTac Station Q1
PORTLAND – PDX AIRPORT

PDX Annual Enplanements
Passengers

DKS
PORTLAND – PDX AIRPORT

Airport Parking Transaction

TNC's

250 space reduction
PORTLAND – PDX AIRPORT

Auto Mode Share

LRT

TNC
## Arrival Mode

<table>
<thead>
<tr>
<th>Mode</th>
<th>2015</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private vehicle, and was dropped off at the curb</td>
<td>40%</td>
<td>32%</td>
</tr>
<tr>
<td>Rental car</td>
<td>19%</td>
<td>20%</td>
</tr>
<tr>
<td>Private vehicle, and parked in PDX garage/lot</td>
<td>17%</td>
<td>16%</td>
</tr>
<tr>
<td>TNC: Uber</td>
<td>0%</td>
<td>13%</td>
</tr>
<tr>
<td>Light Rail</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>Taxi</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Hotel Shuttle</td>
<td>9%</td>
<td>6%</td>
</tr>
</tbody>
</table>
PORTLAND – PDX AIRPORT

TNC Mode Share Growth

- 2015: 0%
- 2016: 5%
- 2017: 10%
- 2018: 15%
WHAT DOES THIS ALL MEAN?

• Curb space management is key
• Dropping off at the curb and pick up space are the most impacted
• Vehicle drops, taxi and shuttles are the next most impacted
WHAT DO YOU CALL IT?

Signs
- TNC
- Ride Sharing
- Ride Service
- Smartphone App Ride
- Ride Hailing
- Brand Names
CURB MANAGEMENT

• Curb Space Generation
• Creation of curb zones
• Shared curb space
• Flex curb
• Precision in pick-up point
  • Side of street
  • Address number for every building
Q's

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