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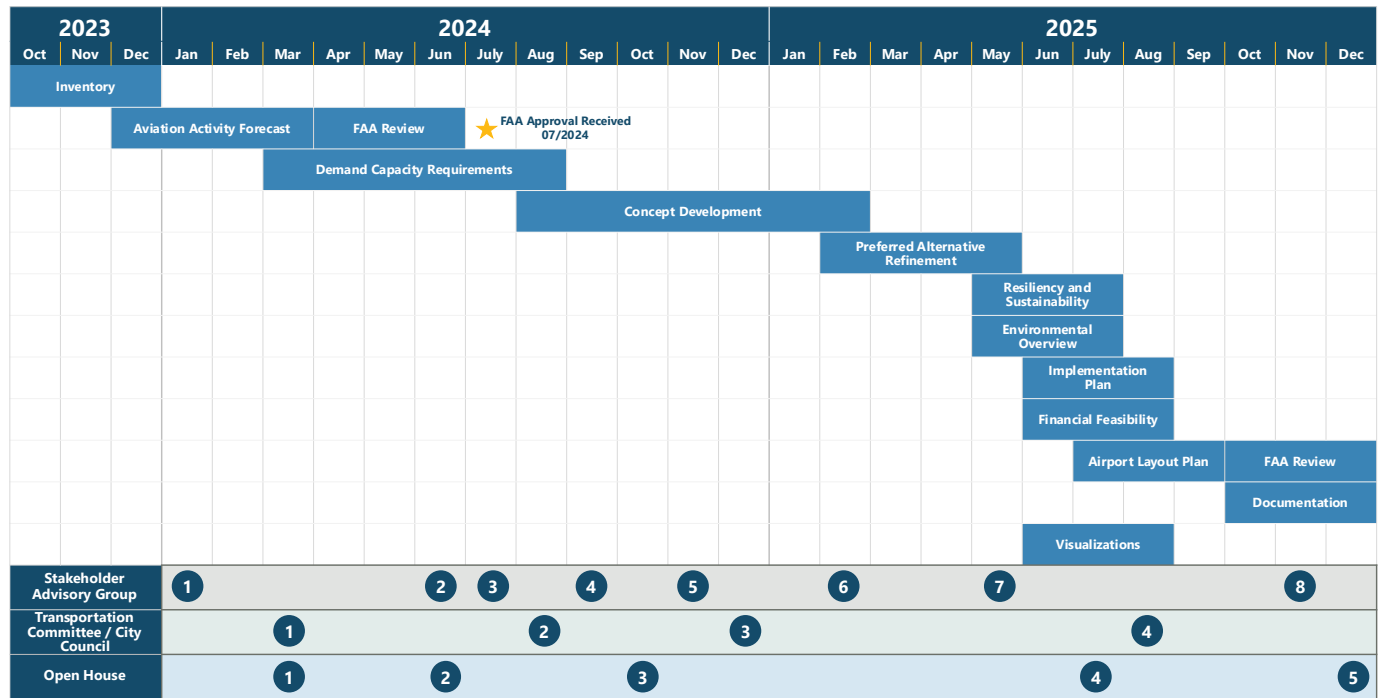
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11. PUBLIC AND STAKEHOLDER OUTREACH

The Master Plan process included extensive public and stakeholder outreach throughout the duration of the project. This allowed the planning team to share findings and gain insight from stakeholders with different perspectives throughout the planning process. To further public engagement, a website was developed (www.DALLoveWhatsNext.com) to provide up-to-date information from the Master Plan process, address frequently asked questions, list ways to get involved, and provide links to the materials presented at each open house.¹

The outreach process included eight Stakeholder Advisory Group (SAG) meetings, five public open houses, and four Transportation and Infrastructure Committee or City Council briefings. These events are further described in the following subsections. **Exhibit 11-1** depicts the public and stakeholder outreach schedule for the Master Plan.

EXHIBIT 11-1 PUBLIC AND STAKEHOLDER OUTREACH SCHEDULE



NOTES:
 FAA – Federal Aviation Administration
 Number in circles indicate meeting number.
 SOURCE: Ricondo & Associates, Inc., November 2025.

¹ Information on the website was presented in both Spanish and English.

11.1 STAKEHOLDER ADVISORY GROUP MEETINGS

The SAG meetings allowed key organizations to provide early and ongoing input to the Master Plan process. Participants invited to contribute feedback included the following:

- Airline Partners
 - Southwest Airlines
 - Delta Air Lines
 - Alaska Airlines
- Federal Aviation Administration (FAA)
- North Central Texas Council of Governments (NCTCOG)
- Texas Department of Transportation (TxDOT)
- Department of Aviation (DoA)
 - Capital Development
 - Real Estate
 - Aviation Sustainability
 - Airport Finance
 - Airport Customer and Community Engagement
 - Aviation Operations
 - Airfield Maintenance
 - Facilities Maintenance
- City of Dallas Transportation and Public Works (TPW)
- (City) Convention and Event Services
- Members from the Citizens Action Committee

The SAG was invited to eight meetings, four of which focused on alternatives development and evaluation. These meetings included presentations and breakout sessions. **Table 11-1** lists the meeting topics.

TABLE 11-1 STAKEHOLDER ADVISORY GROUP MEETING SUMMARY

| MEETING | TOPIC | DATE |
|---------|---|--------------------|
| 1 | Master Plan Introduction and Aviation Activity Forecast | January 30, 2024 |
| 2 | Landside and Terminal Requirements | June 13, 2024 |
| 3 | Early Concept Development | July 18, 2024 |
| 4 | Initial Integrated Concepts | September 16, 2024 |
| 5 | Shortlisted Alternatives | November 5, 2024 |
| 6 | Shortlisted Alternatives (Refinements, Evaluation, and Preferred Alternative Selection) | February 18, 2025 |
| 7 | Preferred Airport Development Plan | May 13, 2025 |
| 8 | Final Master Plan Elements | November 18, 2025 |

SOURCE: Ricondo & Associates, Inc., October 2025.

11.2 PUBLIC OPEN HOUSES

To ensure robust opportunities for feedback, five public open houses were conducted to invite community participation into the Master Plan process. **Table 11-2** lists the public open house topics.

TABLE 11-2 PUBLIC OPEN HOUSE SUMMARY

| MEETING | TOPIC | DATE | ATTENDEES |
|---------|---|------------------|-----------|
| 1 | Introduction to Master Plan and Aviation Activity Forecast | March 19, 2024 | 95 |
| 2 | Demand/Capacity and Requirements / Early Development Opportunity Zones | August 29, 2024 | 66 |
| 3 | Preliminary Concepts Screening and Development of Shortlisted Alternatives | December 2, 2024 | 49 |
| 4 | Evaluation of Shortlisted Alternatives and Identification of Preferred Airport Development Plan | July 15, 2025 | 164 |
| 5 | Final Master Plan Elements | December 2, 2025 | 70 |

SOURCES: Three Box Strategic Communications, December 2025; Ricondo & Associates, Inc., December 2025.

11.2.1 OUTREACH METHODS

Several forms of notification were used to inform the public of the Master Plan public open houses, including information on the date, time, and location. Examples of these methods are shown in **Appendix L**.

- Listings in the official City calendar of events
- Flyers in both Spanish and English posted in approximately 15 high-traffic community facilities, including:
 - Local coffee shops
 - Libraries
 - Recreation centers
 - Civic centers
- Email notifications sent to approximately 250 subscribers, consisting of:
 - Members of the DAL Good Neighbor Program

- Members of the DAL Citizens Action Committee
- Members of the DAL Master Plan SAG
- Previous open house attendees
- Online subscribers
- Social media notifications shared by DoA to approximately 35,000 followers
- Updates to the Master Plan website, www.DALLoveWhatsNext.com, which received approximately 8,000 unique visits throughout the project’s duration
- Earned media coverage from local news outlets, including:
 - *The Dallas Morning News*: <https://www.dallasnews.com/business/airlines/2025/08/25/love-field-unveils-overhaul-plan-that-could-add-50-more-passengers-heres-how/>
 - *Dallas Business Journal*: <https://www.bizjournals.com/dallas/news/2025/09/15/new-construction-plan-dallas-love-field-airport.html>
 - KXAS-TV (NBC): <https://www.nbcdfw.com/news/local/neighbors-of-dallas-love-field-invited-to-give-feedback-on-master-plan/3886353/>
 - WFAA-TV (ABC): <https://www.wfaa.com/article/travel/dallas-love-field-master-plan/287-487660a0-b9c9-48f7-94ca-d162b8929156>
 - KDFW-TV (FOX): <https://www.fox4news.com/video/1674630>
 - *Preston Hollow Advocate*: <https://prestonhollow.advocatemag.com/2025/06/30/city-hosting-open-house-for-love-field-master-plan/>

11.2.2 PUBLIC OPEN HOUSE FORMAT

Public open houses were designed as structured, interactive sessions intended to foster transparency and meaningful community engagement. All five public open houses were held in the evening at the Frontiers of Flight Museum in Dallas, with public promotion beginning two weeks prior to each meeting.

Upon arrival, attendees entered through the main museum entrance and signed in electronically via tablets connected to the Love What’s Next website, with printed sheets available as a backup. This process allowed real-time monitoring of key stakeholder attendance and ensured smooth event flow.

After sign-in, participants were organized into small groups and guided upstairs for a walkthrough of exhibit boards displayed on easels. Boards were staffed by subject matter experts from the DAL project team, including Airport staff and consultants, who provided insights, information, and answered questions. A summary of these boards is included in Appendix L. Additional City representatives and community liaisons were present to address specific concerns and maintain productive dialogue. Guided sessions lasted approximately 30 to 45 minutes, with self-guided options available for those with limited time. A Spanish translator was available at all events for accessibility.

To encourage feedback, comment cards were made available at the end of each open house walkthrough, and attendees were also directed to online submission options via Quick Response (QR) codes and the project website through signage displayed at the event. A complete transcript of public comments can be found in Appendix L.

Virtual copies of all display boards were posted to the project website in both English and Spanish after each event, extending access beyond the open houses.

This structured approach ensured efficient crowd management, direct interaction with experts, and multiple channels for feedback, creating an inclusive and transparent process. By combining in-person engagement with digital accessibility, the open houses fostered community engagement and broadened participation in shaping the future of DAL.

11.3 CITY OF DALLAS BRIEFINGS

The Director of Aviation participated in four briefings to update the City's Transportation and Infrastructure Committee members and City Council members on the evolution of the Master Plan process.

Table 11-3 summarizes the City's Master Plan briefings, which focused on the aviation activity forecast, future requirements, alternatives development process, selection of the Preferred Airport Development Plan, and financial review.

TABLE 11-3 CITY OF DALLAS MASTER PLAN BRIEFING SUMMARY

| MEETING | TOPIC | DATE |
|---------|---|------------------|
| 1 | Introduction to Master Plan and Aviation Activity Forecast | March 19, 2024 |
| 2 | Demand Capacity / Early Development Opportunity Zones | August 29, 2024 |
| 3 | Alternatives Evaluation / Identification of Preferred Alternative | December 2, 2024 |
| 4 | Refinement of Preferred Alternative / Financial Review | August 20, 2025 |

SOURCE: Ricondo & Associates, Inc., November 2025.