

Using Data to Drive Innovative Parking Solutions & Strategies

Presenters: Mitch Osur, Director of Parking and Downtown Services | City of Aspen, CO

& John Van Horn, Editor & Publisher | Parking Today

Watch again at:

<https://register.gotowebinar.com/recording/750268642028980739>



When it comes to parking, “the Key is give the customer a choice”

What apps, parking systems, infrastructure, and vehicles do your residents want to use?

When redesigning parking in your city, create a holistic projection of what you want the plan to look like

Is a “soft” implementation of your re-envisioned parking plan a possibility, use your city as a living lab to see what works best for your city

Assess your plan! After implementation, record data and decide what works and what doesn't

Do not underestimate the power of community outreach. Make an effort to ensure that everyone knows what you are trying to accomplish

Finish well.

Alliance for Innovation Calendar of Events:

<https://transformgov.org/virtual-events>

Contact your Regional Director for more Information or Support:

<https://transformgov.org/alliance-innovation-regions>



Do you know what private parking innovators are doing in your area to attract outside visitors?

John-They are trying to implement the same parking system across all shopping locations. They are trying to brand their experience as a “frictionless parking” experience

How do you make visitors aware of the parking system in Aspen do you use an app?

Mitch- we try to educate visitors at the airport and through out reach at our hotels. The City of Aspen does not use an app to capture the attention of visitors

How is parking being used differently in sectors?

People can Uber to go to hotels, airports, clubs... valets are being hit in this new regime. There are facets of life where taking a personal vehicle may be the most convenient- like going to work or going shopping. Uber and Lyft may not clear up congestion, but they clear up parking