THE CITY OF ASPEN

Smarking Data Analytics solution helps
The City of Aspen manage seasonal parking demand

"Smarking gives us the ability to measure and graphically display
- with *data* - the exact results of our programs and initiatives.
With Smarking, it became significantly easier to communicate to
the public, city council, and the media what our city's goals are
and why we took the action we did."

Mitch Osur, Parking Director, The City of Aspen, CO
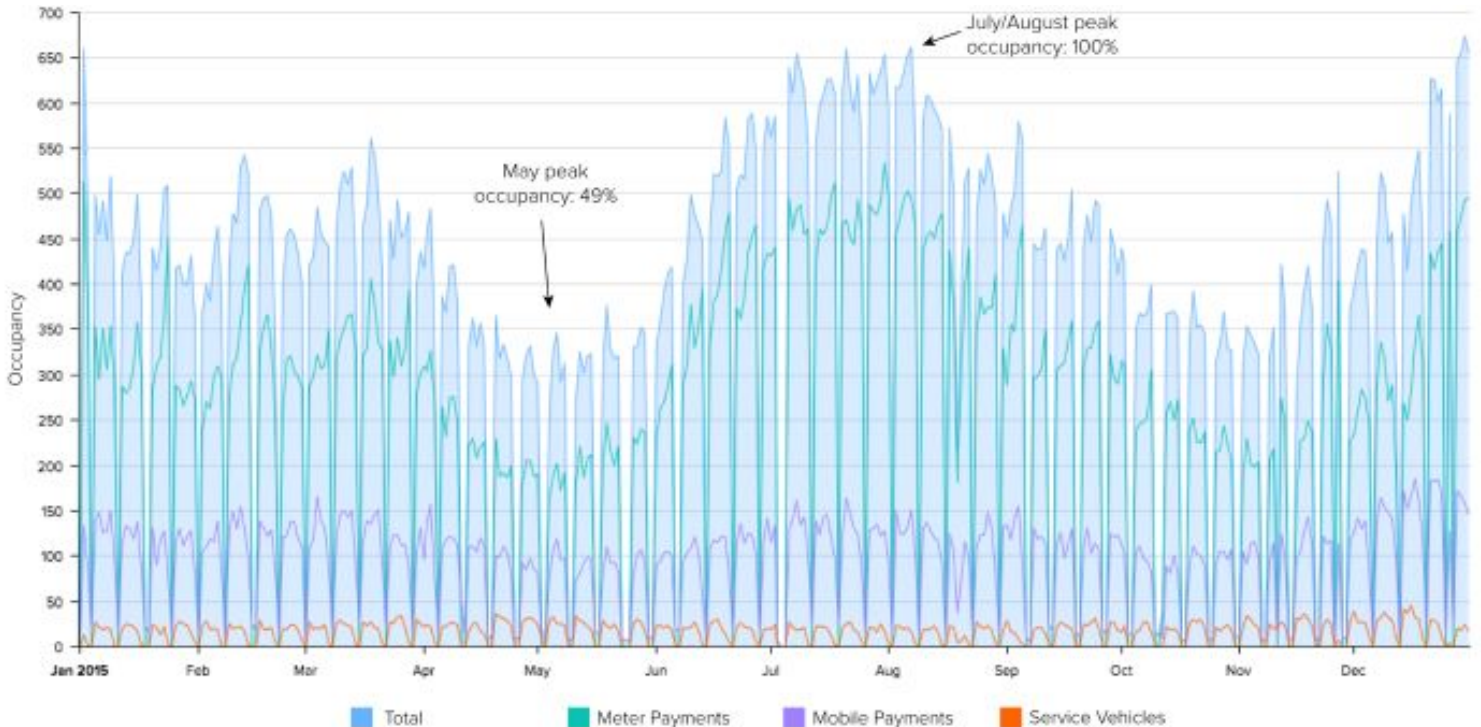
smarking

THE **CLIENT**

*Aspen, CO is a
renowned mountain
town famous for its
world class skiing and
vibrant downtown*

The City of Aspen is a beautiful mountain town in
Colorado. Thousands of tourists visit during the summer
and winter months, leading to extreme seasonal
parking demand.

Prior to working with Smarking, the City of Aspen had a
static pricing structure in place to help manage parking
demand. But this strategy did not account for extreme
seasonality: in 2015, peak parking occupancies varied
from ~50% in the off-peak season to 100% full during
the busy summer period. As demand swelled during the
summer, residents and tourists encountered frustrating
traffic congestion and difficulty finding open parking
spaces.

To improve the situation, Aspen and Smarking
partnered to study the seasonal swings in demand and
to identify policy solutions.

Peak Daily Occupancy 2015

Travel Demand Management Strategy

After onboarding the City of Aspen's meter and mobile payments data onto the Smarking system, the seasonal swings in demand became obvious. Using data visualizations, Mitch Osur, Director of Parking at the City of Aspen, initiated a 3 month parking demand management pilot to help manage the intense demand in the core and distribute parker's over all available inventory. The general strategy was to increase prices in the core and use the incremental revenue to fund alternative transportation methods.

The details of the program were as follows:
- Increase parking prices by 50% during the peak summer season
- Keep parking prices low in off street facilities and periphery zones to incentivize parkers
- Start a free door-to-door, on demand electric shuttle service
- Implement a Drive-Less ad campaign
- Promote the use of We-Cycle, a shared city bike program

City Development

By using the data visualizations generated by Smarking, Mitch was able clearly illustrate to interested stakeholders that the policy action in place was designed to promote the growth of a healthy, sustainable, and thriving downtown core.

THE CITY OF ASPEN

Measuring Results

Using the Smarking system, the City of Aspen was able to carefully track and measure the results of the program against the stated goals:

Goal: Decrease peak occupancy by 10%.
Results: Peak occupancy decreased by 12.5%.

Goal: Increase core parking revenue by 25% to fund alternative travel programs and a drive less campaign.
Results: Revenue increased by 26.1%.

Year over Year Changes:

As new data was being generated, Mitch and his team were able to use Smarking to compare real time results with historical data to evaluate the program:

- Peak parking occupancies in the core decreased
- Visitors and residents spent less time looking for parking
- Parking turnover increased
- More vehicles parked in off-street facilities and in the periphery
- Parking revenues increased

Peak Occupancy 2015 vs 2016

KEY RESULTS

Aspen uses powerful data visualizations to communicate goals and results with policy makers and interested stakeholders

Drive-Less, Downtowner and Policy Success

Aspen's 'Drive-Less Program' offered willing participants a variety of incentives including bike-share passes, bike tune ups, and bus passes in exchange for a pledge to drive less. Over 800 residents took advantage of the program.

Aspen also found success with the 'Downtowner' shuttle program. During the 3 month period, the Downtowner had over 10,000 passengers and nearly 5,000 rides driven.

With new travel options and parking policy changes, parking demand shifted from on-street parking in the core to off-street parking and periphery zones. The following results were observed during the 3 month period:

- Occupancy in Aspen's large off-street *Rio Grande Parking Garage* **increased by 15%.**
- Carpooling in Aspen **increased by 10%.**
- Number of cars parked at commuter lots outside the city core **increased by 20%.**

From start to finish the messaging behind the policy initiatives was transparent and data driven: Aspen is raising parking prices to relieve congestion and promote the growth of a healthy and sustainable downtown. Beyond the metrics outlined above, businesses in downtown Aspen had their best summer ever, with sales tax proceeds increasing 20% in June of 2016.

By all measures the pilot was a massive success. Aspen City Council elected to convert the pilot into policy: the summer increase in prices in the downtown core is now permanent and has been expanded to cover both the peak winter and summer seasons.
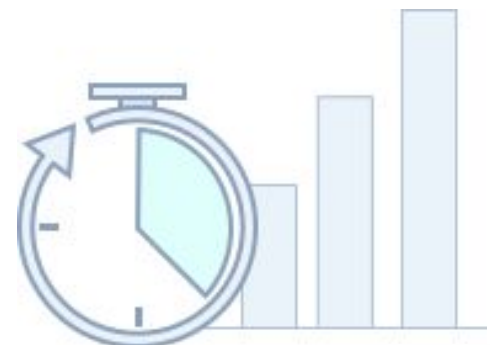
Smarking is a team of data scientists, PhDs, engineers, and business professionals who set out on a journey to bring cutting edge solutions to the parking world. Frustrated by the stagnation of data analytics and yield management technologies in parking, the Smarking team is working to make the lives of parking professionals and parkers easier by bring innovation to this $50 billion global industry.