Parking & multi-modal travel demand planning

Seasonality
Aspen has extreme seasonal demand, with thousands of tourists driving in during the summer seasons. In 2015, parking occupancies varied from approximately 50% occupied in the off-peak season and 100% occupied in the busy summer period. Parking demand on street is managed through pricing and time restrictions, but during some seasons, parkers still couldn’t find a spot. In order to improve this situation, Aspen initiated a 3-month pilot program in June 2016 to manage this demand.

Travel Demand Management Strategy
The policies put in place to help alleviate parking and traffic congestion combined on street parking pricing with support for non-driving travel modes and use of off street and commuter parking lots to give travelers convenient and affordable options for getting around. Aspen’s 3-month parking demand management pilot included:
- Increased parking prices 50% only during the summer period
- Kept parking prices low in the parking garage and residential zones
- Started a FREE Downtowner door-to-door, on demand electric shuttle service
- Implemented a Drive-Less campaign
- Promoted the use of We-Cycle our shared bike program

Goals
- Reduce car traffic coming into Aspen
- Cut down on congestion of cars in town
- Have no more than 90% parking occupancy in the Downtown core
- Increase transit, carpool, pedestrian and bicycle trips and encourage parking in the parking garage, Brush Creek Intercept lot or in the residential zones
Measuring Results
The 3-month pilot was carefully measured and the results showed that the program went above expectations. Parking occupancy decreased during peak periods, making it easier for visitors to find a spot. Parking turnover increased, revenue increased, and more vehicles parked in off-street facilities rather than the crowded on-street.

**Goal:** decrease core parking space occupancy by 10%
**Result:** core occupancy decreased 12.5%

**Goal:** Increase core parking revenue by 25%
**Result:** Revenue increased 26.1% ($132,063)

### Drive-less and Downtowner Success
The goal of the Downtowner and Drive-less program was to move vehicles out of the core to alleviate parking congestion and traffic congestion. The Downtowner is an on-demand free shuttle that users can call on their mobile app. The shuttle was complimented with the drive-less program where over 800 participants pledged to drive-less in exchange for a $40 bike tune up gift card, a $40 bus pass, a $50 We-Cycle season pass, or a $25 waiver for Car-To-Go. Most users selected the $50 We-Cycle season pass.

With additional options, more vehicles moved from on-street parking to off-street parking: the city’s off-street Rio Grande Parking Garage increased by 15%, carpooling increased 10%, and the number of cars parked at the commuter lot outside the core increased by 20%. The Downtowner was a major success; results were quantified, including:

- 10,377 Passengers
- 4,393 Rides
- 5:15 Average Wait time
- $6.25 cost per Passenger