April 17, 2018
Have the parking policies for your community worked with or against future development and transit plans?
About the Alliance

Convene and Engage Networks of Thought Leaders

Provide Training to help Organizations Build and Sustain a Culture of Innovation

Identify, Distribute Leading & Emerging Practices/ Trends Important to Local Gov

@parkingtoday
@cityofaspen
@transformgov
How To: GoToWebinar

Clicking the rectangle will place you in full screen mode.

Clicking the arrow on your Go To Webinar Toolbox opens and closes your viewer.

All attendees are muted, but we do want your participation!

Please ask your questions using your Go To Webinar Toolbox throughout the webinar.
Today’s Presenters

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

John Van Horn
Editor & Publisher
Parking Today
PARKING AND OUTREACH
THE UNSOLVED MYSTERY
PARKING IS THE FIRST AND LAST THING SOMEONE REMEMBERS
TECHNOLOGY TRENDS IN PARKING

• LPR, License Plate recognition
LPR  WHETHER IT WORKS DEPENDS ON YOU

• What is your valid read requirement
  • Enforcement – 90%?
  • Access Control 100%
• 100% Impossible
  • Trailer Hitch, Bike Rack, Snow, mud, etc
• Must have back up system for entry
  • Pull Ticket, CCTV
• US Problem – Hundreds of different plates
TECHNOLOGY TRENDS IN PARKING

• Parking Reservation Apps
• Parking Location Apps
APPS, APPS, AND MORE APPS

• Word, Excel, Powerpoint –
• Nope – Smart Phones – Reserve, Find, Pay
• Spot Hero, Partwhiz, Passport, Park Mobile, Pay by Phone, Mobil NOW, Inugo
• On street – Off Street
• Some Interface with other transportation systems
TECHNOLOGY TRENDS IN PARKING

- Uber/Lift and Ride Hailing Providers
UBER/LYFT AND PARKING

• Sectors Affected
  • Airport Parking, Valet, Hotel
• Not so much
  • Downtown parking, shopping centers,
• Curb space
TECHNOLOGY TRENDS IN PARKING

- Electric Vehicles and Charging Stations
ELECTRIC VEHICLES

• Adoption?
  • Cost, Range, Lack of Charging, Limited Models

• What is parking's responsibility?
  • Provide charging, premiere locations

• Impact
  • 159,000 vs 17,000,000  1% of total sales
TECHNOLOGY TRENDS IN PARKING

• Frictionless Parking
FRICTIONLESS PARKING

- Shopping Centers, Hotels, Medical Centers and Office Complexes.
  - LPR, and traditional systems, parking guidance
  - Use smart phone app
  - Reservations, valet, park yourself

The Key is give the customer a choice!
WHAT WILL THE FUTURE BRING?

• First we are indestructible
• Then we are focused
• Then we coast (at our peril)

The only absolute is change
What are the Pros and Cons of parking in your town?
TRAVEL DEMAND MANAGEMENT

Summer Seasonal Parking Pricing in Aspen
THE PARKING PROBLEM

• During peak times in the summer and winter vehicles can not find a place to park
• Traffic congestion
• 60% of the core parking are employees.
SUMMER DRIVE-LESS PARKING GOALS

1. Reduce car traffic coming into Aspen.
2. Cut down on congestion of cars in town.
3. To have no more than 90% parking occupancy in the Downtown Core.
4. To increase transit, carpool, pedestrian and bicycle trips and encourage parking in the parking garage, Brush Creek Intercept lot or in the residential zones.
SUMMER MULTI-PRONGED PLAN

1. A 90 day test
2. Raise parking prices by 50% in the Downtown Core.
3. Enforce 4-hour max parking in the Downtown Core.
4. Keep parking prices low in the parking garage and the residential zones.
5. Started a FREE Downtowner door-to-door, on demand electric shuttle.
6. Implemented a Drive-Less campaign to give the extra revenue back to the community.
7. Promoted the use of We-Cycle, our bike share program.
### Drive Less Pricing Results

<table>
<thead>
<tr>
<th></th>
<th>Goal</th>
<th>Actual</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>June - August</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Street Parking</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Occupancy</td>
<td>-10%</td>
<td>-10.61%</td>
<td>Down 23,992 Spots</td>
</tr>
<tr>
<td>Revenue</td>
<td>25%</td>
<td>27.44%</td>
<td>Up $210,802</td>
</tr>
<tr>
<td><strong>Garage</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Garage Occupancy</td>
<td>15%</td>
<td>15.90%</td>
<td>Up 5,731 Cars</td>
</tr>
<tr>
<td>Use of garage 10 Pass</td>
<td>10%</td>
<td>10.93%</td>
<td>Up 1,556 Cars</td>
</tr>
<tr>
<td>Intercept Lot Counts</td>
<td>20%</td>
<td>27.89%</td>
<td>Up 6,582 Cars</td>
</tr>
<tr>
<td>Car Pool Passes</td>
<td>10%</td>
<td>8.11%</td>
<td>Up 1,388 Passes</td>
</tr>
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</table>
Goal is to move another 5%-7% of the vehicles out of the Downtown Core during key times of the day.
FREE 15

• Go to any meter and get a receipt for a Free 15 minutes of parking.

• The parking receipt is required to be displayed on the dashboard.

• Purchased parking of 30 minutes or more does not include an additional 15 minutes of parking.

• Each vehicle can only get the Free 15 once a day.
PERFORMANCE PRICING

After reviewing our average parking occupancy we are recommending:

- 10am-11am and 3pm-6pm: Lower rate
- 11am-3pm: Higher rate
## PERFORMANCE PRICING

### Hourly Parking Occupancy

<table>
<thead>
<tr>
<th>Time</th>
<th>10am</th>
<th>11am</th>
<th>Noon</th>
<th>1pm</th>
<th>2pm</th>
<th>3pm</th>
<th>4pm</th>
<th>5pm</th>
<th>6pm</th>
</tr>
</thead>
<tbody>
<tr>
<td>% to full</td>
<td>30%</td>
<td>63%</td>
<td>79%</td>
<td>89%</td>
<td>98%</td>
<td>81%</td>
<td>72%</td>
<td>62%</td>
<td>29%</td>
</tr>
<tr>
<td>Rate</td>
<td>Low</td>
<td>High</td>
<td>High</td>
<td>High</td>
<td>High</td>
<td>Low</td>
<td>Low</td>
<td>Low</td>
<td>Low</td>
</tr>
</tbody>
</table>
HOURLY PRICING

• Currently Progressive Pricing
• Move to Fixed Hourly Rates
<table>
<thead>
<tr>
<th>Time of day</th>
<th>Off Season</th>
<th>Peak Season</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Hour</td>
<td>$2.00</td>
<td>$3.00</td>
</tr>
<tr>
<td>2nd Hour</td>
<td>$3.00</td>
<td>$4.50</td>
</tr>
<tr>
<td>3rd Hour</td>
<td>$4.00</td>
<td>$6.00</td>
</tr>
<tr>
<td>4th Hour</td>
<td>$5.00</td>
<td>$7.50</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Time of day</th>
<th>Per Hour</th>
<th>Per Hour</th>
</tr>
</thead>
<tbody>
<tr>
<td>10am-10:59am</td>
<td>$2.00</td>
<td>$4.00</td>
</tr>
<tr>
<td>11am-2:59pm</td>
<td>$4.00</td>
<td>$6.00</td>
</tr>
<tr>
<td>3:00pm-5:59pm</td>
<td>$2.00</td>
<td>$4.00</td>
</tr>
</tbody>
</table>
What are the key elements to making any new program successful in your town?
KEY ELEMENTS TO SUCCESS

- Run any change as a test, a living lab
- Set up metrics and expectations in advance
- Use Big Data to tell your story
- Community outreach
- Control the message in the media
- Use a multi-pronged approach
FINISHING WELL

It’s not enough to finish the checklist, to hurry do the last three steps and declare victory.

In fact, the last coat of polish and the unhurried delivery of worthwhile work is valued all out of proportion to the total amount of effort you put into the project.

It doesn’t matter how many designers, supply chains, workers, materials and factories were involved—if the box is improperly sealed, that’s how you will be judged.
Q&A

Mitch Osur
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John Van Horn
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Parking Today
Save the Date!
Upcoming learning events:
http://transformgov.org/virtual-events


- Workforce of the Future Workshop – IL on 4/26/2018
Using Data to Drive Innovative Parking Solutions & Strategies

Thank you for joining us today!