



# PAID PARKING AND MOBILITY IN ASPEN



PARKING IS THE FIRST  
AND LAST THING  
SOMEONE REMEMBERS



# PAID PARKING IN ASPEN

Paid parking was instituted in early 1995

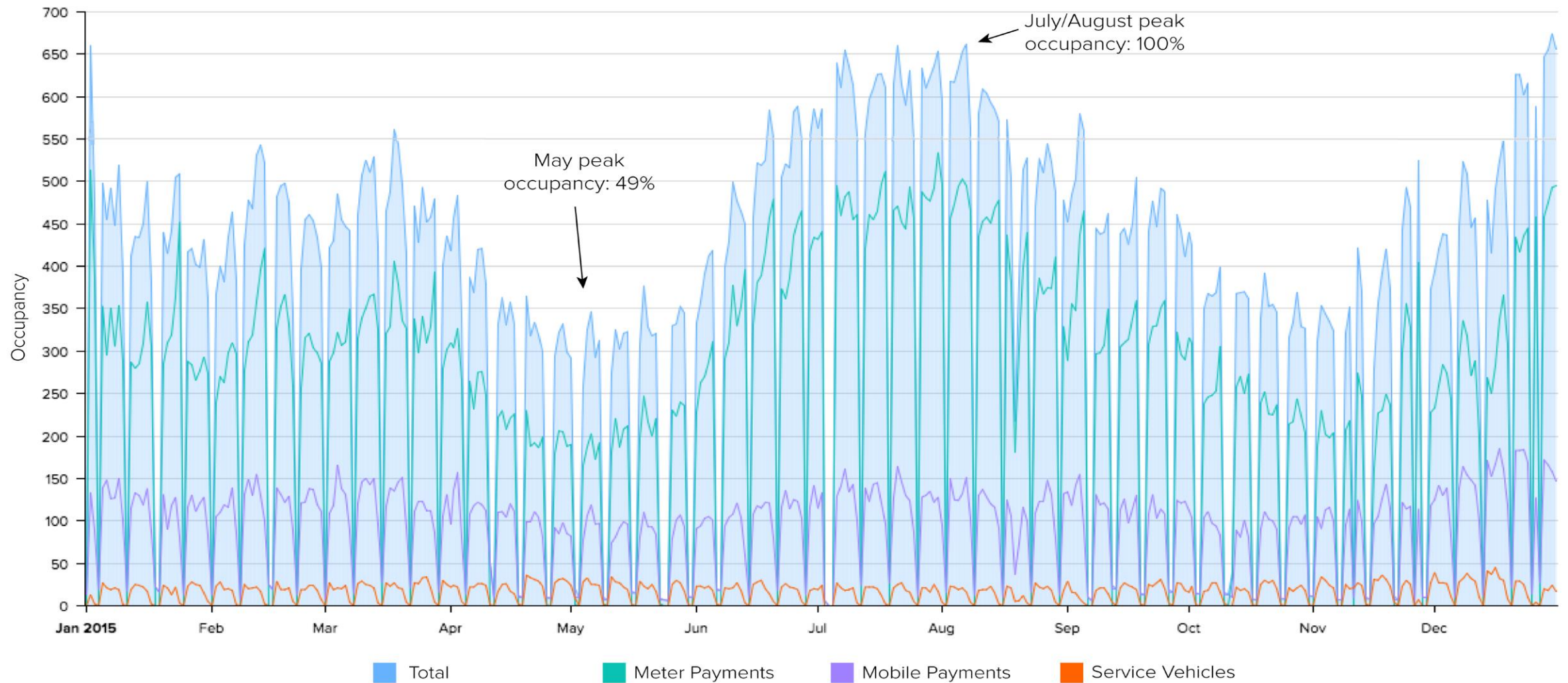
The goals of paid parking was to:

- Keep traffic under 1993 levels over Castle Creek Road
- Keep congestion low and air quality high
- Limit single occupant vehicles coming into town
- Support alternative forms of transportation
- Increase pedestrian friendliness of the downtown core
- Increase car turn over in the core

# PARKING OVERVIEW

- 650 spaces on-street in the core
- 311 spaces in the Rio Grande parking garage
- 3,000 spaces in the residential zones
- Hourly progressive pricing
- FREE carpool parking in the residential zones
- Special pricing for Service vehicles
- Intercept lot, FREE parking and FREE bus
- 20% of the people park for FREE on any given day in the core
- 2 mobile payment systems

# PEAK DAILY OCCUPANCY 2015



# THE PARKING PROBLEM

- During peak times in the summer and winter, vehicles can not find a place to park
- Traffic congestion
- Only so much land
- 60% of the core parking are employees

# THE GOAL

1. Reduce car traffic coming into Aspen
2. Cut down on congestion of cars in town
3. To have no more than 85% parking occupancy in the 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



# IMPLEMENTED PLAN

- A 90 Day Test, June 15 to September 15
- Raise parking prices by 50% in the Downtown Core
- Enforce 4-hour max parking in the Downtown Core
- Keep prices low in the parking garage and residential zones
- Started a FREE Downtowner door-to-door, on demand electric shuttle service
- Implement a Drive-Less campaign
- Promoted the use of We-Cycle shared bike program

# METRICS FOR SUCCESS

- Decrease core parking space occupancy by 10%
- Increase core parking revenue by 25%
- Increase the turnover of vehicles parking in the Downtown core
- Increase occupancy of the Rio Grande Parking Garage by 15%
- Increase the number of vehicles carpooling by 10%
- Increase the number of cars parking at the Brush Creek Intercept lot by 20%

# DRIVE LESS PRICING 90 DAY RESULTS

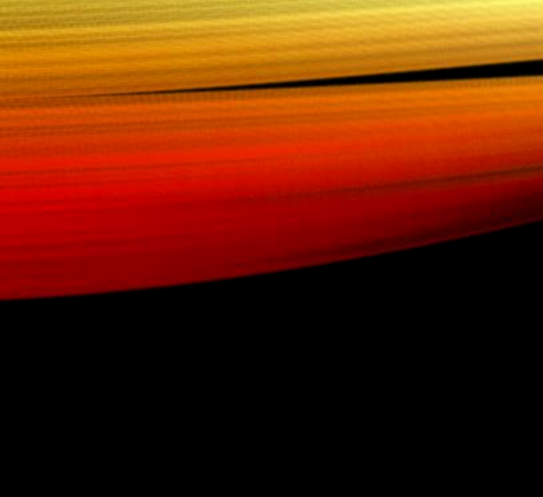
<u>June -August</u>			
Street Parking	Goal	Actual	
Occupancy	-10%	-10.61%	Down 23,992 Spots
Revenue	25%	27.44%	Up \$210,802
Garage			
Garage Occupancy	15%	15.90%	Up 5,731 Cars
Use of garage 10 Pass	10%	10.93%	Up 1,556 Cars
Intercept Lot Counts			
	20%	27.89%	Up 6,582 Cars
Car Pool Passes	10%	8.11%	Up 1,388 Passes



WHAT ABOUT RETAIL SALES?

# THE DOWNTOWNER





# BACKGROUND

The Downtowner is part of the multi-faceted effort to reduce traffic and congestion in the core.

The downtowner is beneficial for:

1. Getting cars out of the core and into the parking garage
2. Reducing car congestion in the downtown core
3. Complementing and supplementing the limited fixed-route service available in and around the core and the West End
4. Have guests not use their vehicle while they are in town

# THE DETAILS, JUNE 2016

- Four 5 passenger and one ADA electric vehicles
- Provides on-demand rides
- Service is 7 days a week from 11am-11pm in Summer
- Defined service area
- The service is FREE to riders with driver tips appreciated
- Lots of rides initiated with the Downtowner App
- Council approved a 3 month test from June 15<sup>th</sup> to September 15<sup>th</sup>



# DOWNTOWNER RESULTS JUNE 15-AUGUST 31, 2016

- 4,886 Rides
- 11,809 Passengers
- Average wait time 5:30 minutes
- Busiest hours 11am-Noon, 6pm-7pm and 10pm-11pm

# THE DETAILS 2019

- Five year contract
- Three 5 passenger and one ADA Gem Car
- 2 Chevy Bolts
- On Demand rides, 95% App created, 4% driver created, 1% phone created
- Service is 7 days a week year- round
- Summer season 11am-11pm
- Winter season 8am-11pm
- The service is FREE to riders, NO tips requested

# DOWNTOWNER DATA 2019

- Passengers: 84,851
- Rides: 47,010
- Shared Rides: 11,396
- Driver Hours: 9,358
- Average Wait Time: 8:39
- Personal car trips Replaced: 18,484

# QUESTIONS





# My Contact information

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