

Optimal Space Utilization Data Analytics

Park Frisco - Summer 2023



The Complete Turnkey Solution for Park Frisco

Park Frisco provides the following, free of cost to the Town of Frisco:


- **Park Frisco covers all upfront costs with no ongoing costs, which entails:**
 - Park Frisco Ambassador Team
 - Park Frisco Management Team
 - Payment Stations and Payment Station Management
 - All updated and custom Signage - design, implementation, and install
 - Logo design and implementation
 - Website Parkfrisco.com - mobile and desktop friendly (edits made regularly)
 - Park Frisco Map N Park
 - 24/7 payment/appeal portal
 - Park Frisco Customer Care Team
 - All inquiries on any platform were responded to in one business day or less
 - Ongoing Optimal Data reporting and analysis
 - Occupancy Reports, length of stay, season passes sales and utilization, turnover, Optimal Space Utilization Data Analytics, Customer Experience Report
 - Ongoing consulting on optimizing the guest experience

Park Frisco passed along local feedback throughout the season to the Town of Frisco to help better serve Town of Frisco and Frisco Marina guests.

Park Frisco regularly worked with the Town of Frisco regarding operational changes and updates for both real time and planned events.



Park Frisco Map N Park – Custom Mobility Solution











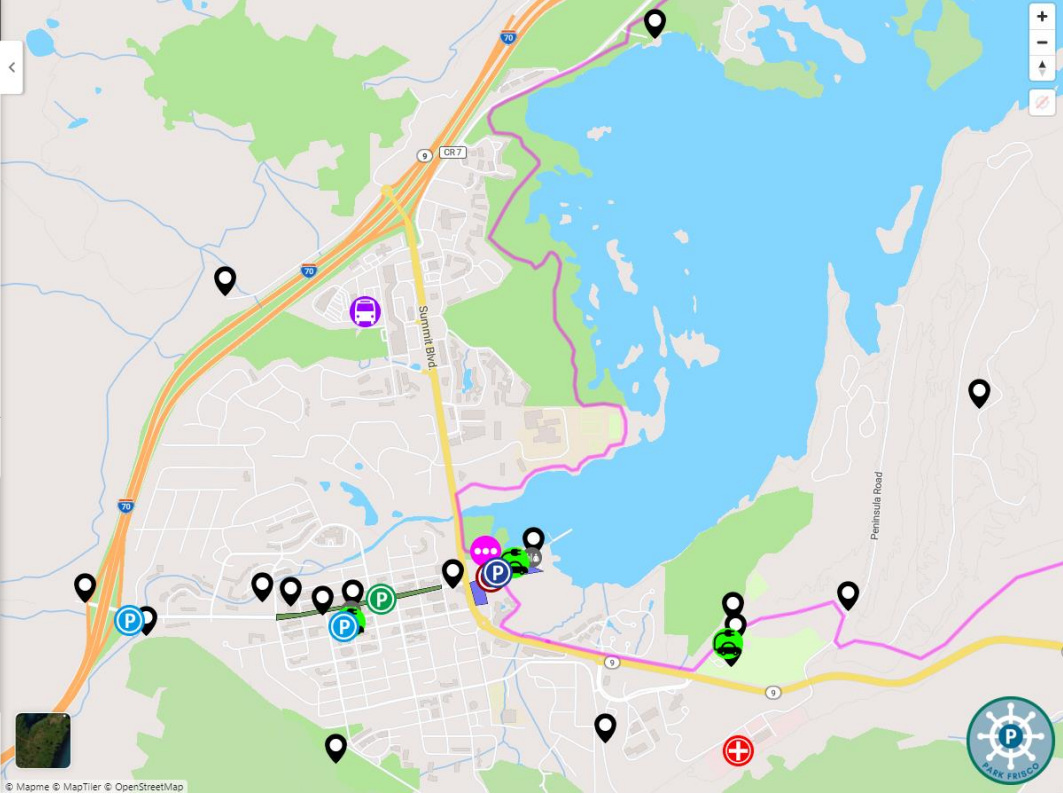
Park Frisco Map N Park


For all your Frisco parking needs! Find where to park, look up rates, shuttle routes, locate EV stations and much much more!

[Visit Park Frisco Website](#)

FILTERS





- ☐  Main Street Parking - 3 Hour Limit 1
- ☐  Paid Summer Parking - Frisco Bay Marina 1
- ☐  Free Parking - Day and Overnight - Please Review Lot Regulations 2
- ☐  Paid Day Parking - Free Overnight Parking 1
- ☒  Points of Interest 9
 - ☐  Trailhead 8
 - ☐  EV Stations 3
 - ☐  Medical 1


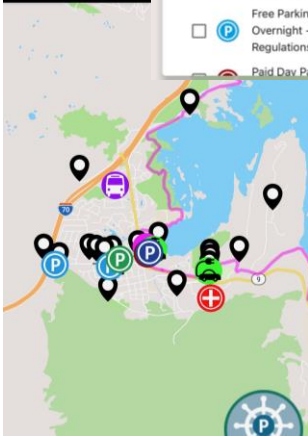




[Visit Park Frisco Website](#)

FILTERS

- ☐  Main Street Parking - 3 Hour Limit 1
- ☐  Paid Summer Parking - Frisco Bay Marina 1
- ☐  Free Parking - Day and Overnight - Please Review Lot Regulations 2
- ☐  Paid Day Parking - Free



2023 Park Frisco Program Updates

Program dates 2022: June 10, 2022 – September 5, 2022

Program dates 2023: May 26, 2023 – September 4, 2023

Rates 2023 10 AM – 5 PM: 2022 and 2023 the same. First 30 min free

Monday – Thursday first 30 min free. \$0.75/half hour with a \$10 max

Friday – Sunday first 30 min free. \$0.75/half hour for first 3 hours, \$2.50 a half hour thereafter with a \$15 max

*Prepay starts at 6 AM

Holiday Rates 2023 10 AM – 5 PM: \$20 for 3 hours. \$5 for each additional 30 min.

July 1-4 and September 1-4

Season Parking Pass Holders: Must park in B1/Fruit Stand Lot on Friday – Sunday and holiday periods.

Can still utilize the 15 min unloading area

Marina Employees: Encouraged to use other means of transportation to get to work, such as Summit Stage, walking, or biking.

Oversized rate at double the standard stall size rate was removed for the 2023 season due to guest feedback

Violations amount of \$75 with \$75 late fee continued from the 2022 – 2023 season. This violation structure was approved by the Town of Frisco when Interstate Parking provided this violation structure of best practices.



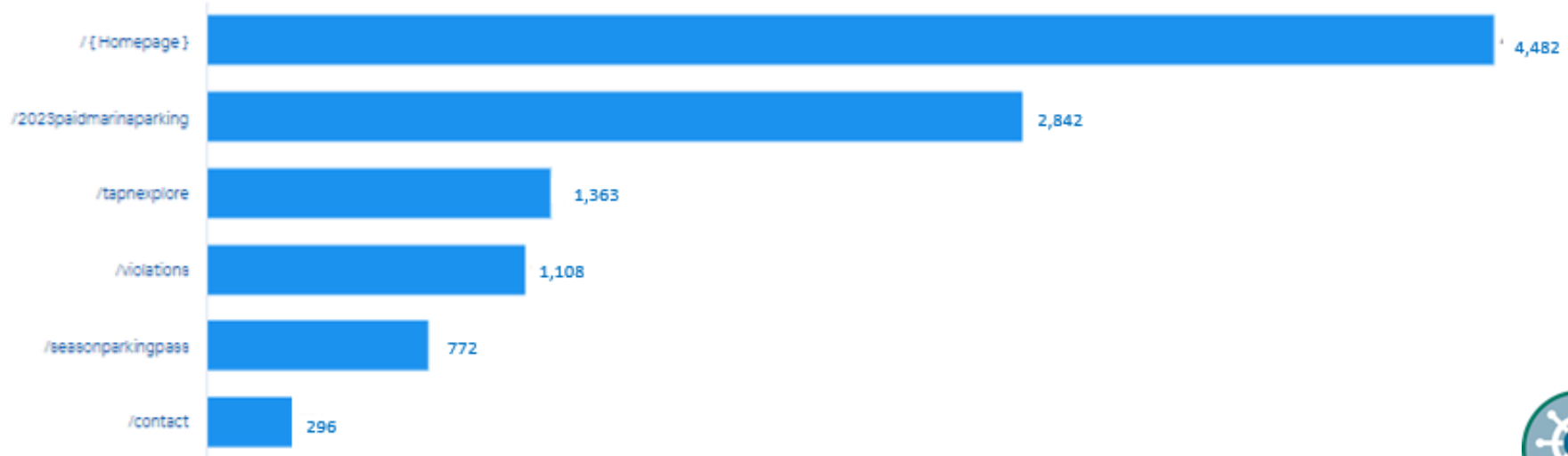
Parkfrisco.com Analytics 2023 Year-to-Date

Total Site Page Views:

- 10,870 YTD
- 10,272 Program dates (05/26/23 – 09/04/23)
- **Map N Park has had 3,944 clicks since added to the site**

Most viewed pages:

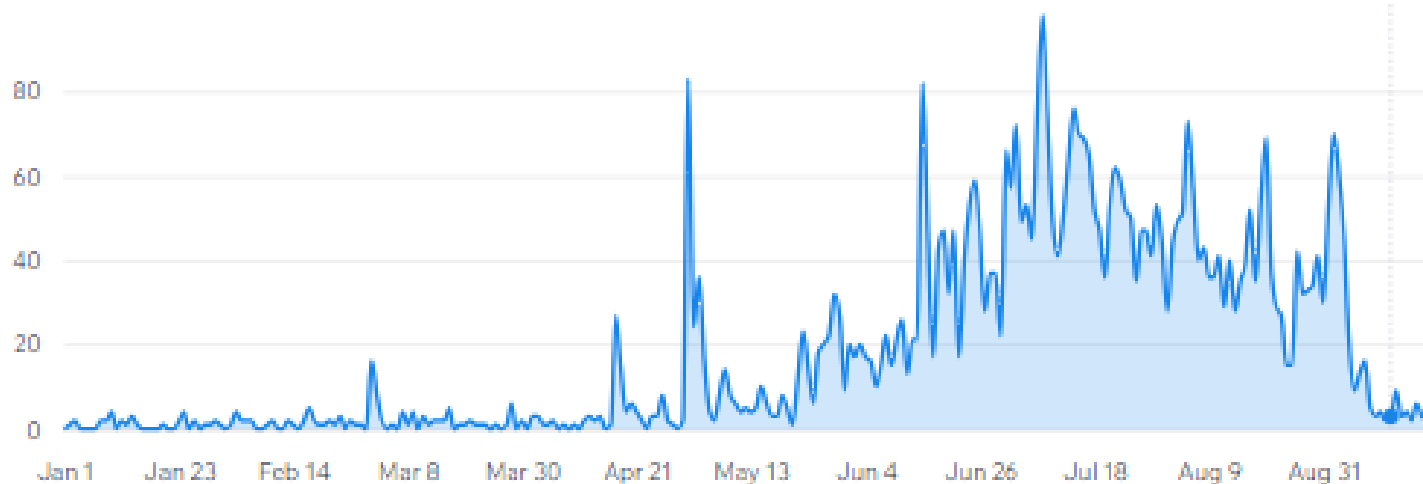
- Home
- 2023 Marina Parking
- Tap N Explore



Parkfrisco.com Analytics 2023 Year-to-Date

Site Sessions were up 35% over last year

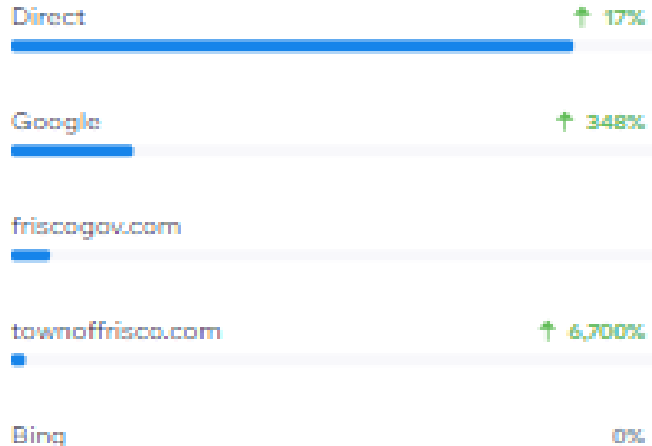
Sessions over time



Parkfrisco.com Analytics 2023 Year-to-Date

Traffic Sources Compared to 2022

- Direct traffic to the site is still the most common and up 17% over last year
- Traffic from townoffrisco.com was up 6,700%
- Traffic from Google was up 348%



Average site sessions occurred on Saturdays

- The site is most visited between 10am - 2pm

Avg. sessions by day



Parkfrisco.com Analytics 2023 Year-to-Date

Top 20 Visitors by City

Country	Region	City	Page views
United States	CO	Denver	3,732
United States	CO	Unknown	1,471
United States	CO	Breckenridge	1,122
United States	CO	Dillon	320
United States	TX	Unknown	442
United States	Unknown	Unknown	297
United States	CO	Frisco	288
United States	CO	Colorado Springs	168
United States	CO	Silverthorne	143
United States	MO	Independence	115
United States	CO	Aurora	86
United States	MO	Kansas City	108
United States	NE	Omaha	100
United States	CO	Littleton	68
United States	CO	Boulder	56
United States	WI	Unknown	74
United States	WI	Milwaukee	99
United States	KS	Wichita	57
United States	CO	Lakewood	57
United States	CO	Edwards	53

Top 7 Site Sessions by Country

Countries

United States > 4,864

Mexico > 11

Canada > 7

France > 6

South Korea > 5

Spain > 5

Singapore > 4



Park Frisco May Data Analytics

Total Transactions:

2022: N/A (program started June 10, 2022) 2023: 646 (program started May 26, 2023)

Program started for Memorial Day Weekend in 2023. 2022 did not include this early season holiday weekend.

Average Transaction Amount:

2023: \$2.40

Turnover Rate:

2023: 2.0

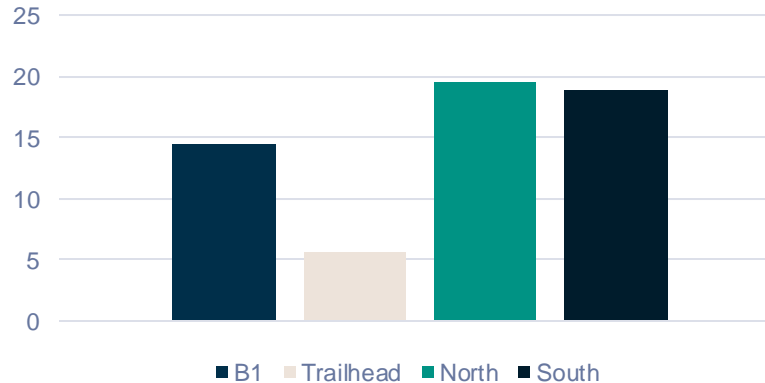
**average number of times a parking stall turns

*Excluding stalls where were occupied by season parking pass holders and employees

No Average Overall Occupancy By Day Of The Week Because May operations were not an entire week

% Tap N Explore: 77%

Average Occupancy Per Lot: May 2023



Park Frisco June Data Analytics

Total Transactions:

2022: 4,073 (program started June 10, 2022)
2023: 5,023 (program started May 26, 2023)

2023 had a 23% increase in number of transactions

Average Transaction Amount:

2022: \$2.81 2023: \$2.67

2023 had a 5% decrease in transaction amount
Guests paid for a slightly shorter parking session than in 2022

Turnover Rate:

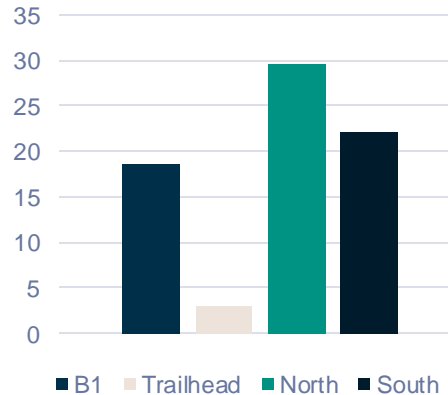
2022: 2.3 2023: 2.9

**average number of times a parking stall turns

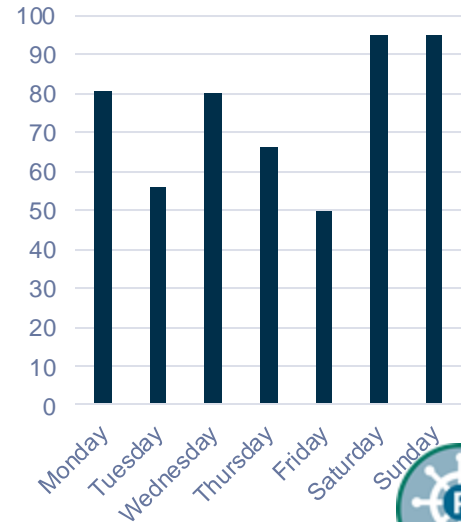
*Excluding stalls where were occupied by season parking pass holders and employees

% Tap N Explore: 74%

Average Occupancy Per Lot: June 2023



Average Overall Occupancy Per Day Of The Week: June 2023



4th of July Weekend July 1 through 4 – Holiday Rates

Total Transactions:

July 1 – 4 2022: 1,626

September 1 – 4 2023: 1,482

Average Transaction Amount:

July 1 – 4 2022: \$3.88

July 1 – 4 2023: \$14.92

Turnover Rate:

2022: 3.0 2023: 3.9

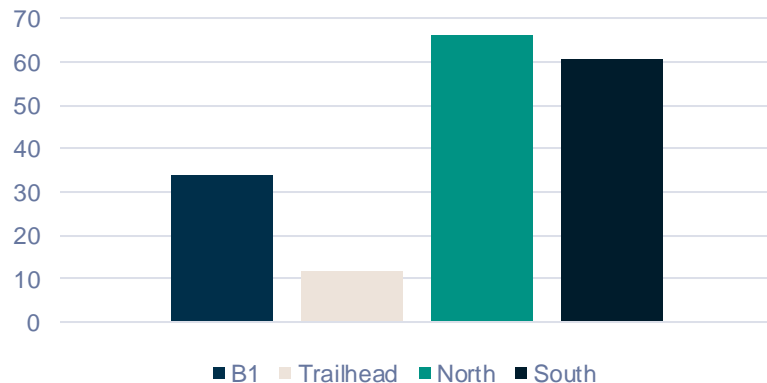
**average number of times a parking stall turns

*Excluding stalls where were occupied by season parking pass holders and employees

*Space Data Analytics can be concluded for Holiday Rates in 2024 to the 2023 season

% Tap N Explore: 72%

Average Occupancy Per Lot: July 1 - 4, 2023 - 4th of July Weekend



Park Frisco July Data Analytics

Total Transactions:

2022: 10,623 2023: 13,670

2023 had a 29% increase in number of transactions

Average Transaction Amount:

2022: \$3.51 2023: \$5.09

2023 had 45% increase in transaction amount
Guest stayed purchased a longer parking session

Turnover Rate:

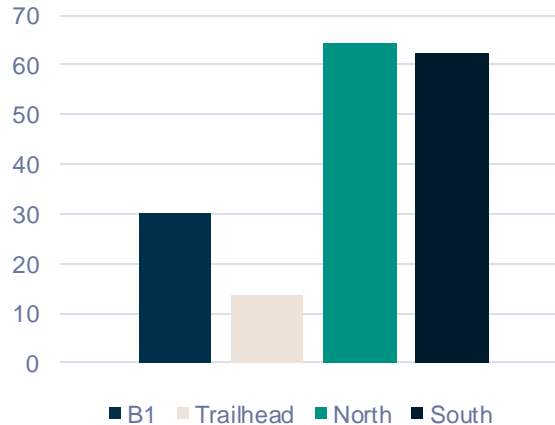
2022: 3.31 2023: 3.25

**average number of times a parking stall turns

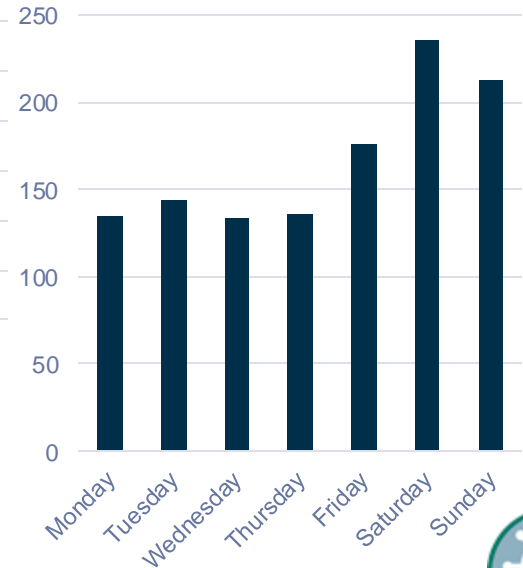
*Excluding stalls where were occupied by season parking pass holders and employees

% Tap N Explore: 74%

Average Occupancy per Lot: July 2023



Average Overall Occupancy Per Day Of The Week: July 2023



Park Frisco August Data Analytics

Total Transactions:

2022: 7,243 2023: 8,062

2023 had a 11% increase in number of transactions

Average Transaction Amount:

2022: \$3.28 2023: \$3.20

2023 had 2.4% decrease in transaction amount
Guest stayed the same amount of time in 2022 and 2023

Turnover Rate:

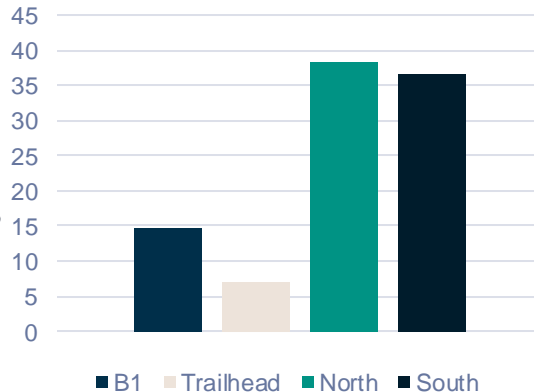
2022: 3.13 2023: 3.22

**average number of times a parking stall turns

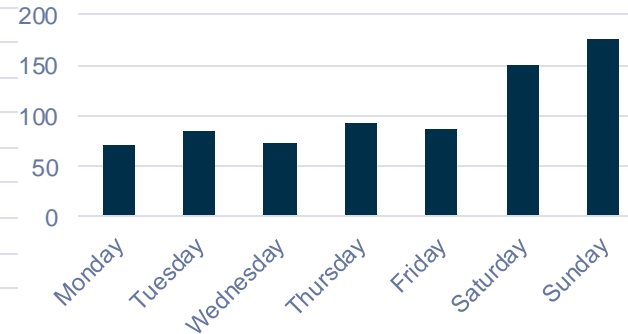
*Excluding stalls where were occupied by season parking pass holders and employees

% Tap N Explore: 72%

Average Occupancy Per Lot: August 2023



Average Overall Occupancy Per Day Of The Week: August 2023



Park Frisco September Data Analytics – Labor Day Weekend September 1 through 4 – Holiday Rates

Total Transactions:

September 1 – 5 2022: 1,626

September 1 – 4 2023: 1,482

Average Transaction Amount:

September 1 – 5 2022: \$3.28

September 1 – 4 2023: \$13.30

Turnover Rate:

2022: 2.8 2023: 2.91

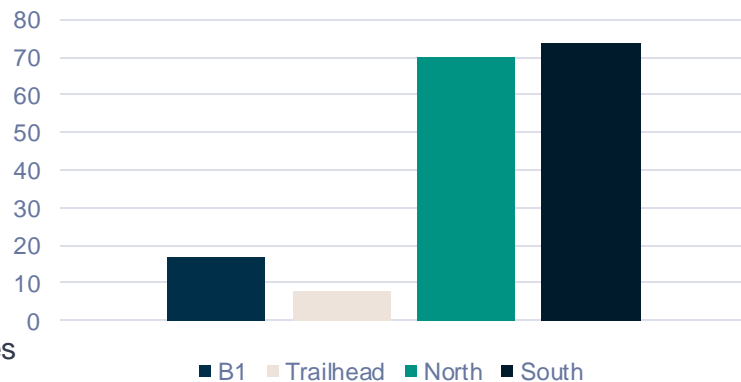
**average number of times a parking stall turns

*Excluding stalls where were occupied by season parking pass holders and employees

*Space Data Analytics can be concluded for Holiday Rates in 2024 to the 2023 season

% Tap N Explore: 79%

Average Occupancy Per Lot:
September 1 - 4, 2023 -Labor Day
Weekend



Park Frisco Season Parking Passholder Analytics

Total Season Passes Sold 2022: 190

Total Season Passes Sold 2023: 191

Sales increased: 0.5% increase

Passholders have clear preference for South Lot followed by North Lot Monday – Thursday NonHoliday.

Saturdays and Sundays have the highest Season Parking Passes use, which is a continued trend from 2022 to 2023.

Update August 2023: Slip Holders (strong correlation to Season Parking Passholders) can park overnight at the Frisco Marina in any lot, not just B1.

Season Parking Pass on sale date continued to be pushed out due to high demand. Dates sold: May 1, 2023 – July 14, 2023. This was similar demand and behavior to 2022.



Park Frisco Digital Signage

Incorporating digital signage will help educate parkers on where they can park. Educating and directing parkers to Main St. allows for a free parking alternative just a short walk away from the Marina.

Our recommendation would be to add digital signage pointing to free Main St. parking within a short walk to the Marina.

Digital signage is used throughout Summit County to educate parkers on parking availability, rates, and options.

Park Frisco can incorporate custom digital signage to help educate parkers how many stalls are available in lots to help with traffic flow and to inform guests while collecting occupancy data. This information can be directly integrated into the parkfrisco.com website, both desktop and mobile friendly.



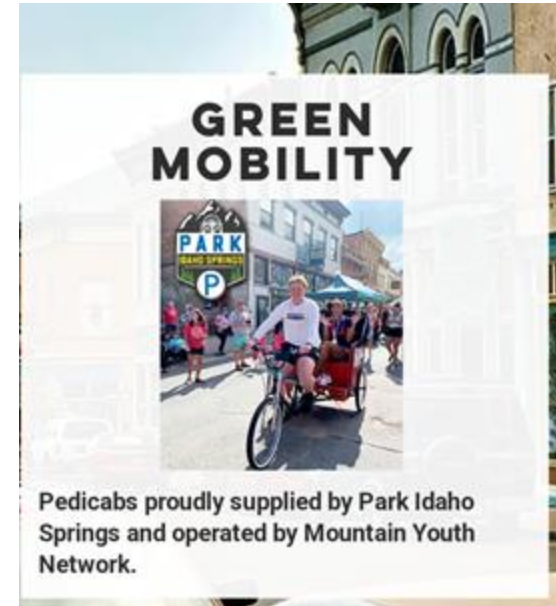
Pedicab Solution for Main Street and Frisco Marina

Incorporate a youth network program such as the one that has been implemented in downtown Idaho Springs. This provides jobs to local youth while directly working with the addition of digital signage to educate guests about free Main St. parking.

This will provide a solution for parkers to easily be transported to the Marina if they do not wish to walk. This will also bring more guests into downtown Frisco, increasing business revenue.

This program can be implemented on peak days to help traffic flow throughout Frisco.

Interstate will fund the entire program.



Evolution of Park Frisco Main St. 3 Hour Parking

Park Frisco has seen that turnover for Main Street has increased by 30%. This means that the employees and business owners are no longer parking on Main St. This allows for an influx of business for all restaurants and shops on Main St. Guests have had greater ease in accessing businesses on Main St.

The Park Frisco Ambassadors received positive feedback from many employees, visitors, and residents on Main St. Employees and business owners saw a noticeable increase in revenue as spaces turned over more frequently due to the success of the program.

They were easily identified and a great source of information. They were able to provide recommendations for food, lodging, and entertainment. This is not only true for Frisco, but all of Summit County.



Evolution of Park Frisco Main St. 3 Hour Parking

The Successful Program of Park Frisco Main Street 3-Hour Analysis

2022:

198 Violations issued

167 Valid/ 31 Voided

51 Appealed and Accepted

100 Paid

16 Still Unpaid

2023:

139 Violations issued

110 Valid/ 29 Voided

22 Appealed and Accepted

53 Paid

35 Still Unpaid



Now that the program has evolved, compliance increased by 30% this season compared to last. The paid parking program has been accepted by the Frisco community. Most voids and appeals were from first-time visitors to the area.



Frisco Marina Employee Parking

In the 2023 season, Frisco Bay Marina employees had a greater understanding of where to park (B1 Lot) and were compliant to permit rules and regulations.

Park Frisco recommends that all employees park in the B2 Boat Storage Lot to allow for more spaces to be utilized by guests – ensure everyone can access the Frisco Bay Marina.



Recommendations per Park Frisco Optimal Space Data Analytics

The following recommendations are based on the analytics provided in the Optimal Space Data Utilization as well as observations by the Park Frisco Team and local feedback.

- We saw a turnover rate of 2.2 over Labor day and 3.15 over 4th of July to continue to encourage turnover and to match demand, Park Frisco recommends that we implement peak rates on weekends and just not holidays.
- Continue with Memorial Weekend- Labor Day Weekend
- Designate Season Permit Parking:
 - We recommend a midweek and a premium season parking pass at the Marina in designated areas.
 - Monday - Thursday season parking pass at \$99, premium season parking pass at \$349
- Redirect employee parking to B2 Boat Storage Lot on peak days to allow more visitation of guests to the Marina
- The recommendations above will increase local business sales tax due to more visitation in Frisco.
- Parkfrisco.com has become a mobility platform the the community, we recommend adding links to all shuttles, public transportation, bike routes, Adventure Park, Maria Rentals, ski areas, and map of downtown businesses.

