

ELECTED OFFICIALS
TRANSPORTATION COMMITTEE

Brush Creek Park & Ride Monitoring and Management Plan

EXECUTIVE SUMMARY - FINAL

OCTOBER 2025



Executive Summary

The Elected Officials Transportation Committee (EOTC) of Pitkin County initiated the Brush Creek Park & Ride Monitoring and Management Plan to identify strategies to enhance the operation and effectiveness of the Brush Creek Park & Ride.

The park & ride, located along Highway 82 at Brush Creek Road is a critical component of the Roaring Fork Valley’s multimodal transportation network, encouraging travelers and commuters to transfer from personal vehicles to transit, shuttles, carpools, and active transportation modes into and out of the City of Aspen and Town of Snowmass Village. This Plan recommends strategies to help the EOTC improve access to high quality transit, promote multimodal travel, enhance safety, and reduce parking and traffic congestion in nearby communities.

The study included an existing conditions analysis, community engagement in the form of a survey, a peer review of similar park & ride facilities, and a best practices analysis. Based upon this framework, management, operational, and technological strategies are recommended to enhance Brush Creek Park & Ride operations. The recommendations are supplemented with next steps for implementation.

Recommendations

<i>Management & Operations</i>	<i>Technology</i>
Revise Site Management Leadership and Practices	<u>Package 1:</u> Baseline Monitoring and Surveillance
Improve the Special Event Permitting Process	<ul style="list-style-type: none"> ▪ IP-based surveillance ▪ Video Mgmt. System
Address Overnight Parking and Public Safety Concerns	<u>Package 2:</u> Smart Parking Technology
Implement Wayfinding Signage	<ul style="list-style-type: none"> ▪ AI-ALPR Cameras ▪ Smart Parking Mgmt.
Revisit On-Site Infrastructure & Operations	<ul style="list-style-type: none"> ▪ IP-based surveillance (supplemental)
Enhance Access to Transit Services	<ul style="list-style-type: none"> ▪ Dynamic Message Signs (optional)

Next Steps

1. Revise the intergovernmental agreement
2. Host a visioning workshop on short and long-term goals for the park & ride
3. Set up a recurring park & ride stakeholder meeting to advance goals & coordinate with other local law enforcement agencies
4. Identify and pursue funding for strategy implementation
5. Implement recommended strategies and/or technology packages
6. Monitor and evaluate effectiveness of implemented strategies

Management & Operations Recommendations

Revise Site Management Leadership and Practices



Consolidate management responsibilities under a single agency to streamline responsibilities. Pitkin County would best be suited for this role, with management in-house or through a contracted service. EOTC should set policies for park & ride use to ensure consistent enforcement and to manage site use.

Improve the Special Event Permitting Process



Update the existing permitting process for special events to improve efficiency and record-keeping. The special event permit application should be made publicly available through the Pitkin County website and feature expedited applications for recurring or annual events. The event application may also apply to commercial operators that utilize the park & ride for daily parking.

Address Overnight Parking and Public Safety Concerns



Adopt a regulation that prohibits overnight parking every day. Enforcement responsibilities should be transferred from the City of Aspen to the Pitkin County Sheriff's Office or a contracted service managed by the County. The EOTC may also work with local law enforcement agencies and community groups to mitigate the effects of displacement for illegal campers.

Implement Wayfinding Signage



Implement wayfinding signage to the park & ride for all access points. Static signage would promote the park & ride and increase driver awareness. Dynamic signage would be especially useful on special event days, as the signage would be able to provide real-time information to drivers and enhance user access experience.

Revisit On-Site Infrastructure & Operations



Determine the applicability of non-transit related uses of the site. These uses may include: the Aspen Carpool Permit program, hosting RVs/ truckers overnight through a permit, and an airport/ employee shuttle service paired with a long-term parking zone. If these uses are maintained or added, seek to maximize efficiency through new site infrastructure and updated management.

Enhance Access to Transit Services



Implement on-site and off-site improvements to enhance access to transit. On-site improvements include enhanced pick-up/ drop-off areas, real-time bus location information, and bus access and circulation enhancements. Engagement results revealed the public desire for increased transit frequency and new routes.

Technology Recommendations

Package 1: Baseline Monitoring and Surveillance



Package 1 aims to deter unauthorized or overnight parking through viewable surveillance. This package would utilize IP-based surveillance cameras at the parking lot, paired with a remote video management system to view live video and review recordings for any time of day. The IP-surveillance would be beneficial in assessing if any vehicles are parked in the lot overnight without being physically present at the park & ride.



IP-Based Surveillance Cameras



Video Management System (VMS)

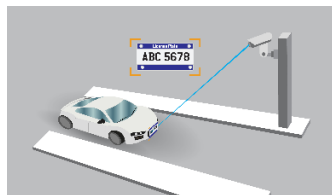


Enforcement and Surveillance Signage

Package 2: Smart Parking Technology



Package 2 is designed for active parking management by using smart technologies to guide, monitor, and enforce parking regulations. This package would utilize AI-powered ALPR to track site utilization and vehicle dwell times, and ultimately determine if a vehicle is parked overnight. This package may be paired with IP-based network cameras for increased surveillance, as well as dynamic message signage to improve visitor access experience.



AI-ALPR Cameras



Smart Parking Management Service



IP-based Surveillance Cameras (Supplemental)



Enforcement and Surveillance Signage (supplemental)



Dynamic Message Signs (optional)

Next Steps

1. Revise the intergovernmental agreement

In addition to purchasing the 27-acre lot that houses the Brush Creek Park & Ride from CDOT, the EOTC should review and update the existing intergovernmental agreement (IGA) to reflect current priorities, roles, and responsibilities of each party involved. This revision should address any outdated provisions and ensure alignment with the EOTC's long-term transportation objectives, while collaborating with the stakeholders in the Upper Roaring Fork Valley.

2. Host a visioning workshop on short and long-term goals for the park & ride

The EOTC should organize a visioning session with key stakeholders, including local government representatives, RFTA, ski resort representatives, and other relevant organizations, to define a shared vision for the park & ride. This workshop would focus on identifying immediate needs, long-term aspirations, and guiding principles for development, operations, and user experience.

3. Set up a recurring park & ride stakeholder meeting to advance goals

Establish a recurring meeting schedule (e.g., quarterly, half-yearly) for a designated stakeholder group to review and coordinate ongoing efforts related to the park & ride. These meetings will provide a platform to track progress, address challenges, advance implementation plans, and maintain accountability across all partners. An enforcement advisory group may need to convene separately and more frequently than the stakeholder group depending on the effects of camping displacement stemming from new overnight parking regulations.

4. Identify and pursue funding for strategy implementation

Develop a prioritized list of funding opportunities at the local, state, and federal levels—including grants, public-private partnerships, and regional transportation funds. Match these opportunities with specific strategies and technology enhancements that align with the EOTC's goals.

5. Implement recommended strategies and/or technology packages

Execute selected projects and enhancements based on stakeholder consensus, funding availability, and technical feasibility. Implementation of projects should follow the established guiding principles and direction from the recurring stakeholder committee to ensure that the strategies are in the best interest of the community's mobility and access needs.

6. Monitor and evaluate the effectiveness of each implemented strategy

Develop and apply metrics and evaluation methods to assess the performance of implemented strategies and technologies. Key indicators might include user satisfaction, ridership levels, environmental impact, cost-effectiveness, and operational efficiency. The evaluation results would inform future decision-making and allow for continuous improvement of the park & ride.