

## Driving Visitors Back

The Town of Breckenridge, Colorado, a ski resort community high in the Rocky Mountains, attracts more than 1.5 million visitors a year. Tourism being the community's primary industry, the last thing the town needed was parking complications to keep visitors from returning.

According to Jim Benkelman, Transit/Parking Manager for the Town of Breckenridge, "We needed to control traffic congestion, make access easy to shops and ski slopes without upsetting visitors. To us, parking enforcement is needed to maintain parking turnover, not generate revenue."

"To us, parking enforcement is needed to maintain parking turnover, not generate revenue."

The town previously had limited data and means for communicating with first-time offenders, so it set out to improve communications processes with enforcement officers in the field. It also focused on finding a more user-friendly back office software system that would help integrate all of its parking processes. Now using T2 Flex™ parking management solution by T2 Systems, Breckenridge has access to one database from which they can pull information whenever needed.

The new software that provides a central place for data storage has been key for Breckenridge, according to Benkelman.

With the help of the database, new procedures allow for more education and warnings, and less citations for visitors. Breckenridge can also easily track and store guests' vehicle information.



"Our traffic officers can now check to see if it's a first offense and print out a warning, all from a handheld computer. Warnings are used to educate residents and guests on lots that are available to them and to increase turnover," said Benkelman.

To eliminate congestion, delivery trucks that had flooded the town's Main Street were rerouted and better organized, creating more space for tourist parking.

"We've increased the number of delivery zones and delivery zone permits issued from 20 to 85, establishing these zones in places that make the most sense without affecting guests' perceptions," added Benkelman, "Better yet, the database helps us track the permits and make changes if needed so things continue to run smoothly."

T2 Flex also helps Benkelman manage other parking-related functions such as accounts receivable, citations and appeals, while helping to reduce paperwork. "Every time we open up the new software, it's as though it was specifically built for us – the personalization for our needs is great."

For more information on T2 Systems, please call 800-434-1502 or visit [www.t2systems.com](http://www.t2systems.com).