



### THE CHALLENGE



In November 2005, Istonish was commissioned by Colorado State Parks to conduct a feasibility study regarding automated entrances at all Colorado State parks.

The primary objective of the study was to develop the requisite material necessary to provide

Colorado State Parks with a clear statement of how to develop automated park entrances via realistic, attainable recommendations, along with a project plan supporting multiple phases.

This feasibility study represents the first step in the automation of State park entrances. Four top priority areas were considered:

- User experience
- Revenue
- Visitation rates
- System usability and reliability

Several key problems facing the Colorado State Parks today were discovered during the course of this feasibility study:

- Loss of revenue due to lower than desired payment compliance rates
- Ineffective handling of passes as inventory
- Inefficient receipts management
- Inability to conduct credit card sales or provide credit card refunds
- Working with old retail technology
- Inability to provide pass sales to customers on a 24x7 basis

Not enough staff to serve an expanding customer base.

### THE SOLUTION

Istonish's solution included:

- Conduct interviews
- Develop an entrance automation framework
- Identify technology and costs
- Identify and document potential project risks
- Make recommendations regarding next steps
- Develop a project management plan for the future

As a result, several progressive levels of automation were identified including vehicle-based and individual-based as follows:

0. Current Infrastructure (do nothing)
1. Cash Registers Only
2. Level 1 plus Integrated Credit Card Terminal
3. Level 2 plus Simple Iron Ranger
4. Level 3 plus Integrated Gate

#### Vehicle-based

- 5.a. Level 2 plus Redesigned Pass System for Vehicles
- 6.a. Level 5.a plus Automated Vehicle Access Point
- 7.a. Level 6.a plus Complex Iron Ranger

#### Individual-Based

- 5.b. Level 2 plus Redesigned
- 6.b. Pass System for Individuals
- Level 5.b plus Automated Individual Access Point
- 7.b. Level 6.b plus Complex Iron Ranger.

### THE BENEFITS

Colorado State Parks is examining ways to increase financial self-sufficiency for operational budgets. Therefore, the results of Istonish's feasibility study provide a significant opportunity to completely re-evaluate how Colorado State Parks manages its entrances in order to increase cash funding.

