

City of Appleton Parking Utility

2020 Annual Report

VISION: Providing Excellence in Downtown Parking



**PARK & PLAY
THE DOWNTOWN WAY**

Parking Utility Guiding Principals

- Maintain the small town, walkable form that has evolved over decades of purposeful planning.
- Support a park once, pedestrian friendly vision that improves connectivity for visitors, residents and employees.
- Provide a customer-friendly experience centered on convenience, access and fairness.
- Help facilitate and encourage a diverse economy.
- Maintain a responsibility to optimize public investment in parking infrastructure.



Parking Inventory



Off-street meter parking stalls	=	94
On-street meter parking stalls	=	784
Ramp parking stalls	=	2,775
Motorcycle / Moped stalls	=	32
TOTAL PUBLIC PARKING STALLS	=	3,685

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Accomplishments in 2015

1. Reduced meter hours from 9:00 am – 9:00 pm to 9:00 am – 6:00 pm, Monday through Saturday, with Sundays remaining free.
2. Changed on-street meter limit from 2 hours to 12 hours and the rate from \$0.75/hour to \$0.20/hour for all on-street meters north of Washington Street.

Accomplishments in 2016

1. Implemented new pay-on-exit parking system in the Green, Yellow and Red Parking Ramps. System includes credit card and validation capabilities.
2. Implemented new ramp permit rates as follows:
 - \$30/month all ramps except Blue Ramp and \$35/month Blue Ramp

Accomplishments in 2017

1. Purchased a new enforcement vehicle to enforce parking time zones throughout the City.
2. Implemented Passport parking meter pay-by-phone app.
3. Installed additional signage in the Red Ramp and Green Ramp, and created a second exit lane in the Green Ramp to reduce exiting times from these ramps after major events.
4. Implemented Special Event Parking in the Green Ramp for major PAC events.

Accomplishments in 2018

1. Upgraded Red Ramp lights to LED fixtures.

Accomplishments in 2019

1. Upgraded Yellow Ramp lights to LED fixtures.
2. Replaced elevators in Red Ramp and Yellow Ramp.
3. Demolished Blue Ramp.
4. Created motorcycle and bicycle parking area in Green Ramp.
5. Accept credit card payments for monthly permits.
6. Implemented new ramp rates as follows:
 - \$2.00 < 3 hours, \$3.00 3-4 hours, and \$5.00 > 4 hours
7. Implemented new meter rates as follows:
 - \$1.00 per hour gray meters
 - \$0.50 per hour red meters (30 minutes)
 - \$0.25 per hour meters north of Washington Street

Accomplishments in 2020

1. Implemented \$35/month ramp permit fee.
2. Implemented PassPort Citation software.
3. Implemented online payment option for parking card holders and businesses.

Upcoming Changes in 2021

1. Upgrade Green Ramp lights to LED fixtures.
2. Replace stairwell in Green Ramp.

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2020 Financial Overview

REVENUES

Ramp Permits	\$ 720,397
Ramp pay-as-exit	\$ 243,749
Meters	\$ 316,757
Fines	\$ 221,764
Other	\$ 53,551
TOTAL	\$1,556,218

EXPENSES

Labor	\$ 725,739
Supplies & Services	\$ 613,702
Capital	\$ 13,985
Debt	\$ 0
Depreciation / Other	\$ 572,584
TOTAL	\$1,926,010

Parking Statistics

Number of Permit Holders:

2015	2,581
2016	2,497
2017	2,562
2018	2,404
2019	2,488
2020	1,863

Number of Citations Issued:

2015	12,463
2016	10,691
2017	10,764
2018	10,071
2019	10,168
2020	10,799



Green Ramp Motorcycle and Bicycle Parking Area

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