

# City of Appleton Parking Utility

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## **2017 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	=	175
On-street meter parking stalls	=	784
Ramp parking stalls	=	3,212
Motorcycle / Moped stalls	=	32
<b>TOTAL PUBLIC PARKING STALLS</b>	<b>=</b>	<b>4,203</b>

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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. Rate structure as follows:
  - \$1.00 < 2 hours
  - \$2.00 2-3 hours
  - \$3.00 3-4 hours
  - \$5.00 > 4 hours
2. Implemented new ramp permit rates as follows:
  - \$30/month all ramps except Blue Ramp
  - \$35/month Blue Ramp

## **Accomplishments in 2017**




1. Purchased a new enforcement vehicle to more efficiently 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.

## **Upcoming Changes in 2018**

1. Upgrade Red Ramp lights to LED fixtures.
2. Replace all three elevators in Red Ramp.

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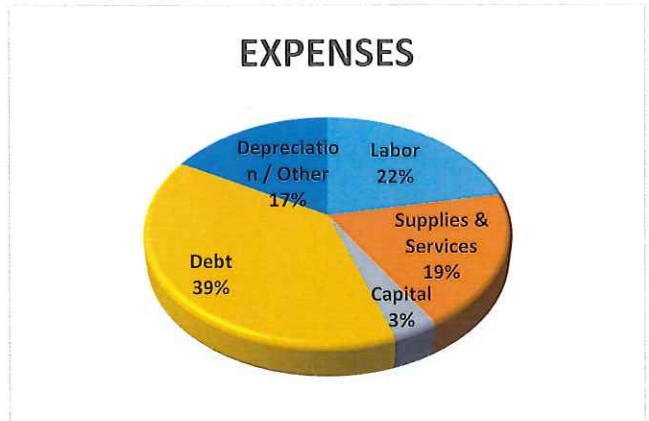
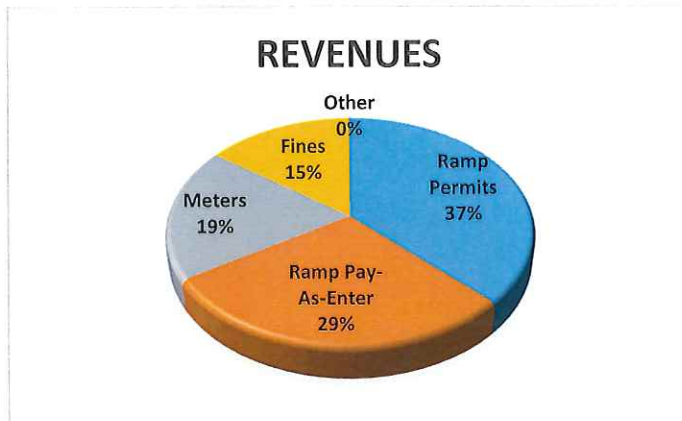
# Parking Statistics

			
Year	Number of Permit Holders	Number of Meter Citations Issued	Number of Downtown Special Events
2015	2,581	12,463	11
2016	2,497	10,691	12
2017	2,562	10,764	12

# Financial Overview

<u>REVENUES</u>	
Ramp Permits	\$1,001,715
Ramp Pay-As-Enter	\$774,234
Meters	\$508,407
Fines	\$396,684
Other	\$1,517
<b>TOTAL:</b>	<b>\$2,682,557</b>

<u>EXPENSES</u>	
Labor	\$707,623
Supplies & Services	\$620,817
Capital	\$112,213
Debt	\$1,239,300
Depreciation / Other	\$540,240
<b>TOTAL:</b>	<b>\$3,220,193</b>



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