



MEMO

TO: Municipal Services Committee

FROM: Paula Vandehey, Director of Public Works PAV

DATE: May 7, 2014

SUBJECT: **Approve recommended downtown parking meter changes for implementation in summer 2015.**

The City of Appleton hired Walker Parking Consultants to perform a Downtown Parking Study. The study contained several recommendations to improve customer service through offering choices to our downtown visitors. Public Works staff is developing a 5-Year Implementation Plan that will be included in our 5-Year Capital Improvement Budget for Council's consideration this November.

For 2015, there are two changes that Walker Parking Consultants believe could have a major positive impact on the downtown at a relatively low implementation cost. The changes do, however, have a potential negative impact to our anticipated revenue for 2015. The proposed changes are as follows:

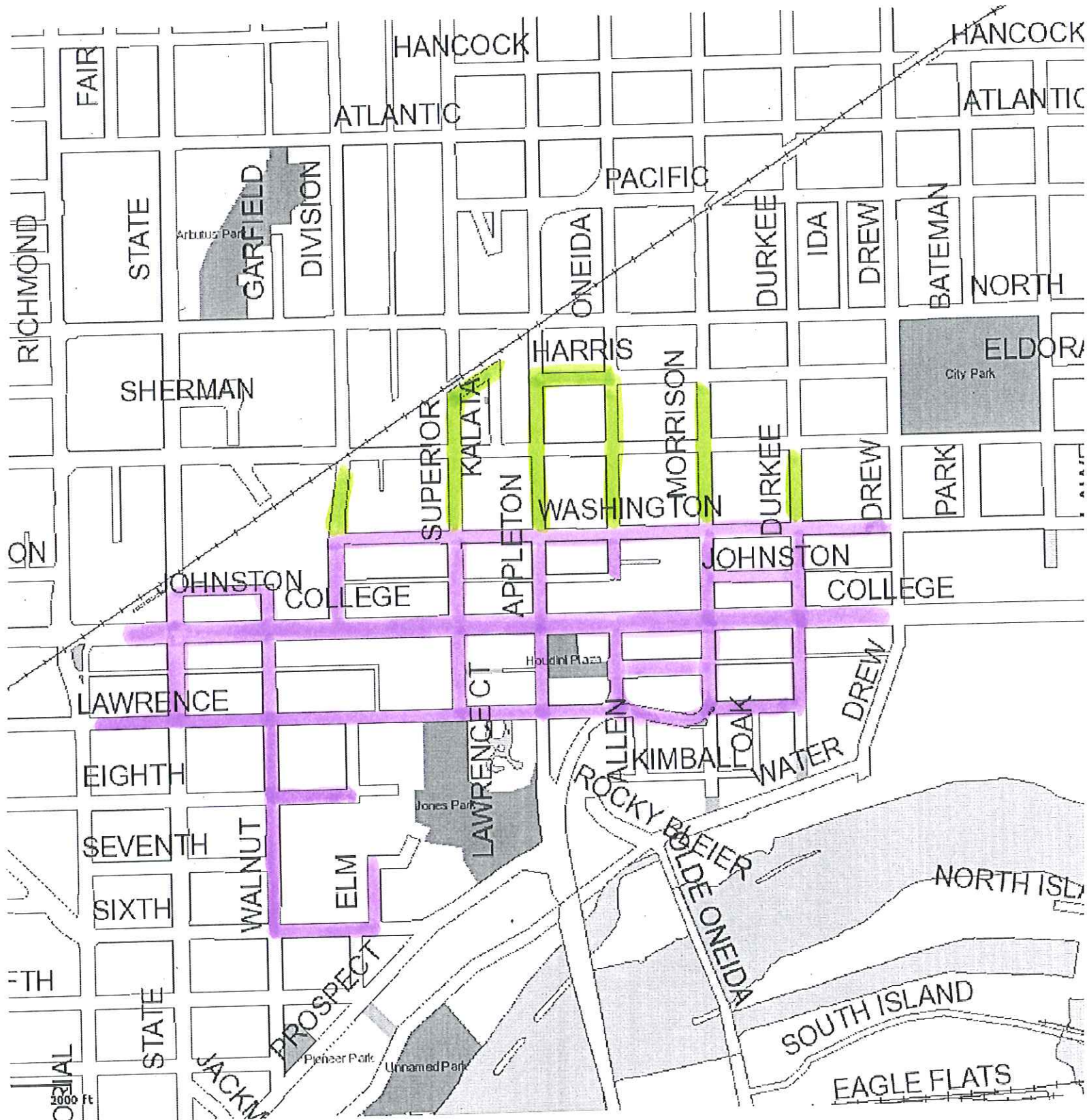
1. Change the on-street meter hours from the current 9:00 am – 9:00 pm to 9:00 am – 6:00 pm Monday through Saturday with Sundays remaining free.
2. Change on-street meter limit from 2-hours to 12-hours and the rate from \$0.75 per hour to \$0.20 per hour for all meters north of Washington Street.

The estimated cost to implement these changes is approximately \$10,000 (compared to the budgeted amount of \$250,000 for “parking study implementation”). The anticipated loss of revenue (meter fees and citations) is estimated to be approximately \$100,000.

Attached for your information is a map depicting the location of the proposed 12-hour meters and a history of parking rates in Appleton dating back to 1961.

Please let me know if you have any questions or need additional information regarding these proposed meter changes.

Attachments



Wed May 6 2015 05:58:39 PM.



2-Hour \$0.75/Hour 9:00 am - 0



12-Hour \$0.20/Hour 9:00 am - 6:00 pm

Appleton Parking Rate History

<u>YEAR</u>	<u>ON-STREET METERS</u>	<u>METER HOURS</u>	<u>PERMITS</u>	<u>RAMPS</u>
1961	\$0.05/hour	9:00 AM - 6:00 PM	N/A	N/A
1979	\$0.10/hour	9:00 AM - 6:00 PM	\$10/month	\$0.10/hour \$0.05/hour exposed levels
1986	\$0.15/hour	9:00 AM - 9:00 PM	\$10/month	\$0.15/hour
1992	\$0.25/hour - prime \$0.15/hour - other	9:00 AM - 5:00 PM	\$18/month - covered \$10/month - exposed	\$0.15/hour
1995	\$0.35/hour - prime \$0.25/hour - other	9:00 AM - 5:00 PM	\$35/month - covered \$30/month - exposed	\$0.25/hour
1996	\$0.50/hour - prime \$0.35/hour - other	9:00 AM - 9:00 PM	\$35/month	\$0.35/hour
1999	\$0.50/hour \$0.35/hour - City Center Ramp	9:00 AM - 5:00 PM \$20,000 Evening Assessment	\$17/month	\$1 per entry
2000	\$0.50/hour \$0.35/hour - City Center Ramp	9:00 AM - 5:00 PM \$20,000 Evening Assessment	\$25/month - deluxe \$20/month - economy	\$1 per entry
2002	\$0.50/hour \$0.35/hour - City Center Ramp	9:00 AM - 5:00 PM Evening Assessment Eliminated	\$30/month - City Center Ramp \$26/month - deluxe \$21/month - economy	\$1 per entry \$2 per entry 9 PM - 1 AM
2004	\$0.60/hour \$0.45/hour - City Center Ramp	9:00 AM - 9:00 PM	\$30/month - City Center Ramp \$26/month - deluxe \$21/month - economy	\$1 per entry \$2 per entry 9 PM - 1 AM
2006	\$0.60/hour \$0.45/hour - City Center Ramp	9:00 AM - 9:00 PM	\$31/month - City Center Ramp \$27/month - deluxe \$22/month - economy	\$1 per entry \$2 per entry 9 PM - 1 AM
2011	\$0.75/hour	9:00 AM - 9:00 PM	\$32/month - City Center Ramp \$28/month - deluxe \$23/month - economy	\$2 per entry
2014	\$0.75/hour	9:00 AM - 9:00 PM	\$33/month - City Center Ramp \$29/month - deluxe \$24/month - economy	\$2 per entry