

City of Appleton Parking Utility

2015 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.



Downtown Parking Study

In 2014 the City of Appleton hired Walker Parking Consultants to prepare a comprehensive downtown parking analysis in anticipation of new development and changes to our public parking system. The Final Report included recommendations for improvement in areas of Technology, Enforcement, Demand Management and Planning. The Final Report, dated February 27, 2015, is available on the City's webpage.



DOWNTOWN PARKING STUDY

CITY OF APPLETON
APPLETON, WISCONSIN

Prepared for:
DEPARTMENT OF PUBLIC WORKS

FEBRUARY 27, 2015

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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.

Upcoming Changes in 2016

1. Implement new pay-on-exit parking system in the Green, Yellow and Red Parking Ramps. System to include 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. Implement new ramp permit rates as follows:
 - \$30/month all ramps except Blue Ramp
 - \$35/month Blue Ramp

Parking Inventory



Off-street meter parking stalls	=	175
On-street meter parking stalls	=	786
Ramp parking stalls	=	3,212
Motorcycle / Moped stalls	=	32
TOTAL PUBLIC PARKING STALLS	=	4,205

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2015 Parking Statistics



Number of Permit Holders

2,549



Number of Meter Citations
Issued

12,463



Number of Downtown
Special Events

11

Financial Overview

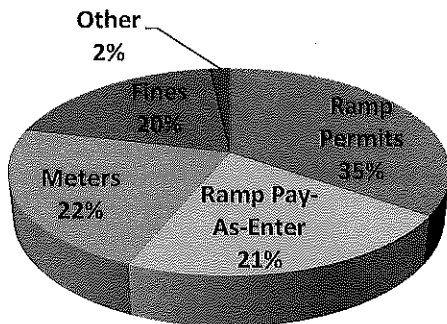
REVENUES

Ramp Permits	\$ 859,714
Ramp pay-as-enter	\$ 536,337
Meters	\$ 556,580
Fines	\$ 486,816
Other	\$ <u>41,802</u>
TOTAL	\$2,481,249

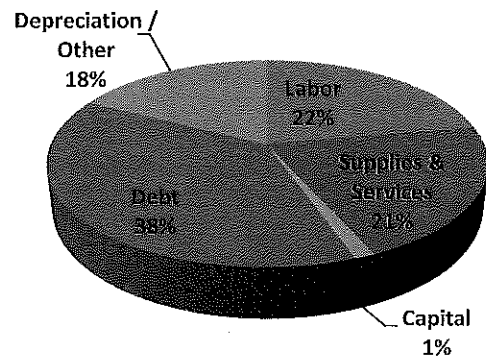
EXPENSES

Labor	\$ 709,148
Supplies & Services	\$ 665,712
Capital	\$ 39,858
Debt	\$1,209,300
Depreciation / Other	\$ <u>553,892</u>
TOTAL	\$3,177,910

REVENUES



EXPENSES



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