

City of Appleton Parking Utility

2018 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
TOTAL PUBLIC PARKING STALLS	=	4,203

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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.

Upcoming Changes in 2019

1. Upgrade Yellow Ramp lights to LED fixtures.
2. Replace elevators in Red Ramp and Yellow Ramp.
3. Demolish Blue Ramp.
4. Create motorcycle and bicycle parking area in Green Ramp.
5. Accept credit card payments for monthly permits.
6. Implement new ramp rates as follows:
 - \$2.00 < 3 hours
 - \$3.00 3-4 hours
 - \$5.00 > 4 hours
7. Implement 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

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Financial Overview

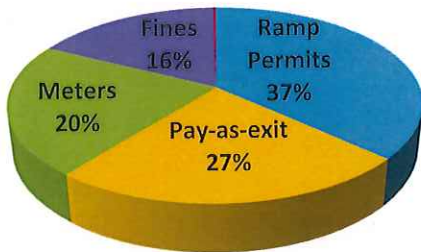
REVENUES

Ramp Permits	\$ 956,114
Ramp pay-as-exit	\$ 697,773
Meters	\$ 528,483
Fines	\$ 404,149
Other	<u>\$ 14,139</u>
TOTAL	\$2,600,658

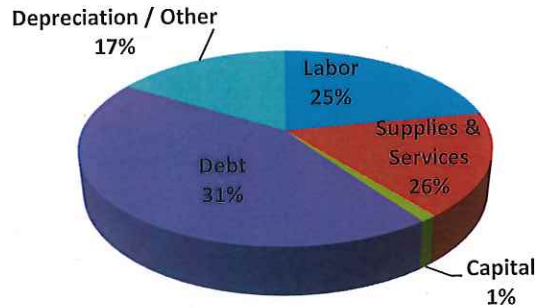
EXPENSES

Labor	\$ 817,832
Supplies & Services	\$ 822,576
Capital	\$ 43,734
Debt	\$ 1,009,300
Depreciation / Other	<u>\$ 541,140</u>
TOTAL	\$3,234,582

REVENUES



EXPENSES



Parking Statistics

Number of Permit Holders:

2015	2,581
2016	2,497
2017	2,562
2018	2,404

Number of Citations Issued:

2015	12,463
2016	10,691
2017	10,764
2018	10,071



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