

City of Appleton Parking Utility

2016 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	=	786
Ramp parking stalls	=	3,212
Motorcycle / Moped stalls	=	32
TOTAL PUBLIC PARKING STALLS	=	4,205

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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

Upcoming Changes in 2017

1. Purchase a new enforcement vehicle to more efficiently enforce parking time zones throughout the City.
2. Select a vendor to provide parking meter pay-by-phone services.
3. Install additional signage in the Red Ramp and Green Ramp, and create a second exit lane in the Green Ramp to reduce exiting times from these ramps after major events.

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Parking Statistics

	 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

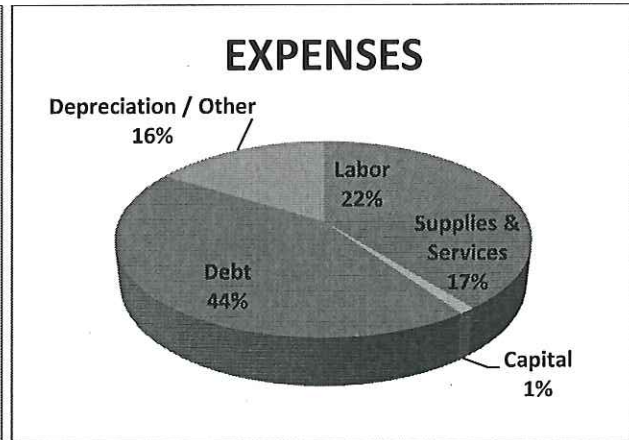
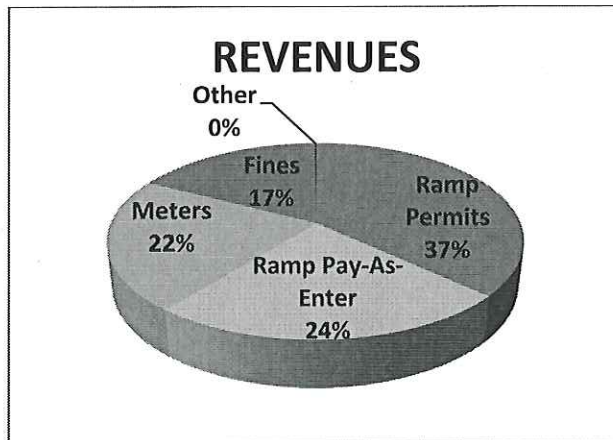
Financial Overview

REVENUES

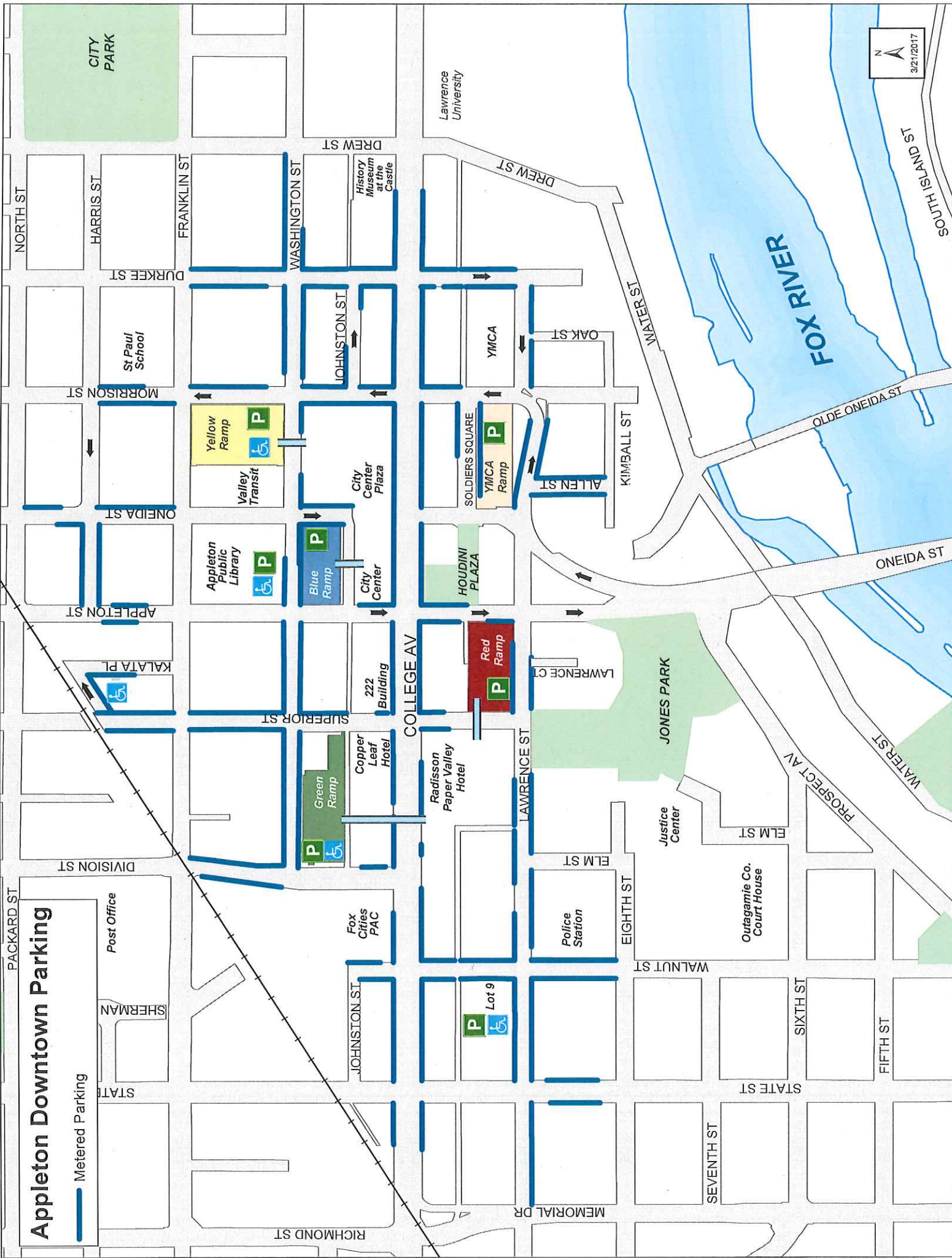
Ramp Permits	\$ 876,564
Ramp pay-as-enter	\$ 570,736
Meters	\$ 519,739
Fines	\$ 408,679
Other	<u>\$ (3,286)</u>
TOTAL	\$2,372,432

EXPENSES

Labor	\$ 725,553
Supplies & Services	\$ 552,175
Capital	\$ 34,733
Debt	\$1,409,300
Depreciation / Other	<u>\$ 524,503</u>
TOTAL	\$3,246,264



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Appleton Downtown Parking

Metered Parking



3/21/2017