

City of Appleton Parking Utility

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
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. 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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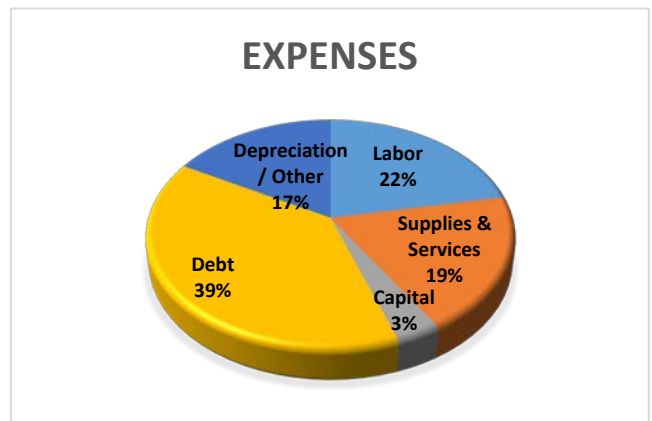
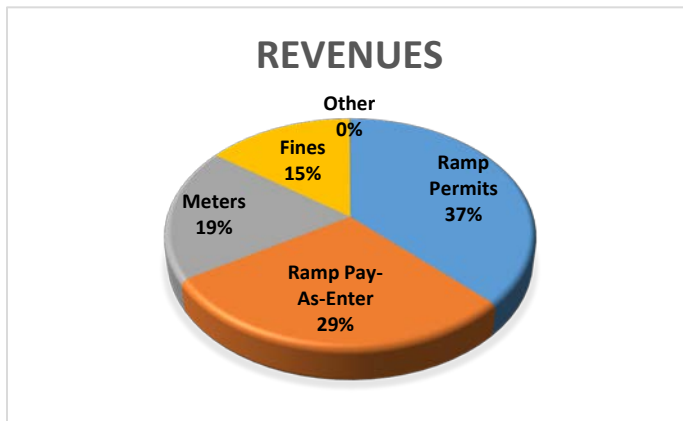
Parking Statistics

			
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
TOTAL:	\$2,682,557

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



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