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

<table>
<thead>
<tr>
<th>Parking Type</th>
<th>Stalls</th>
</tr>
</thead>
<tbody>
<tr>
<td>Off-street meter parking stalls</td>
<td>175</td>
</tr>
<tr>
<td>On-street meter parking stalls</td>
<td>784</td>
</tr>
<tr>
<td>Ramp parking stalls</td>
<td>3,212</td>
</tr>
<tr>
<td>Motorcycle / Moped stalls</td>
<td>32</td>
</tr>
<tr>
<td><strong>TOTAL PUBLIC PARKING STALLS</strong></td>
<td><strong>4,203</strong></td>
</tr>
</tbody>
</table>
**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.
Parking Statistics

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Permit Holders</th>
<th>Number of Meter Citations Issued</th>
<th>Number of Downtown Special Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>2,581</td>
<td>12,463</td>
<td>11</td>
</tr>
<tr>
<td>2016</td>
<td>2,497</td>
<td>10,691</td>
<td>12</td>
</tr>
<tr>
<td>2017</td>
<td>2,562</td>
<td>10,764</td>
<td>12</td>
</tr>
</tbody>
</table>

Financial Overview

**REVENUES**
- Ramp Permits: $1,001,715
- Ramp Pay-As-Enter: $774,234
- Meters: $508,407
- Fines: $396,684
- Other: $1,517
- TOTAL: $2,682,557

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

**PARK & PLAY**
**THE DOWNTOWN WAY**