City of Appleton
Parking Utility

2019 Annual Report

VISION: Providing Excellence in Downtown Parking
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>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Off-street meter parking stalls</td>
<td>94</td>
</tr>
<tr>
<td>On-street meter parking stalls</td>
<td>784</td>
</tr>
<tr>
<td>Ramp parking stalls</td>
<td>2,775</td>
</tr>
<tr>
<td>Motorcycle / Moped stalls</td>
<td>32</td>
</tr>
<tr>
<td><strong>TOTAL PUBLIC PARKING STALLS</strong></td>
<td><strong>3,685</strong></td>
</tr>
</tbody>
</table>

PARK & PLAY
THE DOWNTOWN WAY
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. Updated Red Ramp lights to LED fixtures.

Accomplishments in 2019
1. Updated Yellow Ramp lights to LED fixtures.
2. Replaced elevators in Red Ramp and Yellow Ramp.
3. Demolished Blue Ramp.
4. Created motorcycle and bicycle parking area in Green Ramp.
5. Accept credit card payments for monthly permits.
6. Implemented new ramp rates as follows:
   - $2.00  <  3 hours, $3.00  3-4 hours, and $5.00  >  4 hours
7. Implemented 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

Upcoming Changes in 2020
1. Implement new ramp permit rate of $35/month.
2. Replace Appleton Street elevator in Red Ramp.
3. Upgrade Green Ramp lights to LED fixtures.
4. Install new LED signage in ramps.
2019 Financial Overview

REVENUES
Ramp Permits $ 948,631
Ramp pay-as-exit $ 770,471
Meters $ 548,896
Fines $ 402,203
Other $ 33,513
TOTAL $2,703,714

EXPENSES
Labor $ 710,325
Supplies & Services $ 723,026
Capital $ 709,961
Debt $ 0
Depreciation / Other $ 652,721
TOTAL $2,796,033

Parking Statistics
Number of Permit Holders:
2015 2,581
2016 2,497
2017 2,562
2018 2,404
2019 2,488

Number of Citations Issued:
2015 12,463
2016 10,691
2017 10,764
2018 10,071
2019 10,168

Green Ramp Motorcycle and Bicycle Parking Area

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