

Item 24-0499: City of Appleton Parking Utility 2023 Annual Parking Report

Municipal Services Committee

Mon, Apr 22, 2024, 4:30PM

Alderson Denise Fenton (District 6) 17:46

So moving on to our information items. The first is the 24-0499 the city of Appleton parking utility 2023 annual parking report. And some good news there. Director Block, do you want to give us a briefing?

Director Danielle Block (Department Of Public Works) 18:03

Yes, I certainly can. Is it possible to turn the display on the center?

Alderson Denise Fenton (District 6) 18:11

Which one?

Director Danielle Block (Department Of Public Works) 18:12

Then it should....

Alderson Denise Fenton (District 6) 18:15

Oh, the center one. Public displays. Is that one the right one?

Director Danielle Block (Department Of Public Works) 18:26

I think I just have to turn the source.

Alderson Denise Fenton (District 6) 18:37

Source? Which one is the source, sorry?

Director Danielle Block (Department Of Public Works) 18:42

Click Share. If you hit public display and then click Share, that should work.

Alderson Denise Fenton (District 6) 18:47

Okay.

Director Danielle Block (Department Of Public Works) 18:50

Ah. All right.

Director Danielle Block (Department Of Public Works) 18:55

Yes, it is amazing. So we pulled together a very brief presentation based on the report that we usually present to committee. This, again, is a recap of a 2023 parking utility guiding principles remained consistent from the previous year's—maintaining small town walkability. We want to facilitate and encourage the downtown economy and the greater economy. And we want to responsibly optimize public investment in our parking infrastructure. So this is going to be an important one when we talk about what we did last year and years moving forward. And you can see that in the works if you've parked in our ramps recently, with all the maintenance going on in there.

Parking Utility Guiding Principals



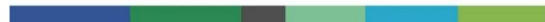
Maintain the small town, walkable form that has evolved over decades of purposeful planning.

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.



Aldersperson Denise Fenton (District 6) 18:55

Amazing.

Director Danielle Block (Department Of Public Works) 19:51

Parking inventory. This remained pretty consistent with roughly over—a little over 3600 total public parking stalls available.

Parking Inventory



- 94 Off-Street Meter Parking Stalls
- 784 On-Street Meter Parking Stalls
- 2,775 Ramp Parking Stalls
- 32 Motorcycle / Moped Stalls

3,685 TOTAL PUBLIC PARKING STALLS



Director Danielle Block (Department Of Public Works) 20:04

Parking ramp features across red, yellow and green remained fairly consistent through the previous years with our assets and the total stalls within ramps. There were no major changes to pay on foot locations, motorcycle parking, bike parking, any of that. So this is pretty consistent from the previous year.

Parking Ramp Features

Red Ramp S Superior Street	Yellow Ramp E Washington Street	Green Ramp W Washington Street
<ul style="list-style-type: none"> 764 Total Stalls 5 Levels 3 Elevators 3 Entrance Lanes & 2 Exit Lanes 6'10" Vehicle Clearance Pay on Foot Machine Convenient handicap parking throughout facility Skywalk to Hilton Appleton Paper Valley Hotel 	<ul style="list-style-type: none"> 1236 Total Stalls 7 Levels 2 Elevators 3 Entrance Lanes & 4 Exit Lanes 7'4" Vehicle Clearance Convenient handicap parking throughout facility Skywalk to City Center 	<ul style="list-style-type: none"> 775 Total Stalls 6 Levels 2 Elevators 3 Entrance Lanes & 4 Exit Lanes 7'4" Vehicle Clearance Pay on Foot Machine Convenient handicap parking throughout facility Motorcycle parking on Level 1 Bike Cage located on Level 1 Easy access event parking to Fox Cities Performing Arts Center

Open all day, every day – fees apply, with the exception of Sundays & holidays



Director Danielle Block (Department Of Public Works) 20:30

Prior year accomplishments. If you'll recall, in 2023, this was our adjustment to the rates. We implemented the \$40 per month ramp permit fee (I believe it was \$30 or \$35 prior to that), simplified the hours for parking and ramps (\$3 - \$6), and this is really when we began that ramp repair maintenance identified schedule. So starting in '23 and moving forward '24 and for a few years, we'll keep this going in order to complete all the recommendations within that Desman condition report.

Prior Year Accomplishments

- Upgraded Green Ramp lights to LED fixtures.
- Replaced stairwell in Green Ramp.
- Implemented online payment option for parking card holders and businesses.
- Completed an ADA Assessment of Yellow, Green and Red Ramps. Prioritized the requirements and recommendations.

2022

- Implemented \$40/month ramp permit fee & new ramp rates as follows:
 - \$3.00 for up to 4 hours
 - \$6.00 for more than 4 hours
- Began priority 2023 ramp repairs/maintenance identified in 2022 Desman Condition Assessment Report.
- Developed planned scope of work for 2024 ramp repairs/maintenance identified in 2022 Desman Condition Assessment Report.
- Continued investigating feasibility of Red Ramp east elevator replacement.
- Continued work and analysis regarding TIBA ramp entry software updates to cloud-based services. Along with a work plan to incorporate "Chip and Tap" system to improve user payment efficiency.
- Continued to work with potential and new downtown development to accommodate parking needs.
- Completed in-house snow removal operations

2023

Director Danielle Block (Department Of Public Works) 21:12

So 2024 objectives. I think a couple things to highlight here this year. We will be working with the library to implement the new library parking lot and have metered stalls within there. Some meters at the very back will be the app meters. The rest will be coin meters within the parking for the library. We're going to try some upgrades to the user experience as you exit the ramp. So you chip and tap and things of that nature. We're moving to cloud-based system through TIBA, and that's the software system to exit the ramps. We continue to work on ramp repairs for the consultant structural condition reports. So our goal this year is 1.6 million in ramp repairs.



2024 Objectives

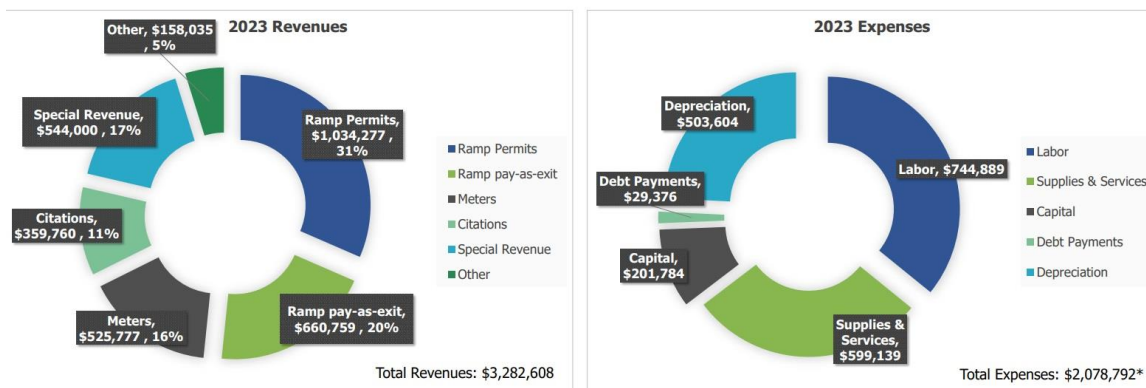
- ❑ Transition ramp entry software from desktop-based to a cloud-based system
- ❑ Upgrade ramp payment options to include Chip & Tap software
- ❑ Complete the reconfiguration of the Library Plaza Lot with the coordination of Library staff
- ❑ Perform consultant inspection and recommendations for all ramp stairwell roofs
- ❑ Repair & reestablish service to the east elevator in the Red Ramp
- ❑ Continue to work with Appleton Downtown Incorporated and downtown parking users to improve the parking system.
- ❑ Continue the implementation of Downtown Parking Study recommendations, including an effort to improve wayfinding signage and marketing of the Utility.
- ❑ Complete approximately \$1.6M in ramp repairs per consultant structural condition reports.
- ❑ Continue ongoing line painting of ramp and on-street parking stalls.
- ❑ Perform consultant structure condition report for the Yellow Ramp skywalk.



Director Danielle Block (Department Of Public Works) 22:11

2023 financial overview. Here you can see the revenues outpaced our expenses, which is good for the parking utility. There's still uncompleted maintenance work that was carried over into 2024, and that's some of the work that you've seen being done in the ramps this year.

2023 Financial Overview



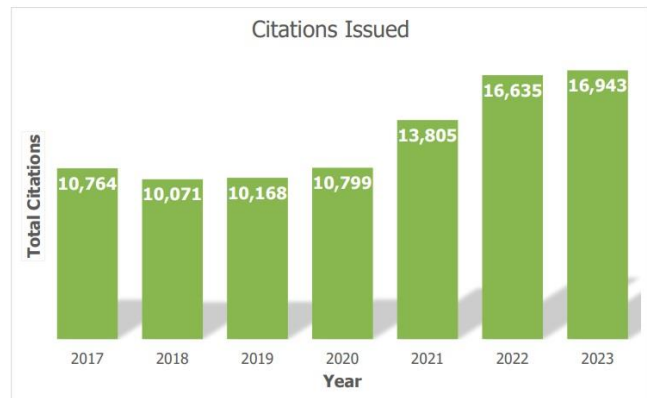
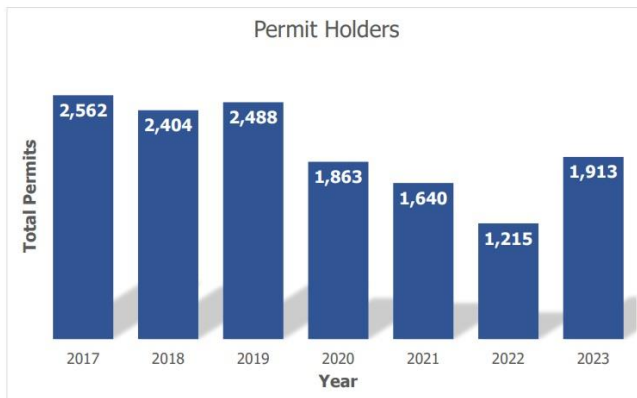
*\$1,099,000 of uncompleted maintenance work under contract to be carried over to 2024



Director Danielle Block (Department Of Public Works) 22:33

I think if you look at the next slide here, and it's in the report as well—in terms of parking statistics and where that revenue is being generated, we did see a pretty good increase in permit holders for year 2023. We are not back yet to 2017 levels, but we thought it was a very positive sign in the parking utility at a little over 1900 for 2023. And citations issued '22 to '23 remained fairly level.

2023 Parking Statistics



Director Danielle Block (Department Of Public Works) 23:12

And with that, if there were questions with the actual report with the presentation, we can answer those.

Aldersperson Denise Fenton (District 6) 23:21

Any—I see Alder Hartzheim.

Aldersperson Sheri Hartzheim (District 13) 23:24

Thank you, Chair. If we could possibly go back to the financial overview page. I'm just doing some figuring, ciphering, and looking at total expenses and including the uncompleted maintenance work. If I do a revenues less the uncompleted maintenance work and the total expenses, I see a net income of 107,816, little over 100,000. Is that accurate?

Director Danielle Block (Department Of Public Works) 23:57

I'd have to double check that with our accounting coordinator to get you, you know, that exact number but I can reply back with that. Yeah.

Aldersperson Sheri Hartzheim (District 13) 24:05

Okay. And then in the revenues, the special revenue, the 17%, the \$544,000 is our ARPA funds. Is that correct?

Director Danielle Block (Department Of Public Works) 24:16

Let me flip to my spreadsheet. Special revenues. I believe, yes, that is our ARPA funds are all of the special revenue. Yes. 544.

Aldersperson Sheri Hartzheim (District 13) 24:29

Okay. So I would like it noted for the record that it looks good on paper, but we've taken over a half million dollars and put it into the parking utility in order to maybe make \$100,000 last year. Thank you.

Aldersperson Denise Fenton (District 6) 24:47

Any other comments, questions? I have one. Director Block, on the citations, obviously—I'm ignoring 2020 really, and—but big, big bump in—even between '21 and '22, '23? Are we enforcing more rigorous rigorously? Or are people just being more scofflaw-y about parking?

Director Danielle Block (Department Of Public Works) 25:17

It may be a combination of both. I will say that our parking enforcement has certainly—while we're at—we were more consistently at full staffing levels. I think that's a fair statement. And then the amount of time they were actively enforcing probably had something to do with that as well. It's difficult to say, though, all the factors that go along in that. You know, are there more cars, you know, downtown, or in these areas, to complete that enforcement as well.

Aldersperson Denise Fenton (District 6) 25:53

And I can, if I can ask one more. And it's okay, if you don't have that on your spreadsheet. Kind of where do we break down on people at the metered parking using the passport app versus plugging?

Director Danielle Block (Department Of Public Works) 26:13

Gonna try to find it on my spreadsheet very quickly. And I might not. But in talking through this with our accounting coordinator in previous days—and the reason we were diving into this little bit was related to the college Ave Lane reconfiguration, trying to determine that coin versus app revenue, illustrating that. Predominantly, folks still use coin. Now whether that's like 30/70 split, 40/60, but I would say the majority of people still use coin on the meters.

Aldersperson Denise Fenton (District 6) 26:48

Thank you. Any other questions? All right. Thank you. We appreciate—I appreciate the putting it in a presentation. It makes it nicer to see, and if we want to swipe slides and send them out to our constituents we can do that.