



CITY OF
APPLETON

2023 Parking Utility Annual Report



Updated March 2024

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



- 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



Parking Ramp Features

Red Ramp

S Superior Street

- 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

Yellow Ramp

E Washington Street

- 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

Green Ramp

W Washington Street

- 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



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

2024 Objectives

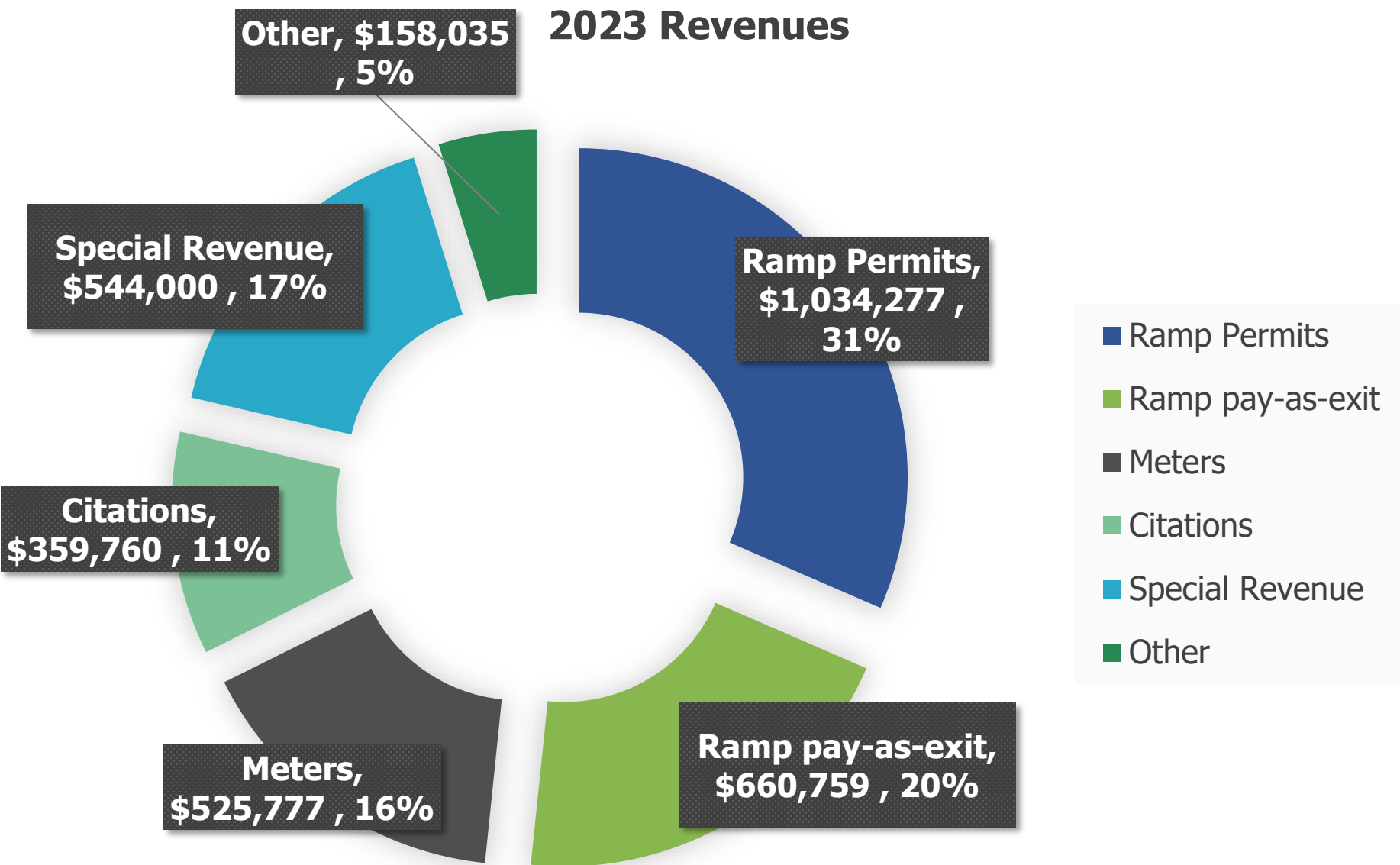


- Transition ramp entry software from desktop-based to a cloud-based system
- Upgrade ramp payment options to include Chip & Tap software
- Complete the reconfiguration of the Library Plaza Lot with the coordination of Library staff
- Perform consultant inspection and recommendations for all ramp stairwell 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.



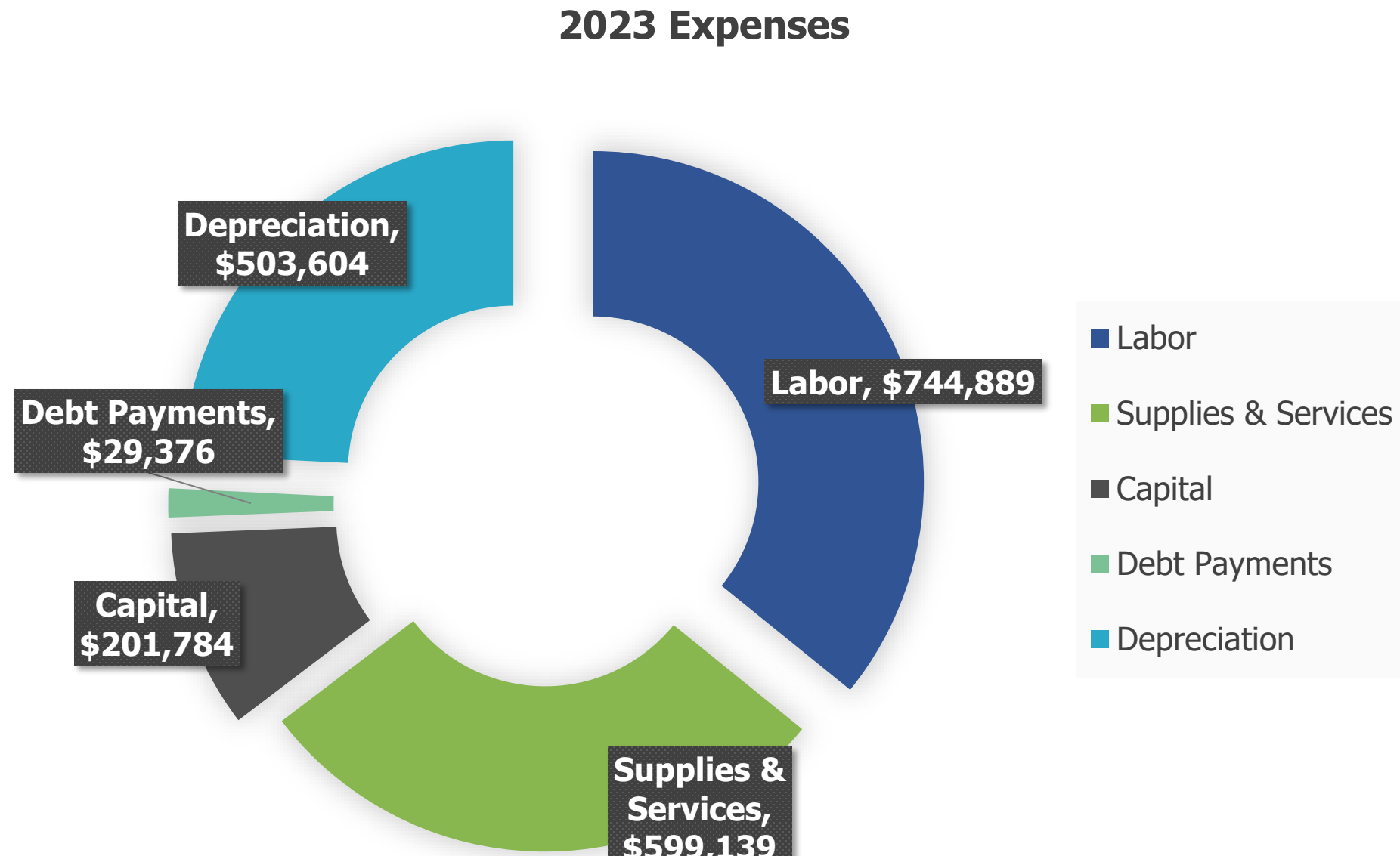
2023 Financial Overview

2023 Revenues



Total Revenues: \$3,282,608

2023 Expenses



Total Expenses: \$2,078,792*

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

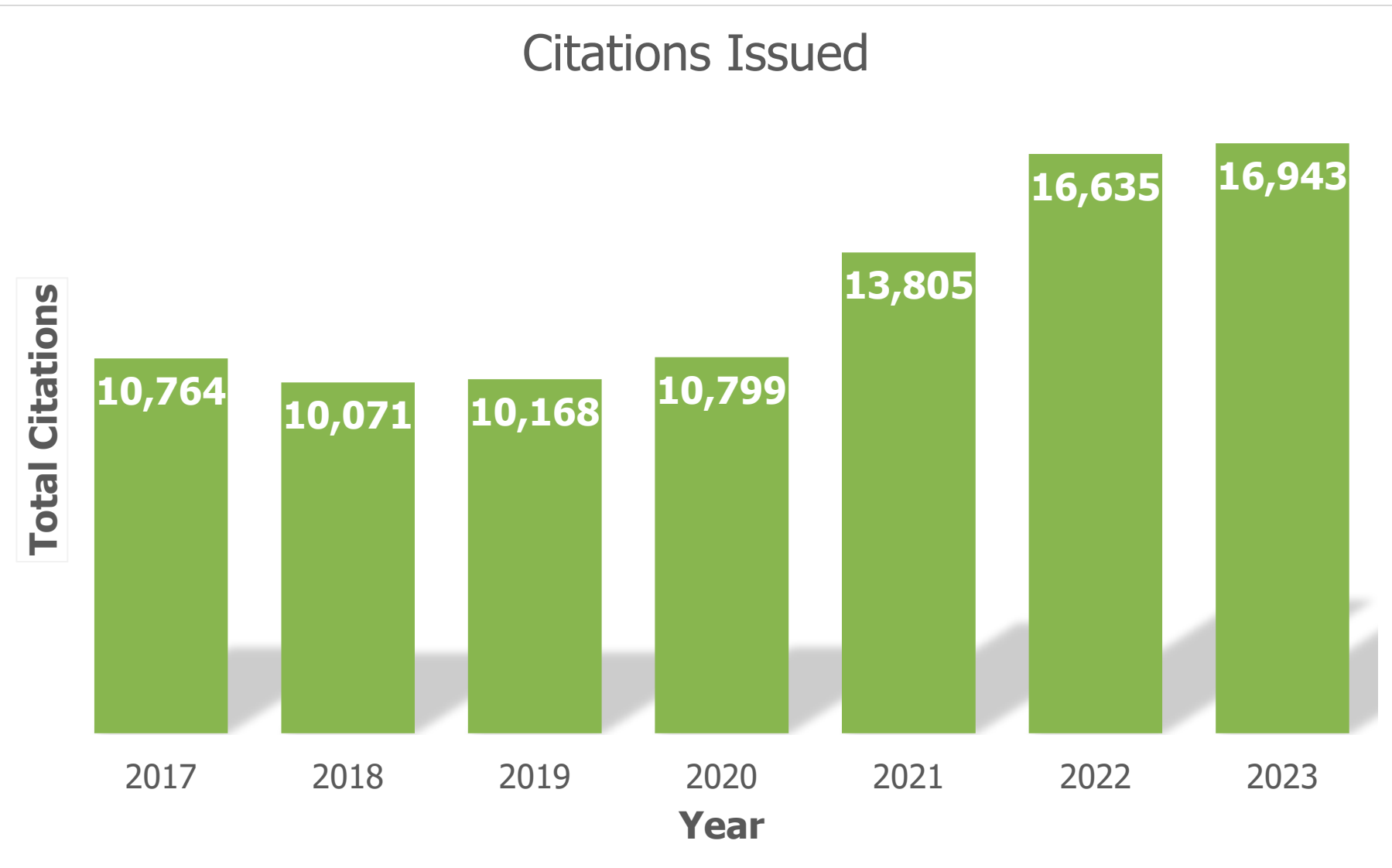


2023 Parking Statistics

Permit Holders



Citations Issued



Questions?



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