

THE PARKING UTILITY AT YOUR SERVICE

The Sheboygan Parking Utility is a municipal department dedicated to providing convenient and affordable parking options for the citizens and guests of Sheboygan's beautiful downtown, Riverfront and South Pier districts.



The Parking Utility assisted with the refurbishing of the two downtown "wayfinding" signs on North Ninth Street including illuminating them with LED fixtures. The signs will promote parking and include information on Sheboygan Squared and the City Green.

DID YOU KNOW?

The revenue from parking tickets issued for parking meter violations and parking stall violations (parking in a reserved stall) is retained by the City and is used to offset expenses in the general fund. Revenue from meters and reserved parking stall rentals are used to offset the parking expenses in each parking district and keeps parking affordable for all. In addition, the revenue is used to help beautify the parking areas and create a more memorable and beautiful experience for citizens and guests.



**DOWNTOWN
SOUTH PIER
RIVERFRONT**

The Parking Utility is responsible for the maintenance, upkeep, and appearance of the public parking lots in downtown, Riverfront and South Pier. The Parking Utility provides maintenance at the Industrial Park and Heritage Square on South 12th Street as well.

In 2017, the Parking Utility continued weed control and upkeep on the downtown sidewalks and tree wells between Michigan Avenue and Indiana Avenue, Seventh to Ninth Streets consisting of over 30 blocks!

In total, the Parking Utility maintains 13 public parking lots in the downtown, three large lots on South Pier, four large lots in Riverfront and two lots in Heritage Square.

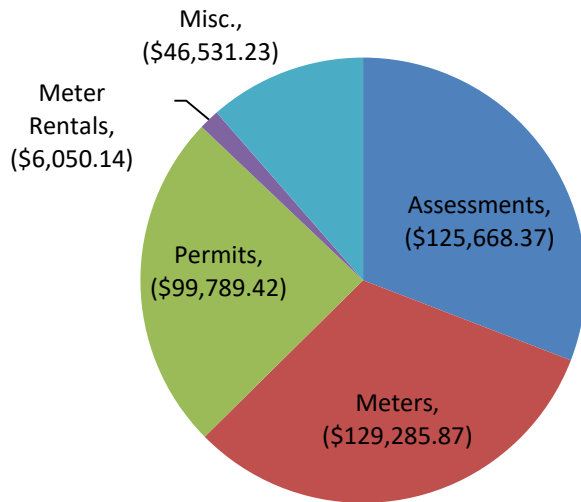
The Parking Utility is also responsible for renting stalls in all of the reserved lots and collecting revenue from over 850 meters in the downtown area amounting to over \$240,000 in annual revenue.



New planters purchased in 2017 brought more color and robust flowers to the downtown Thanks to Otter Creek.

AT A GLANCE

2017 Revenues by Source



2017 Expenses by District

Industrial Park	\$7,085.84
Harbor Centre	\$2,929.46
PAD 1 - Downtown	\$135,546.55
PAD 2 - Riverfront	\$48,045.44
Parking Utility	\$220,184.74
PAD 4 - Heritage Square	\$8,538.82
South Pier	\$20,121.37

2017 Benchmarks

PARKING UTILITY BENCHMARKS	2017 Q1		2017 Q2		2017 Q3		2017 Q4		ANNUAL TOTAL	
	Revenue	Permits	Revenue	Permits	Revenue	Permits	Revenue	Permits	Revenue	Permits
Lot 2	\$413.50	30	\$113.74	27	\$334.38	27	\$2,144.07	27	\$3,005.69	111
Lot 3	\$329.86	12	\$0.00	12	\$329.86	12	\$542.93	12	\$1,202.65	48
Lot 4	\$4,167.23	N/A	\$4,787.35	N/A	\$5,114.48	N/A	\$4,177.30	N/A	\$18,246.36	N/A
Lot 5	\$10,584.60	108	\$247.38	108	\$164.92	106	\$10,967.84	105	\$21,964.74	427
Lot 6	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0
Lot 7	\$2,092.55	84	\$705.99	82	\$1,236.89	80	\$2,039.33	81	\$6,074.76	327
Lot 8	\$4,470.73	71	\$907.06	71	\$1,320.34	71	\$5,002.26	72	\$11,700.39	285
Lot 9	\$4,180.19	108	\$2,984.68	109	\$3,646.96	108	\$5,129.73	111	\$15,941.56	436
Lot 10	\$824.64	31	\$0.00	30	\$1,649.28	30	\$824.64	30	\$3,298.56	121
Lot 11	\$1,269.89	37	\$1,090.23	38	\$1,142.13	43	\$1,607.52	45	\$5,109.77	163
Lot 13	\$6,288.81	173	\$4,323.04	182	\$6,505.18	191	\$9,447.22	189	\$26,564.25	735
Lot 14	\$4,308.57	234	\$0.00	234	\$5,034.86	234	\$5,190.71	234	\$14,534.14	936
Lot 17	\$1,900.99	57	\$82.46	53	\$1,163.97	55	\$1,705.43	57	\$4,852.85	222
On-Street Meters	\$17,670.72	N/A	\$23,824.50	N/A	\$26,077.07	N/A	\$22,042.39	N/A	\$89,614.68	N/A
On-Street Permits	\$10,339.92	241	\$2,289.60	242	\$2,845.28	240	\$10,982.16	249	\$26,456.96	972

THE PARKING UTILITY STAFF

The Parking Utility is supervised by the Director of Transit and Parking. There is one full-time Lead Worker, one full-time Maintenance Worker and five seasonal staff.

Director of Parking & Transit: Derek Muench
Lead Worker I: Phillip Sneller
Maintenance Worker I: Patrick Moehring

The Year's Notable Accomplishments

- Purchased new flower planters for the downtown corners on Eighth Street as part of the continued beautification effort of the downtown area.
- Installed new garbage receptacles in the downtown area.
- Conducted a Parking Study of the parking districts through Carl Walker, Inc. The study was presented at the annual Sheboygan Squared Meeting in late October, 2017.
- Created an award-winning meter collecting device called "Charlie" to assist parking personnel in meter money collection.

2018 Notable Goals

- Implement new parking initiatives designed to make parking easier to use and create flexibility for the customer.
- Improvements at two Eighth Street midblock alleys (in conjunction with other organizations).
- Continue beautification efforts within the district to attract customers and tourists.
- Increase revenues to continue to offset expenses in particular to the Parking Assessment Districts (PADs).
- Continue to monitor the performance of Action Items of the City's Strategic Plan and work to accomplish these items as they relate to the plan.