

THE PARKING UTILITY YEAR IN REVIEW

2018

DOWNTOWN • RIVERFRONT • SOUTH PIER • HERITAGE SQUARE

New Parking Strategy has “Lots” to Offer

In 2018, the City of Sheboygan’s Parking Utility implemented numerous changes to its parking plan in downtown Sheboygan. A 2017 parking study conducted by the Michigan-based firm Carl Walker recommended significant changes to the existing plan.

The parking study made recommendations in several key areas including:

- Parking lot rates
- Parking meter rates and lengths
- Enforcement
- Parking permits versus assigned stalls
- Availability of parking information and signage

Staff of the Parking Utility spent the early part of 2018 drafting a plan that took the parking study recommendations into consideration. In summer, the Transit Commission approved a plan that incorporated many of the parking study recommendations and improved parking in the downtown area for visitors, businesses and customers alike.

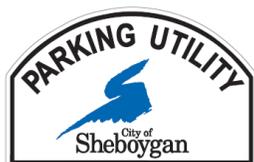
In October 2018, the parking recommendations were implemented included:

- Increase time on all 2-hour meters to 3-hours.
- A moderate increase in parking meter rates from \$0.30/hour to \$0.50/hour.
- Introduction of parking permits for all Reserved Parking lots.
- A tiered parking permit fee structure to fit anyone’s budget.
- Expansion of the On-Street Parking Permit zone to include all downtown streets with the exception of 8th Street and Pennsylvania Avenue.
- A redesigned webpage and creation of the Parking Downtown Sheboygan Facebook page.



What are Parking Permits?

The Parking Utility introduced parking permits as part of the strategy to increase available parking stalls in several key lots. A parking permit (left) allows a customer to park in a specific lot or on-street at a meter for a low monthly rate. Parking in reserved lots allows customers to park at any available parking stall. Parking on-street allows customers to park at any available metered stall without having to pay the meter fee. The permits are displayed on the vehicle’s rearview mirror and contain important information about the permit usage.



Derek Muench
Parking Director

Phillip Sneller
Lead Worker

Alderson Todd Wolf
Commission Chair

Patrick Moehring
Maintenance Worker

Darrell Hofland
City Administrator

Ann Koeller
Customer Service



DID YOU KNOW?

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 department maintains over 2,200 parking stalls with enforcement of those stalls overseen by the Police Department.



Operating Statistics

OVERVIEW	TOTAL EXPENSES	TOTAL REVENUE*	EXPENSE PER STALL	REVENUE PER STALL
Parking Districts	\$425,175	\$319,196	\$192	\$144
Non-Parking Districts	\$11,754	\$0	NO STALLS	NO STALLS

PINPOINT	TOTAL STALLS	TOTAL REVENUE	REVENUE PER STALL
Parking Meters	899	\$139,619	\$155
Permit Lots	609	\$132,601	\$218

*Does not include assessments.

Critical Accomplishments

- Implemented a new parking strategy as a result of a 2017 parking study conducted to improve parking options in downtown.
- Redesigned webpage and created resource guides for customers to increase awareness and support the department's mission.
- Created interaction with customers, businesses and visitors by implementing a Parking Downtown Sheboygan Facebook page.
- Rated by fellow city departments as one of the top departments for knowledge, response time and responsiveness (3.5 on a 4.0 scale).
- Redesigned and installed of new downtown signage containing the new Harbor Centre logo.
- Assisted the City Development Department with the revitalization efforts for two alleys in the downtown area.
- Replaced the utility's most critical piece of equipment (John Deer XUV) with a more efficient model.

Goals, Strategic Plan and Mission

- Continue to support the City of Sheboygan's Strategic Plan by contributing to each of the six Focus Areas including Quality of Life for citizens, investment in Infrastructure and Public Facilities, Economic Development, Governing and Fiscal Management, and Communication.
- Build positive, effective and long-term community partnerships that contribute to the Parking Utility's Mission and Vision.
- Maintain and invest in infrastructure including accessible, affordable and convenient parking options.
- Continue the Parking Utility's dedication to the Harbor Centre through beautification, customer service and parking improvements.



A fresh face on the 8th Street Island sign showcases the new logo for the Harbor Centre.

