

City of Sheboygan

Parking Utility

2021

YEAR IN REVIEW

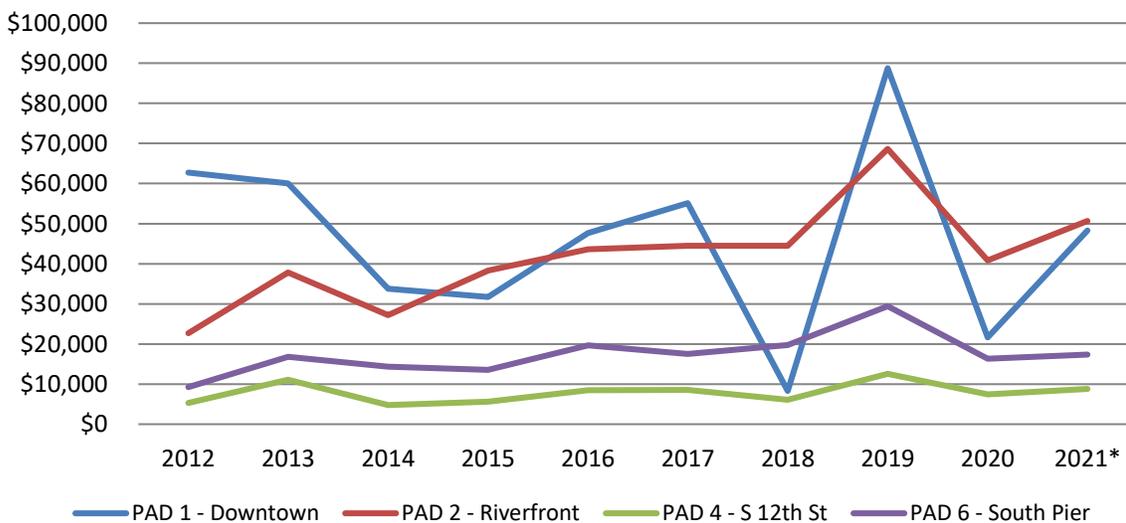
Assessments: Partnership for Public Parking

The Parking Utility relies on funding from property owners, or assessments, to offset the costs of maintaining public parking. Assessments are calculated by taking total expenses for the parking district and subtracting any revenues collected (permits, meters, stall rentals, etc.) Assessments are the balance remaining, which represent the required amount to make the parking district "whole". In other words, it represents a subsidy paid by property owners to allow public parking to remain affordable for customers, employees and visitors. Each district has its own distinct ordinance and policy on collecting revenue. Riverfront and South Pier, for example, specify that parking remains free. Therefore, these districts' assessments are based on total expenses.

Expenses

Annual expenses in each district differ slightly. However, the main expenses related to snow plowing, lawn maintenance, flowers and beautification, and equipment maintenance are consistent for all districts. Expenses are directly impacted by weather and play a significant role in the fluctuation of expenses over the years.

Assessments by Year per District



Average assessments over the same period:

- PAD 1** - \$45,797
- PAD 2** - \$41,874
- PAD 4** - \$7,862
- PAD 6** - \$17,393

In 2018, parking rates increased for the first time in over a decade resulting in increased revenue.

**projected assessments.*

Thank You!

The Parking Utility is proud to partner with Otter Creek Landscape and Town & Country Garden Club for stunning and fragrant flowers. The club members planted all the corner flower planters. The members did a fantastic job beautifying the downtown and South Pier.



Parking Utility Team

- | | |
|---|---|
| Derek Muench Parking Director | Todd Wolf City Administrator |
| Patrick Moehring Lead Worker | Michael Kirchmeier Maintenance Worker |
| Ann Koeller Customer Service | Heather Cleveland Commission Chair |

Website | www.shorelinemetro.com/parkingutility

2022 LOOKING AHEAD

Mobile Payment Solutions

The Parking Utility is excited to announce it will begin offering a more convenient way to pay for parking in downtown Sheboygan. Historically, customers could only pay the parking meters using coins. Parking permits were very restrictive as well, with only one option to purchase and pay in-person only. In recent years, permits could be paid for using a credit or debit card; however, convenience and payment options have been lagging behind modern times for quite a while.

In 2022, the Parking Utility will be partnering with HotSpot Parking, a company offering convenient, alternative payment solutions for customers simply by using their smartphone (see diagram to the right). HotSpot offers not only parking solutions but also public transit (bus) solutions. Shoreline Metro will also be implementing this technology in 2022.

Customers will pay a small fee per transaction each time they pay using HotSpot (most of the fees will be covered by the Parking Utility).

This technology will enable more flexible and convenient parking solutions for customers and visitors. Please stay tuned for more information coming later this year.

Redesigned Island on 8th Street

The Parking Utility will be partnering with Otter Creek to redesign and construct a beautiful and more welcoming island on South 8th Street. The landscaping on the island has become unsightly and overgrown, limiting views of 8th Street approaching the downtown area. This redesign will include robust and hardy plants, an easier-to-maintain layout and bright welcoming colors to add to the beautification of downtown.

Keep Up-to-Date on All Things Parking

The Parking Utility is accessible online and in-person. Please check out these resources designed to keep customers, businesses and visitors up-to-date on all things parking in downtown Sheboygan and other parking districts including South Pier and Riverfront.



Website | www.shorelinemetro.com/parkingutility



Facebook | Parking Downtown Sheboygan



Phone | (920) 459-3285

HotSpot
How to Use the App!
Step-by-step of how to use the HotSpot Parking Application.

- 1 Download the HotSpot Parking App from the Apple Store or Google Play Store!
- 2 Create an account with your mobile phone number or email address.
- 3 Park anywhere you see HotSpot Parking App signs and decals.
- 4 Pay for your parking session from your phone.
- 5 Extend your time remotely if you'd like to stay longer.
- 6 Receive digital copies of your parking receipts through the app.



Island photo from 2017 showing overgrowth and large vegetation obstructing views into downtown. The island will be redesigned this year as beautification efforts continue.