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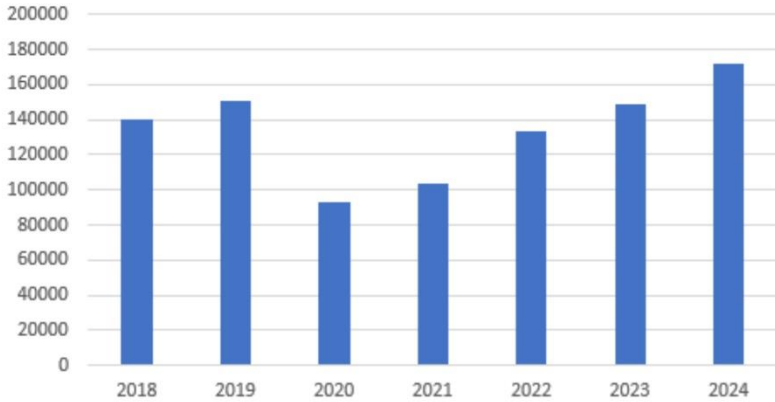
2024 ANNUAL REPORT

PARKING
A CITY OF SHEBOYGAN UTILITY

Revenue Trends: Meters

The Parking Utility relies on three primary sources of revenue to maintain operations: meter revenue, parking permits and assessments. Parking meters generated over \$170,000 in 2024, its highest total in the last decade.

Meter Revenue by Year



Parking meters over the last seven years generated an average of \$134,562 with a low of \$93,225 in 2020 and a high of \$172,014 in 2024. The parking meter rate has increased twice in the last decade, most recently from \$0.50 per hour to \$0.75 per hour in 2022. Parking meters integrated mobile payments in 2022 allowing customers to pay for parking using a smartphone.

Scan & Pay

The convenience of using a smartphone to pay for parking has revolutionized the parking industry, especially in communities with traditional coin-operated meters. In 2022, the Sheboygan Parking Utility partnered with HotSpot Parking to bring this convenience to public parking allowing customers, for the first time, to pay for parking without coins.

This technology was also implemented in most public parking lots allowing customers to pay for hourly parking in lots that were traditionally only for permit parking, making parking much more accessible and friendly for customers, residents and visitors.

Customers simply scan the QR code on the meter or lot sign, follow the simple prompts and make their payment for parking.



PAY HERE

NO APP REQUIRED
Scan the QR code below



Powered by:
HotSpot **PARKING**
support@hntsp.ca • 1 (855) 712-5888

\$26,160

Revenue from Scan & Pay and Mobile App payments - December 2023 through November 2024

Thank You to Our Partners

- Brilliant Lightscares for holiday lighting in Downtown, Riverfront and South Pier as well as maintaining alley and island lighting.
- Otter Creek Landscaping for providing annual flowers in the Downtown and South Pier planters and lightpole baskets.
- The Town & Country Garden Club for assisting with planting flowers throughout the Downtown, Riverfront and South Pier.
- The Business Improvement District for their ongoing support and dedication to Sheboygan's Downtown, Riverfront and Lakefront.
- Sheboygan Police Department for enforcement of public parking.

Using the Parking Website

The Parking Utility website is designed to guide and assist you with using parking meters, purchasing permits and so more! Check it out today at www.shorelinemetro.com/parkingutility



- Info on purchasing and setting up a permit
- Link to HotSpot user login
- Parking lot locations and rates



- Info on meter rates, enforcement times and dates
- Payments using the HotSpot app
- Meter locations for 3-hour and 10-hour parking



- Info on parking tickets
- Form to request a parking ticket review
- Link to the Sheboygan Police Department



- Info on meter issues
- Form to report faulty or malfunctioning meter(s)