

Interview with Hilary Patterman
City of Appleton - Parking Manager
July 18, 2025, 9:00 AM by phone

1. All hardware has been purchased. Software required is paid annually and based on number of ramps. If the number of ramps reduced or added, would require a change in payment terms. Annual fee for software maintenance is \$25,000 for the three ramps.
2. Ramps are open 24 hours a day, 7 days per week. There is no fee on Sundays and holidays. If people have purchased a parking badge, they can scan that on the way out. Nearby business and apartment complexes use monthly parking passes.
3. The public has been accepting of the gate system. When large attendance events are scheduled the people parking can pay on entry. When the ramp is filled the exit gate is open for more rapid exit after the event. Local venues and hotels are in contact with the parking service to coordinate the event parking protocols.
4. Appleton has hired a third-party call center to handle calls for assistance for the parkers having an issue. There is a base rate per ramp, per entry and exit points, and a fee per call. The service can prompt the gate to open remotely. Rarely, the service needs to contact the office in Appleton to solve an issue.
5. They have a security firm to patrol the ramps in the overnight hours to prevent vandalism and scofflaw behaviors. Hilary stated that they find this service extremely helpful.
6. Abandon vehicles are towed away after 30 days. Camping and living from your vehicle are not allowed.
7. Two enforcement vehicles are used primarily for curb/street/surface lot parking. They also make several tours of the ramp to identify vehicles that parked improperly (like taking up two spaces) and keeping things orderly.
8. There is a total of 9 staff members. This includes a parking operations lead; parking operations staff that handles cash made in payment, maintenance of the ramp and general preventive maintenance; a ramp cleaning attendant who cleans all three ramps daily (this person is seen as the “face” of the ramps); and the two members of the enforcement team.
9. If there is a problem with the automation components of their system, they rely on the vendor to fix it. Sometimes it takes frequent prompting.
10. In the future they would like to add LPR that can be used in conjunction with a gate system. They also may be considering a chip and tap system.
11. Hilary has previously worked with the parking system in another position. She was recently promoted to the Parking Manager position. Her background includes finances and a business mindset.

Dianne Lueder, Vice Chair Downtown Neighborhood Association of Eau Claire

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