

From Derek Munch, Director of Transit & Parking:

The new parking payment system through HotSpot Parking is in full implementation mode. We are currently rolling out the new Parking Permits for customers. The following is a summary of a few projects:

NEW HOTSPOT PERMIT AND PARKING PAYMENT SOLUTION

- **New digital permits** are available for purchase in the HotSpot app or at <https://hotspotparking.us/users/login>. Please set up an account, enter your vehicle information, payment information and then make your permit purchase by selecting “Purchase a Permit” or view “My Permits” in the three-bar menu in the upper left hand corner in the app.
 - **NEW UPDATED:** Customers maintaining an individual account (on behalf of their employees) may purchase up to 10 permits for each lot or on-street. You will simply login, purchase your permits for the appropriate zone, assign license plates to each permit. We were able to adjust the quantity so customers can purchase multiple permits for a zone. Please remember in order for a vehicle to be “active”, it must be assigned to a permit.
 - **BUSINESSES:** If you need to manage more than 10 permits or the individual account isn’t appropriate for you, please contact us to arrange for a Business Bundle. Contact Ann at (920) 459-3285 on weekdays until 1:00 p.m.
 - **PERMIT ZONES:** Permits are only valid for the zone (lot or on-street) you purchased. Lot permits are no longer valid for on-street parking. After studying this for the past couple of years, it was determined there was no real need to allow customers to park on the street with a lot permit. We actually discovered many were parking on the street instead of the designed lot causing more congestion in some blocks and the appearance of less utilization in the parking lot.
 - **“HOW-TO”** guide is available on our website along with more information on purchasing your permits at www.shorelinemetro.com/parkingutility.

- **Enforcement** in the parking lots and the metered streets (except for 8th Street and Penn Ave) will be suspended until March to allow customers to purchase their permits. This is also the training period for the Sheboygan PD in using the new license plate recognition readers (LPR).

- **Metered Payments through HotSpot** will be implemented in spring 2023 due to winter weather. Customers will be able to purchase hourly parking at any parking meter (and in eligible parking lots) using the HotSpot app or scanning a QR code (lots only). The hourly rate will increase to \$0.75 per hour once fully implemented later this year.
 - We are planning an additional enforcement grace period once meter payments are implemented. More information on this will follow.

- **Communication & Information** will be provided as we continue to implement this new parking solution. Please be patient as this is a multi-phase process. We have hundreds of customers and

businesses we are working with. Ongoing communication will be provided on our Facebook page (Parking Downtown Sheboygan), our website (www.shorelinemetro.com/parkingutility) and through BID emails and newsletters. Additionally, all meters will be labeled containing payment information and parking lots will have signage. We are currently working on “Reminder Tickets” and business cards for area businesses to distribute to customers and employees.

- **Comments and Concerns** can be directed to parkingutility@shorelinemetro.com. This is received by all Parking Utility team members and will be addressed in a timely manner. If you have any questions and require immediate assistance, please send us an email or call (920) 459-3285.