

Agenda Item Report



Winnebago County
The Wave of the Future

DATE: June 23, 2023

FROM: DIRECTOR OF PARKS AND EXPO CENTER

RE: Request Authority to Purchase Automated Pay Stations at the Winnebago County Boat Landings.

General Description:

The Winnebago County Parks Department requesting authority to purchase 7 automated fee stations at the 7 Winnebago County boat landings.

Requested Action:

The Parks Department recommends that the Parks and Recreation Committee recommends to the County Board to authorize the purchase of 7 automated fee stations through the boat landing reserve funds.

Procedural Steps:

Spirit Committee

Action taken:

County Board

Meeting date: 8/10/23

Vote: 8-1

Meeting date: 9/19/23

Background:

The Winnebago County Parks Department currently operates and maintains 7 boat landings located on Lake Winnebago, Lake Poygan, and Lake Butte Des Morts. These 7 boat landings currently have a steel cash box utilized for taking daily fees and cash. There is no ability for the boat landing users to pay via credit or with debit card. By providing these automated pay stations we will be providing a modern method for which users can pay for their daily fees. I have included some of advantages and FAQ about the pay stations below.

An automated pay station was included in the plan for the Grundman Boat Landing. Due to this timing, we need to purchase and install the fee stations this fall so they are operating by the start of the 2024 season.

A picture of the automated fee station located at the City of Oshkosh boat landing is included below.



Frequently Asked Questions

1. More Time for our Park Rangers to Monitor the Launches and Spend Less Time Counting Cash

The cash box systems require much more time from our Park Rangers. Our Park Rangers spend multiple hours every day opening envelopes and counting money. Many times, the envelopes either include not enough more or too much money. By installing automated pay stations, we are going to be able to direct more time for our Parks Rangers to monitor the boat landings more often. Instead of spending time opening envelopes, we can schedule the rangers to work more days and visit more landings in a single day. This will allow better monitoring to ensure users are paying for the use of the landings. Park Rangers spend up to 2-3 hours per day counting cash. This accounts for 14-21 hours per week! This would provide us with **2-3 additional days of monitoring time.**

2. Adjusting for the Additional Yearly Maintenance

The automated pay stations due require a yearly fee of \$7,980 for payment processing, PCI compliance, and the software required for collecting the data and transmitting it via cell. To offset this additional cost, we are requesting a fee increase to the boat landing fees. In the 2024 budget we will be requesting to increase fees. The fee increase will account for an additional \$27,584 in revenue. This additional revenue will be put towards more dedicated maintenance of the landings, automated fee stations, and to allow us to begin saving money towards future larger projects and repairs for the users of the landings.

3. More Security and Better Auditing

The automated fee stations print off a receipt that states how much cash is supposed to be in the machine. This is a much better system that provides security and prevent theft of cash. We are also handling much less cash. The City of Oshkosh indicated that they only need to remove cash once per month because they receive significantly less cash.

4. Maintenance

The systems within the automated fee stations are basic components that can be switched out if needed in-house by one of our rangers or parks caretakers. We are not installing a yearly sticker printer so it there are less components within the machine.

5. Increased Revenue Potential

The Brown County Parks and Department and the City of Oshkosh have installed automated fee stations within recent years. Both departments have reported increased revenue due to the automated fee stations providing multiple forms of payment and requiring all users to pay the required fee.

Attachments:

- Resolution