

**To: Jessica Sullivan, Town Council Chairman
Cape Elizabeth Town Council**
From: Matthew Sturgis, Town Manager
Date: November 13, 2018
Topic: Pay and Display Parking at Fort Williams

The following concepts and questions are common items that were discussed at different points over the past few months, as well as in the past when the discussion of pay parking at Fort Williams was discussed. I have researched the issues raised and have assembled many of them in this document.

1. **What are we talking about when we look at pay and display parking?**
 - a. A concept explored this summer by a special subcommittee of the Fort Williams Park Committee that provided a comprehensive report in August.
 - b. Pay and display is parking by fee, seasonally, between the period of May 1 to November 1. November 1 to April 30 would be free to all.
 - c. Metered pay and display parking would be in five premium parking lots, encompassing 270 spaces.
 - d. There are areas for free parking to the rear of the park (children's garden and playground area / Officer's Row).
 - e. Overflow parking, toll avoidance, and keeping the park affordable for all means is the intention of the free parking area. Overflow and toll avoidance by parking in the abutting neighborhood will be consistently monitored. If the park is full then appropriate signage will be deployed and volume monitored by the park coordinator and rangers.

2. **What has changed?**
 - a. Volume of visitors has increased, changing from 190,000 visits (est. 500,000 visitors) in 2009 with a 72% Maine resident to 28% out of state visitors to 277,000 visits (est. 900,000 visitors) in 2018, with 40% Maine residents and 60% out of state visitors. This increase in volume is expected to continue. **The relationship between resident to non-resident use has reversed over the past nine years.**
 - b. Increase in volume will continue the need for infrastructure investments to improve safety and effective management of the park. Potential large expense items such as rest room facilities and proper waste management. **Parking fees would allow the increase in use to offset future expenses due to revenue generation.**
 - c. Town has increasing capital demands on an annual basis for maintaining the park, with an estimated \$430,000 in capital needs for the next two years.

- d. **Cape Elizabeth tax payers have supported the park largely by property tax revenues, pay and display parking fees provide opportunity for non-resident users to support the Park through reasonable user fees.**
 - e. Fort Williams master plan needs updating with more of a comprehensive plan for the long term needs and operational plans for the park. Additionally, a five year capital plan needs to be determined specifically for the park.
 - f. **The revenue will help achieve the Fort Williams Park's vision statement to optimize the town's stewardship in managing the park through financially and ecologically sustainable practices.**
 - g. **Considering the changing relationship in user volumes, the economics of the Park Committee research, the vision statement approved by the council, public comment requesting the Town search for alternative revenue sources other than property taxes, the continued reductions in State revenues of all forms, and the long term financial and capital needs of the park, I recommend advancing pay and display parking. I am also aware this is Council's decision to make, and deeply respect your duties. This document is aimed at increasing the volume of information you have on this subject to be able to make a fully informed decision.**
3. **Residents would park for free with the display of an annual parking pass available at the police department.**
4. **Non-residents would pay \$2 per hour, with a minimum of 2 hours for a \$4, maximum fee is \$10 for a full day, or \$15 for a season pass. The fee structure is compatible and reasonable in comparison to surrounding communities.**
- a. Examples of surrounding fees are: Portland charges \$3 per hour for flat lots, \$28 per day, York is \$2 per hour for premium parking and \$1 per hour for lesser, Saco charges \$2 per hour and \$150 for season, and Scarborough is \$1 per hour on Bayview on Higgins, \$40 for the season for residents, \$150 for non-residents, and \$15 per day at flat lots.
 - b. Special codes for parking could be programmed for sports clubs for free parking.
 - c. Special event parking for Beach to Beacon and Family Fun Day could be a free parking day. This is a decision for the council to make.
5. **How would the parking be managed**
- a. The park would need an estimated ten meters.
 - b. Meters could be either owned by the Town or provided by a lease, depending on what is economically best. **The suggestion is to begin with a leasing approach, combined with enforcement.**

- c. Enforcement would be outsourced, with a capped amount of revenues funding this function. Collection of violations would be responsibility of enforcement function.
- d. In researching the subject I have met with manufacturers of meters, leasing companies, enforcement equipment and software companies, and parking management companies.

6. What would the result of a pay and display system be?

- a. Generation of revenue for the Town of Cape Elizabeth.
- b. Estimated year one revenue of \$900,000.
- c. Potential to dedicate a portion of the revenue to the park for near and long term capital needs as well as operation expenses.
- d. Potential to provide revenue to the Town for operations that does not need to be generated by property taxes.

7. Approach for process

- a. **Permission from the Town Council to move forward.**
- b. Write up a request for proposals with two different approaches.
 - i. Request for proposals for parking management, including equipment and enforcement.
 - ii. Request for proposals for purchasing the equipment for pay and display parking, including installation. Along with iii
 - iii. Request for proposals for providing enforcement services for pay and display parking.
- c. Send out requests after the start of the year, review, and determine best approach of the three and select pay and display approach.
- d. Ordinance Committee crafts parking ordinance for council review and approval. This is on the Ordinance Committee December agenda.
- e. **Will need decision by council on implementation of pay and display system.**
- f. Begin education and communication program, and signage installation as outlined in the Park subcommittee report.
- g. If approved, then pay and display program will be planned for installation and implementation, with season one beginning May 1.

	ESTIMATED REVENUES	ESTIMATED EXPENSES	FUND BALANCE
Fort Williams Park Capital Fund Balance @ 6/30/17			\$489,019
FY 2018 Budget: Estimated Revenues @ 6/30/18:			
- Officers Row Rentals - (\$55,730)	\$58,000		
- Binocular Revenue - (\$1,300)	\$1,300		
- Ceremony Fees - (\$4,500)	\$4,500		
- Picnic Shelter, Bandstand & Gazebo Rentals - (\$29,000)	\$25,000		
- Site Fees - (\$34,000)	\$34,000		
- FWP Concessions (\$13,825)	\$12,025		
- Bus/Trolley Revenues - (\$49,000)	\$54,400		
- Donation Boxes - (\$14,000)	\$16,000		
Total Revenues - (\$201,355)	\$205,225		\$664,244
FY 2018 Budget: Estimated/Incurred Expenses @ 6/30/2018:			
- Misc. Master Plan Projects TBD - (\$15,000)		\$15,000	
- Perimeter Fencing Replacement (\$35,000)		\$30,500	
- Cliff Walk Safety Improvements - Railings - (\$25,000)		\$20,250	
- Picnic Shelter Parking Lot Pedestrian Improvements (\$44,000)		\$48,000	
- Basketball Court Rehabilitation (\$65,000)		\$65,000	
- Overflow Parking Area ADA Parking (\$15,000)		\$15,000	
- Battery Blair Wall Stabilization (\$56,000)		\$56,000	
- General Fund Contribution - (\$9,135)		\$9,135	
- Contribution to Proposed Park Mgr. Position			
Total Expenses - (\$264,135)		\$258,885	
Estimated Fund Balance @ 6/30/2018			\$405,359
Note: Number in () was the amount budgeted			
FY 2019 Proposed Budget: Estimated Revenues @ 6/30/19			
- Officers Row Rentals	\$58,000		
- Binocular Revenue	\$1,300		
- Ceremony Fees	\$4,500		
- Picnic Shelter, Ship Cove, Bandstand & Gazebo Rentals	\$26,000		
- Site Fees (Includes Beach to Beacon)	\$34,000		
- FWP Concessions	\$14,000		
- Bus/Trolley Revenues	\$49,000		
- Donation Boxes	\$16,000		
Total	\$202,800		\$608,159
FY 2019 Expenditures Proposed by FWPC			
- Misc. Master Plan Projects - TBD		\$20,000	
- Bandstand Painting & Repairs		\$6,000	
- Park Signage Improvements		\$8,000	
- Perimeter Fencing Replacement		\$9,100	
- Invasive Plant Control Management		\$10,000	
- Parade Field Pedestrian Improvements		\$12,000	
- Battery Blair Safety Railing		\$4,500	
- Cliff Walk Safety & Fencing Improvements		\$98,600	
- General Fund Contribution		\$5,046	
		\$173,246	
Estimated Fund Balance @ 6/30/2019			\$434,913