

Fort Williams Park Committee

Pay & Display Subcommittee - Traffic, Fee and Revenue Estimates (DRAFT)

Assumptions

VHB Study* on average represents May - October (6 Months = 26 Weeks) FWP Car Traffic

Remainder of the year is negligible & Pay Stations should be mothballed

*VHB Traffic Study ran from Sept 23-29 2017 (average week?)

FWP Ranger Parking Counts Underway (begun 6/28) indicating 60% cars from O
10% of Maine Plates entering FWP are Cape Elizabeth residents and will purchase a Season Pa

Non-Cape Residents can purchase a Patrons of Fort Williams Park (PoFWP) Seas

5% of non-Cape Maine Residents will purchase a Season Pass

Cape and PoFWP Passholders on average visit FWP ten times per season

Vehicle Counts	Fact
Total Vehicles entering FWP during study (fact)	12928
Percent of passenger vehicles (fact)	82.4
Passenger Vehicles entering FWP/week (fact)	10653
Passenger Vehicles entering FWP/season (est.)	276969

Vehicle Grouping	%
Percent of cars from Maine	40
Percent of cars from Away	60
Visits from cars from Maine	110788
Visits from cars from Away	166182
Totals check ?	276969
Cars from Cape Elizabeth (10% of ME)	11079
Patrons of FWP Season Pass (5% of ME)	4985
Hourly/Daily Visitors per season	260905

Fee Structure	Fee
Cape Elizabeth Resident Pass	\$5
Patrons of FWP Season Pass	\$15
Hourly/Daily Visitors (\$2/hr with 2hr. Min.)	\$4

Revenue Opportunity	Opportunity
Cape Elizabeth Residents Pass	\$5,539
Patrons of FWP Season Pass	\$7,478

Hourly/Daily Visitors (99% of \$)	\$1,043,621
Total Fees Collected	\$1,056,639

Cost Structure		Costs	
70/30 Split w/ \$120K cap +\$2K/M			
Fees Collected	Cape Revenue	Vendor Revenue	
\$351,861	\$234,302	\$117,558	
\$703,721	\$571,721	\$132,000	
\$1,056,639	\$924,639	\$132,000	

7/18/2018

ut of State

iss (Fee - 1 ticket)

on Pass (Fee - 1 ticket)

Parking Lots	Spots & Spaces
Central Parking (3)	88 spots
Parade Grounds (3)	76 spaces
Captain Strout Circle (1)	10 spaces
Beach Parking (2)	68 spaces
Picnic Shelter (1)	28 spots
Total Pay & Display Parking	270 spots & spaces
Children's Garden	144 Free & Overflow
Picnic Shelter Lawn	160 Special Events
Officers Row Driveway	21 Season Pass Only
Total Overflow & Free Parking	325 spots & spaces

FWP Parking Capacity

595 spots & spaces

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