

# Fort Williams Park Committee

## CETC Recommendation for Pay & Display

### Overview:

If CETC decides to pursue Pay & Display in FWP, FWP-SC recommends the following initial structure:

- A seasonal six-month outsourced implementation of 10 cashless meters in 5 premium lots (270 spots), with free parking (144+ spots) in overflow areas.
- No parking fees for residents of Cape Elizabeth displaying appropriate sticker (Recycling Center?)
- A low fee “Patrons of FWP Season Pass” for non-resident guests (\$15)
- A \$2/hr and 2 hour (\$4) minimum daily metered parking fee. Sliding savings will exist for longer stays.
- An outsourced enforcement contract.
- A detailed education, planning and communications plan to be aligned with implementation date.

### Focus

Safety, Accessibility (physical & financial), Feasibility, Carpooling & FWP Operating Costs

### Deployment Approaches

Considered 4 solutions including Entry Fees, Pay by Space, Pay by Plate and Pay & Display.

A hybrid Pay & Display option (including Passport Parking phone app) is recommended for FWP based on logistics, communications, flexibility, cost, and enforcement options.

### Parking Configurations (See Attachment)

Established parameters of Parking Capacity of FWP (595 cars) by lot type and revenue potential

5 lots totaling 270 parking spots are well suited for Pay & Display

Central Parking, Parade Ground, CSC, Picnic Shelter, and Beach Parking

3 additional lots exist which have special characteristics and total 325 non-fee spots

Children’s Garden – Free & Overflow for those willing to walk to PHL etc.

Picnic Shelter Lawn – Reserved for Special Occasions only (FFD, B2B, Graduation)

Officers Row Parking – To be reserved for clients and PoFWP Season Pass holders

These 3 lots could be temporarily metered, but impact v. gain is small

Providing a no cost parking option within FWP resolves several issues including reservation holders, overflow to streets, and keeping the park available to anyone of any means.

### Parking Categories and Fee Structures

Established 3 simple Passenger Vehicle Groups with Pay & Display fee structure

Cape Elizabeth residents with current (Recycling Center?) stickers - No fee

Patrons of FWP Season Pass-holders (anyone outside Cape) - \$15

Daily Parkers - \$2/hr. w/ 2 hr. minimum and sliding savings including Full Day cap at \$10

Initial Rate = \$2/hr. with discounted options for longer stays. 2 Hour minimum.			
2 Hours	4 Hours	6 hours	Full Day (10hrs)
\$4	\$6	\$8	\$10
<i>Savings&gt;</i>	\$2	\$4	\$10

## **Patrons of Fort Williams Season Passes**

Seasonal Parking Passes can be purchased digitally at the kiosk or at the Public Safety Building  
Cost to be Fee (\$15) or Fee less one FWP Pay & Display receipt.

Passes to be numbered stickers (or aligned with license plate) and will be non-transferrable

## **Pay & Display Acquisition Method and Seasonality**

Recommend that CE Outsource (v. Purchase or Lease) the solution for the following reasons

- 1) Provides meters, signage, software, communications, maintenance & storage
- 2) Allows flexibility to implement now and, if ever needed, exit contract with 60 days notice
- 3) Relies on industry experts to configure, install, maintain, insure and manage system
- 4) Provides meter refresh flexibility creating a hedge against technology changes
- 5) Enables Cape to migrate to Purchase or Lease scenario for greater future revenues
- 6) Cape has reserved the right to waive fees for up to 6 days/y (B2B, FFD, Graduation, Symphony, etc.)

Based on peak parking profiles, harsh winter conditions, and seasonal FWP Ranger oversight, a seasonally deployable solution is recommended for initial implementation.

## **Enforcement**

Appropriate enforcement is critical to balance the appropriate CE community tone with strong expectations relative to payment. Enforcement could be conducted by Rangers, Summer Hires, Contractors and/or sheer perception. The FWP-SC (w/ direction from Chief Williams) recommends an enhanced presence by Rangers as well as a contracted enforcement approach to manage parking, issue citations, handle objections and collect fees. This enables CE to migrate to a CEPD solution at a later date if issues or revenue opportunities are forthcoming.

- Contracted enforcement will require a Parking Ordinance change from “municipal employee” to “municipal employee or agent” in Section 13-2-6. The recommended provider has proposed revenues and costs both to be included in the calculation of administrative costs which are paid by the town. The concept is that careful enforcement will drive overall revenue at KIOSK versus citation-driven revenue.

-Issued citations tend to be paid about 50% of the time. At 30 citations with a fee of \$20 per citation, collections could amount to \$300/day (~\$35/hr.) for a contractor.

-With proper signage and expectations, compliance runs from 80% (Thompson’s Point) up to 98% (garages, private lots and municipalities).

## **Implementation Timing**

A seasonal outsourced Pay & Display solution could be implemented by a vendor in as little as 2 weeks. The CETC should consider their options around timing (Spring 2019) with the understanding that public education, FWP signage, season pass processing, and enforcement issues will all need to be carefully planned and executed.

## **Revenue Opportunity**

Based on extrapolating 2017 VHB Traffic Counts and 2018 Ranger Observations, about 277K passenger cars enter FWP during the May – October season, and 40% of them are from Maine. Assuming that 10% of Maine cars are from Cape, and that 5% of non-Cape Mainers will buy a Season Pass, it is estimated that total potential revenues could be anywhere from \$250K to close to \$1Million per year. (See Attachment). The recommended provider has conservatively estimated initial full-season revenue share for Cape Elizabeth to be in excess of \$300K.

## **Costs**

Based on an outsourced model, the recommended vendor will provide the services with an 80/20 split of the fees after subtracting administrative costs, capped at NTE \$100K/y. (See Attachment)

## **Communication Plan**

Education, Communication, and Signage are critical to a smooth implementation. Aspects of a communications plan would include reaching out to all of our defined stakeholders through mechanisms including:

- Media: Cape Courier, Sentry, Forecaster, PPH, etc.
- FWP & Town Web Sites
- Town Mailings (possibly including tax bill mailing insert with enrollment/payment option)
- FWP existing and Future Event Reservations holders and Event Website and Application
- B2B Registration and websites
- Little League, Soccer, Lacrosse, etc. sign-ups, waivers and general communications

### **Athletic Event, Team and Spectator options include:**

- Resident (PoFWP) Season Passes
- Family and Visiting Team Printed (or digital at KIOSK) Event Passes (time sensitive)
- Free Parking in Children's Garden Overflow lot (144 spots)
- Reduced enforcement of some lots (Central Parking/Officers Row) during games
- No enforcement after 6PM

All Pay and Display communications should focus on safety issues within FWP including traffic control, better walkways, reduced traffic density, better use of carpooling for events, etc. and the financial means to enable those safety improvements.

## **Unaddressed Concern**

There could be an issue around increased expectation of services (restrooms, trash cans, paved lots, etc.) based upon paying to park at FWP.

# Fort Williams Park Committee

4/9/19

## Pay & Display Subcommittee - Traffic, Fee and Revenue Estimates

### 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 Out of State

10% of Maine Plates entering FWP are Cape Elizabeth residents and will purchase a Season Pass (Fee - 1 ticket)

Non-Cape Residents can purchase a Patrons of Fort Williams Park (PoFWP) Season Pass (Fee - 1 ticket)

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

Cape and PoFWP Pass holders on average visit FWP ten times per season

Vehicle Counts	Car Count
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.)	<b>276969</b>

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	\$0
Patrons of FWP Season Pass	\$15
Hourly/Daily Visitors (\$2/hr with 2hr. Min.)	\$4

Parking Fee Opportunity	Opportunity
Cape Elizabeth Residents Pass	\$0
Patrons of FWP Season Pass	\$74,782
Hourly/Daily Visitors (99% of \$)	\$1,043,621
<b>Total Fees Collected</b>	<b>\$1,118,403</b>

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
<b>Total Pay &amp; Display Parking</b>	<b>270 spots &amp; spaces</b>
Children's Garden	144 Free & Overflow
Picnic Shelter Lawn	160 Special Events
Officers Row Driveway	21 Season Pass Only
<b>Total Overflow &amp; Free Parking</b>	<b>325 spots &amp; spaces</b>
<b>FWP Parking Capacity</b>	<b>595 spots &amp; spaces</b>

### (RFP) Sample Revenue Structures

80/20 Split w/ \$100K cap after admin cost:

Sample Parking & Pass Fees	~Admin Costs	Cape Share	Vendor Share
\$372,428	\$74,000	\$238,742	\$59,686
\$470,443	\$74,000	\$317,154	\$79,289
\$740,856	\$74,000	\$566,856	\$100,000
<b>\$1,118,403</b>	<b>\$74,000</b>	<b>\$944,403</b>	<b>\$100,000</b>