

To: Cape Elizabeth Town Council, Matt Sturgis, Kathy Raftice From: The Fort Williams Park Committee

Date: May 3, 2018

Recommendations for Commercial Van, Bus and Vehicle Traffic at Fort Williams Park

Purpose

The following recommendations are presented in order to enhance the safety, manage the patron density (estimated at upwards to 1M patrons per year), and improve the infrastructure while reducing the taxpayer burden of commercial vehicle traffic in Fort Williams Park (FWP).

Recommendations:

- 1) Eliminate commercial van and bus traffic from Captain Strout Circle (CSC) with the exception of trolleys and local senior citizen vans (which do not offload passengers). Provide signage at the four way stop to facilitate the change as well as appropriate placement of informational signage throughout the park
- 2) Improve the bus parking logistics in 'central parking' to allow easy and safe parking, enhanced drop off/and loading and to support ADA compliant access to and from Portland Head Light.
- 3) Enhance the walkways by improving drainage (southwest of CSC) and by providing a stable (paved) surface for the safety of FWP patrons.
- 4) Deploy benches and railings as needed between central parking and PHL (southwest of CSC)
- 5) Implement a 'commercial vehicle capacity based' fee structure for all commercial vans, limos, trolleys and buses.
- 6) Communicate FWP's commercial traffic intentions on the FWP website and through the 'National Motor Coach Association' with messaging to include the following (some of this communication will be paired with a phased implementation plan):
 - Credit card only payment policy, approach zero cash management for "greeters". *New credit card vendor selected on April 10, 2018 by the Town Council and this policy is consistent with where the manager is going.
 - Distance from the central parking area to the Portland Head Lighthouse is 200 yards.
 - ADA compliance (possible mention of seating and railings)
 - Availability and location of portable toilets

- Five minute maximum vehicle engine idle time
- New commercial vehicle capacity based fee structure

7) Three members of Fort Williams Park Committee attended the Town Council workshop on March 5 and concurs with the TC to start the RFP process to investigate the implementation of "Pay and Display" at Fort Williams Park". The sub committee recommends that the implementation and facilitation of "Pay and Display" be adopted as a 2018 FWPC Goal.

Commercial Capacity Based Fee Structure:

| General Category | Capacity Max | 2017 (Single/Season) | | 2018 (Single/Season) | | 2019 (Single/Season) | |
|-----------------------|--------------|----------------------|------|----------------------|------------|----------------------|-------------|
| | | | | | | | |
| Vans and Limos | 14 Seats | 25 | 550 | 25 | 550 | 25 | 550 |
| Mini Buses | 20 Seats | N/A | N/A | 35 | 900 | 50 | 2100 |
| Trolleys | 30 Seats | N/A | 1700 | N/A | 1700 | N/A | 2500 |
| Motor Coach | >30 Seats | 50/45 | N/A | 50/45 | N/A | 75/70 | N/A |

Expected Financial Impacts:

At 2017 estimated traffic levels, the expected revenues under the new fee structure would be:

| Revenue Estimates | 2017 Traffic Count (Single/Season) | | 2017 Revenue (Single/Season) | | 2018 Revenue (Single/Season) | | 2019 Revenue (Single/Season) | |
|-----------------------|------------------------------------|-------|------------------------------|-------|------------------------------|-------|------------------------------|-------|
| | | | | | | | | |
| Vans and Limos | 50 | 6 | 1250 | 3300 | 1000 | 2200 | 1000 | 2200 |
| Mini Buses | 10 (?) | 2 (?) | N/A | N/A | 350 | 1800 | 500 | 4200 |
| Trolleys | N/A | 3 | N/A | 5100 | N/A | 5100 | N/A | 6300 |
| Motor Coach | 500 | 500 | 25000 | 22500 | 25000 | 22500 | 35000 | 37500 |

| | | | | | |
|------------------------------------|--|--|----------|----------|----------|
| Season Total Rev \$ | | | \$57,150 | \$57,950 | \$87,400 |
|------------------------------------|--|--|----------|----------|----------|

In addition to the above the Fort Williams Park Committee recommends:

School buses and school-associated camp buses will remain free.

Private camp buses will pay based on the commercial bus capacity schedule above. Motor Coach Volume Discount triggers at 75 visit/units per year.

Depending on the implementation of the above recommendations, future recommendations could include the implementation of a commercial vehicle scheduling system to address demand loads during peak periods at the park to better manage the visitor experience.

The Town Manager should consider the issue of whether or not we should mandate a requirement for Certificates of Insurance from all commercial vehicles.