

Fort Williams Park Committee

CETC Requested Subcommittee on Pay & Display *

*Subject to further discussion and updates by the FWPC, and to formal and final review by the CETC.

Overview:

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

- A seasonal six-month outsourced implementation of 10 cashless meters in 5 premium lots (270 spots), with free parking (144+ spots) in overflow areas.
- A low fee “Patrons of FWP Season Pass” for Cape residents (\$5) and others (\$15) with a \$2/hr and 2hour (\$4) minimum daily metered parking fee. Sliding savings will exist for longer stays.
- A revenue and liability neutral contracted enforcement with a simple Parking Ordinance change.
- A detailed education, planning and communications plan to be aligned with implementation date (TBD).

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 Pay & Display option 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 Season Pass holders - \$5

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

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></i>	\$2	\$4	\$10

Patrons of Fort Williams Season Passes

Seasonal Parking Passes can be purchased at the Public Safety Building

Cost to be Fee (\$5 or \$15) or Fee less one FWP Pay & Display ticket.

Passes to be numbered stickers and will be issued per vehicle

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 install and reject after 2 years at no cost to cancel contract
- 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

Based on peak parking profiles, harsh winter conditions, and seasonal FWP Ranger oversight, it is recommended that CETC seek a vendor with a seasonally deployable solution.

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.

-A contracted service would be revenue and liability neutral to CE as the chosen provider would be requested to operate on a 100% commission basis. This will require a Parking Ordinance change from “municipal employee” to “municipal employee or agent” in Section 13-2-6.

-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 (Fall 2018 v Spring 2019) with the understanding the public education, FWP signage, season pass processing, and enforcement issues will all need to be carefully planned and executed. As noted, there is a simple change needed to the Parking Ordinance for the recommended contracted enforcement model.

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)

Costs

Based on an outsourced model, the selected vendor could be expected to provide the services with a 70/30 split of the fees capped at NTE \$120K/y. plus monthly management costs. The management costs would only be in effect seasonally while the technology was deployed and would be based on a per meter monthly charge of ~\$200 (\$12k/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 Event Passes (time sensitive)
- Family and Visiting Team Metered Event Parking Waivers (thru coded option)
- 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, etc) based upon paying to park at FWP.

Fort Williams Park Committee

7/24/18

Pay & Display Subcommittee Traffic, Fee and Revenue Estimates

Assumptions

VHB Study* on average represents May to 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 5/28) indicating 60% cars from Out of State

10% of Maine Plates entering FWP are Cape Elizabeth Residents and will purchase Season Pass (Fee \$1 Ticket)

Non-Cape Residents can purchase Patrons of Fort Williams Park (PoFWP) Season Pass (Fee \$1 Ticket)

5% of non-Cape Maine Residents will purchase 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.)	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 checked	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

Parking Fee 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

Sample Revenue Structures	Costs	
70/30 split w/ \$120K cap @ \$2K/M		
Sample Parking & Pass Fees	Cape Net Revenue	Vendor Revenue
\$351,861	\$234,302	\$117,558
\$703,721	\$571,721	\$132,000
\$1,056,639	\$924,639	\$132,000

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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