

City of Biddeford
City Council - Workshop
August 08, 2022 5:30 PM Council Chambers and Virtual (Zoom)

Please click the link below to join the webinar:
Please click this URL to join. <https://biddeford.zoom.us/j/95678418016>
Webinar ID: 956 7841 8016
Passcode: 019538

Or One tap mobile:
+13017158592,,95678418016#,,, *019538# US

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Dial(for higher quality, dial a number based on your current location):
US: +1 301 715 8592 or +1 312 626 6799 or +1 646 558 8656

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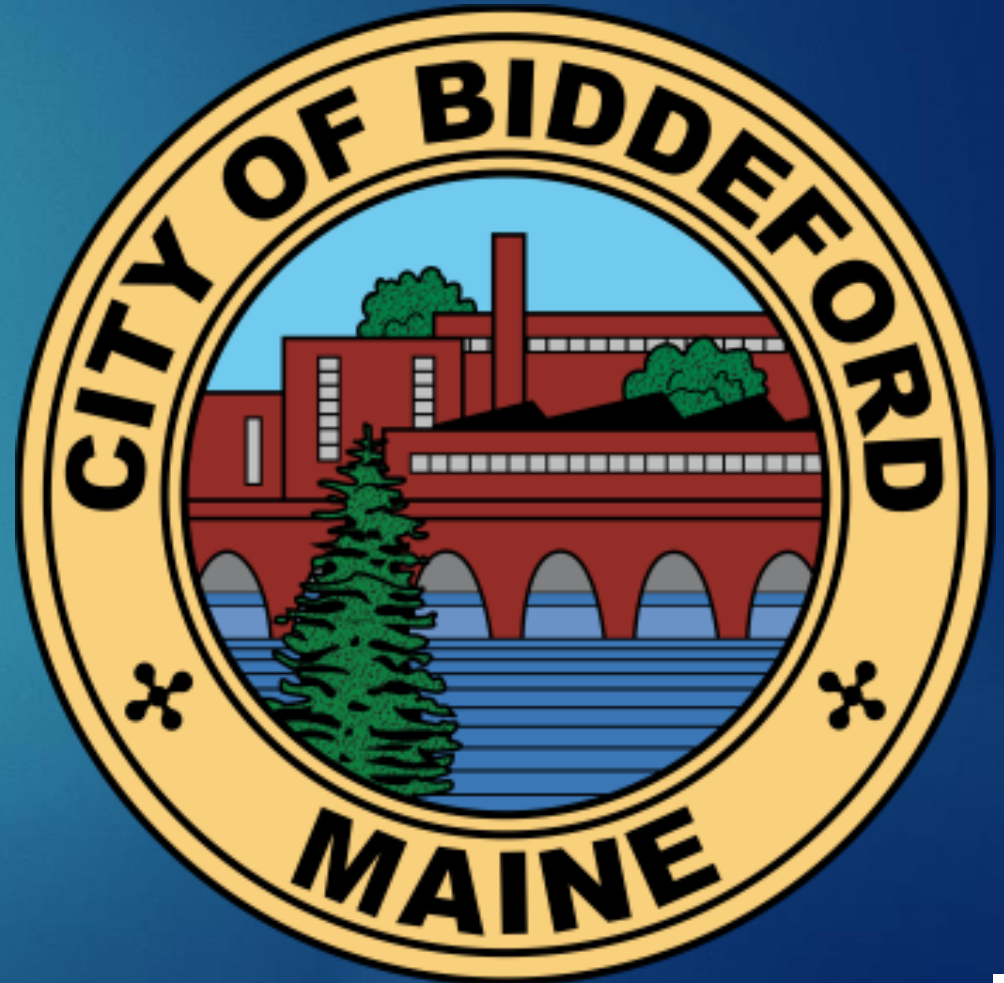
Status: In-Person and via Zoom; Council Chambers; 5:30 p.m.

1. Workshop Discussion Items

- 1.1. Pear Street Garage Financial Review
 - [2019 - Original Garage Workshop Presentation \(for review\)](#)
 - [20220804 - Council Workshop Garage Financials and Projections](#)
 - [20220808 Parking Metrics 21-22YTD](#)

City Council Workshop: Parking Garage Private Finance Option

AUGUST 27, 2019



Why a Parking Garage?

Economic Activity

Jobs



Growth In Taxable
Property

TIF = funds used by
city for city purpose
CE (credit
enhancement)=
payment to
developer

Increase in TIF*
Revenues

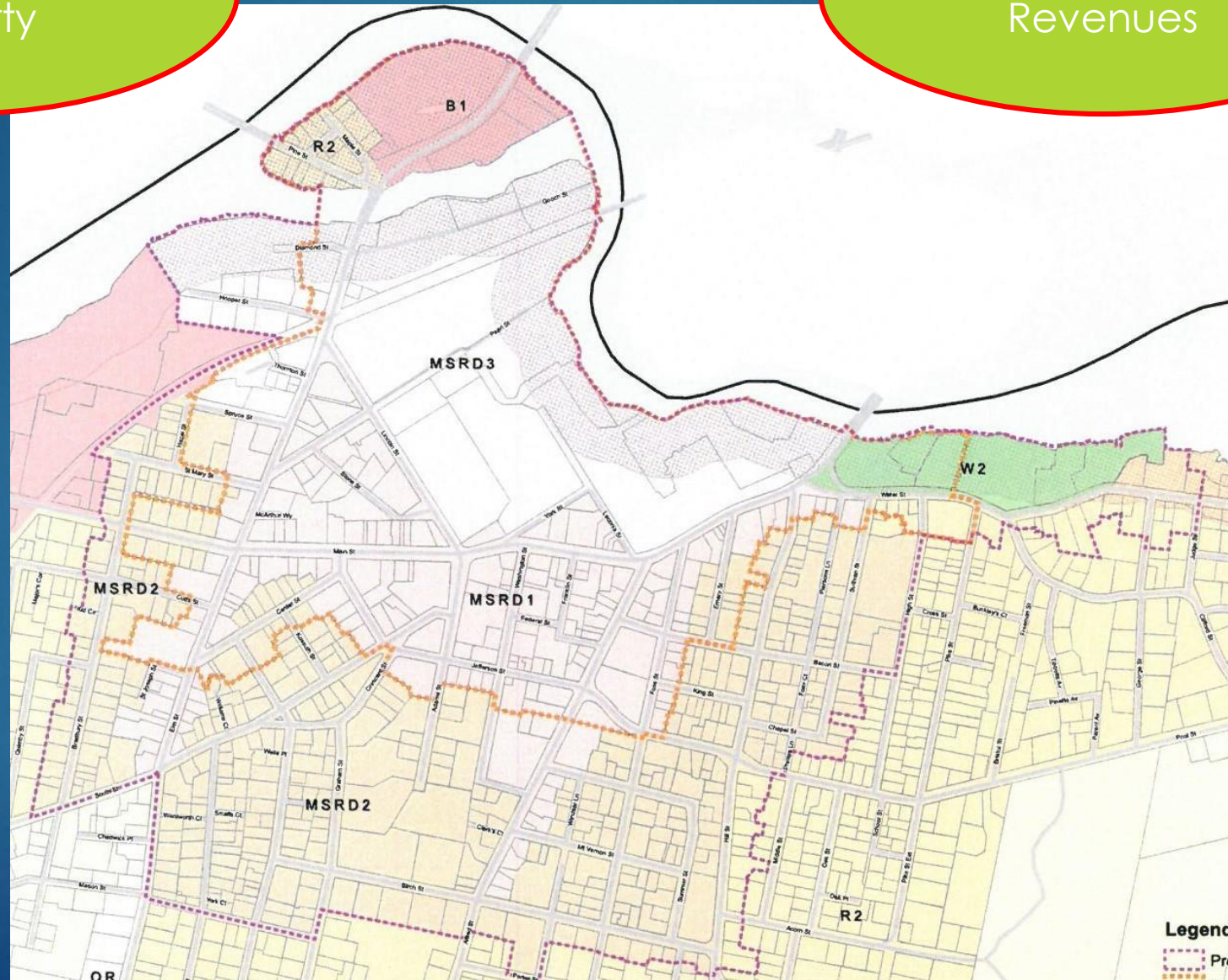
Growth In Taxable Property

Increase in TIF* Revenues

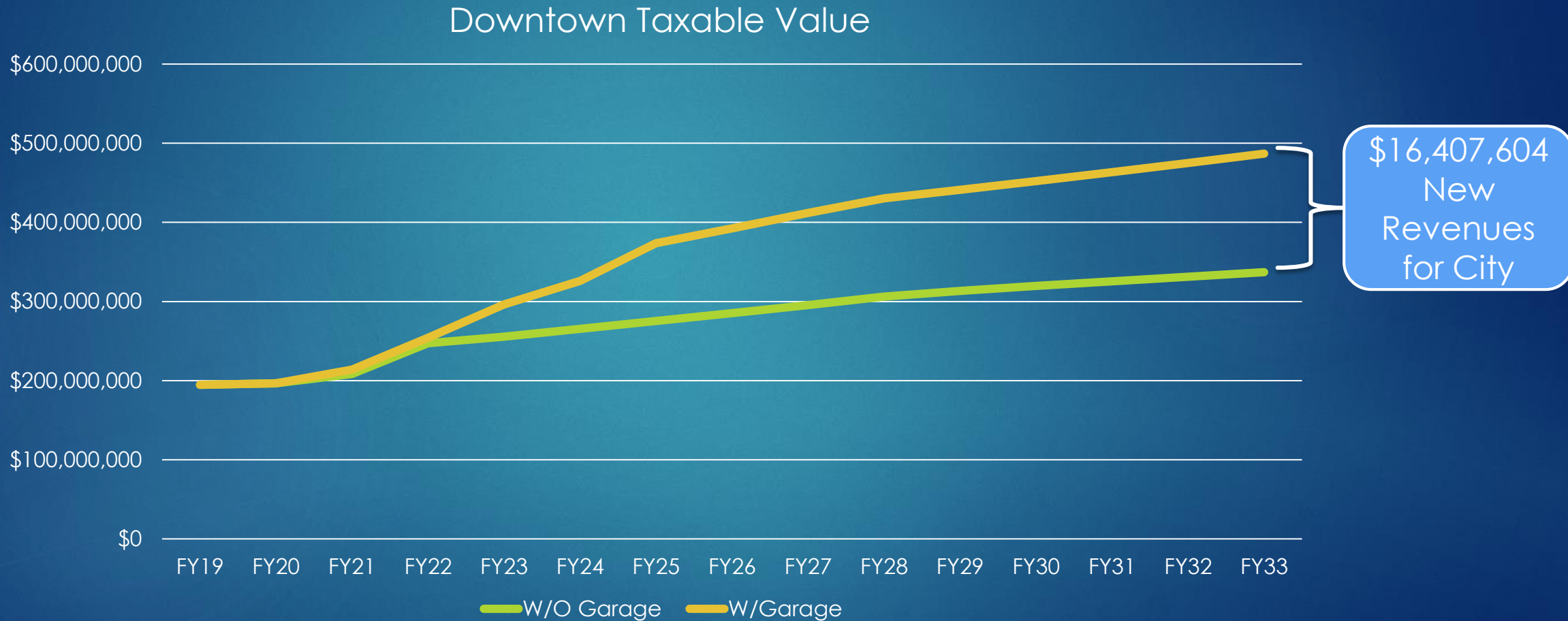
- ▶ City staff projection in taxable property in downtown
 - ▶ MSRD 1: Immediate area around mill district
 - ▶ MSRD 2: Neighborhood around MSRD 1 (mostly rentals)
 - ▶ MSRD 3: Mill district
- ▶ Two sets of projections
 - ▶ With parking garage
 - ▶ Without parking garage
- ▶ Also added in known properties directly impacted by garage
 - ▶ For example 3 Lincoln St
- ▶ Included assessment adjustment to values
- ▶ Held tax rate stable (\$19.98)
- ▶ Assumed no tax sheltered property

Growth In Taxable
Property

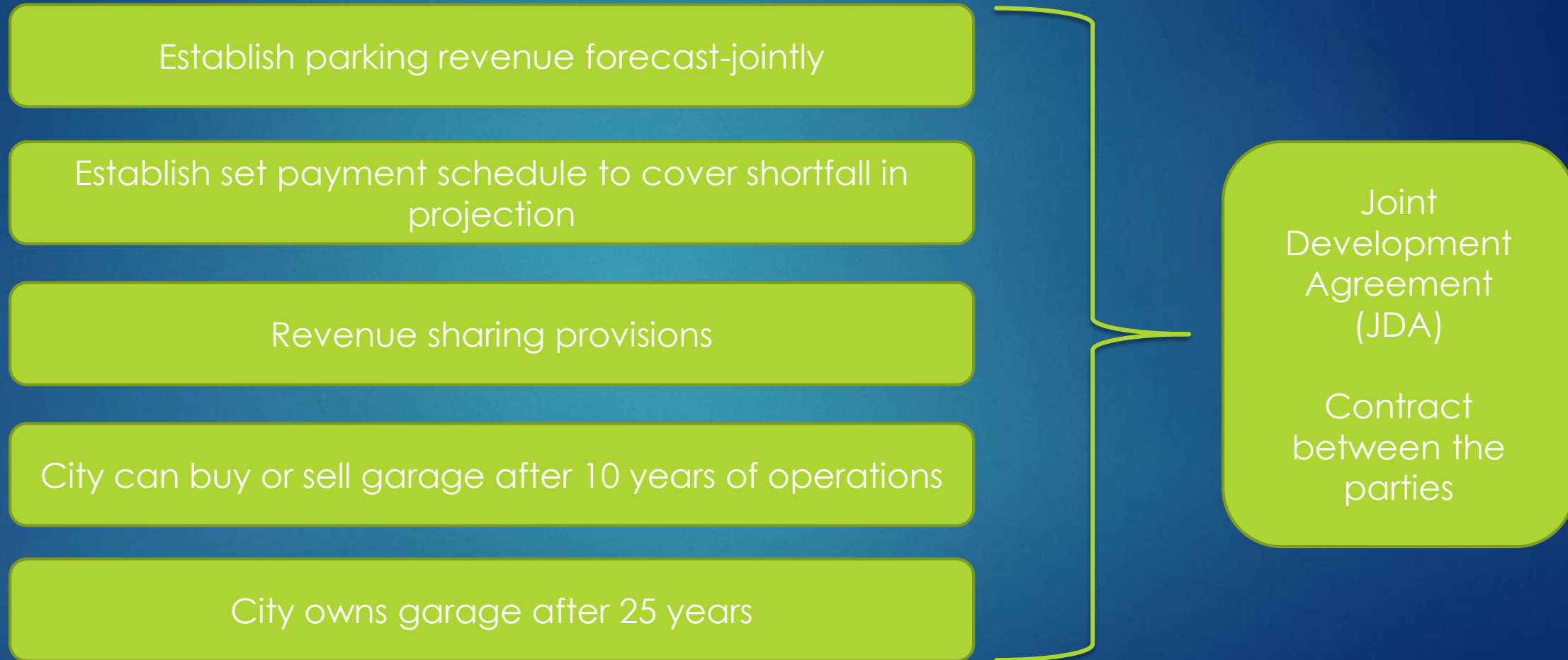
Increase in TIF*
Revenues



Forecast Results (10 Years)



TFIC Private Financing/Partnership



Protecting the Property Taxpayers

Establish parking revenue forecast-jointly

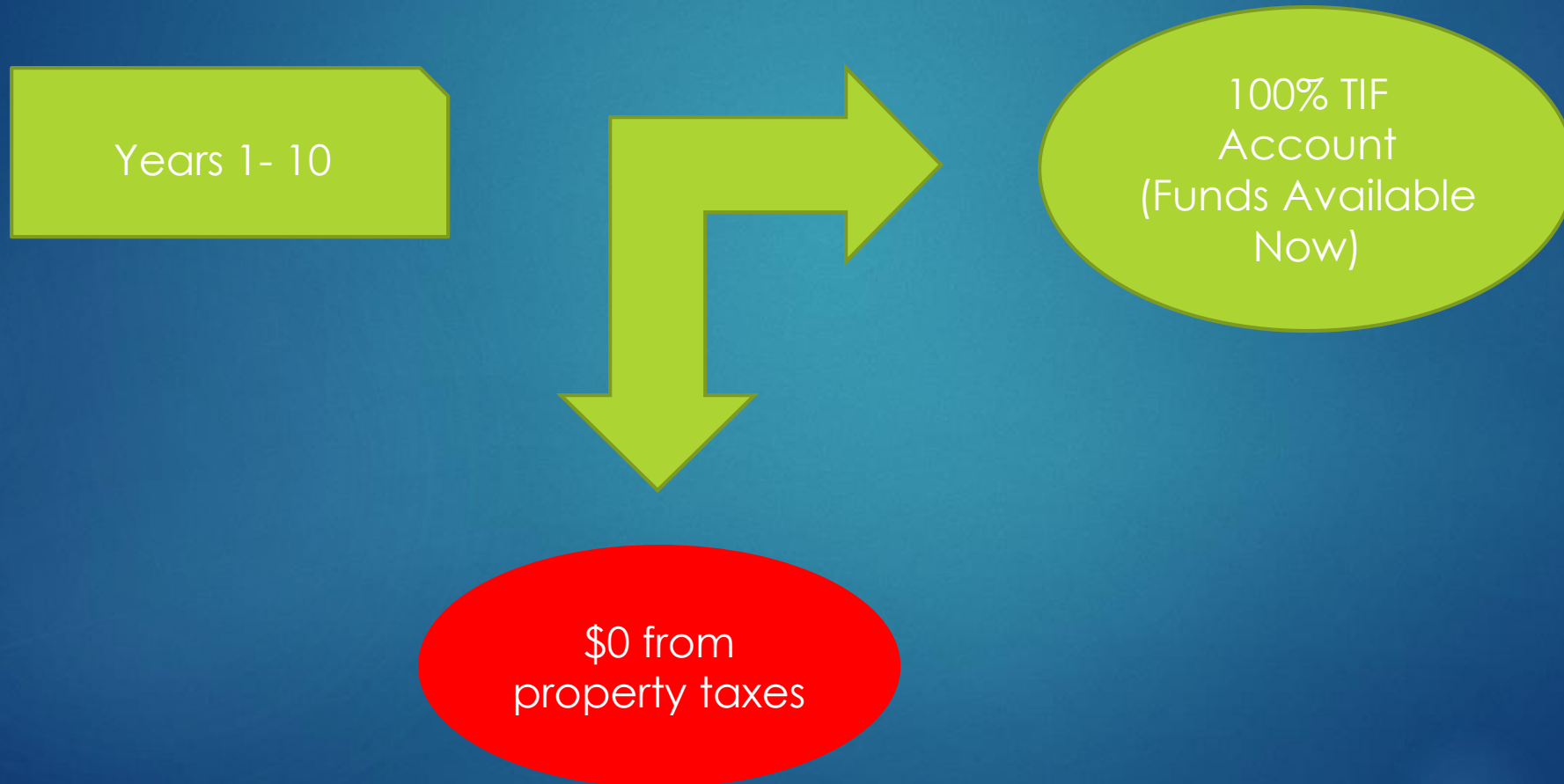
Establish set payment schedule to cover shortfall in projection

Revenue sharing provisions

City can buy or sell garage after 10 years of operations

City owns garage after 25 years

Establish set payment schedule to cover shortfall in projection



Estimate of Net New Tax Revenue Years 11 to 25



Protecting the Property Taxpayers

Establish parking revenue forecast-jointly

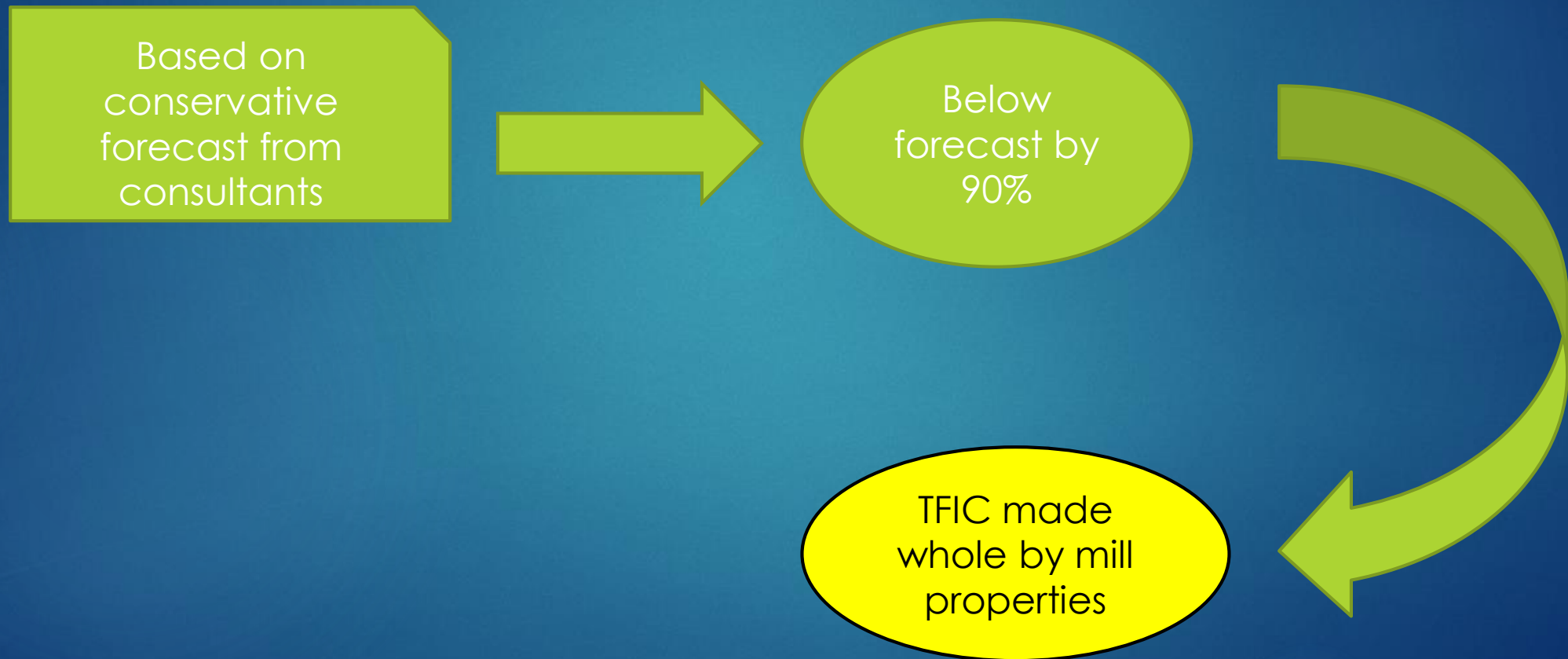
Establish set payment schedule to cover shortfall in projection

Revenue sharing provisions

City can buy or sell garage after 10 years of operations

City owns garage after 25 years

Establish parking revenue forecast- jointly



Protecting the Property Taxpayers

Establish parking revenue forecast-jointly

Establish set payment schedule to cover shortfall in projection

Revenue sharing provisions

City can buy or sell garage after 10 years of operations

City owns garage after 25 years

Revenue sharing provisions

Based on
conservative
forecast from
consultants

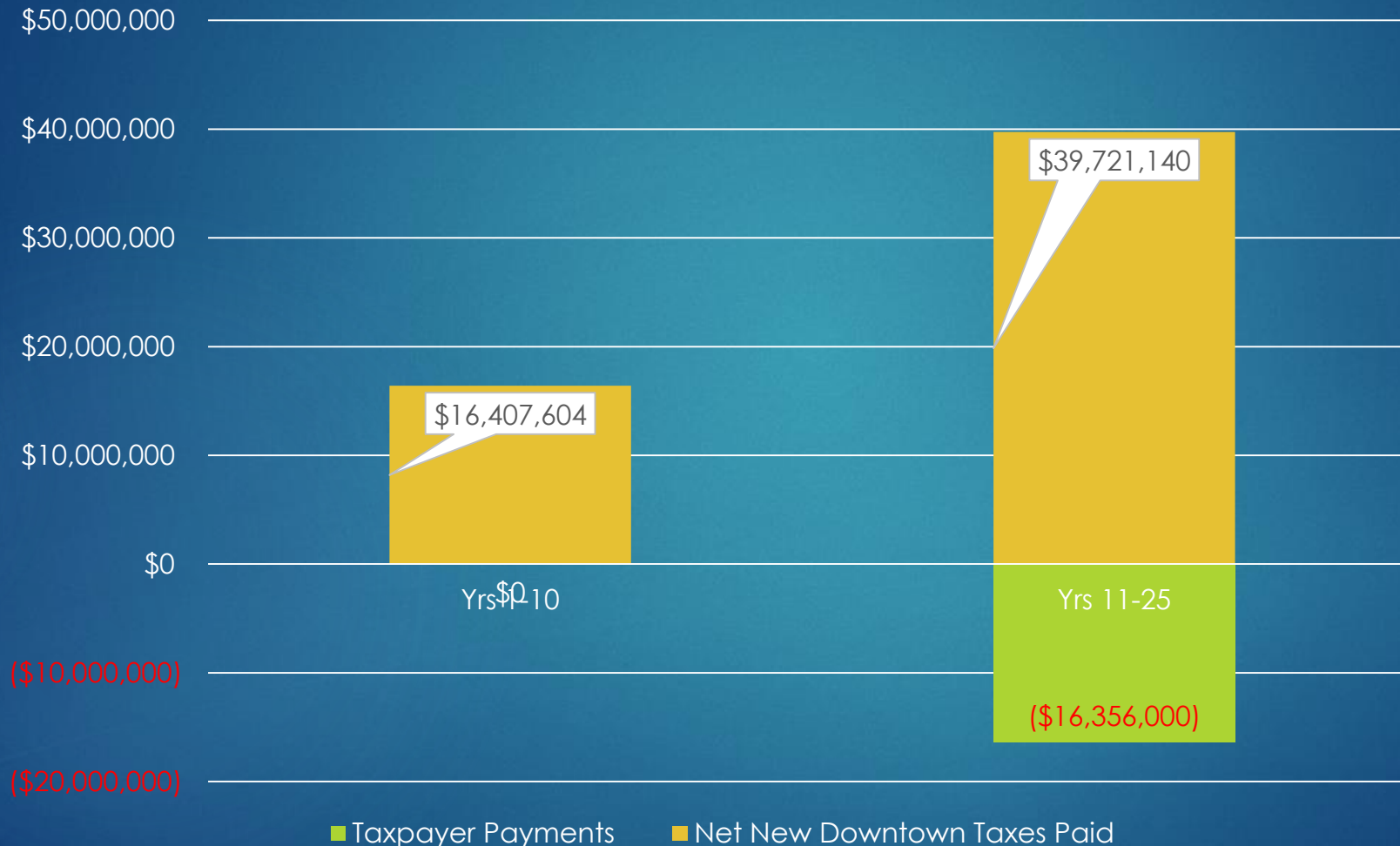


Exceeds
forecast by
110%



City (taxpayers) gets all over 100%
until \$750,000 is reached
Then City awards TFIC \$0.10 for
every \$1.00 over 100%

Summary: From Taxpayer's Perspective



Net benefit to taxpayer:
\$39,772,744

City Council Workshop

AUGUST 2022



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9. PARKING RATE INCREASES
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Biddeford Parking and RiverWalk Project

PROJECT OVERVIEW

- Construction commenced August 2020 with completion and Effective Operations commencing in August 2021.
- Completed on time and below budget returning unspent contingency to the City
- \$3m contribution to the RiverWalk project paid to the City in June 2021
- Premium Parking operate the facility on behalf of Amber Infrastructure the owner and co-developer of the project.
- Revenues have met, or in some cases exceeded, the demand study findings once adjusted for the absence of occupants from nearby development projects included in the demand forecasts.
- 78% of demand (by number of spaces occupied) is forecast to come from the completion of nearby development activities.
- The facility was designed to accommodate future growth in the occupancy of the downtown area and still has adequate space to facilitate further consolidation of the parking from nearby residential and commercial developments.

KEY FEATURES

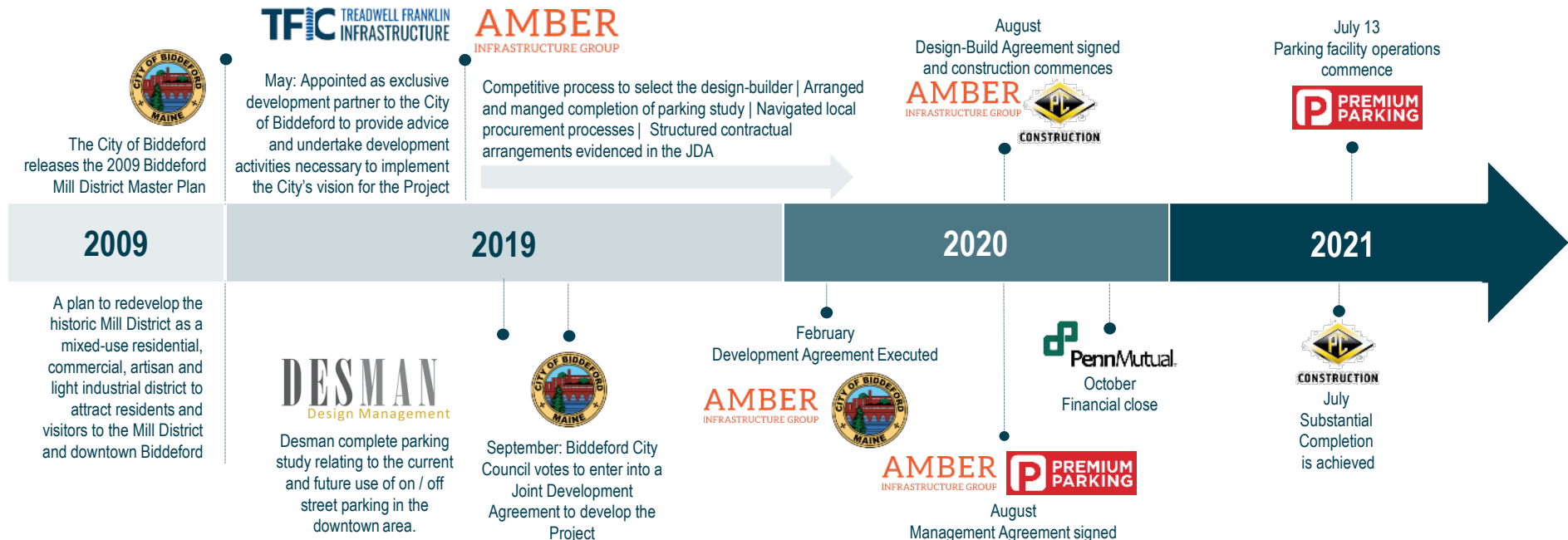
PROJECT COST PLUS RIVERWALK	\$24.6m
PRIVATE FUNDING	\$24.6m
CONTRIBUTION TO RIVERWALK	\$3m
ANTICIPATED LIFE	25 years +



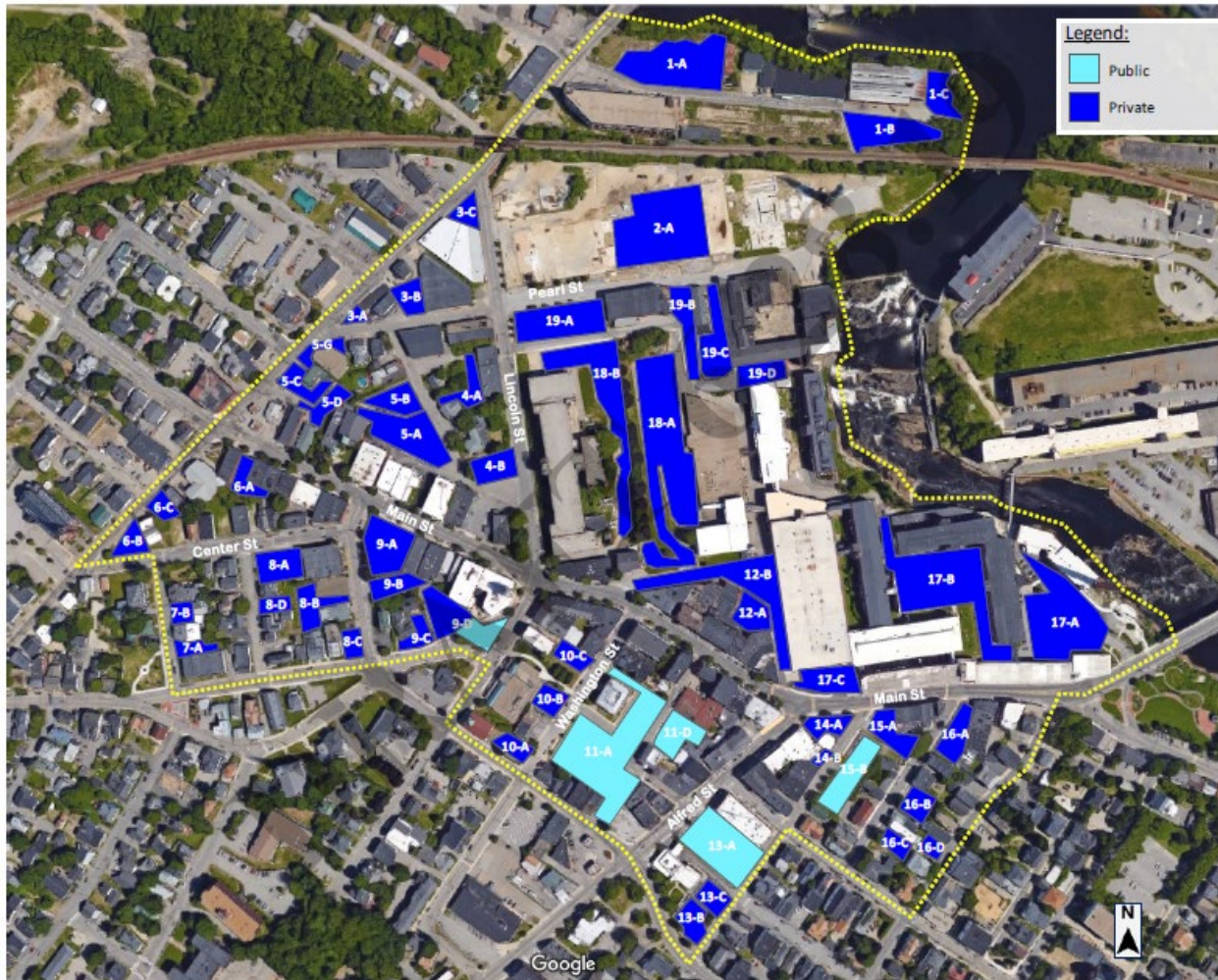
The garage achieved substantial completion and opened to the public in July 2021, delivering key elements of the City's 2009 Biddeford Mill District Master Plan

Project Timeline

TFIC PARTNERED WITH THE CITY OF BIDDEFORD TO DELIVER THE PROJECT ADOPTING A PROGRESSIVE DEVELOPMENT PROCUREMENT MODEL, RESULTING IN THE DELIVERY OF THE PROJECT IN JUST OVER 2 YEARS



Parking study assumptions – existing parking



MOVEMENT OF EXISTING PARKING

Parking study assumed that surface lot income would remain consistent with historic income.

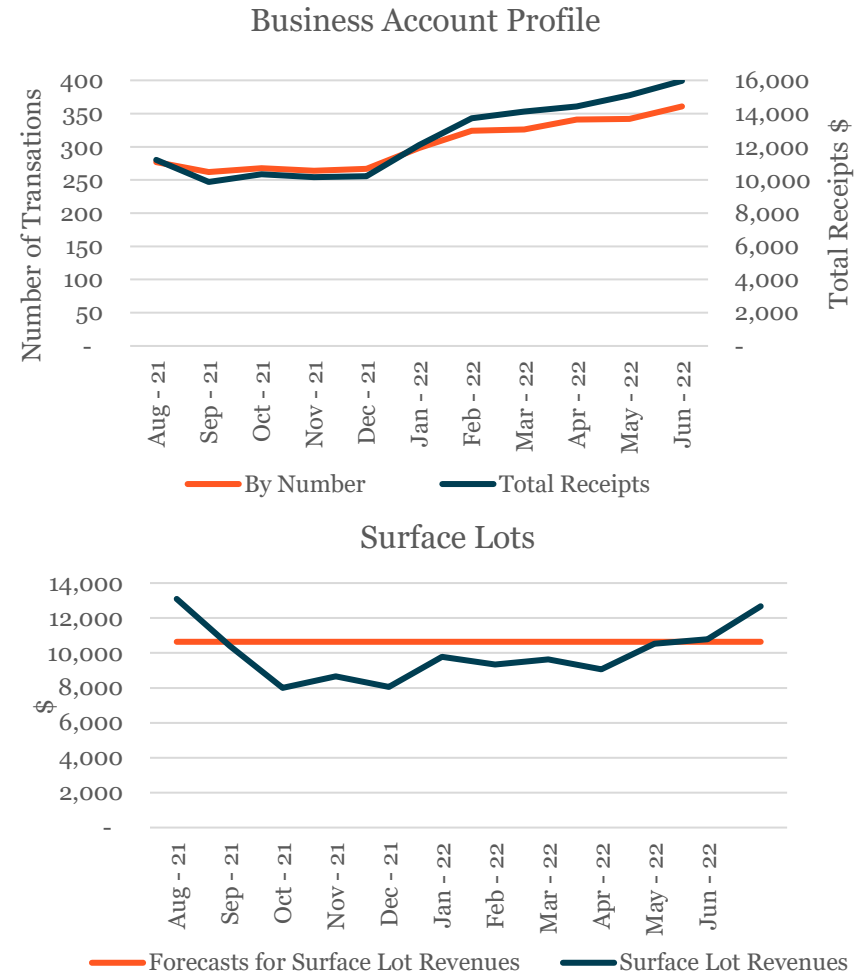
Parking study assumed that;

- 2A (site of the garage) would lead to 40 parkers in the garage.
- Lofts @ Saco Falls would generate 80 monthly parkers in the garage (City assumption)
- The closure of 19-A would generate 55 transient parkers in the garage
- In total the Parking Study assumed that 252 space would be removed from the City parking inventory and this would generate demand for Circa 140 parking spaces in the garage of various types.
- On an aggregate basis these forecasts have largely been met and in recent months significantly exceeded.
- The Lofts @ Saco falls does not appear to have met the initial forecasts on a standalone basis.

Parking study assumptions – existing parking

PERFORMANCE COMPARED TO ASSUMPTIONS REGARDING EXISTING PARKING

- Parking by business users is exceeding forecasts and is growing. The value of each transaction, after initially falling (perhaps due to COVID-19), is now increasing.
- Surface lot revenues are broadly consistent with expectations and are again trending higher during the summer months.
- The vast majority of parking is a result of subscriptions with 293 parkers per month. There are on average 70 transient parkers per month.
- Of the 293 subscriptions 16 are for reserved parking spaces and 277 are for non-reserved spaces.
- The Lofts @ Saco Falls has averaged 45 parking transactions per month rather than the 80 forecast.



Parking study assumptions – new development



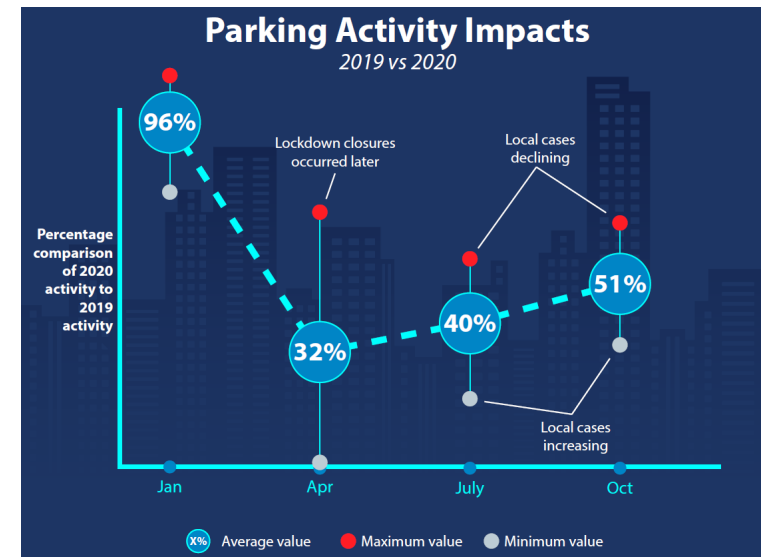
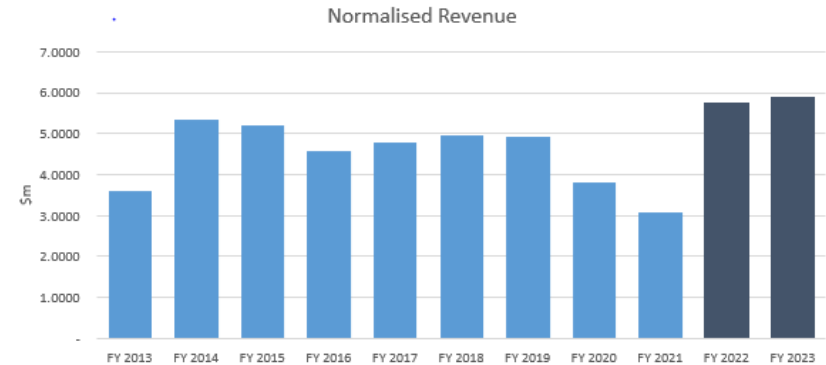
IMPACT OF NEW DEVELOPMENT

- The Parking Study assumed that nearby sites were developed and occupied. Based on the methodology applied this resulted in additional demand for the parking garage of;
- Weekday – 893 Spaces
- Weekend – 553 Spaces
- Development Assumed
 - Block 2 development (based on 3 Lincoln LLC Design)
 - Other nearby developments were assumed to be completed as part of the methodology applied for land use and parking behaviors but did not explicitly add to the demand for the parking garage.
- As these developments are yet to complete there is an expectation that revenues for the parking garage will remain at the levels forecast for existing parking only.

Impact of COVID - 19

PARKING DATA

- National data shows a reduction in travel to urban areas and travel generally during COVID-19
- Chart in the upper right shows a comparable City's parking data for the period during COVID-19 and forecast recovery in rates during 2022 / 2023.
- The impact on local development / construction activity has not been assessed but we assume delays in new development may have arisen due to COVID.
- Premium Parking have been able to provide industry insight into the extent and range of the impact of COVID -19 on municipal parking figures.
- The chart to the lower right shows nationwide data relating to 2020 vs 2019.
- Recovery in parking numbers through 2021 and into 2022 has been observed nationwide although there are some longer lasting impacts due to working from home and gas price inflation.
- There are also some positive trends due to the increase in domestic vacations.



Opportunities to enhance revenues

INCREASE IN RATES

- ◆ Premium have advised that rates are out of line with other Northeast Cities
- ◆ Increase in rates forecast to generate an additional \$4,100 a month (reducing Stabilization payments by a forecast \$49,000 per year)

OTHER OPTIONS

- ◆ Premium / Amber are working to present possible 100 space reservation from Pepperell Mill Campus
- ◆ Parking solution would involve a shuttle bus service to 3 Lincoln Street
- ◆ City initiated Assessment District

REDUCTION TO SCOPE OF SURFACE LOTS

- ◆ Opportunities to reduce the number of surface lots managed by Premium Parking has been investigated as a potential option to make cost savings
- ◆ Material reductions in Premium Parking's operating costs are not likely to be achievable through reductions in the scope.

ENHANCED EV CHARGING & ROOFTOP SOLAR

- ◆ Amber have undertaken a design of a rooftop PV system that, if constructed, could lower utility bills and assist in the charging of additional Electric Vehicles at the 3 Lincoln Street
- ◆ Grant funding for further EV charging could be investigated further

NEW OPPORTUNITIES FOR REVENUE ENHANCEMENT

- ◆ It is recommended that Amber, Premium and the City work together to assess new opportunities as ideas arise
- ◆ Amber and Premium will present "business case" assessments for each potential opportunity for consideration



Parking rate increases

RATE INCREASE

- Premium have advised that rates are out of line with other Northeast Cities
- The table to the right shows a rate increase of approximately \$1 on transient and \$5 for subscription parkers
- Increase in rates forecast to generate an additional \$4,100 a month (reducing Stabilization payments by a forecast \$49,068 per year)

	Transient Per Month	Subscription Per Month
3 Lincoln Street	\$70	\$1,465
P4302	\$0	\$80
P4303	\$521	\$0
P4304	\$11	\$75
P4305	\$248	\$75
P4306	\$361	\$1,160
P4307	\$10	\$0
P4308	\$3	\$10
Additional Income (per month)	\$1,224	\$2,865
Additional Income (Per Year)	\$14,688	\$34,380

RATE INCREASE SCENARIOS

- The table to the right shows the impact of different rate increases.

Scenarios	Current Price	Price After Rate Increase	~Total Revenue Increase
1	1 hour \$2 7 day pass \$70	1 hour \$3.5 7 day \$77.5	\$73,500
2	1 hour \$2 7 day pass \$70	1 hour \$3.0 7 day \$75	\$49,000
3	1 hour \$2 7 day pass \$70	1 hour \$2.5 7 day \$72.50	\$24,500

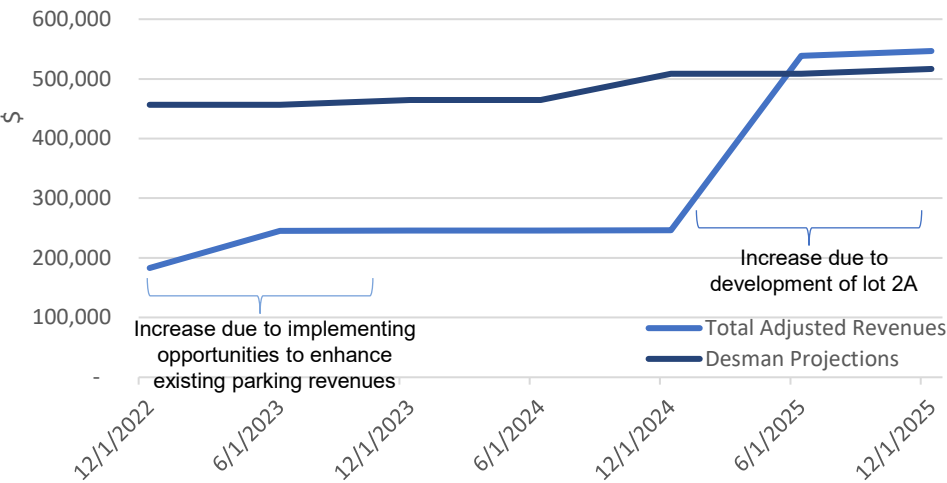
Summary

- Over the near-term parking revenues will increase slightly as a result of continued recovery from COVID-19 reductions.
- Implementing one, or all of, the opportunities to enhance revenues would increase parking numbers and reduce the stabilization payments required to be made by the City
- Development of the adjacent site as originally forecast, earlier than currently anticipated (2025) would reduce the need for stabilization payments

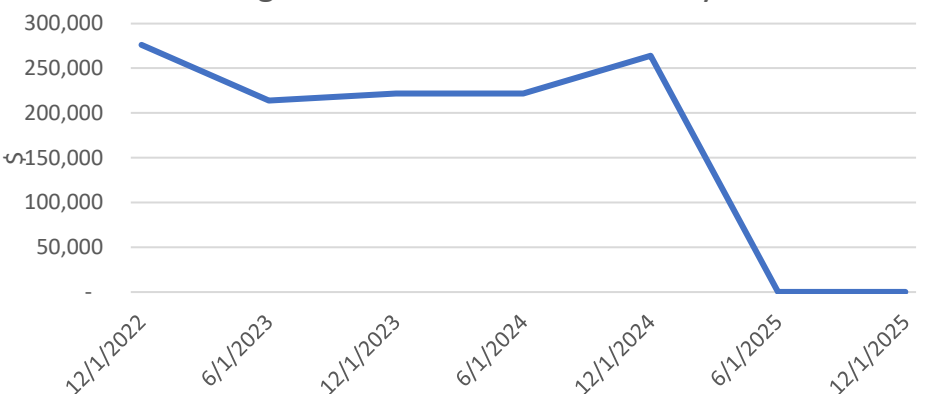
SUMMARY AGGREGATE FIGURES

PROJECT COST	\$24.6m
PRIVATE FUNDING	\$24.6m
CONTRIBUTION TO RIVERWALK	\$3.0m
PAYMENT MADE BY CITY TO DATE	\$ 130,024
PAYMENTS EXPECTED TO BE MADE BY THE CITY OVER THE LIFE (CURRENT AMBER FORECAST)	\$ 1,459,800

Desman Forecasts vs Current Forecasts



Resulting Forecast for Stabilization Payments



Appendices



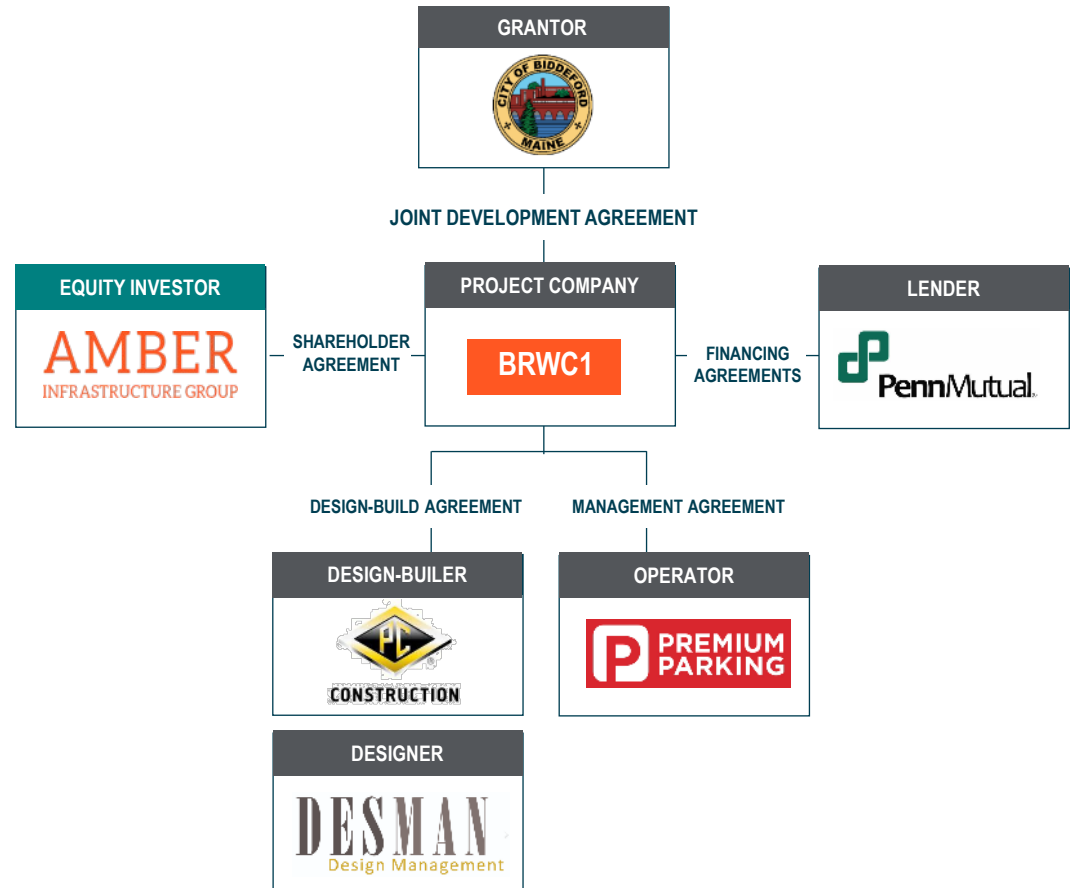
Biddeford – Project parties and contractual structure

PROJECT PARTIES

PROJECT COMPANY BORROWER	Biddeford RiverWalk Community 1, LLC
EQUITY INVESTOR LEAD DEVELOPER	Amber Infrastructure Group
CO-DEVELOPER	Treadwell Franklin Infrastructure Capital
DESIGN-BUILD CONTRACTOR	PC Construction
DESIGN SUBCONTRACTOR	Desman Design Management
OPERATOR	Premium Parking
PLACEMENT AGENT	Bostonia
LENDER	PennMutual Life Insurance Company

ADVISORY TEAM

PROJECT COMPANY COUNSEL	Kutak Rock LLP
ENVIRONMENTAL STUDY	Credere Associates, LLC
PARKING STUDY	Desman Associates
LENDER'S COUNSEL	Greenberg Traurig
LENDER'S TECHNICAL ADVISOR	Arup
LENDER'S INSURANCE ADVISOR	Construction Risk Partners





Relative Date

Last

▼

2

Years

▼

8/6/2020 - 8/5/2022

Location

All

▼

Product Type

All

▼

Channel

All

▼

Weather

All

▼

Biddeford

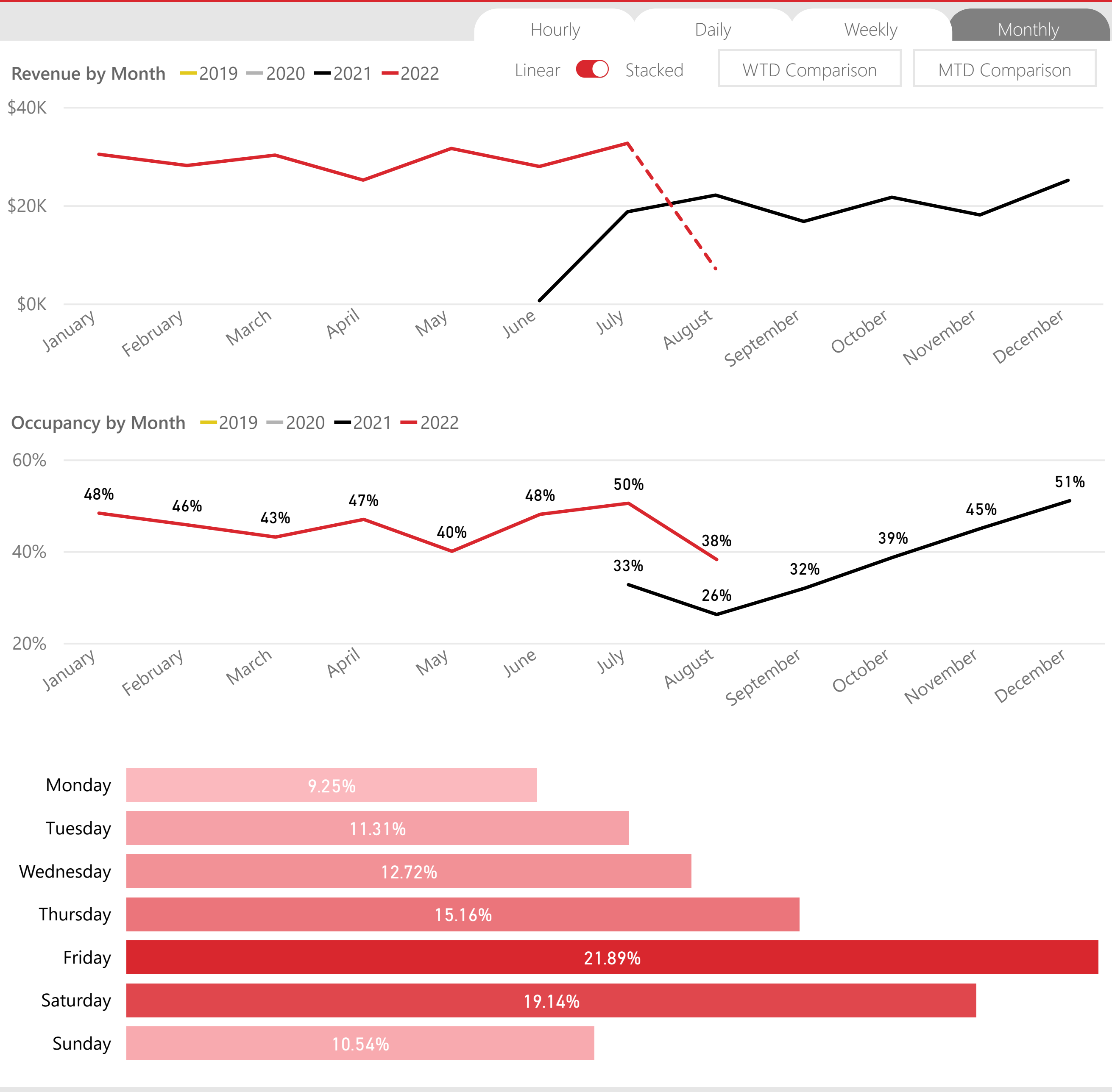
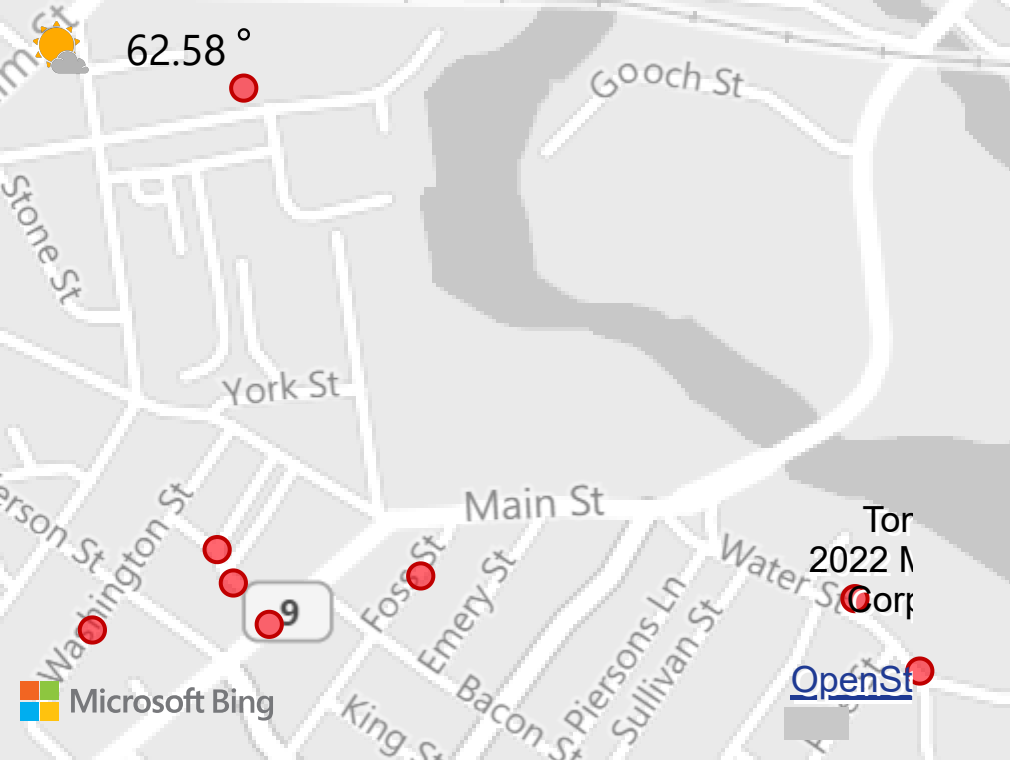
P4301

P4302

P4303

P4304

>



Product Type	Revenue	Volume	Avg.Value
+ On Demand	\$63,829	25,159	\$2.54
+ Promo Codes	(\$12,450)	110	(\$113.18)
+ Reservations	\$909	34	\$26.72
+ Subscriptions	\$283,103	6,153	\$46.01
+ Validations	\$0	8	\$0.00
Total	\$335,391	31,464	\$10.66

Location	Revenue	Volume	Space Count
P4301	\$200,605	5,993	644
P4302	\$54,391	945	71
P4303	\$2,822	11,540	52
P4304	\$13,112	473	33
P4305	\$31,791	4,301	46
P4306	\$24,627	7,367	66
P4307	\$3,508	604	0
P4308	\$4,535	241	22
Total	\$335,391	31,464	934



Relative Date

Last

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2

Years

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8/6/2020 - 8/5/2022

Location

All

▼

Product Type

All

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Channel

All

▼

Weather

All

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Biddeford

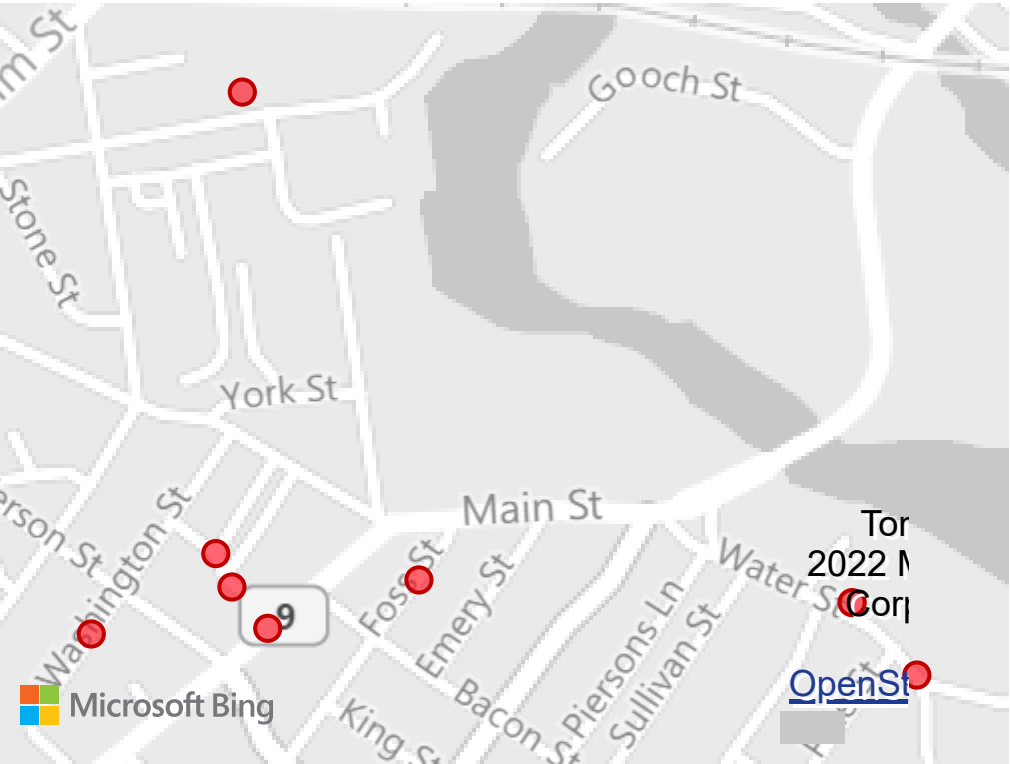
P4301

P4302

P4303

P4304

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Average Ticket

Hourly

Daily

Weekly

Monthly

Transactions by Month

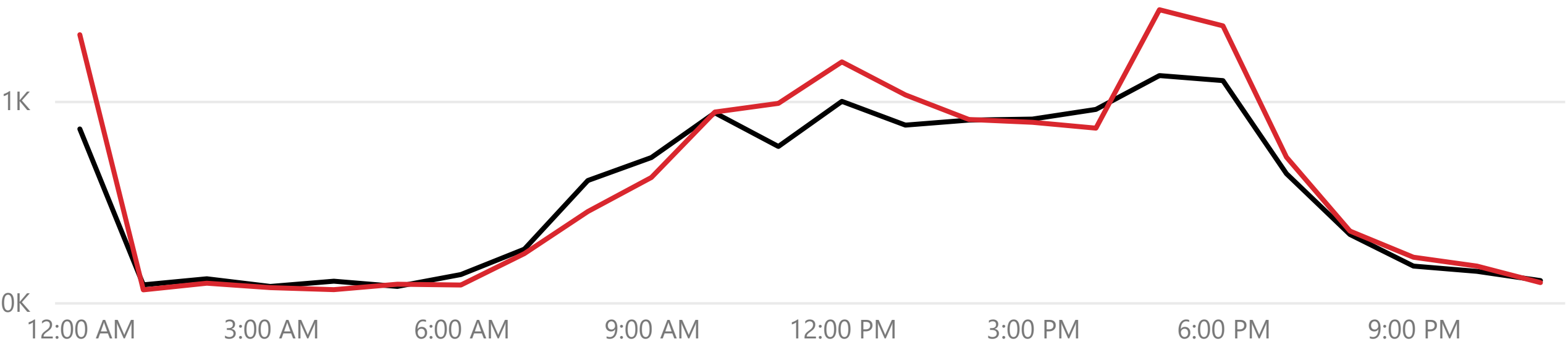
2021 2022

WTD Comparison

MTD Comparison

Linear

Stacked



Total	Average							
Transactions	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
12am - 2:59am	837	1139	773	958	1001	882	1064	6654
3am - 5:59am	58	60	71	72	86	78	58	483
6am - 8:59am	194	199	258	295	324	327	183	1780
9am - 11:59am	488	465	590	802	887	1139	610	4981
12pm - 2:59pm	514	579	810	759	1066	1493	688	5909
3pm - 5:59pm	482	601	880	1059	1712	1089	377	6200
6pm - 8:59pm	254	429	512	703	1546	853	222	4519
9pm - 11:59pm	83	86	108	122	265	161	113	938
Total	2910	3558	4002	4770	6887	6022	3315	31464

Platform

67.81%

Pay Machine

32.19%

	Rate	Revenue	Volume	Avg.Value	Avg.Revenue
1 Hour		\$4,838	4,733	\$1.02	\$1.02
2 Hour		\$7,260	15,364	\$0.47	\$0.24
3 Hour		\$12,606	2,405	\$5.24	\$1.75
4 Hour		\$2,468	331	\$7.46	\$1.86
5 Hour		\$995	138	\$7.21	\$1.44
6 Hour		\$1,077	98	\$10.99	\$1.83
7 Hour		\$554	60	\$9.23	\$1.32
8 Hour		\$868	189	\$4.59	\$0.57
9 Hour		\$4,015	257	\$15.62	\$1.74
10 Hour		\$655	47	\$13.93	\$1.39
11 Hour		\$400	20	\$20.01	\$1.82
12 Hour		\$2,492	124	\$20.10	\$1.67
13 Hour		\$508	20	\$25.41	\$1.95
14 Hour		\$532	27	\$19.69	\$1.41
15 Hour		\$1,851	235	\$7.88	\$0.53
Total		\$341,100	31,333	\$10.89	\$0.87

Location	Revenue	Volume	Revenue Per Space
P4301	\$200,605	5,993	\$311
P4302	\$54,391	945	\$766
P4303	\$2,822	11,540	\$54
P4304	\$13,112	473	\$397
P4305	\$31,791	4,301	\$691
P4306	\$24,627	7,367	\$373
P4307	\$3,508	604	\$0
P4308	\$4,535	241	\$206
Total	\$335,391	31,464	\$359



Relative Date

Last

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2

Years

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8/6/2020 - 8/5/2022

Location

📍

All

▼

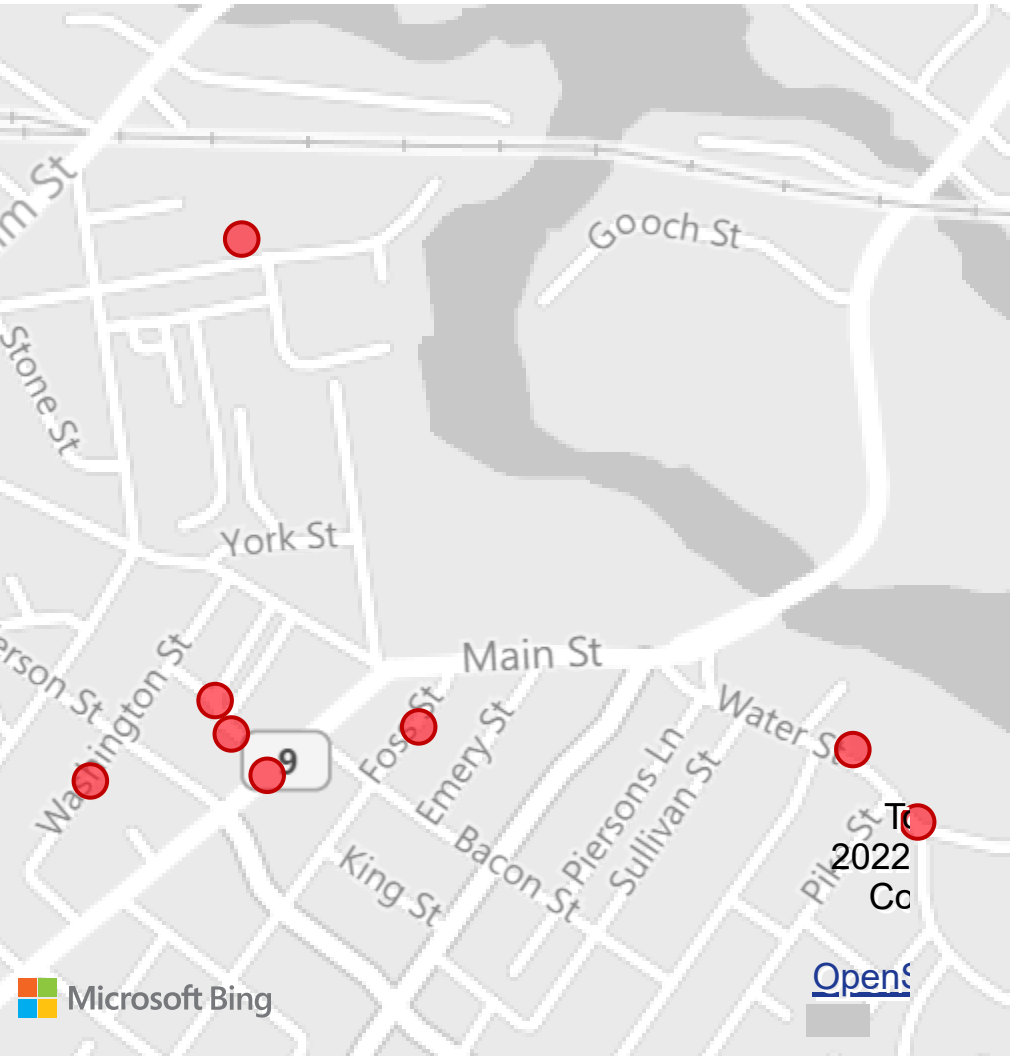
Check Type

All

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Biddeford

- P4301
- P4302
- P4303
- P4304
-



Hourly

Daily

Weekly

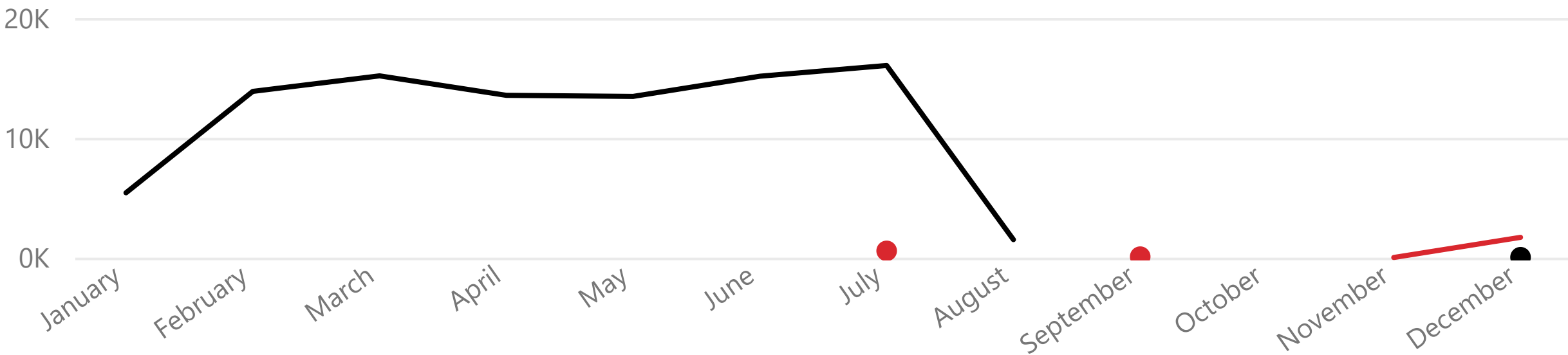
Monthly

Vehicles Checked by Month

— 2021 — 2022

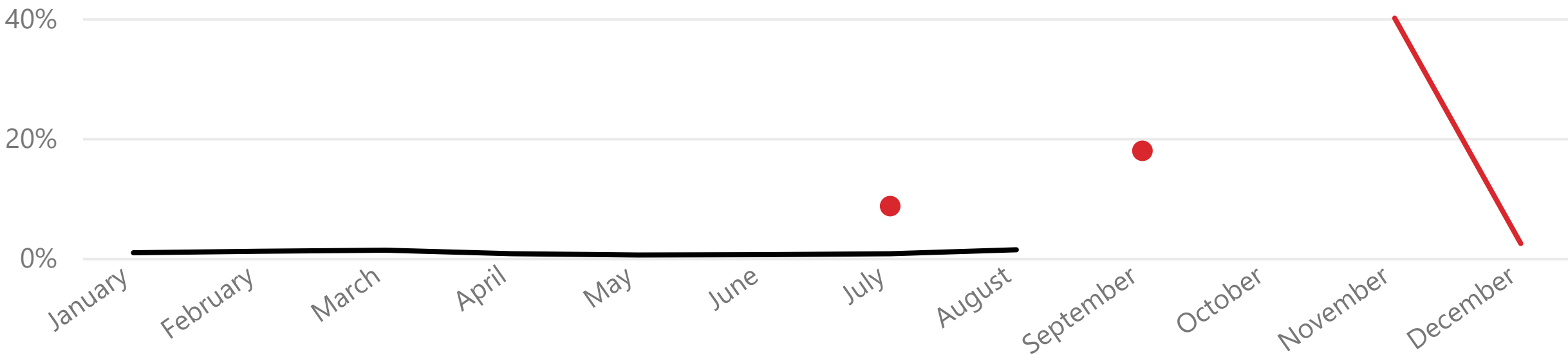
Linear

☒

 Stacked

Enforcement Efficiency by Month

— 2021 — 2022



Total	Average		Enf. Effi.						
Checked	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total	
12am - 2:59am	1958	1939	886	1075	1769	1772	1882	11281	
3am - 5:59am	1967	1479	1541	1637	1201	2719	1630	12174	
6am - 8:59am	1430	1080	1305	1876	2047	1592	2262	11592	
9am - 11:59am	1657	1612	2521	2622	1940	1853	1361	13566	
12pm - 2:59pm	2266	3111	2756	2089	2967	2321	1772	17282	
3pm - 5:59pm	2741	3141	3494	2913	3138	2074	1809	19310	
6pm - 8:59pm	968	1130	1134	1332	1446	989	995	7994	
9pm - 11:59pm	554	383	402	654	622	452	297	3364	
Total	13541	13875	14039	14198	15130	13772	12008	96563	

Location	Checks	% Checks	Warnings	Non-LPR Citations	LPR Citations	Paid Citations	Boots	Enf. Effcy
P4301	94690	89%	73	37	521	9	0	1%
P4302	520	2%	81	23	0	7	0	20%
P4303	253	3%	49	18	0	3	0	26%
P4304	166	3%	5	11	0	9	0	10%
P4305	270	3%	33	14	0	4	0	17%
P4306	580	1%	47	19	0	5	0	11%
P4307	9	2%	0	7	0	1	0	78%
P4308	75	4%	4	7	0	0	0	15%
Total	96563	40%	292	136	521	38	0	1%



Avg. Duration

CameraPay %

Platform %

TextPay %

Detractors

Promoters

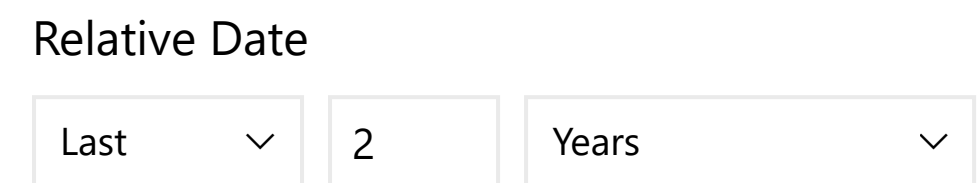
% Checked

Avg.Ticket

NPS

Full %

Enf. Efficacy



8/6/2020 - 8/5/2022

Location



Channel

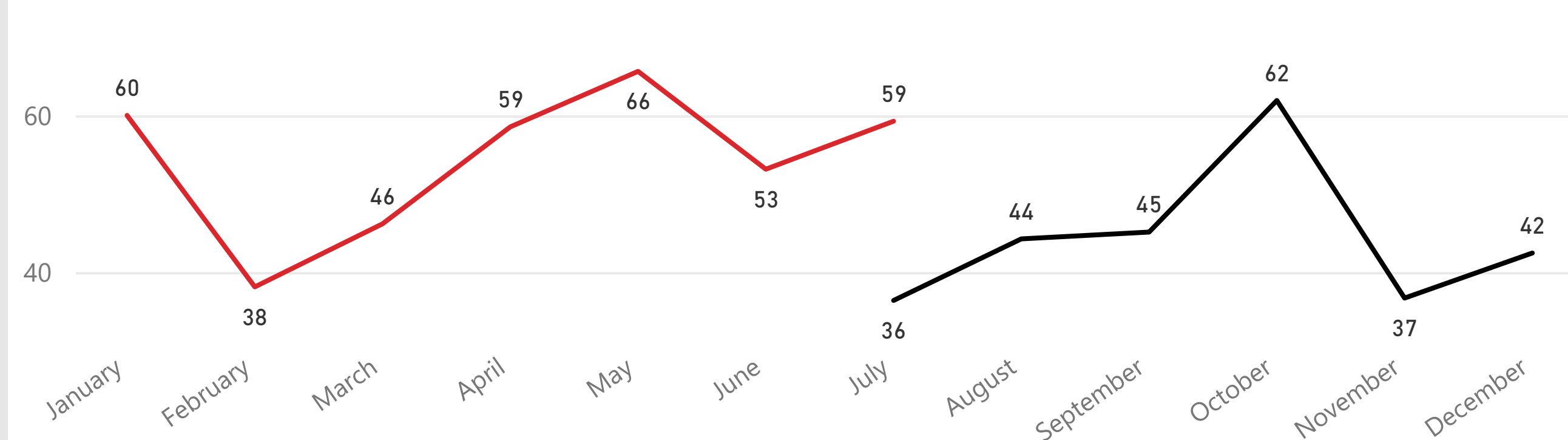


Biddeford

P4301	P4302	P4303	P4304
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Net Promoter Score by Month — 2021 — 2022



Date	Location	Score	Comments
12/19/2021	P4301	5.0	Your manager on site and the person I contacted on the phone worked really hard to resolve an issue with the machine at the location that isn't working seems like a good way to make customers angry (the fact that you have a machine about not parking in your lot without a paid validation because we will tow your vehicle!!! Please make it as easy for your customers to give you money as possible and I bet you will get more business. Thank you
9/3/2021	P4305	0.0	Your machine didn't work
12/21/2021	P4301	10.0	You were very helpful w me as I struggle to understand online accounts etc. hopefully the prices were right
11/23/2021	P4306	2.0	You don't take into account the elderly that aren't tech savvy. Stop
7/9/2022	P4305	9.0	Would like smaller purchase windows. I had a 3 hour event and would've loved to purchase a 15 min window
9/3/2021	P4301	0.0	Was supposed to get a discounted rate living at the Lincoln lofts. But I paid full price.
4/6/2022	P4301	10.0	Very user friendly to sign up and pay
5/12/2022	P4301	10.0	Very user friendly

Location	NPS	Average	Detractors	Promoters
P4301	48.59	8.0	28	97
P4302	100.00	10.0		1
P4303	71.95	8.6	10	69
P4304	37.50	7.3	2	5
P4305	32.04	7.4	26	59
P4306	52.10	8.1	23	85
P4307	40.00	8.8	1	3
P4308	50.00	8.5	1	3
Total	49.78	8.0	91	322



Relative Date

Last

2

Years

8/6/2020 - 8/5/2022



Location

All

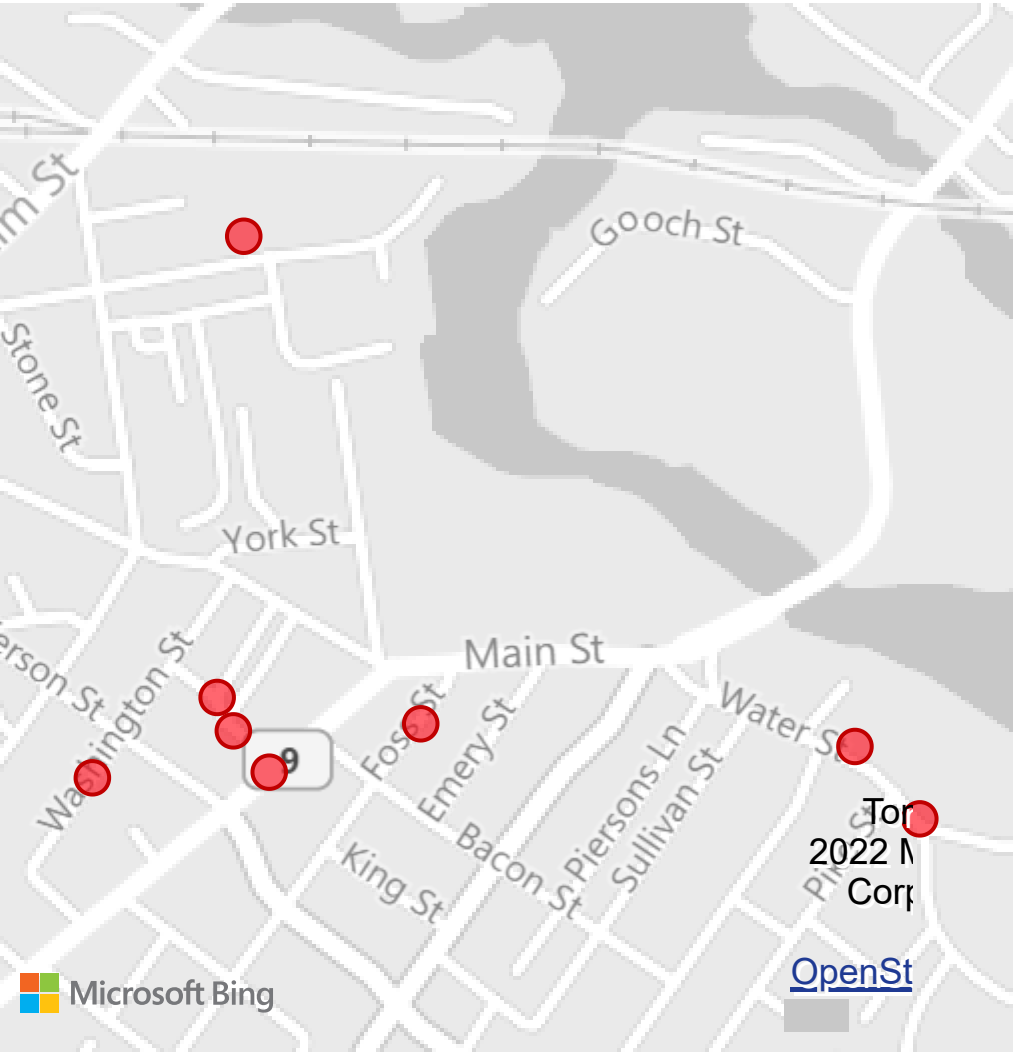
Source Type



All

Biddeford

P4301P4302P4303P4304



Daily

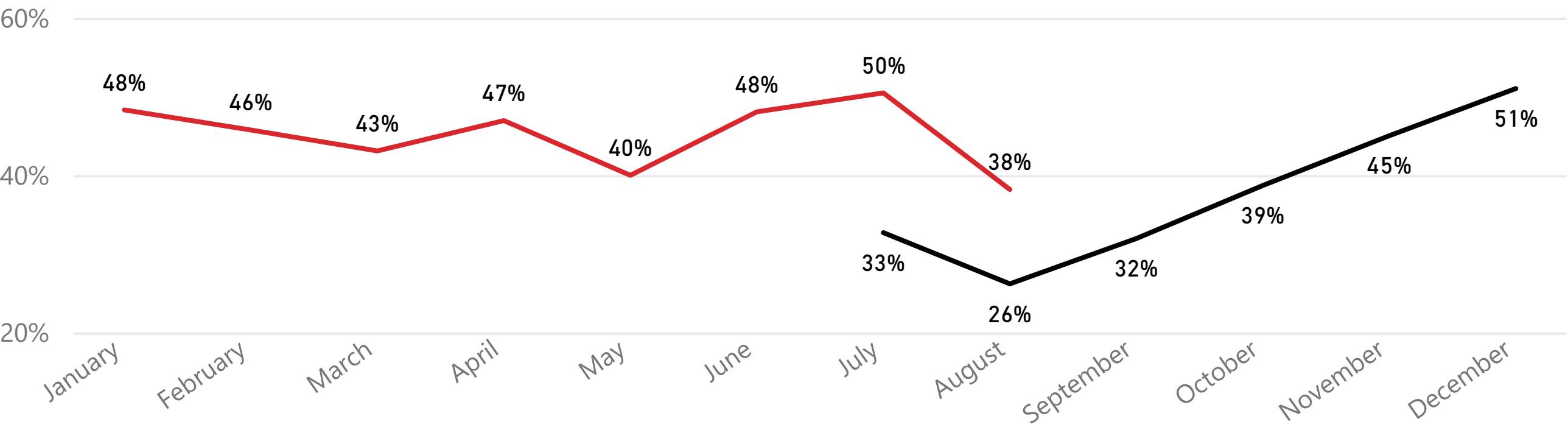
Weekly

Monthly

Average Response by Month

20212022

LinearStacked



Average Response	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
12am - 2:59am	69%	63%	39%	51%	54%	50%	56%	53%
3am - 5:59am	8%	32%	22%	17%	26%	74%	57%	40%
6am - 8:59am	25%	11%	21%	14%	14%	39%	63%	25%
9am - 11:59am	6%	28%	31%	42%	23%	44%	25%	31%
12pm - 2:59pm	39%	25%	31%	35%	32%	39%	34%	34%
3pm - 5:59pm	34%	44%	39%	45%	45%	49%	50%	45%
6pm - 8:59pm	43%	53%	46%	46%	45%	40%	41%	44%
9pm - 11:59pm	35%	36%	45%	43%	49%	42%	44%	44%
Total	41%	38%	39%	41%	43%	46%	45%	42%

Lots Full Responses	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
12am - 2:59am	34.48%	40.00%	16.67%	20.00%	17.86%	9.18%	25.81%	18.33%
3am - 5:59am	0.00%	9.52%	10.53%	0.00%	11.11%	25.93%	22.22%	13.71%
6am - 8:59am	0.00%	0.00%	0.00%	0.00%	0.00%	15.00%	0.00%	5.36%
9am - 11:59am	0.00%	0.00%	12.50%	0.00%	0.00%	0.00%	0.00%	1.39%
12pm - 2:59pm	0.00%	0.00%	2.00%	6.45%	1.41%	2.35%	0.00%	2.23%
3pm - 5:59pm	0.00%	0.00%	3.51%	1.92%	1.67%	5.80%	7.55%	3.81%
6pm - 8:59pm	3.57%	9.09%	8.16%	5.13%	5.88%	5.77%	7.27%	6.38%
9pm - 11:59pm	9.09%	4.92%	4.65%	2.80%	6.04%	6.98%	3.45%	5.49%
Total	9.32%	5.63%	6.23%	4.76%	5.33%	7.11%	9.01%	6.53%

LocationFull %ResponsesAvg. Response

P4303	5.03%	914	37.06
P4301	17.16%	507	54.09
P4306	1.78%	394	54.25
P4305	1.28%	392	31.31
P4307	5.41%	37	27.03
P4308	7.41%	27	28.70
P4304	4.00%	25	27.00
P4302	0.00%		
Total	6.53%	2296	42.42



More Filters

Relative Date

Last

▼

2

Years

▼

8/6/2020 - 8/5/2022

Location

All

▼

Status

All

▼

Ticket Type

All

▼

Biddeford

P4301P4302P4303P4304

➤

Microsoft Bing

OpenSt

Map showing locations in Biddeford, ME. Red dots indicate specific locations. Labels include: Gooch St, York St, Main St, Water St, Sullivan St, Piersons Ln, Bacon St, Emery St, King St, Washington St, Stone St, and Tor 2022 M Corp.

Hourly

Daily

Weekly

Monthly

Linear

Stacked

Month	2021	2022
January		46
February		26
March		68
April		34
May		58
June	3	22
July	42	8
August	54	
September	53	
October	21	
November	19	
December	35	

Submitted Time	Friday	Monday	Saturday	Sunday	Thursday	Tuesday	Wednesday	Total
12am - 2:59am					1			1
3am - 5:59am	2		1	3	3	1	1	11
6am - 8:59am	14	11	3	3	6	7	8	52
9am - 11:59am	21	24	9	1	21	15	39	130
12pm - 2:59pm	26	16	9	4	29	17	36	137
3pm - 5:59pm	16	25	9	3	16	14	22	105
6pm - 8:59pm	5	6	1	2	9	12	7	42
9pm - 11:59pm	1	9	2				11	23
Total	85	91	34	16	85	66	124	501

New Source	% of Total
Chat	1.40%
Email	73.65%
Feedback Widget	0.20%
Phone	24.75%
Total	100.00%

location_name	Volume
P4301	335
P4302	39
P4303	34
P4304	25
P4305	15
P4306	53
Total	501

34