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**Transportation Demand Management (TDM) Plan  
Bayside Bowl Expansion  
City of Portland, Maine  
December 16, 2015**

Bayside Bowl provides this Transportation Demand Management (TDM) Plan in support of the City's transportation and environmental sustainability goals by encouraging and promoting bicycling, walking, and use of transit. The existing site and proposed expansion project is located within the block defined by Alder, Kennebec, Hanover, and Lancaster Street in the downtown. The site currently consists of a 12 lane bowling facility and a 60 seat restaurant. The proposed project includes the following:

- An additional 8 bowling lanes
- A 171 occupant mezzanine (Not expected to be fully occupied)
- 25 seat function room
- An up to 150 seat expansion of the restaurant (for a total of up to 210 seats)
- A 136 occupant roof bar

The existing and proposed uses blend well into the neighborhood from a transportation demand management standpoint, in that the typical peak hours of the facility are later in the evening and have minor impacts to the typical weekday AM and PM peak hours of the adjacent roadway network. Following is a description of the elements of the TDM Plan.

**TDM Coordinator**

Bayside Bowl has an on-site manager who will coordinate the TDM plan. The TDM coordinator will be responsible for posting changes and updates to the Metro schedule and local UHaulCarShare information in the lobby or on the service desk, providing maps of alternate parking locations, monitoring the bike rack use, as well as other information relevant to promoting and encouraging the greater use of bicycling, walking, and bus-based transit.

**Employee and Customer Survey**

Having the on-site manager designated as the TDM Coordinator, allows for constant interaction with the customers using the facility. This constant interaction will allow a quicker response to issues that arise. In addition, this facility lends itself to a repeat clientele which can allow an even greater knowledge and understanding of the customer's needs. In addition to on-going discussions, Bayside Bowl will survey the customers once a year for the first two years and then again when the five year renewal for parking spaces is due. This survey will include how they arrived at the site and if by vehicle, where did they park. The results of this survey, along with feedback from on-going relationships with the clients, will be included in the summary report provided to the City.



### *Parking Goals*

The forecast parking demand for the facility after expansion is approximately 93 spaces. On-site parking spaces for this facility will be 36 spaces, with 17 parking spaces provided by Apothecary by Design after 5:30 PM, the remaining 40 parking spaces provided via other satellite lots in the immediate area. As stated previously, the peak time for this type of facility is generally after the PM peak hour of adjacent street traffic and as such, many of the parking lots in the immediate area are either vacant or underutilized. This underutilization complements this type of facility and provides an environment for shared parking arrangements. Although this arrangement is expected to operate well, it is anticipated that Bayside Bowl will have to rent each parking space within the satellite lots. As such, there is a monetary incentive for Bayside Bowl to encourage other forms of transportation other than using a vehicle, such that it can reduce the number of satellite parking spaces needed.

### *Customize Parking and Trip Reduction Strategies*

As stated previously, this type of facility experiences a significant number of repeat customers. Since the TDM Coordinator will be on-site frequently, and becomes familiar with the customers, strategizing to better accommodate their customers and reducing the number of satellite parking spaces required, is a top priority.

### *Education*

Bayside Bowl plans to provide informational flyers at the front desk which includes; promotion of the on-site bicycle racks, METRO stop schedules and stop locations within the area, maps identifying satellite parking spaces available, contact information for local taxi services, and available information for local UHaulCarShare type accommodations in the area. Given that the facility does experience a significant number of repeat clients, a bulletin board will also be provided where carpooling opportunities will be posted. In addition to providing this information on-site, it will also be available on their web site.

### *Monitoring*

As stated previously, the on-site manager being the TDM Coordinator will allow for monitoring the needs of the customers on an on-going basis and adjust accordingly to meet the goals and targets of the TDM plan. In addition, Bayside Bowl will provide an annual summary to the City for the first two years and then again after five years when their parking lease renewal is due.



### *Project Specific Standards*

#### *Bicycle Parking*

Bayside Bowl will provide on-site bike racks for 20 bicycles. The TDM coordinator will monitor the use of the bicycle racks to determine if additional racks are needed.

#### *Encourage Use of Local Transit Options*

The project is closely situated to METRO Route 8, the Peninsula Loop, as well as being approximately 500 feet from Oxford Street where Routes 2, 4, and 5 run. The bus schedules will be provided at the front desk.

#### *UHaulCarShare*

Portland is one of 38 municipalities served by UHaulCarShare in the United States. In Portland, the service provides a total of four cars, one of which is 26 Elm Street adjacent to the library, and the other at 645 Congress Street. These vehicles are available on an hourly or daily basis. Bayside Bowl will make customers aware of this service.

#### *Sidewalk Facilities*

One of the many benefits of being located in the downtown area, is that sidewalks surround the proposed project encouraging walking to and from the site. Customers can access the building via two different doors located off two different streets.

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