



## Interim Update to Transportation Demand Management Plan

September 19, 2017



The Transportation Demand Management Plan (TDM) for the Forefront at Thompson's Point was first approved in September 2011 and subsequently re-approved in February 2013 with Master Development Plan approval (please see Appendix 1 attached hereto); in November 2015 we presented an Addendum to Transportation Demand Management Plan which was approved in conjunction with the combined Brick North and Brick South Level III site plan approval (and concomitant subdivision/master plan reapproval) in early 2016 (please see Appendix 2 attached hereto)

Within that Addendum, we had outlined our commitment to provide our Two Year TDM Program in December 2017. The purpose of having until the end of this calendar year was to give ourselves roughly a year of operations with the Brick North building fully occupied, several months of operations with Brick South (this did not actually open until spring of 2017), another season of summer concerts and

events, and roughly three months to vet our findings, review survey information, and craft an updated forward looking plan for the City's review.

We have also recently engaged a new TDM coordinator to replace the individual who had served as TDM manager until this summer. Our new TDM coordinator, Soli DG, whose activities include operational and logistics management for the Maine Port Authority, and who provides creative and forward-thinking consulting on complex transportation infrastructures and the operational and communications systems required to grow and manage them sustainably.

We are especially excited to have them as part of the team. Their familiarity with Portland and its various modes of transportation, together with our project and its recent history, makes them a perfect partner in developing the organic, authentic, and flexible forward-thinking TDM planning that the Forefront project requires.

The underlying principles of our original TDM plan continue to shape our operational and tactical plans. Whereas when we submitted our 2015 plan we had only hosted a range of outdoor events; now, in addition to continuing to host such events, we have also introduced a number of tenants, many of whom also host public and private events, and whose patrons and employees are also active stakeholders in our ongoing efforts. It's one thing to plan for the inclusion of tenants in a project, and quite another to have actual tenants with evolving businesses who are looking to push the envelopes of their practice (which is of course part of why we've worked so hard to cultivate such a great group of creative Maine businesses!). Further, as we often muse about, when we began writing our TDM plan back in 2011, while Uber existed, it was not an active player in this region; now car share (Uber, Lyft) are part of the toolkit of daily habits for our tenants, employees, and patrons. The landscape has truly changed dramatically between iterations of our TDM plan, and this has been an exciting factor in our continued efforts at creative placemaking and managing the ebbing and flowing transportation needs of our site.

The substantive update on our TDM will take the form of our two-year update that is forthcoming in December. However, given that there is a Level III Site Plan application pending for the Children's Museum and Theatre of Maine (their "Micro TDM" overview is being developed and submitted under separate cover), we are providing this interim update with some highlights of recent TDM efforts that have been underway and ongoing over the last year.

The first goal has been to engage tenants in the creation of "Micro TDM" plans that genuinely and authentically work with their employees and patrons. As we know, engagement of this type is not something that can be legislated, mandated, or required, but must instead be creatively crafted, presented, negotiated, and evolved in real time.

The original TDM document noted that each of our tenants "will have different constituencies with varying travel patterns and habits, and who will thus require

different approaches which must nevertheless be well orchestrated,” and that “tenants are expected to be active participants in the overall TDM goals and measures elaborated here, and to take active roles in defining their own mechanisms for participating in these goals”.

Each tenant is thus a different type of partner in the overall goal to reduce reliance on single-occupant vehicle trips. That said, certain basic components provide the basis for all of the ongoing conversations and collaborations with our tenants (and event partners). These have been part of the TDM menu for Thompson’s Point since the project’s inception, and we now have sufficient critical mass to be able to create more robust programming around them.

They are as follows:

- Parking and Carpooling
- METRO
- Amtrak
- Bicycle and pedestrian infrastructure and support

### Parking

One of the more recent holistic policy implementations at Thompson’s Point, which has come with the combination of increased development activity and infrastructure completion, has been the shift to paid parking. Paid parking has been part of the planning for Thompson’s Point since the outset, but for the first few years of the development, other than large events such as concerts where we charged for on-site parking, there was no fee associated with daily parking on site. To the extent that any urban development site provides virtually unlimited free parking, this serves as a defacto disincentive to effectively encouraging regular use of alternative modes. The shift to paid parking does help encourage tenants, employees, patrons, and guests to see parking as a finite resource that has a cost associated with it and has helped move the needle on a general openness to looking at different transit practices across the board.

Our ongoing surveys with our tenants are seeking to determine the extent to which our efforts to encourage carpooling are bearing fruit. We have certainly seen evidence that this is the case for our event business, where the industry average of 3.5 patrons per vehicle parked has been by far the low end of our spectrum – we’ve seen this ratio as high as 10:1 thanks to the effective implementation of the various modes described herein. We are continuing to vet the results of many hundreds of concert-attendee surveys (distributed by the State Theatre as a way to help us better track data about visitor parking/transit preferences) to determine how our patrons are continuing to get to and from Thompson’s Point for large events. These surveys follow the format previously submitted (please see Appendix 3).

We continue to utilize off-site parking by agreement with various lot owners (Mercy Hospital, etc.) for large events, as demand requires, so that we can effectively serve all of the uses at Thompson's Point.

### METRO

The ability to have METRO service at our front door has always been a tremendous opportunity for Thompson's Point. Over the last year, we have begun various types of outreach with METRO to enhance and expand our collaborations. These include:

- facilitating meetings and ongoing conversations between our tenants and METRO representatives to explore ways that METRO and its expanded routes (now including BREEZ service) can be a viable transit option for employees and visitors;
- creating a "METRO Express" lane at our outdoor concert venue to allow METRO riders (as well as Amtrak and Bicycle Benefits patrons) to bypass the long ticket line at concert opening and get into the venue immediately when doors open;
- active promotion of METRO, including updated route information, on our summer concerts website;
- METRO inclusion of Thompson's Point in its transit guide;
- Creative "sponsorship" collaborations with METRO for our various ongoing events, such as the Sunaana music festival

### Amtrak (Downeaster):

The Amtrak Downeaster service at the Portland Transportation Center is a great amenity for Thompson's Point, and as we have added significantly to our development program over the last two years, our offerings have become an amenity for them as well. In addition to hosting the Amtrak Downeaster station meeting in Brick South this spring, where Thompson's Point as a Transit Oriented Development and active partner with NNEPRA was highlighted, we have continued to evolve our programming and transit offerings with NNEPRA and plan to continue this over time:

- we have facilitated meetings and ongoing conversations between our tenants and event partners regarding how the Downeaster Service could play a viable role in getting their patrons to and from Thompson's Point, both for events (concerts, Brick South events such as the Flower Show, etc.) and for ongoing business activities (Circus Maine cabarets and classes, Bissell

Brothers tasting room visits and beer launches, Cellardoor events, and International Cryptozoology Museum visits);

- with our event partners, we developed the “Sunaana Express”, whereby we worked with NNEPRA to reserve a separate car from Boston’s North Station to Portland on the eve of the Sunaana festival (March 4, 2017), and partnered with Allagash Brewing Co. and local folk rock musician Conor Garvey to create a festival experience on the train taking folks to Bissell Brothers for the Friday night launch event (with Icelandic band Mammut playing at the Brewery) – this initiative will expand for the 2018 Sunaana event, and has helped us and NNEPRA catalyze ongoing efforts to conceive of the train ride itself as an extension of the experience of Thompson’s Point, with other modes of programming in the works for this winter and beyond;
- offering Amtrak Downeaster ticketholders access to the “METRO Express” lane at our outdoor concert;
- exploration of reciprocal marketing possibilities with the Downeaster to leverage co-promotional opportunities

#### Bicycle and pedestrian infrastructure and support

The partnership with Portland Trails has been very fruitful, and their active encouragement of walking and bicycling to Thompson’s Point has been a major force in our ability to see such reductions in SOV use. The “parklet” project at the end of the point, at the tail end of the trail, has been a great amenity for visitors, tenants, and guests ranging from wedding parties to concert go-ers, and the completion of the Libbytown area traffic calming and pedestrian infrastructure improvements (in partnership between MaineDOT, the City of Portland, PACTS, Northern New England Passenger Railway, and Forefront Partners through the Economic Development Administration and Federal Highway Administration grant package and our private local match dollars), has resulted in a substantial package of bike/ped improvements. We have sought to encourage the use of this infrastructure in the following ways:

- facilitating conversations with tenants to encourage use of bicycle racks for their employees and guests
- collaborative sponsorship with Cyclemania to provide over 70 bicycle racks for summer concerts, and co-promotional partnership with Portland Trails to help promote the use of these racks for concert attendees
- creative partnership with Portland Trails to build pop-up parklet at the entrance to Brick South for the Sunaana festival in March 2017

- Bissell Brothers and Libbytown Neighborhood Association partnership on Trails Cleanup Days
- Special programming for local residents such as the recent “Tree of 40 Fruit Grove” artist talk with Sam Van Aken for Libbytown Neighborhood Association gardeners (with concert ticket giveaway in collaboration with the State Theatre and Thompson’s Point) to encourage creative placemaking opportunities within walking distance for Libbytown neighbors

The above represents a set of highlights from the past year of programming at Thompson’s Point. A more robust report out on these activities, together with the results of our ongoing data gathering and interviewing processes, will be packaged together with the Soli DG team by the end of December. We are very excited about the opportunity to continue to push the envelope with our TDM offerings, and feel that the future components of Thompson’s Point (namely the hotel and Children’s Museum and Theatre of Maine, which are the next two most immediate projects), will make substantial and meaningful contributions, through their “Micro TDMs”, to the overall Thompson’s Point TDM effort.

In closing, please see the updated interim table of action items; this follows from the 2015 Addendum, and notes status on various items, as well as indicating the December 2017 Two Year TDM Program as the next substantial milestone.

<b>Action Item</b>	<b>Original Timeframe for Implementation per 2015 Addendum</b>	<b>Updated Timeframe (September 2017)</b>
Finale TDM Funding Package based upon City of Portland’s priorities for funding from its share of Transit TIF revenues generated by Forefront	Fall 2011	TBD pending City review process
Provide update to City regarding progress on TDM plan implementation and status of TMA (“macro TDM”)	Completed Fall 2015	
Appoint/Confirm TDM Coordinator	Completed Fall 2015	
TDM Plan Implementation	Anticipated 2017 for Brick	Completed (ongoing) and

/ On-site Parking Monitoring	North/South and event area	outlined in more detail above, and to be further elaborated in Two Year TDM Program (noted below)
Assess success of first six months of TDM Program and Report to City on initial effectiveness	Completed Fall 2015	
Submit Year Two TDM Program with needed modifications (and annually thereafter)	December 2017 ( <i>Permits one full year of operation for Brick North/South and 90 days to compile data and prepare update</i> )	On track for December 2017 submission

## APPENDICES



Appendix 1: The Forefront at Thompson's Point Transportation Demand Management Plan, September 13, 2011, reapproved in January 2014 with Event Management Plan for The Forefront at Thompson's Point, January 13, 2014

## The Forefront at Thompson's Point | Transportation Demand Management (TDM) Plan

September 13, 2011



### ***Project Description***

The Forefront at Thompson's Point is a unique project proposed for the City of Portland. It consists of a transit-oriented mixed-use development whose program elements range from Class A office space, a 125-room hotel, an event center that will be the new home of the Portland Red Claws NBA D-League team, a concert hall, a restaurant, a sports medicine facility, a parking garage, and various public amenities such as pedestrian/bike trails and access to the Fore River. The Forefront will pursue a minimum of LEED-Silver certification, and is intended to be a gateway development that will bring life to an under-utilized part of the City—a place as well as a project.

As part of its approvals for this project, the City of Portland will require the creation and issuance of a Transportation Demand Management (TDM) Plan; given the pivotal role that efficient public access to and from the Forefront will play in its commercial success, a thoughtful approach to TDM is crucial. What follows is a Transportation Demand Management Plan that addresses and the City's sustainability goals by outlining and committing to a series of measures that encourage and promote bicycling, walking, carpooling, and use of public transit.

Given both the scope of this mixed-use project, and the necessity of having buy-in from our prospective tenants, the proposal that follows contemplates a two-tiered approach to the TDM, consisting of:

- (a) Macro TDM: an overall approach to TDM for the Forefront, consisting of TDM goals, the proposed methodologies for undertaking them, including steps for implementation, approaches to staffing, modes of monitoring and assessing successes and areas for improvement, and proposed frameworks for more tenant-specific plans, and:
- (b) Micro TDM(s): tenant-specific plans, the “DNA” of which is articulated in the Macro TDM but which are to be more fully elaborated in dialogue with the Forefront’s respective tenants (namely, office users, hotel operator, restaurant operator, sports medicine facility operators, event center operator, concert hall operator, parking garage operator), each of whom will have different constituencies with varying travel patterns and habits, and who will thus require different approaches which must nevertheless be well orchestrated. Although it is not practicable to outline these plans in substantive detail until more formal agreements with tenants are in place, it is important to stress that tenants are expected to be active participants in the overall TDM goals and measures elaborated here, and to take active roles in defining their own mechanisms for participating in these goals; this expectation will be outlined in lease arrangements with tenants.

In its utilization of this tiered approach (“macro” and “micro”), the proposed framework effectively functions as a project-wide Transportation Management Association, linking the various operating businesses in a set of shared strategies, and ultimately coordinated by the TDM Coordinator, of which more below.

The Forefront will be a major employer as well as a major draw for visitors, from Portland and beyond. Thus its approach to TDM represents a significant opportunity to reduce the number of Single Occupant Vehicles (SOVs).

### ***Proximity to Transit***

The Forefront is a unique project in the City of Portland, and for that matter, the state of Maine. Thompson’s Point lies adjacent to the Portland Transportation Center, which hosts the following transit services:

- *Downeaster (AMTRAK)*: This intercity passenger rail service provides connections from Portland to Saco, Old Orchard Beach, and other southerly stops including Boston’s North Station. The service will connect northerly to Freeport and Brunswick, providing a direct link to the Maine Eastern Railroad, which provides seasonal service as far as Rockland in 2012. The service currently runs five round trips to and from North Station, with an additional trip anticipated following the opening of the extension to Brunswick.
- *Concord Coach (Formerly Concord Trailways)*: This intercity bus service provides non-stop service to South Station in Boston, and northerly both to Augusta and Bangor, Maine, as well as the mid coast region. During the day, buses arrive and depart about once per hour. This service allows for connections to various intercity buses, Amtrak and MBTA commuter rail services at South Station, as well as direct connections to all terminals at Boston’s Logan International Airport. In addition, the Bangor bus allows for a connection to the Cyr Bus service, providing a once-daily connection to several destinations in Aroostook County.
- *Metro Route #5, Maine Mall*: Portland METRO provides twice an hour service to the Portland Transportation Center with other major stops including the Maine Mall and

UNUM. It also allows for access to the Portland International Jetport and the Elm Street METRO facility. A limited service combining Routes 1 and 5 is provided on Sundays.

Given its adjacency to these amenities, the Forefront is uniquely suited to take advantage of non-motorized vehicle trips, especially transit trips.

Further, the Forefront has the opportunity to pursue water shuttle and water taxi service from the site to downtown Portland and other locations in Casco Bay. The Forefront will partner with Portland Trails to upgrade the existing public trail around the Thompson's Point peninsula; working collaboratively with the City, the PTC, Portland Trails, MDOT and others this trail may be able to be better linked with the larger trails network. The use of bicycles and other non-motorized modes of conveyance by employees and visitors is something the Forefront will encourage (of which more below).

### ***Purpose of Plan***

The City of Portland requires the creation of a Transportation Demand Management Plan for all projects in excess of 50,000 square feet, or with 100 or more employees or students. The Forefront at Thompson's Point meets both of these criteria. However, in the case of this project, the TDM Plan serves a series of important needs. Given the designation of the Forefront as a Transit Oriented Development (TOD), a TDM plan is key to maximizing the synergies between the project and the transit modes (existing and not yet existing) adjacent to it. "Transit Oriented Development," as the Federal Transit Administration defines it, is "compact, mixed-use development within walking distance of public transportation," and TOD is "a key element of livable and sustainable communities." As the TFA notes, there is a well-documented symbiotic relationship between economic development and transit, and a convergence of public and private interests around TOD, which "increases transit ridership and reduces automobile congestion, providing value for both the public and private sectors."

To this end, the objectives of the Forefront's TDM plan are:


- Make maximum use of existing transit infrastructure adjacent to the project
- Propose partnerships with the City, MDOT and others aimed at increasing transit opportunities and, in the words of MDOT, contribute to providing "a safe, efficient and reliable transportation system that supports economic opportunity and quality of life."
- Reduce peak hour trip impacts to, and the effects of traffic congestion upon, adjacent roadway infrastructure
- Reduce the amount of needed parking on-site, and thus the amount of land that could have a higher and better use than surface parking
- Encourage healthy activities such as biking, kayaking, and walking among Forefront employees and visitors

It is important to note that this Plan should not be viewed as a series of fixed strategies. Rather it is a living document intended to be reviewed and updated on a regular basis as the Forefront works with its tenants to address changes in local transportation patterns, preferences, and prices; by means of effective coordination, goal-setting, and goal-monitoring measures the Forefront will endeavor to reach the goals articulated in this Plan in a way that is not financially or operationally burdensome to the tenants who ultimately must support the Plan. Ultimately, the goal will be to make significant reductions in peak hour single-occupancy vehicle (SOV)

activity on the local street network as well as the need for on-site parking in a way that is financially and operationally sustainable for all concerned.

### ***Employee Transportation Coordinator (TDM Coordinator)***

The Forefront at Thompson's Point will employ a TDM Coordinator, charged with coordinating the TDM plan. The TDM coordinator will liaise with the chief operating officers of each of the Forefront's tenant organizations in order to create an effective overall approach to the following goals:

- Coordinate and promote rideshare opportunities
- Coordinate and promote the use of the following alternatives to SOV travel:
  - AMTRAK
  - Concord Coach and other bus lines as may be applicable
  - METRO
  - U Car Share
  - Car rental companies
- Monitoring parking usage in conjunction with parking facility management
- **Overseeing event scheduling** 
- Encouraging the greater use of bicycling, walking, and bus-based transit
- Overseeing ongoing monitoring and updating of the plan
- Convening a committee, ideally comprised of decision-makers representing each of the tenants/users at the Forefront, who will assist the coordinator in TDM planning and assessment
- Filing annual reports with the City

Given the centrality of the event center to the overall success and vitality of the project; given that the majority of traffic demand will be attributable to this and the adjacent concert hall; and given that the success of the event center depends upon efficient management of traffic and parking use by all the various uses (including parking use by visitors to the Portland Transportation Center), it is anticipated that the TDM Coordinator for the project will be a staff member of the event center's operating company.

The TDM Coordinator will work with tenants at the MICRO TDM level to explore how to create effective partnerships and incentive packages with AMTRAK, Concord Coach, and METRO; the Coordinator will liaise with tenants and help them identify strategies such as incentives (free or subsidized bus passes for employees, gift coupons or periodic prize drawings to foster use of alternative modes) and how to establish subsidies and payroll deductions for employee transit passes where this is appropriate for a tenant.

### ***Surveys - Employees***

Six months after initial occupancy of the Forefront facilities, and annually thereafter, Forefront employees will be surveyed regarding their transportation choices such as automobile/bicycle/

motorcycle-scooter ownership, parking demand, and the frequency of trips using bicycling, walking, U Car Share, carpool/vanpool, and the bus. The survey will follow the format of the “TDM2go Employee Survey”, a copy of which is attached hereto, but may be expanded from time to time by the TDM Coordinator. The surveys will be conducted to determine:

- Mode of travel to and from work (car/carpool/biking/walking/bus)
- Preferences or concerns with model of travel
- The flexibility and receptivity of employees to utilizing various travel modes to access Thompson’s Point (and, crucially, to ascertain whether individual employees make use of multiple modes during the course of a given year, or a given season)

Various questions will be created in the survey to determine which measures to encourage increased use of transit, for example, either via costs for parking or stronger subsidies of METRO passes, etc. The TDM Coordinator may seek to partner with the academic and/or the public sector, and public funding, to increase the efficacy of these surveys and mine the information contained therein.

### *Surveys - Visitors*

For visitors to the Forefront, surveys will also be included. These will be provided in the following manner:

- Conference packet for convention employees
- With ticket receipt for concert goers
- Inside game pamphlet for Red Claws fans

The surveys will be conducted to determine:

- Mode of travel to and from a conference, concert or game (car/carpool/biking/walking/bus)
- Preferences or concerns with model of travel
- The flexibility and receptivity of visitors to utilizing various travel modes to access Thompson’s Point.

Surveys will need to be simple and convenient; they could be filled out at a Red Claws game, or completed with a link on-line (such as Survey Monkey) to do it afterward. Hotel guests may represent an important source of survey information. Various questions will be created in the survey to determine measures to encourage increased use of transit, for example, either via costs for parking or greater promotion of transit uses. The TDM Coordinator will work with the tenants at the MICRO TDM level to determine what kinds of incentives could elicit consistent and engaged participation in these surveys.

### *Car Pooling and Sharing*

Through various promotional strategies (flyers, email blasts, web updates, social media, and occasional gatherings) the Forefront TDM Coordinator will make visitors, workers and guests aware of and encourage use of these services,

### *U Car Share/Rental Cars*

Portland is one of 20 cities in the United States served by U Car Share. In Portland, the service currently provides a total of four vehicles. These vehicles are available on an hourly or daily basis. It is recommended that the Forefront negotiate the use of two additional vehicles with U Car Share for visitors to use on an as-needed basis, as well as traditional rental cars. This will allow for the use of a car for certain trips, which can aid in a traveler to or from the Forefront to choose transit for a mode. Information will be provided to hotel guests, office workers, and convention attendees. Following the first survey, additions to U Car Share may be made if employees desire their use in significant numbers; U-Car share may be an attractive option for local residents who are employed by one of the various tenants at the Forefront.

- Primary User: Visitors, Employees (if found desirable)
- Responsibility: Forefront, U Car Share, Rental agencies

#### *Carpooling/Vanpooling*

The TDM coordinator, working in conjunction with the GO MAINE Commuter Services Program, will work with the employers located at the Forefront to locate employees with similar schedules and home addresses to create a carpooling or GO MAINE vanpooling plan. Working with the employers, the TDM coordinator will serve as a resource in devising incentives for those employees who participate. A reasonable portion of the preferred parking spaces to be established shall be dedicated to U-Car Share/carpool/vanpool parking in order to incentivize these alternatives, and shall be designated as such by means of signage.

- Primary User: Employees
- Responsibility: Forefront

#### *Education for Visitors*

As discussed, the Forefront's TDM coordinator will provide transit route maps, schedules, and ticket information in packets for visitors. There will also be a travel kiosk in the event center offering interactive Google-based travel planning with various vehicular modes; in addition, maps, routes, and ticket information will be posted clearly in the entry areas at the event center and the office buildings. The TDM coordinator will be available, in person and/or virtually, to assist visitors and employees who have questions about travel tips and ideas.

- Primary User: Visitors
- Responsibility: Forefront

#### *Submission of Monitoring Information/Updated TDM Plan*

Based upon the results of the monitoring, the Forefront will update the TDM Plan and submit a draft plan to the City's TDM Manager for review and comments.

The primary goal would be to reduce employee and visitor SOV trips to 80 percent of the total trips, at a minimum, within the first five years of the project.

The secondary goal for the initial year will be to reduce the parking demand five percent from the calculated demand, with additional annual reductions of five percent, until parking demand is reduced by a minimum of twenty percent (e.g. 290 vehicles out of an original 1,450). This aggregate targeted reduction shall also include individual targets for the following alternative modes: increase use of transit by employees and visitors by 5% annually; increase carpooling and vanpooling by employees and event attendees by 5% annually; increase bicycle and pedestrian trips by employees and visitors by 5-7% annually; until the overall goal of a 20% reduction is reached. The goal will be to achieve this overall 20% reduction by the end of the fifth operating year. At this point, it would be appropriate to reassess the ways in which the TDM plan should be recast in order to set additional goals for the sixth operating year and beyond. Each monitoring period will be accompanied by a parking count of the Forefront's facilities, in accordance with the methodology discussed in the parking count section.

In our amended Traffic Impact Study, with an addendum dated 30 August 2011, we have noted this reduction goal of 20%, which we feel is an ambitious albeit achievable goal.

An important responsibility for the TDM Coordinator will discuss future options as they become available with the City of Portland and GO MAINE, an organization charged with finding transportation options for the state.

### ***Transit TIF Opportunities for Single Occupancy Reduction***

The City of Portland designated the Thompson's Point Transit-Oriented Development and Tax Increment Financing District and adopted a development program therefor pursuant to Chapter 206 of Title 30-A of the Maine Revised Statutes, as amended, by action of the Portland City Council on June 20, 2011; the City submitted the resultant Credit Enhancement Agreement to the Department of Economic and Community Development for its review and ultimate approval, creating the Thompson's Point Transit-Oriented Development and Tax Increment Financing District and Development Program. The City designated the Thompson's Point Transit-Oriented Development and Tax Increment Financing District, adopted the related Development Program, and entered into the related Credit Enhancement Agreement in order to induce the Developer to redevelop Thompson's Point into a gateway destination in a manner that includes a substantial investment in infrastructure, including a large above-ground parking structure, transportation improvements, creation of an at-grade public rail crossing, extensions of public roads, utility investments and expanded walking and biking trails, and to support the Developer's investment into the Project by enabling the City to contribute toward the capital cost of the Project in the amounts contemplated by the Development Program and the Credit Enhancement Agreement; and the City Council voted unanimously to capture one hundred percent of the net new tax revenue generated by the Forefront and to dedicate its share of said revenue to funding alternative transportation.

The City may wish to consider utilizing its portion of net new tax revenue generated by the Forefront, and captured by means of the Transit TIF, to fund the following initiative:

#### ***Funding of METRO Route 5E***

Forefront will explore with METRO and the City of Portland the feasibility of an additional bus service running mainly on the Route 5 route. Potentially called Route 5E, this bus would serve as



an express service and would run seven days a week. It would stop at the Portland Jetport, Portland Transportation Center, the Forefront, the Greyhound Terminal at the intersection of St. John and Congress Street (inbound only), and the Metro Pulse Center on Elm Street. It would be clearly marked as an express bus to major transit hubs. The provision of a single bus would allow for hourly service, and would be in addition to the existing Route 5. Those visitors arriving at the Portland Jetport will be given passes for two rides on the 5E service (or the 5). The Forefront will work with METRO to explore the potential for a stop at the Forefront for the 5 line.

- Primary User: Visitors
- Responsibility: City of Portland (Transit TIF)

### *Additional Transit Opportunities*

The Forefront will generate substantial tax revenue that will be used by the City for transit funding. The City has requested that the Forefront play an integral role in working with the City to define and establish “Transit TIF”-funded programs.

### **Program Elements**

The following components are to be incorporated into the Forefront’s development program:

#### *Bicycle Parking*

In addition to the standard bicycle racks provided outside of the buildings at the Forefront (anticipated to include 88 bicycle spaces in racks distributed around the site per site plan requirements), the developer will endeavor to incorporate secure storage for up to 150 bicycles inside the facilities for tenants who wish to have them. These spaces are envisioned to be wall-mounted lockable racks within controlled-access rooms. This configuration will provide for bicycle security, convenience, and protection from the weather. Similarly to carpoolers, bicyclists will be given stickers for their bicycles that would have matching numbers with a specific bicycle locker, which would come with a locker-specific bicycle lock. The space would either be in the office component or the convention facility component, depending upon the work location of the employees.

- Primary User: Employees
- Responsibility: Forefront

#### *Scooter/Motorcycle Parking*

50 spaces are recommended for this use, with the potential for more in the future. Those using scooters or motorcycles will also obtain a ticket to be matched with a specific space in the Forefront garage. These spaces may be subject to random compliance checks.

- Primary User: Employees
- Responsibility: Forefront

#### *Bus Shelter*

The Forefront is willing to locate a bus shelter on site, for those coming on and off the 5E bus (discussed above), which will further encourage use of buses by visitors and employees alike.

- Primary User: Visitors, Employees
- Responsibility: Forefront

### *Peninsula Shuttle*

On days with conventions, should attendee demand warrant it, the Forefront may operate a van-based shuttle that will take visitors to major points of interest on the Portland Peninsula, including Congress Square, Monument Square, and Commercial Street. This shuttle will run regularly as may be warranted by demand, and shall be free of charge for conference attendees. Following an initial survey, if it is determined that employees at the Forefront would strongly desire to have access to a shuttle, a reduced service during lunch hours may also be provided.

- Primary User: Visitors, Employees (if found desirable)
- Responsibility: Forefront

### ***Parking Demand and Supply***

As discussed in the parking calculations, based on shared parking calculations, and without accounting for access to transit, the Forefront will typically incur a peak weekday parking demand of approximately 1,450 spaces, and up to 1,900 spaces during special concert events. Proposed for the facility will be a 700-space parking garage and surface parking, potentially for a total of 1,450 spaces.

The Forefront proposes to provide:

- 1,400 automobile parking spaces (a portion, to be determined, will be dedicated for the preferred use of hybrid/electric vehicles)
- 150 bicycle parking spaces (with secure facilities, contingent upon tenant interest)
- 50 motorcycle/scooter parking spaces

### ***Parking for Special Events***

The concert hall / event center can support seating for 4,500 to 4,800 people. In the event of a full concert, the demand may exceed supply by approximately 450 spaces, or possibly less depending upon the success of the TDM measures. Indeed, to the degree that the TDM measures do succeed, it may be determined that the existing surface and structured parking spaces are adequate to support the demand created by these concerts. However, these events will be in the evening. Significant parking exists in lots for Norway Savings Bank, Rheumatology Associates, and others off of Sewall Street and the drive connecting Sewall Street to Massachusetts Avenue and Congress Street, as well as along the Fore River Parkway and other locations in proximity to Thompson's Point which may be suitable. It is understood that the existence of leases, or other satisfactory arrangements that reliably provide for off-site parking during these larger concerts, shall be a requirement of site plan approval.

It is recommended that the Forefront explore agreements for utilizing these lots for overflow during events, providing that it does not open doors to concerts until after 6:00, when the employee and customer demand at adjacent facilities has greatly diminished. Forefront can employ individuals to control traffic and collect parking fees for use of these lots based on a revenue-sharing agreement. In addition, the peninsula shuttle will be repurposed for these evening events to travel through these lots and to the concert hall.

The Forefront has developed an Event Management Plan, submitted together with this TDM Plan, which more fully discusses the proposed approach to handling traffic flow in and out of the site during mid-sized events (upwards of 2,500 attendees).

## ***Monitoring***

### ***Parking Counts***

As part of its TDM Plan monitoring program, the Forefront TDM Coordinator will oversee assessment of the use of its various operational components, starting one month after the opening of the event center and annually thereafter. As one critical component of the TDM program will be to reduce parking demand, the first part of each monitoring effort will include an hourly parking count of the facility from 11:00 AM to 11:00 PM on a weekday and a Saturday (this will require evening events, preferably concerts, as this will generate the greatest parking demand).

### ***Timetable for Action Items***

<b>Action Item</b>	<b>Timeframe for Implementation</b>
Finalize TDM Funding Package based upon City of Portland's priorities for funding from its share of Transit TIF revenues generated by the Forefront	Fall 2011
Provide update to City regarding progress on TDM plan implementation and status of TMA ("macro TDM")	Fall 2012
Appoint/Confirm TDM Coordinator	6 months prior to opening of the Forefront Event Center, anticipated to be spring 2013
Assemble "Micro TDM" plans with tenants and create TDM Packets; share complete TDM plan, including Micro-TDM targets and proposed monitoring, with City	Summer 2013
TDM Plan Implementation / On-site Parking Monitoring	Anticipated for Spring 2014, assuming final occupancy Summer/Fall 2013
Assess success of first six months of TDM Program and Report to City on initial effectiveness	Fall 2014

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Submit Year Two TDM Program with needed modifications (and annually thereafter)	Spring 2015
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Appendix 2: Addendum to Transportation Demand Management Plan, November 4,  
2015



## Addendum to Transportation Demand Management Plan

November 4, 2015



The Transportation Demand Management Plan (TDM) for Thompson's Point was first approved in September, 2011 and subsequently re-approved in February, 2013 with Master Development Plan approval.

With the combination of the year round outdoor event area (including ice skating and related winter entertainment, as well as concerts, festivals, weddings, and outdoor summer events), and the Brick North and Brick South renovations, the Thompson's Point project has reached a stage of sufficient development (>50,000SF) to warrant this addendum whose purpose is both to provide an update on TDM measures that have been implemented over the past year and a half, and to outline measures that we intend to bring online concurrent with the completion of the mixed-use Brick North project and the Brick South event space.

The fundamental principles of the original TDM plan continue to guide our efforts. The original plan begins with a statement of our goals, and these are still integral to our planning and operational efforts.

*...given the pivotal role that efficient public access to and from the Forefront will play in its commercial success, a thoughtful approach to TDM is crucial. What follows is a Transportation Demand Management Plan that addresses our and the City's sustainability goals by outlining and committing to a series of measures that encourage and promote bicycling, walking, carpooling, and use of public transit."*

Because the original TDM plan covers the component parts of our approach in detail, we will refer the reader to that plan for substantive detail on the goals and strategies that continue to inform our efforts.

The TDM plan has always been conceived of as a two-tiered approach, blending "Macro TDM" and "Micro TDM(s)." This facilitates having both an overarching, forward-looking strategy to effectuate our TDM goals, as well as more focused, tenant-oriented measures that help carry out that broader set of goals and, conversely and crucially, help inform the broader strategies themselves.

As we all know from experience, broad strategic goals are one thing; their operational and tactical implementation are quite another, and it is often the case that “facts on the ground” need to be interpolated and integrated into the reframing of strategy (versus the all too frequent alternative: facts that don’t fit the strategic blueprint get ignored, leading to percolating problems that then become major operational problems). This was part of the rationale behind the “Macro-Micro” relationship as it was first presented. Though we had not yet (up until Brick North and the pending Brick South) triggered the 100-employee/50,000SF threshold, we have nevertheless been working with various TDM measures as described in our TDM plan, both for large event management and for our current Brick North tenants.

To this end, it may be most useful as a way of updating our TDM to begin by reflecting on historical results from both the series of large outdoor events we have had on site<sup>1</sup> and the activities of the several tenants we have currently.

Our recent large events have included two varieties: larger events that met or exceeded (or had the potential to exceed) the 2,500 attendee threshold that triggers our Event Management Plan; and smaller events, including private gatherings, corporate events, weddings, fundraisers, that were well below the 2,500 attendee threshold. We have provided historical data for the former, which are divided into two categories:

Concerts, staged and operated by the State Theatre as part of a long-term partnership;

Other events, including festivals

Additionally, we currently have three operating tenants on the site:

Circus Maine; Color Me Mine; and Big Room Studios (in the “West Wing” of Brick North); we propose to circulate surveys (see Exhibit G attached hereto) to our Brick North tenants over the winter, with the goal of creating a “Micro-TDM” plan for Brick North by Summer 2016.

### ***Recent large events: 2014***

Our first year of operation under the Master Plan was effectively 2014, which saw two large outdoor events in the summer: Sierra Nevada’s Beer Camp and Town Square Media’s Clash Bash & Bar-B-Que.

#### Sierra Nevada’s Beer Camp

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<sup>1</sup> The year-round outdoor event area is consistent with all of our prior approvals, both the original approved site plan and the subsequent Master Development Plan. Though we have been operating by means of a series of seasonal and one-off event licenses in the absence of a clear licensing strategy, which we are working to develop in collaboration with the City, we have treated these events as though they were “permanent uses,” even if the underlying approvals treat them as temporary, and managed them accordingly.

Friday, August 1, 2014

Attendance: 2,892 paid plus 220 staff and comps

Working with professional parking management, we parked 367 cars on site, yielding an on-site parking ratio, including staff and comps, of 8.5 attendees per car.

We worked with Bicycle Coalition of Maine to test a “Bike Valet” model that allowed attendees to park their bicycles inside the Brick South building (with open garage doors on both north and south facades allowing a kind of open flowing “main entrance” into the event) and parked approximately 70 bicycles.

We also worked with professional parking management to operate a shuttle service from the Top of the Old Port parking lot on Congress Street near City Hall.

We provided information detailing the parking options for on-site parking, off-site shuttles, and bike valet on the event website and via a PDF “guest guide” provided to all ticket buyers. (See Exhibit A attached hereto). We saw a considerable volume of pedestrians walk to the venue.

#### Town Square Media’s Clash Bash & Bar-b-que

Saturday, August 14, 2014

Attendance: 1,497 plus 42 staff

Working with professional parking management, we parked 356 cars on site, yielding an on-site parking ratio, including staff, of 4.3 attendees per car.

This event saw few pedestrians and bicycles (perhaps 25-30 bicycles).

We also worked with professional parking management to operate a shuttle service from the Mercy Hospital parking lot on the Fore River Parkway. Both the shuttle and the off-site parking were free of charge, whereas parking on site was paid. We have not yet found evidence that offering free parking offsite versus paid parking on-site results in a substantial disincentive to drive and park at the event venue.

We provided information detailing the parking options for on-site and off-site parking on the Town Square Media event website, and encouraged the use of Amtrak/public transit (see Exhibit B attached hereto).

#### ***Recent large events: 2015***

##### Townsquare Media Summer Bash

Saturday, July 11



Attendance: 400 plus 34 staff

Working with professional parking management, we parked 80 cars on site, yielding an on-site parking ratio, including staff, of 5.4 attendees per car.

This event saw few pedestrians and bicycles (under 5 bicycles).

We also worked with professional parking management to oversee free parking at the Mercy Hospital parking lot on the Fore River Parkway.

### Maine Brewer's Guild Summer Session Beer Festival

Saturday, July 25

Attendance: 1600 plus 44 staff

Working with professional parking management, we parked 256 cars on site, yielding an on-site parking ratio, including staff, of 7.25 attendees per car.

We also worked with professional parking management to oversee free parking at the Mercy Hospital parking lot on the Fore River Parkway.

This event saw a large number of pedestrians and bicycles (approximately 30-35 bicycles).

To encourage the use of designated drivers, the Guild provided a special Designated Driver ticket at 1/3 of the General Admission price, which encouraged carpooling. The ticketing site also encouraged the use of Amtrak and Concord Coach lines, and coordinated in-town Portland pickups via public transit. (See Exhibit C attached hereto)

### State Theatre Presents: Primus in concert

Monday, July 27

Attendance: 2,620 including staff

Working with professional parking management, we parked 404 cars on site, yielding an on-site parking ratio, including staff, of 6.5 attendees per car.

We also worked with professional parking management to oversee free parking at the Mercy Hospital parking lot on the Fore River Parkway.

This event saw a large number of pedestrians and bicycles (approximately 40 bicycles).

Parking information, including location for free off-site parking at Mercy Hospital, was provided on the State Theatre website and promoted via the State Theatre's social platforms (see Exhibit D attached hereto). The Theatre also sent out an email to all ticketed patrons explaining parking and transit details (see Exhibit E attached hereto), and captured statistics on how many people opened and made use of that email (see Exhibit F attached hereto). These measures were pursued for every

State Theatre concert. As we move into our second season, with some operating history and a foundation of patron familiarity with the site and its booking systems, we intend to begin to implement the surveying systems discussed in the TDM plan.

### State Theatre Presents: Grace Potter in concert

Saturday, August 1

Attendance: 3,636 including staff

Working with professional parking management, we parked 560 cars on site, yielding an on-site parking ratio, including staff, of 6.5 attendees per car.

We also worked with professional parking management to oversee free parking at the Mercy Hospital parking lot on the Fore River Parkway.

This event saw a large number of pedestrians and bicycles (approximately 45 bicycles).

Notes: Parking information, including location of free off-site parking at Mercy Hospital, on State Theatre website and promoted via the State Theatre's social platforms.

While we only have two actual outdoor concerts from which to gather data and draw conclusions, it is interesting that both of them show a 6.5:1 ratio of attendees to on-site parked vehicles, and both utilized virtually identical strategies; the other outdoor events range from a low of 4.3 (Town Square) to a high of 8.5 (Beer Camp), and average out at 6.4:1. Obviously the nature of outdoor events (which occur in warmer months and, generally, on days without rain) tend to be more inviting for pedestrians; we noted a heavy volume of pedestrian traffic for the Sierra Nevada Beer Camp event, for example. As we move into the first winter season, we will track parking data associated with the use of the rink and its related activities. And as we move ahead with our planning for the second full season with the State Theatre, we are working on a simple survey option for ticketbuyers inviting them to comment on how they traveled to the concert (see Exhibit H attached hereto). We anticipate gathering results from these surveys over the course of Summer 2016, and can then consolidate them, review with our colleagues at the State Theatre, and craft a proposed "Micro-TDM" plan in the fall of 2016 that can be utilized for seasons 2017 and beyond.

### *Updated Timetable for Action Items*

For purposes of comparison, we have included the original TDM plan's action items and proposed timeframes for implementation, which were first outlined back in 2011, together with a third column outlining our updated timeframes. It is important to note that the original TDM assumed almost simultaneous delivery of the entire building program; there was no concept of a phased delivery, which only came later when the Master Plan tool became available.

However, certain of the action items have been accomplished ahead of full buildout, and we can now predict with some certainty when the first (Brick North/South) Micro TDM plans can be generated, with subsequent action items unfolding from there.

We have also appointed a TDM coordinator, and she has developed a survey for our tenants, along with an introductory letter, that we propose to circulate to our Brick North tenants this winter (see Exhibit G attached hereto).

<b>Action Item</b>	<b>Original Timeframe for Implementation per 2011 Site Plan version of TDM</b>	<b>Updated Timeframe</b>
Finalize TDM Funding Package based upon City of Portland's priorities for funding from its share of Transit TIF revenues generated by Forefront	Fall 2011	TBD pending City review process
Provide update to City regarding progress on TDM plan implementation and status of TMA ("macro TDM")	Fall 2012	Completed (Fall 2015)
Appoint/Confirm TDM Coordinator	6 months prior to opening of the Forefront Event Center, anticipated to be spring 2013	Completed (Fall 2015)
Assemble "Micro TDM" plans with tenants and create TDM Packets; share complete TDM plan, including Micro-TDM targets and proposed monitoring, with City	Summer 2013	Summer 2016 <i>(coincides with opening of fully occupied Brick North building and renovated Brick South building)</i>
TDM Plan Implementation / On-site Parking Monitoring	Anticipated for Spring 2014, assuming final occupancy Summer/Fall 2013	Anticipated 2017 for Brick North/South and event area <i>(preliminary implementation and monitoring to date is detailed in this update above)</i>
Assess success of first six months of TDM Program and Report to City on initial effectiveness	Fall 2014	Completed (Fall 2015)

Submit Year Two TDM Program with needed modifications (and annually thereafter)	Spring 2015	December 2017 <i>(Permits one full year of operation for Brick North/South and 90 days to compile data and prepare update)</i>
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Exhibit A: Sierra Nevada Beer Camp PDF "Guest Guide"



## Beer Camp Across America New England Edition

# Thompson's Point

Portland, ME

Friday, August 1, 2014, 5-10 pm

### YOUR TICKET INCLUDES

- A souvenir Beer Camp Across America tasting glass
- Unlimited samplings of your favorite regional brews
- The music spectacle MarchFourth Marching Band complete with stilt-walking acrobatics, enchanting dancers, and percussion that's more layered than your club sandwich. Check them out at <http://marchfourthmarchingband.com/>
- FREE Bike Valet, FREE shuttle from 385 Congress Street and drinking water- bring your water bottle!

### WHAT DO I NEED TO KNOW / BRING?

*Other than your lovely self, you will NEED to bring:*

- **YOUR PRINTED TICKET**

Please bring a printed copy of your ticket to ensure a quick entry into the festival. **Tickets will be available for purchase the day of the event** if you would like to bring along a few extra Beer Campers! General attendee tickets will be available for \$70, and designated driver tickets will be available for \$40.

- **YOUR I.D. VERIFYING YOU ARE OF LEGAL DRINKING AGE**

It's like looking through the crates at the humane society: we'd like to, but we can't. Legally we have to make sure everyone inside the event is over 21. Bring your driver's license, passport or any other government issued photo I.D. and you'll be good to go!

*What else?*

- **There are a few things you need to leave behind...**

To ensure a safe and awesome event for everyone, bags will be checked upon entry for the following (in other words, please don't bring these so we can let you in right away!):

- **Firearms and weapons** – if you can't take it on a plane, you DEFINITELY shouldn't bring it to Beer Camp.
- **Outside food or beverages** – there will be plenty to eat and drink. We promise!

- **This event is for humans 21+ only.**

Sorry, no one under the age of 21 will be admitted; this includes your pooch and babies – even if you're carrying them around.

- **Have cash handy.**

We're working with vendors – primarily food trucks – to ensure there's a killer spread of local food to complement the beer lineup. Food is not included in your ticket, so be sure to bring some dough so you can sample away to your heart's content.

In addition to food, **we will also have some awesome Beer Camp Across America and Sierra Nevada gear on-site for purchase.** Our mobile gift shop accepts both cash and card, so start saving so you can take home some sweet swag!

- **Bring a water bottle.**

Yes, there will be lots of tasty beer to drink, but it will be good to stay hydrated with water too. We are doing our best to make this a zero-waste event, so remember to bring your reusable water bottle to fill up at the many water stations we will have at the festival.



- **Be prepared for the weather – Beer Camp Across America is happening RAIN OR SHINE!**  
Mother Nature can be wily, so be prepared with your sunscreen, but also a sweater or some other kind of shell just in case she throws a little wind or rain our way.

For more info and tips for the festival, check out our [FAQ section](#) of the Beer Camp Across America site at: <http://beercamp.sierranevada.com/faq/>.

## GETTING HERE

### FREE SHUTTLES

- Shuttle services will be provided by Maine Bus Rentals: <http://mainebusrentals.com/transportation>.
- Shuttle pick-up and drop-off location: [385 Congress Street parking lot](#) (map of shuttle bus location can be found at the end of the guide).
- Shuttle schedule is as follows:  
**Shuttles start** at 3:30 pm and **stop** at 11:30 pm.
- To find parking garages near shuttle location, visit [www.google.com/maps](http://www.google.com/maps) and search for 385 Congress Street, Portland, Maine, and then, using the “search nearby” option, look up parking garages.

### PARKING

- Thompson’s Point has an onsite parking lot for 700 cars. Follow signs to parking lot, which is the only parking location on site. Parking is \$10.
  - Map of all downtown Portland parking garages: <https://maps.google.com/maps/ms?msid=209939093816258135294.0004abcde3a072a262d4&msa=0>
  - Alternate lots: Chestnut Street Garage, Public Market Street Garage & Mercy Hospital Fore River Campus (map of parking garages & shuttle bus pick-up/drop-off location can be found at the end of guide).
1. **Shuttle Bus Pick-up Location:** 385 Congress Street, Portland, ME; \$10 flat rate- car can be left overnight
  2. **Chestnut Street Parking Garage:** Corner of Chestnut Street and Oxford Street, Portland, ME  
**Lot phone number:** (207) 450- 6129; \$10 flat rate- car can be left overnight
  3. **Public Market Garage:** 315 Cumberland Avenue, Portland, ME  
**Lot phone number:** (207) 699- 2927; \$10 flat rate- car can be left overnight
  4. **Mercy Hospital (not pictured):** Fore River Campus: 195 Fore River Pkwy #160, Portland, ME (see map at end of guide). Free.

### PUBLIC TRANSPORTATION

- **Public Transportation website:** <http://www.portlandmaine.com/getting-around/transportation/>
- **Casco Bay Ferry:** <http://www.cascobaylines.com/>
- **Concord Coach Lines:** Concord Coach Lines serves points in New Hampshire and Maine to Boston South Station and Boston’s Logan International Airport: <http://www.concordcoachlines.com/>
- **The Downeaster:** The Downeaster operates daily round trips between Brunswick, ME, and Boston, MA: <http://www.amtrakdowneaster.com/>
- **Greyhound Bus:** <https://www.greyhound.com/default.aspx>
- **METRO Greater Portland Transit District bus:** METRO Greater Portland Transit District bus provides nine safe, efficient, and reliable routes throughout the greater Portland region. METRO Route #5 stops at the Portland Transportation Center (PTC) located adjacent to Thompson Point (map of drop-off location can be found at the end of the guide). Also visit: <http://gpmetrobus.net/>



## FREE BIKE VALET



Bike-enthusiasts are in luck! The **Bike Coalition of Maine (BCM)** <http://www.bikemaine.org/> will be providing FREE bike valet services during the event where attendees can avoid traffic, parking issues, and additional carbon emissions. The bike valet service will be set up at the entrance of Thompson Point.

## BIKE RACKS DOWNTOWN

- Maine has been named the second most bike-friendly state in the country and navigating Portland is easy and fun! There are plenty of places to park your bike downtown and take a shuttle to Beer Camp! Click [here](#) for a map of bike rack locations or visit: <https://maps.google.com/maps/ms?msid=209939093816258135294.000469bc0c189cf3f3622&msa=0&ll=43.655981,-70.257418&spn=0.010774,0.032938>

## TAXIS

- **Airport Cab:** (207) 899-5335
- **ABC Taxi:** (207) 772-8685
- **Old Port Taxi:** (207) 772-8294
- **Jetport Taxi:** (207) 775-6990
- **Elite Taxi:** (207) 871-7274
- **Family Taxi:** (207) 615-9353
- **ASAP Taxi:** (207) 791-2727

## FRIENDS

- Don't forget, we are also selling Designated Driver tickets for \$30 at: [https://sierranevada.ticketleap.com/bcaa-newengland/dates/Aug-01-2014 at 0500PM](https://sierranevada.ticketleap.com/bcaa-newengland/dates/Aug-01-2014%20at%200500PM)

## DRIVING DIRECTIONS:

BY CAR:

### 1. From I-95 North (Boston, Massachusetts)

- From I-95 North, keep right on I-295 N, follow signs for S. Portland/Downtown Portland.
- Take exit 5 for ME-22 E and follow signs for Maine 22/ U.S. 1 Alternate.
- Keep right and merge onto Fore River Pkwy.
- Turn left onto Thompson's Point.

### 2. From Portland International Jetport: 1001 Westbrook Street, Portland, Maine

- Head northeast on Johnson Road toward City Line Drive.
- Continue straight onto Congress Street.
- Turn right onto Fore River Parkway.
- Take first right onto Thompsons Point.
- Arrive at Thompson's Point.

### 3. From Portland's Downtown District: 549 Congress Street, Portland, Maine

- Head southwest on Congress Street toward Forest Avenue.
- Take first right on Forest Ave.
- Slight right to merge onto I-295 S/ U.S. 1 S toward South Portland
- Take exit 5A toward ME- 22/ U.S. 1 Alternate/ Congress St.
- Keep left at fork and follow signs for Portland/Waterfront/Casco bay/Fore River.
- Continue straight onto Thompsons Point
- Arrive at Thompson's Point.

## HELPFUL SITES

**Beer Camp Across America**  
**Portland, Maine city website**  
**Public Transportation website**  
**Portland Downtown District website**  
**Downtown Portland parking garages**

<http://beercamp.sierranevada.com/>  
<http://www.portlandmaine.gov/>  
<http://www.portlandmaine.com/getting-around/transportation/>  
<http://www.portlandmaine.com/>  
[http://en.parkopedia.com/parking/portland\\_me/](http://en.parkopedia.com/parking/portland_me/)





## STAYING AWHILE?

So you want to keep the party going? Or you came in from afar? Hey, thanks for making the trek! Don't forget, lots of tasty options will be available at the festival, but for before and after see what the locals and others have to say about some spots nearby:

## HOTELS

**Hilton Garden Inn Portland Downtown Waterfront** (207) 780-0780

**Holiday Inn By the Bay** (207) 775-2311

**Hyatt Place Portland-Old Port** (207) 775-1000

**Portland Harbor Hotel** (207) 775-9090

**Portland Regency Hotel** (207) 774-4200

**Westin Portland Harborview Hotel** (207) 775-5411

### **Eco Friendly Hotel Options in Portland Maine:**

**Village Cove Inn, Kennebunkport** (207) 967-3993

**Nonantum Resort, Kennebunkport** (207) 967-4050

**Courtyard by Marriott Portland Airport, South Portland** (207) 253-5005

**The Kennebunk Inn, Kennebunk** (207) 985-3351

**Additional Hotel Options in Downtown Portland:** <http://directory.portlandmaine.com/travel/hotels/2786/>

### **Campgrounds (within 15 miles of Thompson Point, Maine):**

1. Wassamki Spring Camping Area: 56 Saco Street - Scarborough, ME 04074 (207) 839-4276
2. Wild Duck Campground: 39 Dunstan Landing Road- Scarborough, ME 04074 (207) 883-4432
3. Cascadia Park: 911 Portland Road- Saco, ME 04072 (207) 282-1666
4. Bayley's Camping Resort: 275 Pine Point Road- Scarborough, ME 04074 (207) 883-6043.

**VISIT PORTLAND:** <http://www.visitportland.com/>

### **HOTELS AND RESTAURANTS NEAR THOMPSON'S POINT:**

<https://maps.google.com/maps?q=Hotels+and+Restaurants&sl=43.652485,-70.291988&sspn=0.010076,0.022724&near=Thompsons+Point,+Portland,+ME+04102&geocode=CQ:9B97UNO:SFYUVmgId7G3P-ymjrXua-ZuyTDFacSkRAuKP2A&hq=Hotels+and+Restaurants&t=m&z=9>

**SIERRA NEVADA BEER LOCATOR:** <http://www.sierranevada.com/beer-locator?brand=all&miles=10&Zip=04101>



## BREWERS LIST

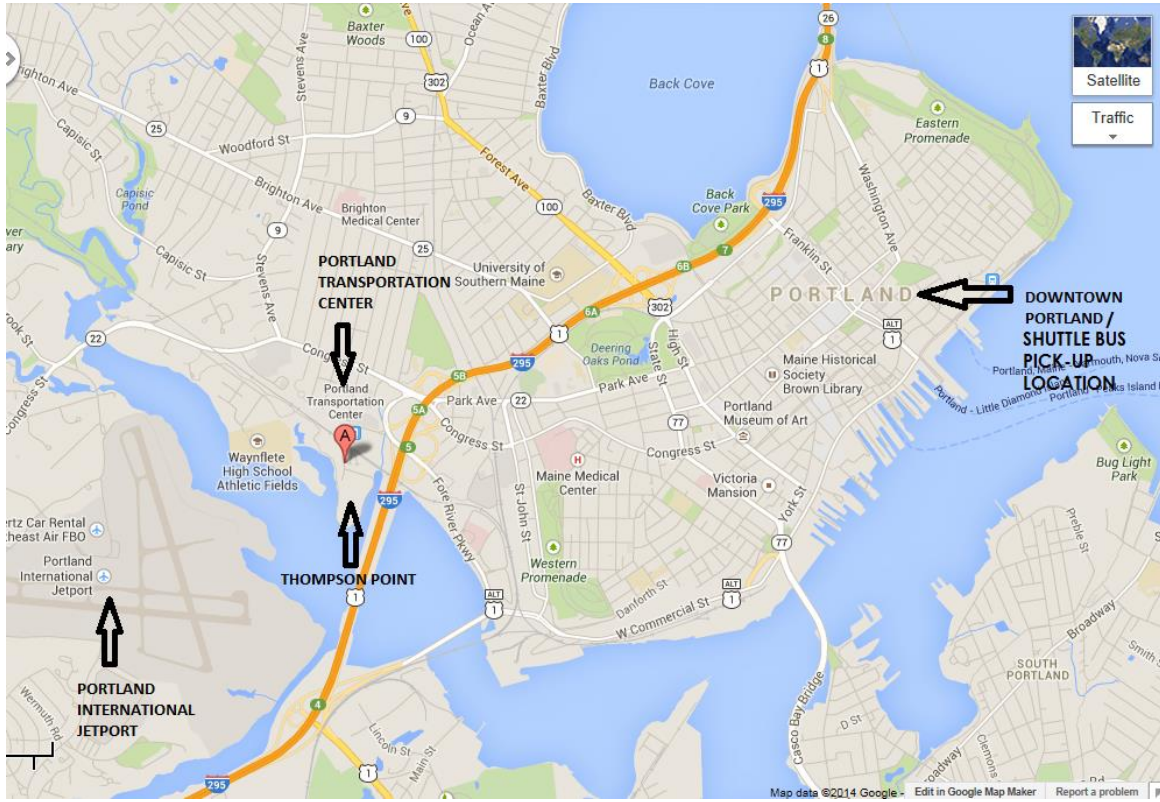
Smuttynose Brewing Co.  
Tuckerman Brewing Co  
Moonlight Meadery LLC  
White Birch Brewing  
Boothbay Craft Brewery  
One Love Brewery @ 7th  
Settlement  
Sheepscot Valley Brewing Co.  
Olde Burnside Brewing  
Lost Nation Brewing  
Narragansett Brewing Company  
BAXTER BREWING COMPANY,  
LLC  
Northern Outdoors dba  
Kennebec River Brewery  
Relic Brewing Co  
Geaghan Brothers Brewing  
Company  
Sackets Harbor Brewing  
Company  
Shipyards Brewing Co., LLC  
Amherst Brewing Co.  
Two Roads Brewing Company  
Yonkers Brewing Co.  
7th Settlement Brewery  
Gneiss Brewing Company  
Banded Horn Brewing  
Company  
Oxbow Brewing Co  
FUNKY BOW BREWERY AND  
BEER CO.  
Foundation Brewing Company  
Bigelow Brewing Company  
Federal Jack's  
Sea Dog Brewing Company  
Gritty McDuff's Brewing Co  
Rising Tide Brewing Company  
Samuel Adams  
Strong Brewing Co.  
Harpoon Brewery  
Sebago Brewing Co  
Maine Mead Works  
Moustache Brewing Co.  
SoMe Brewing Company  
Marshall Wharf Brewing Co

Barrage Brewing Company LLC  
Long Trail Brewing Company  
Otter Creek Brewing  
Black Bear Brewery  
BISSELL BROTHERS  
Magic Hat Brewing Company  
Throwback Brewery LLC  
Penobscot Bay Brewery  
Brooklyn Brewery  
Newburgh Brewing Company  
603 Brewery  
Rushing Duck Brewing  
Company  
Willimantic Brewing Company  
Watch City Brewing Company  
Switchback Brewing Company  
Pretty Things Beer & Ale Project  
Geary Brewing Co.  
Foolproof Brewing  
Maine Beer Company  
High and Mighty Beer CO  
Atlantic Brewing Company  
Lively Brewing  
Rock Harbor Brewing Co.  
Earth Eagle Brewings  
Bunker Brewing Co  
CH Evans Brewing Co  
Cottrell Brewing  
Monhegan Brewing Company  
Thomas Hooker Brewing Co  
Ipswich Ale Brewery  
RiverWalk Brewing Company  
Proclamation Ale Company  
Woodstock Inn Brewery  
Zero Gravity Craft Brewery  
Back East Brewery  
The Run of the Mill Public  
House & Brewery  
Battle Road Brewing Company  
Martha's Exchange  
The Liberal Cup  
Moat Mountain Brewing Co.  
Chatham Brewing, LLC  
Stoneface Brewing Co  
Andrew's Brewing Co.

Newburyport Brewing Company  
Covered Bridge Craft Brewery,  
LLC  
Black Hog Brewing Co  
Mayflower Brewing Company  
In'finiti Fermentation &  
Distillation  
Tap Brewing Company  
Somerville Brewing  
Company/Slumbrew  
ELM CITY BREWING  
COMPANY  
Southampton Publick House  
Cambridge House Brew Pub  
Shmaltz Brewery  
Barreled Souls  
Berkshire Brewing Company  
Inc.  
Flying Goose Brew Pub  
Rockaway Brewing Company  
Rare Form Brewing Company  
Hop City Brewing Co.  
The Traveler Beer Company  
Clown Shoes Beer  
Saint James Brewery  
Wormtown Brewery  
Crooked Ladder Brewing  
Company  
Cape Ann Brewing Company  
Binghamton Brewing Co  
Trinity Brewhouse  
The Prodigal Brewery  
Portsmouth Brewery  
Peak Organic Brewing Co.  
Hidden Cove Brewing Co.  
Great Rhythm Brewing  
Company  
Austin Street Brewery  
Aeronaut Brewing Co.  
Pennesseewassee Brewing Co.,  
LLC  
Idle Hands Craft Ales  
Shebeen Brewing Company

\* Current at time of compiling, subject to change

## MAP OF VENUE THOMPSON'S POINT



## MAP OF SHUTTLE BUS PICKUP/DROP-OFF LOCATION



## MAP OF METRO ROUTE #5- PORTLAND TRANSPORTATION CENTER (PTC)

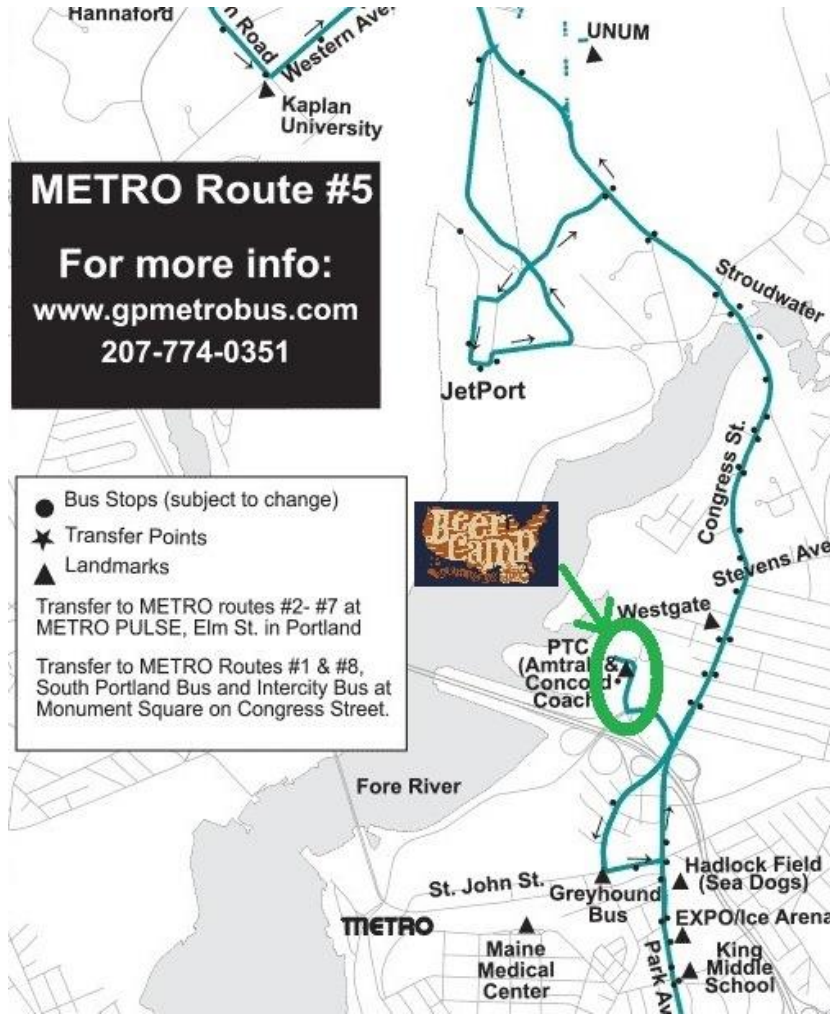


Exhibit B: Town Square Media Clash Bash Website



HOME ON-AIR LISTEN PLAYLISTS EVENTS Q INSIDER SEIZE THE D

TRENDING: SPIRIT OF PORTLAND 2015 | MSTY HALLOWEEN CONTEST | PRO FOOTBALL PICK 'EM | LOCAL EXPERTS | Q

## Directions To The Clash Bash & BBQ



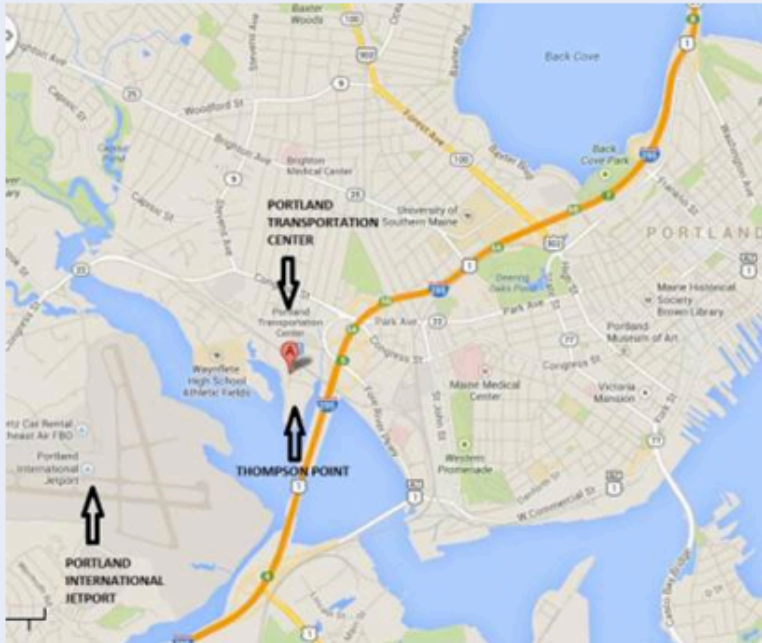
By Jeff Parsons August 1, 2014 1:08 PM



Share on Facebook



Share on Twitter



Thompson's Point is located directly behind the Portland Transportation Center off of outer Congress Street and easily accessible from 295.

**Drive by car and park on site**

**Take the Amtrak Downesater** [www.amtrak.com](http://www.amtrak.com)

### Call a Taxi

Elite Taxi: (207) 871-7274

Family Taxi: (207) 615-9353

ASAP Taxi: (207) 791-2727

**NO MATTER WHAT, PLEASE BE SURE YOU HAVE A DESIGNATED DRIVER.**

### DRIVING DIRECTIONS

**From Portland's Downtown District**

a. Head southwest on Congress Street toward Forest Avenue

Exhibit C: Summer Session: Maine Brewers' Guild Website

## Summer Session: Maine Brewers' Guild 2015 Beer Festival

Maine Brewers' Guild  
Saturday, July 25, 2015 from 1:00 PM to 5:00 PM (EDT)  
Portland, ME

### Ticket Information

TICKET TYPE	SALES END	PRICE	FEE	QUANTITY
VIP Session (inc.'s general admission)	Ended	\$60.00	\$3.99	Sold Out
Designated Driver	Ended	\$20.00	\$1.99	N/A
Day Of Event General Admission <a href="#">more info</a>	Ended	\$55.00	\$3.74	N/A

[Enter promotional code](#)

Share Summer Session: Maine Brewers' Guild 2015 Beer Festival

[Share](#) [Tweet](#) [Like](#) 1,066 people like this. [Sign Up](#) to see what your friends like

### Event Details

**UPDATE: 11:13AM Saturday July 25th -  
this event is SOLD OUT.  
No tickets will be available at the door.  
We hope to see you next year**

The Maine Brewers' Guild is slated to be the biggest brewfest in Maine and your best chance to try Maine's best beers. Summer Session is the only brewfest run by and in support of the Maine craft beer industry - we know what beer fans love, and we want to share our love of beer with you while creating the perfect festival environment. So come join us in the vast expanse of Thompson's Point waterfront venue in Portland - outdoors and under the sun for our annual **Maine Brewers' Guild festival - Summer Session 2015** on Saturday July 25th, from 1-5PM, with a VIP session starting at noon.

TICKETS: \$45/ general admission, \$60/ VIP (limited qty available), \$55/ Day of Event (general admission only).

**All tickets include unlimited beer samples from all breweries, souvenir taster glass, access to beer school classes, live music. Food available for purchase from a huge variety of food trucks.**

What makes our festival so awesome? We're glad you asked...

- **BEST BEER IN MAINE** - Maine's best brewers will be showcasing their wares from all across the state.
- **GUEST BREWERIES** - For the first time, we're doing an invitational format - our Maine brewers have invited their friends from out-of-state breweries so we'll have beers on tap that you've never tried, from breweries who don't normally sell their beer in Maine.
- **LIVE MUSIC** - we'll jam out to music from the Maine Marimba Ensemble and Down East Soul Coalition - but we'll keep it far enough away from the beer so you can still interact with the brewers and ask your questions.
- **PLENTY OF SPACE** to spread out - Thompson's Point is acres and acres of waterfront land. No crowded gymnasiums here.
- **LAWN CHAIRS WELCOME** - we want you to get comfortable, so bring your lawn chairs, picnic blankets, cornhole set, and make a day of it!
- **BEER SCHOOL CLASSES** - Learn from Maine's brewers in short, 10-15 minute 'classes' within the brewfest discussing all sorts of topics related to beer and brewing and giving you the chance to ask those burning questions and learn from the pros. No registration required. (list of classes is below)
- **The 1ST ANNUAL 'HOMEGROWN BEER' COMPETITION** - sponsored by Maine Malt House - over 15 brewers will be brewing a beer made with Maine grown grains malted in Maine Malt House's brand new facility in Mapleton, ME. All attendees will have the chance to try them all and vote on your favorite to see which brewery will take home the trophy! #DrinkLocal
- **FOOD TRUCKS** - They'll be there and ready to serve you, from the beginning to the end - so bring an appetite! Participating trucks include: Fishin' Ships, Hella Good Tacos, Love Kucakes, Pizza Pie on the Fly, The Sophisticated Sausage, Squeeze ME, The Roast, and PB&ME.
- **SUPPORTS YOUR LOCAL CRAFT BEER COMMUNITY** - Proceeds from our brewfest benefit the Maine Brewers' Guild in their work to promote and protect craft beer. (We're the people who changed the laws so brewers could pour their own beer at these festivals!) This is our biggest event of the year and the primary fundraiser for our nonprofit. Drink beer in support of beer!
- **TIME TO CATCH YOUR BREATH** - Although we'll have to stop serving beer at 5PM, you'll be welcome to hang out till around 6PM, grab a bite to eat from one of the food trucks, and take in the beauty of an evening on the water in Portland surrounded by thousands of your closest friends.
- **PUBLIC TRANSPORT** - We're working to figure out ways to get you to and from the festival safely. And if you're coming from Boston, the bus or trains heading into Portland will drop you right to the festival site. (The event is right behind the Amtrak and Concord Coach station). We'll also coordinate in-town Portland pick ups via public transport.

**POURING AT THIS FESTIVAL:**



Exhibit D: State Theatre Presents concert website

Inbox (12) - mccrae@stat: x State Theatre Portland » 1 x

www.statetheatreportland.com/thompsons-point/

entry or ask visitors to leave at any time. Please don't do anything to make us make you leave.

**P** PARKING

**PLEASE NOTE:** There is onsite parking for a limited number of cars. Advance onsite parking is available to purchase online through Ticketmaster for \$20 per vehicle. If available day of show, parking will be \$20 (CASH ONLY) upon entrance to site. Please call (207) 956-6000 for more info. [CLICK HERE to purchase parking online.](#)

What are we excited about? Thompson's Point is within walking and biking (and kayaking!) distance from downtown Portland. And hey, we are even connected to the **Portland Trails** system: <http://trails.org/our-trails/fore-river-parkway-trail/>

There will also be parking at **Mercy Hospital Fore River Campus** (after 5pm only), 195 Fore River Pkwy #100, Portland, ME. Free. From here it's an easy walk to the concert site.

**Public Transportation**

**Public Transportation website:** [www.portlandmaine.com/getting-around/transportation](http://www.portlandmaine.com/getting-around/transportation)

**Concord Coach Lines:** Concord Coach Lines serves points in New Hampshire and Maine to Boston South Station and Boston's Logan International Airport. [www.concordcoachlines.com](http://www.concordcoachlines.com)

**The Downeaster:** The Downeaster operates daily round trips between Brunswick, ME, and Boston, MA. Remember – the train station is only ¼ mile away from the concert site. **BONUS!** [www.amtrakdowneaster.com](http://www.amtrakdowneaster.com)

**METRO Greater Portland Transit District bus:** METRO Greater Portland Transit District bus provides nine safe, efficient, and reliable routes throughout the greater Portland region. METRO Route #5 stops at the Portland Transportation Center (PTC) located adjacent to Thompson Point (map of drop-off location can be found at the end of the guide). Also visit: <http://gpmetrobus.net/>

**DRIVING DIRECTIONS:**

**1. From I-95 North (Boston, Massachusetts)**

From I-95 North, keep right on I-295 N, follow signs for S. Portland/Downtown Portland. Take exit 5 for ME-22 E and follow signs for Maine 22/ U.S. 1 Alternate. Keep right and merge onto Fore

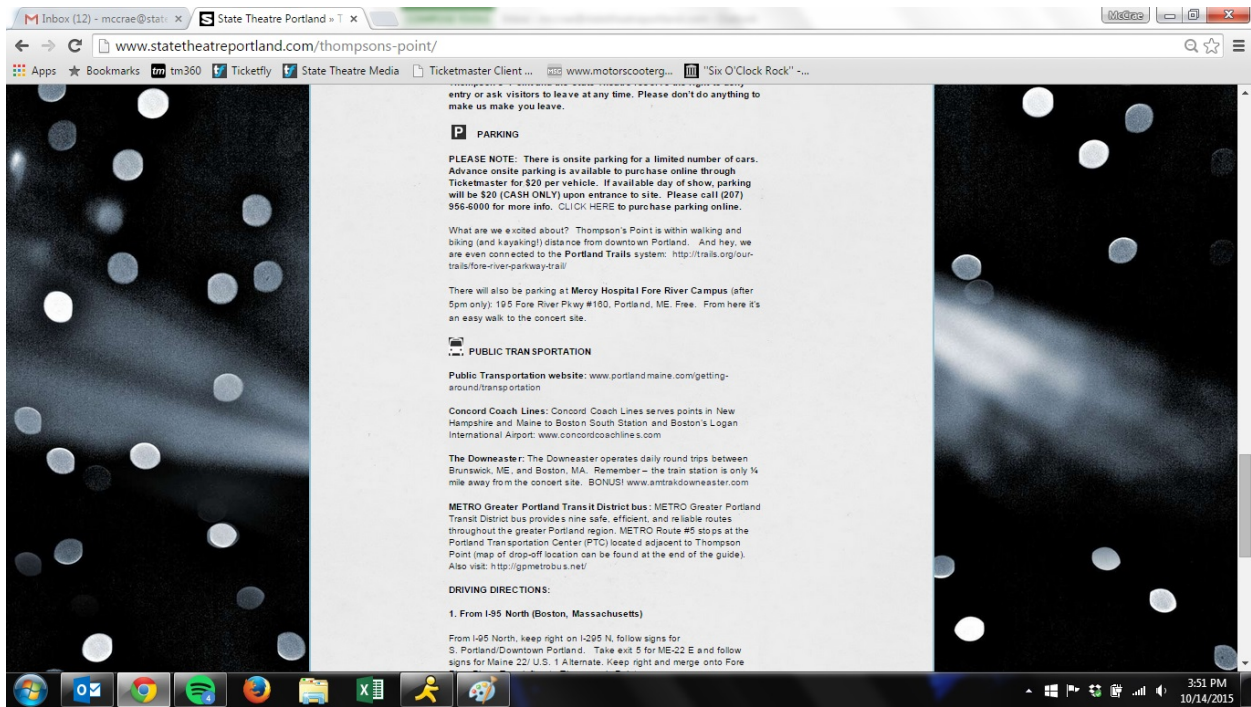


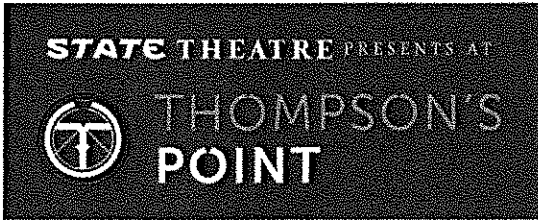
Exhibit E: State Theatre Presents parking and transit email to ticketholders

## McCrae Hathaway

---

**From:** State Theatre <concerts@statetheatreportland.com>  
**Sent:** Monday, June 22, 2015 11:48 AM  
**To:** lauren@statetheatreportland.com  
**Cc:** mccrae@statetheatreportland.com  
**Subject:** Test Send - Info regarding Ingrid Michaelson at Thompson's Point

To view this email as a web page, go [here](#).



10 Thompson's Point, Portland, ME  
June 19, 2015



We are so excited to celebrate our very first show at Thompson's Point outdoor venue with Ingrid and YOU. Here is some helpful info for you as you start making your plans for June 28.

The concert venue at Thompson's Point is located on the southern tip of "The Point"- the peninsula of land (and new lawn!) that juts out into the Fore River. When you arrive on TP, whether by car or by foot, follow the signs (and throngs of people) to the entrance gates.

Please note: All 2015 shows are General Admission events.

## WHAT DO I NEED TO KNOW?

### AGES

Thompson's Point is an ALL AGES venue. Children 2 and under are free.

### REFUNDS

There are no refunds or exchanges on any tickets on any events unless an event is cancelled or postponed.

### BOX OFFICE / CREDIT CARDS

While cash is king, we will accept credit cards at the box office – which will be located right next to the entrance gates. **CASH ONLY at concessions.** There will be ATMs on site.

### PARKING

There is onsite parking for a limited number of cars. Advance onsite parking is available to purchase online for \$20 per vehicle. If available day of show, parking will be \$20 (**CASH ONLY**) upon entrance to site. Please call (207) 956-6000 for more info.

**CLICK HERE to purchase parking online in advance.**

#### **RE-ENTRY**

There will be no re-entry once your ticket has been scanned.

#### **FOOD**

There will be plenty of food available. We have hand-picked some of the best food trucks and vendors in Maine to fulfill any craving.

#### **ALCOHOL**

We are proud to serve draft beer selections from Shipyard Brewing Company and Sierra Nevada Brewing Co. as well as selections from Baxter Brewing, Deep Eddy Vodka, Cellar Door Winery and Downeast Cider (gluten free!) throughout the concert at our main concessions area under "The Depot". Please remember – if you are 21+ and plan on enjoying an alcoholic beverage, don't forget your government issued ID. **PLEASE NOTE: ALL BARS ARE CASH ONLY.**

#### **ATM**

We will be providing ATMs on site... just in case that first visit to the food truck wasn't enough, or you need to get that extra t-shirt for a friend.

#### **SMOKING**

There is a strict no-smoking policy at Thompson's Point.

#### **ADA SEATING**

ADA seating will be made available by request when you arrive at Thompson's Point.

Parking is available for guests with disabilities including a drop-off location near the entrance. Van accessible parking spaces are located near the entrance. These spaces are well-marked and are monitored by our staff. Please remember that all vehicles must display state-issued accessible parking tags or placards to park in these spaces.

The entrance to the venue is at street level. There are no steps or ramps to maneuver in and out of the entrances however there is a large portion of lawn between the entrance and the ADA seating section.

**For more information on ADA seating at Thompson's Point, please call the State Theatre at 1-207-956-6000.**

### **BE PREPARED FOR THE WEATHER – THE SHOW WILL GO ON RAIN OR SHINE**

Thompson's Point is on the Fore River and it's still New England- it has the potential to be very hot or cool even in the summer. Prepare yourself. Wear a hat, breathable clothing, apply sunscreen. Hey – bring a raincoat! Be sure to check the weather before you travel to Thompson's Point. Plan ahead. Layers, people!

#### **STAY HYDRATED!**

Drink water. Lots of water. Dehydration causes unhappiness and we don't want that.

### **WHAT AND WHAT NOT TO BRING:**

**YOUR TICKET or ID FOR WILL CALL TICKETS**

Please bring a printed copy of your ticket to ensure a quick entry into the show. If you are picking up your tickets at will call, please bring your ID to our will call window at the box office next to the entrance gates to pick up your tickets.

**YOUR I.D.**

If you have to pick up your ticket at will-call or plan on drinking any alcohol, bring your driver's license, passport or any other government issued photo I.D. and you'll be good to go!

**THESE THINGS MIGHT ALSO HELP YOU AND ARE OK TO BRING:**

SMALL beach or soft camp chairs

*(NOTE: Out of respect for fellow concert-goers, chairs must be low profile, beach-style - legs no higher than 4" off of the ground and chair backs no higher than 27" off the ground)*

Blankets or beach towels

**Security reserves the right to redirect chair and blanket placement for the comfort and safety of patrons.**

Hats (one hat per head probably a good formula), sunglasses, sunscreen, raincoat or poncho, a Color Me Badd CD, valid driver's license for will-call and/or to drink alcohol, a jacket, two thumbs up.

**THERE ARE A FEW THINGS YOU NEED TO LEAVE BEHIND (and not limited to):**

To ensure a safe and awesome event for everyone, bags will be checked upon entry for the following (in other words, please don't bring these so we can let you in right away): Pets, outside food & drink, glass bottles, cans or coolers, alcoholic beverages, illegal or illicit substances of any kind, weapons (including ninja stars), fireworks, umbrellas, professional photo/audio/video equipment, glow sticks or wands, laser pointers, a bad attitude.

**Thompson's Point and the State Theatre reserve the right to deny entry or ask visitors to leave at any time. Please don't do anything to make us make you leave.**



**PARKING**

**PLEASE NOTE:** There is onsite parking for a limited number of cars. Advance onsite parking is available to purchase online through Ticketmaster for \$20 per vehicle. If available day of show, parking will be \$20 (CASH ONLY) upon entrance to site. Please call (207) 956-6000 for more info. [CLICK HERE to purchase parking online.](#)

What are we excited about? Thompson's Point is within walking and biking (and kayaking!) distance from downtown Portland. And hey, we are even connected to the **Portland**

**Trails** system: <http://trails.org/our-trails/fore-river-parkway-trail/>

There will also be parking at **Mercy Hospital Fore River Campus** (after 5pm only): 195 Fore River Pkwy #160, Portland, ME. Free. From here it's an easy walk to the concert site.



**PUBLIC TRANSPORTATION**

**Public Transportation website:** [www.portlandmaine.com/getting-around/transportation](http://www.portlandmaine.com/getting-around/transportation)

**Concord Coach Lines:** Concord Coach Lines serves points in New Hampshire and Maine to Boston South Station and Boston's Logan International Airport: [www.concordcoachlines.com](http://www.concordcoachlines.com)

**The Downeaster:** The Downeaster operates daily round trips between Brunswick, ME, and Boston, MA. Remember – the train station is only ¼ mile away from the concert site. **BONUS!** [www.amtrakdowneaster.com](http://www.amtrakdowneaster.com)

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**Pedicab:** Want someone else to pedal you up to the site? Call Maine Pedicab for a ride. Park in a garage downtown and get picked up in style. Don't forget they work for tips only so it's pay what you want! Call (207) 430-7011 to get to the festival in style.

**DRIVING DIRECTIONS:**

**1. From I-95 North (Boston, Massachusetts)**

From I-95 North, keep right on I-295 N, follow signs for S. Portland/Downtown Portland. Take exit 5 for ME-22 E and follow signs for Maine 22/ U.S. 1 Alternate. Keep right and merge onto Fore River Pkwy. Turn left onto Thompson's Point.

**2. From Portland International Jetport: 1001 Westbrook Street, Portland, Maine**

Head northeast on Johnson Road toward City Line Drive. Continue straight onto Congress Street. Turn right onto Fore River Parkway. Take first right onto Thompson's Point. Arrive at Thompson's Point.

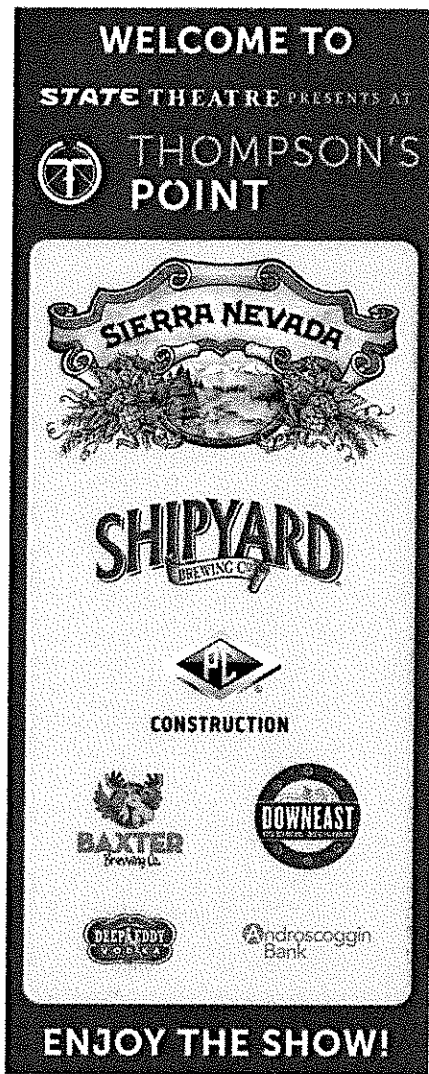
**3. From Portland's Downtown District: 549 Congress Street, Portland, Maine**

Head southwest on Congress Street toward Forest Avenue. Take first right on Forest Avenue. Slight right to merge onto I-295 S/ U.S. 1 S toward South Portland. Take exit 5A toward ME- 22/ U.S. 1 Alternate/ Congress Street. Keep left at fork and follow signs to Thompson's Point.

CLICK HERE to enter driving directions on Google Maps.

For any other questions, please call (207) 956-6000 or email us at [info@statetheatreportland.com](mailto:info@statetheatreportland.com)

See you at the show!



**BOX OFFICE**

Buy tickets online at [www.statetheatreportland.com](http://www.statetheatreportland.com), by phone at 1-800-745-3000 or in person at the State Theatre box office, Fridays 10am-2pm. The Thompson's Point box office is open one hour before doors night of show.



This email was sent to [lauren@statetheatreportland.com](mailto:lauren@statetheatreportland.com) by State Theatre, 609 Congress Street, Portland, Maine 04101. You are receiving this email advertisement because your email address was used for a ticket purchase or you signed up via our website.

[Update your profile & modify subscriptions](#) | [Unsubscribe](#) | [Contact Us](#)



Exhibit F: State Theatre Presents email capture statistics

**Name**

TP Info

**From**

State Theatre

concerts@statetheatreportland.com

**Subject**

Info regarding Ingrid Michaelson at Thompson's Point

**Segment**

Ingrid Buyers

**Overview****63.1 %**

(495) Opens

**12.9 %**

(101) Clicks

**0.4 %**

(3) Bounces

**0.1 %**

(1) Unsubscribes

**Delivery****99.6 %**

Delivery Rate

**785**

Sent

**782**

Delivered

**Opens****63.1 %**

Total Opens

**495**

Unique Opens

**287**

Did Not Open

**Clicks****12.9 %**Net Click  
Through Rate**149**

Total

**101**

Unique

**Links****Clicks****Click Through Rate**

	Links	Clicks	Click Through Rate
1	parking <a href="http://www.ticketmaster.com/thompsons-po...">http://www.ticketmaster.com/thompsons-po...</a>	44	5.6%
2	ingrid <a href="http://www.statetheatreportland.com/even...">http://www.statetheatreportland.com/even...</a>	26	3.3%
3	<a href="http://www.ticketmaster.com/Thomps">http://www.ticketmaster.com/Thomps</a> <a href="http://www.ticketmaster.com/Thompsons-Po...">http://www.ticketmaster.com/Thompsons-Po...</a>	15	1.9%
4	maps <a href="https://www.google.com/maps/dir/43.6497...">https://www.google.com/maps/dir/43.6497...</a>	12	1.5%
5	<a href="http://www.statetheatreportland.com">http://www.statetheatreportland.com</a> <a href="http://www.statetheatreportland.com/?cam...">http://www.statetheatreportland.com/?cam...</a>	9	1.1%
6	View as a Web Page <a href="http://view.tmclient.ticketmaster.com/?">http://view.tmclient.ticketmaster.com/?</a> ...	7	0.9%
	<a href="#">http://www.statetheatreportland.com/</a>	5	

Exhibit G: Transportation Demand Management Surveys



## Transportation Demand Management Survey

**Date:**

**From:** Sue Santerre, Thompson's Point Development Company

**To:** [Tenant]

On behalf of our team, I would like to welcome you to Thompson's Point! We are excited to have you join us in this dynamic mixed-use project. As a transit-oriented development, we are eager to do what we can to encourage the use of alternative forms of transportation. While use of Single Occupant Vehicles (SOVs) continues to be necessary for many of our tenants, visitors, and guests, we are nevertheless interested to work together as a community of businesses to find other ways of getting people to and from the Point. My role is to help further these goals. Our team will help coordinate and promote rideshare opportunities; use of AMTRAK and Concord Coach lines; METRO bus; and U Car Share/Uber; monitoring parking usage in conjunction with parking management; monitoring parking usage in conjunction with parking facility management; coordinating event scheduling; encouraging greater use of bicycling, walking, and bus-based transit; and convening meetings of decision-makers representing the tenants/users at Thompson's Point, who will assist the coordinator in facilitating these overall goals.

To help me better understand your company's needs, I would be grateful if you would distribute the enclosed survey to your employees and ask them to fill it out and return it to me at: [sue@thompsonspointmaine.com](mailto:sue@thompsonspointmaine.com) at their earliest opportunity. If you have any questions or would like to set up a time to discuss, please do not hesitate to contact me.

Yours sincerely,

Sue Santerre

Transportation Demand Management Coordinator

Question	Yes	No	Response
Do you drive to work?			
If so, do you drive alone?			
If not, how many ride with you?			
If you ride alone, would you consider carpooling?			
Have you used Uber?			
Have you used Uber to get to/from work?			
If not, would you consider it?			
Do you take METRO to work?			
If so, how often?			
If not, why not?			
If not, what would make you consider taking METRO?			
How long is your commute to work?			
Do you ride a bicycle or walk to work?			
If so, how often?			
If not, why not?			
If not, would you consider riding a bicycle or walking to work if you had facilities (shower, bike racks, etc.) to make this a better experience?			
Are there any other comments you would like to offer as we consider how to facilitate better access to alternative transportation for Thompson's Point?			



## Concert Transportation Demand Management Survey

Question	Yes	No	Response
Did you drive to the concert?			
If so, did you drive alone?			
If not, how did you get to the concert?			
Would you consider carpooling?			
Have you used Uber?			
Would you use Uber to travel to a concert with others?			
Have you taken the METRO bus?			
Would you take the METRO bus to a concert at Thompson's Point?			
If not, why not, and what could get you to consider taking METRO?			
Where did you travel from, and how long did it take you to get to the concert?			
If you drove, would you ever consider riding a bicycle or walking to a concert?			
Are there any other comments you would like to offer as we consider how to facilitate better access to alternative transportation to concerts at Thompson's Point?			

### Appendix 3: Summer Concert Survey invitation and template

*Email to State Theatre ticketholder list:*

Dear Thompson's Point concert-goer,

We would like to thank you for your patronage and hope you enjoyed your concert experience at Thompson's Point as much as we did!

As a transit oriented development, Thompson's Point (and our concert partners at the State Theatre) are eager to do what we can to encourage the use of alternative forms of transportation. While use of Single Occupant Vehicles (SOVs) continues to be necessary for many of our tenants, visitors, and guests, we are nevertheless interested to work together as a community of businesses to encourage other ways of getting people to and from the Point.

In order to help us better understand how people are getting to and from our concerts we have put together a brief survey. We would be very grateful if you would take a moment to fill out the survey and provide any feedback you may have. Thompson's Point has evolved by listening to the input of our patrons, and your feedback will help us make the Thompson's Point concert experience even better.

Thank you for your time and we look forward to hearing from you!

Please send completed surveys to:

[neighbors@thompsonspointmaine.com](mailto:neighbors@thompsonspointmaine.com)

[add copy of survey]