



# City of Hyattsville Connector



Prince George's Plaza



West Hyattsville



Arts District

Pedestrian-friendly

Reliable & Efficient Access  
& Connectivity

Transit-friendly      Reliable

Link Communities & Destinations

“The principles envision a community with greater connectivity and access...”

- 2010 Community Legacy Revitalization Plan

“Provide a variety of transportation options - Encourage community and stakeholder collaboration in development decisions.” - 2003 City of Hyattsville Community Legacy Revitalization Plan

# 2010 Community Legacy Revitalization Plan

## ***Prince George's Plaza Transit District.***

An existing regional commercial district that remains economically viable, but could benefit from additional investment, connectivity, and intensification to become more pedestrian friendly, and to capitalize on the Metro station transit opportunities. The vision for this area states that the Prince George's Plaza Transit District will be an urban density mixed-use transit-oriented development, with integrated transit options and innovative urban design that capitalizes on the advantages of the site to support business development and residential populations.

The district will remain a high-profile regional destination and accommodate daytime and nighttime populations in an energized, safe, and exciting context offering a complete living experience within close proximity to the District.

## ***West Hyattsville.***

The westernmost district of the City including the Kirkwood Neighborhood, a Green Line Metro Station, and a neighborhood business district. This disconnected series<sup>1</sup> of land uses is the subject of a Transit District Development Plan, and will require extensive management and investment to transition this area to a more pedestrian friendly, transit-oriented development. The vision for this area states that the West Hyattsville area will attract new jobs and residents to underutilized land around an existing Metro Green Line station. The redevelopment of this area will incorporate an extensive system of civic, park and open spaces, and a finely balanced street and circulation network that maximizes accessibility while promoting streets as places of shared use.

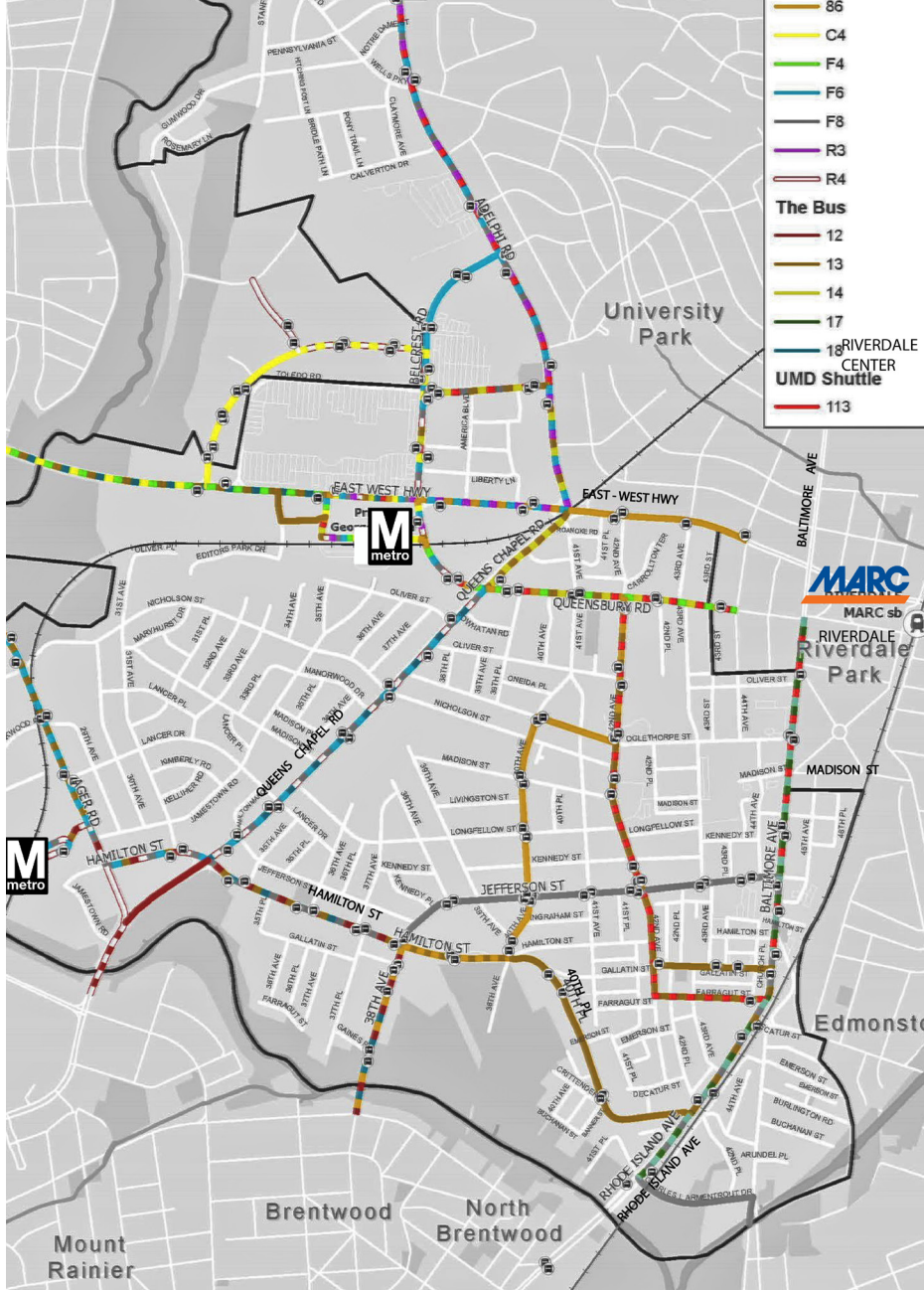
## ***U.S. Route 1 Corridor.***

The City's traditional "main street" (U.S. Route 1) has been a primary commercial corridor for as long as people can remember but has vacant and underutilized properties as well as a mixed urban form that ranges through traditional, mid-century highway, and suburban. This area is part of the Prince George's County Gateway Arts District. The actions for this area include elements of both the "preserve and protect" approach as well as the "managed change" approach. The vision for this area states that the U.S. Route 1 Corridor will serve as the center of arts and culture in the City of Hyattsville and the economic engine of the Prince George's County Gateway Arts District. It will contribute identity to the City through revitalization of the traditional urban form, architecture, history, culture, art, and civic organizations. The corridor will serve as a local and regional destination, well-integrated into the City's context with connectivity to other local hubs of activity, transit, and recreation



# Existing Connections

Pass through Hyattsville; focus on regional destinations; unreliable



## F4, F8

Weekday Avg.

20 min. wait until 8 p.m.

After 8 p.m. 1/2 hour wait

Weekend Avg.

1 hour wait until 8 p.m. (Sat.) & 6 p.m. (Sun.)

After 8:00 p.m. 30 min. - 1 hr. wait



## 82,83,83X,86

Weekday Avg.

20 min. wait until 8 p.m. (6-15 min. peak)

Varied Stops

Weekend Avg.

20 - 45 min. wait until 8 p.m.

Varied stops after 7:00 p.m.



## 13 - The Bus

Weekday Avg.

1/2 hr - 45 min. wait, and ends at 7:15 p.m.

**NO SERVICE ON WEEKENDS**



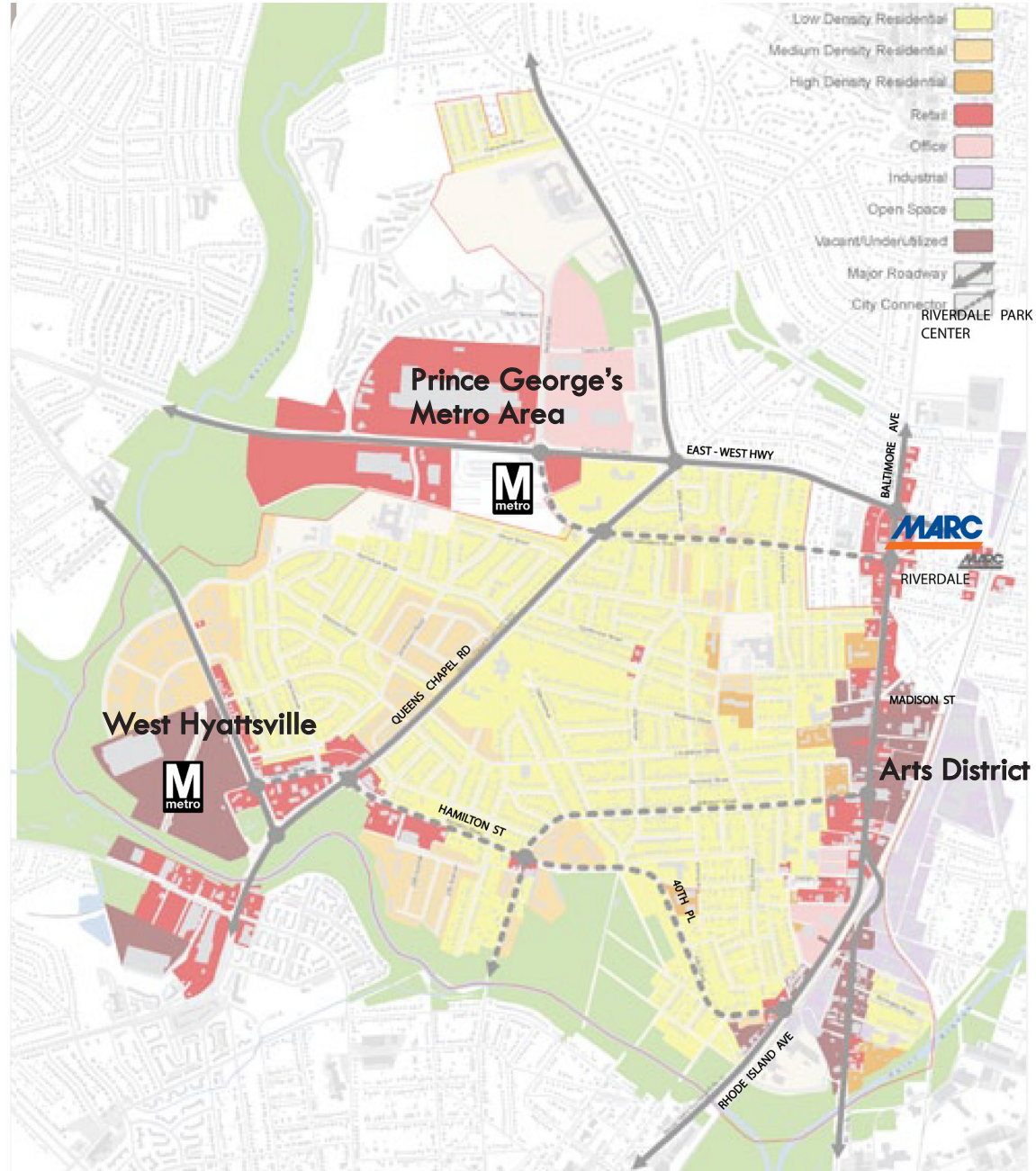
## Route 1 Ride - City Supported

Weekday Avg.

1/2 hour min. wait, and ends at 8:09 p.m.

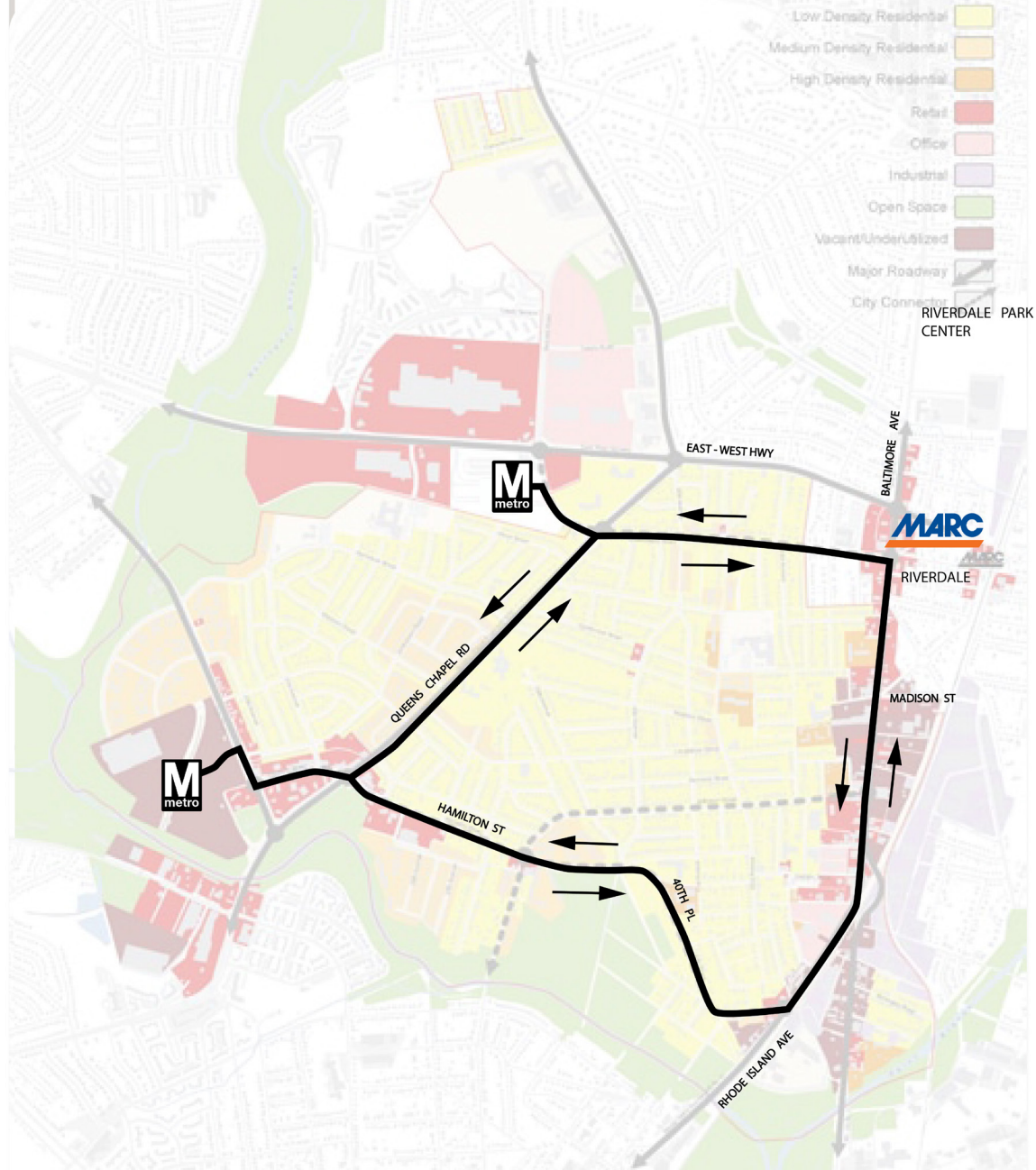
**NO SERVICE ON WEEKENDS**

# City Destinations

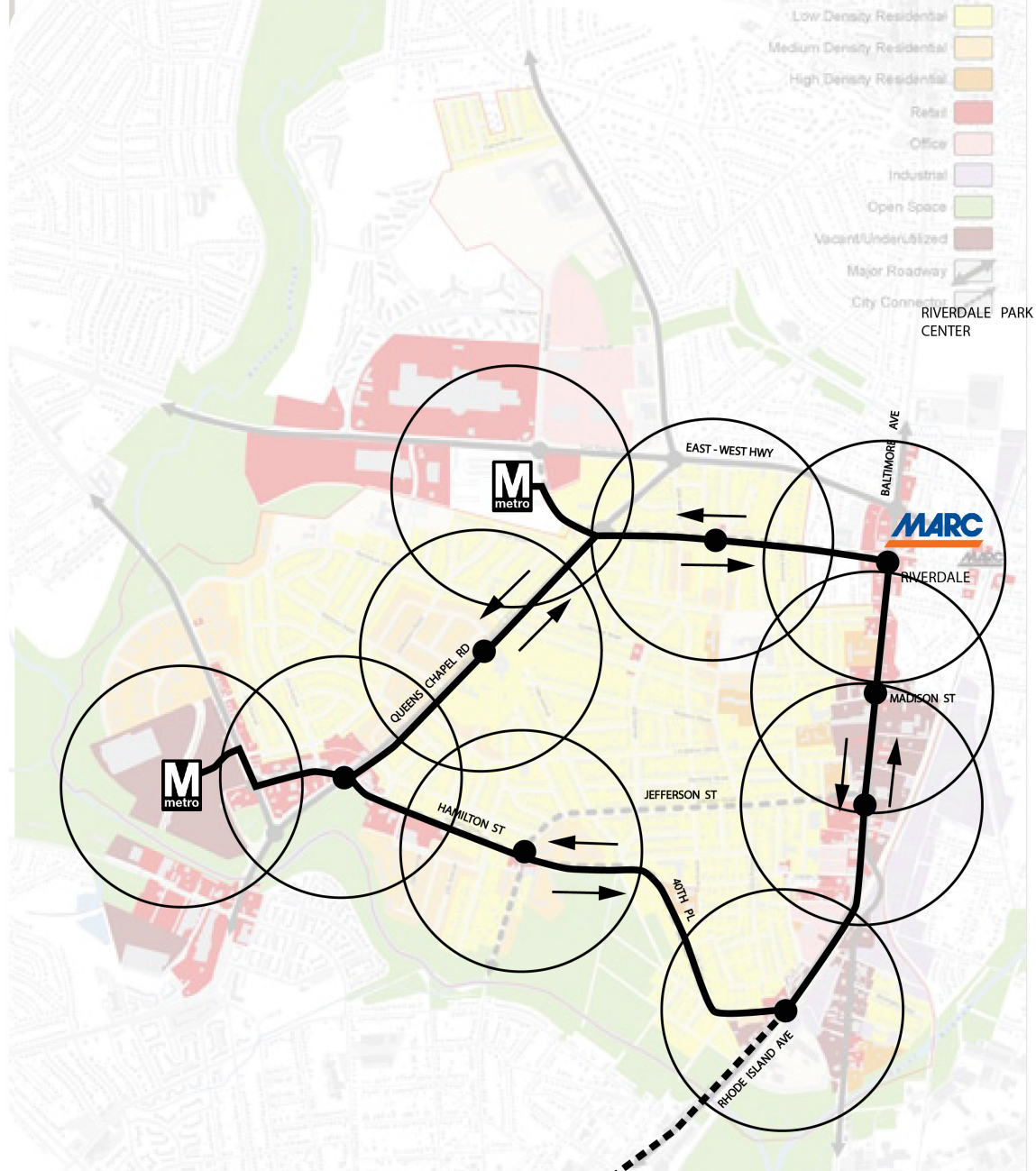




# Connector Study | Linking Destinations

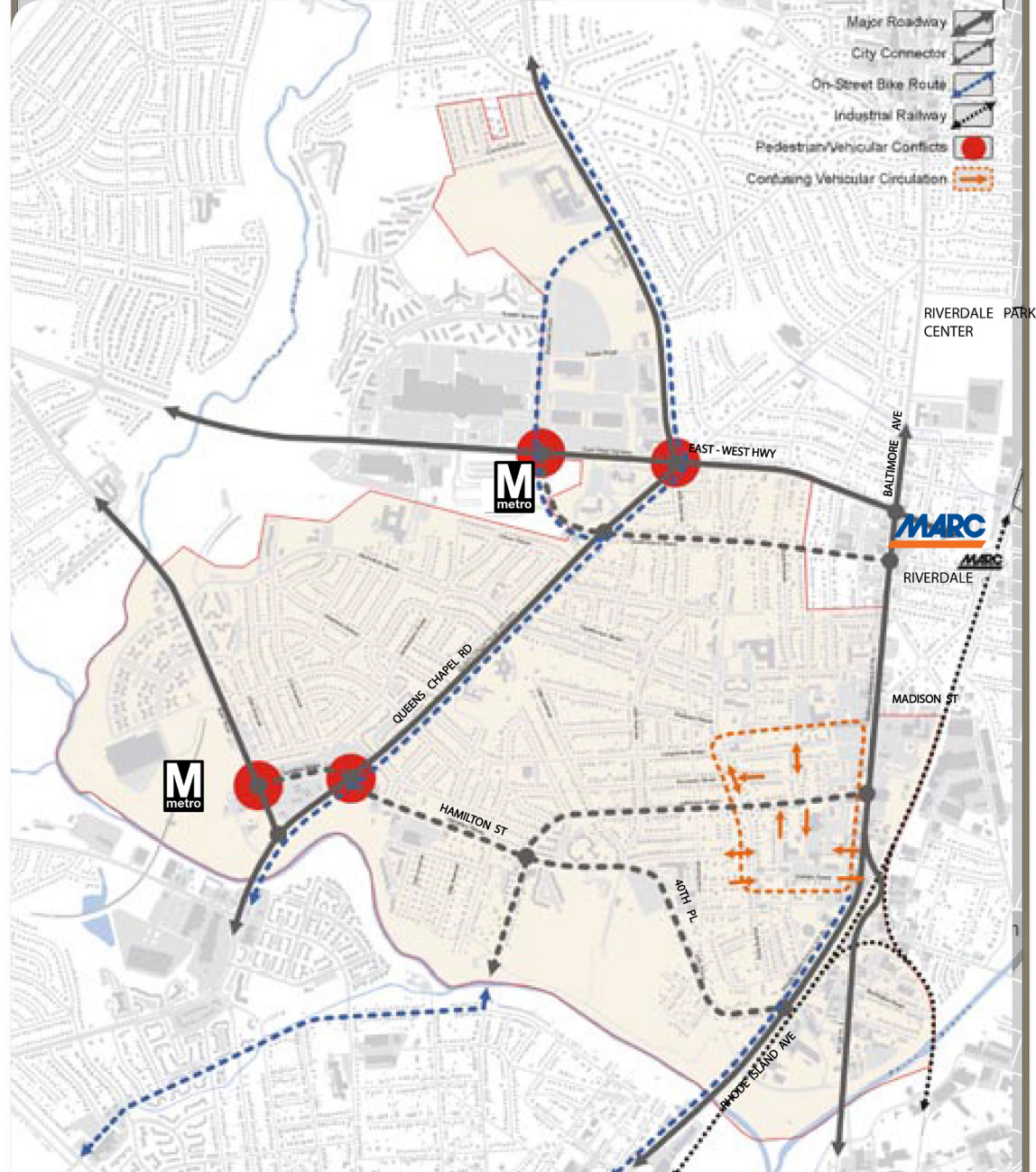


# Connector Study | Walkable Spheres



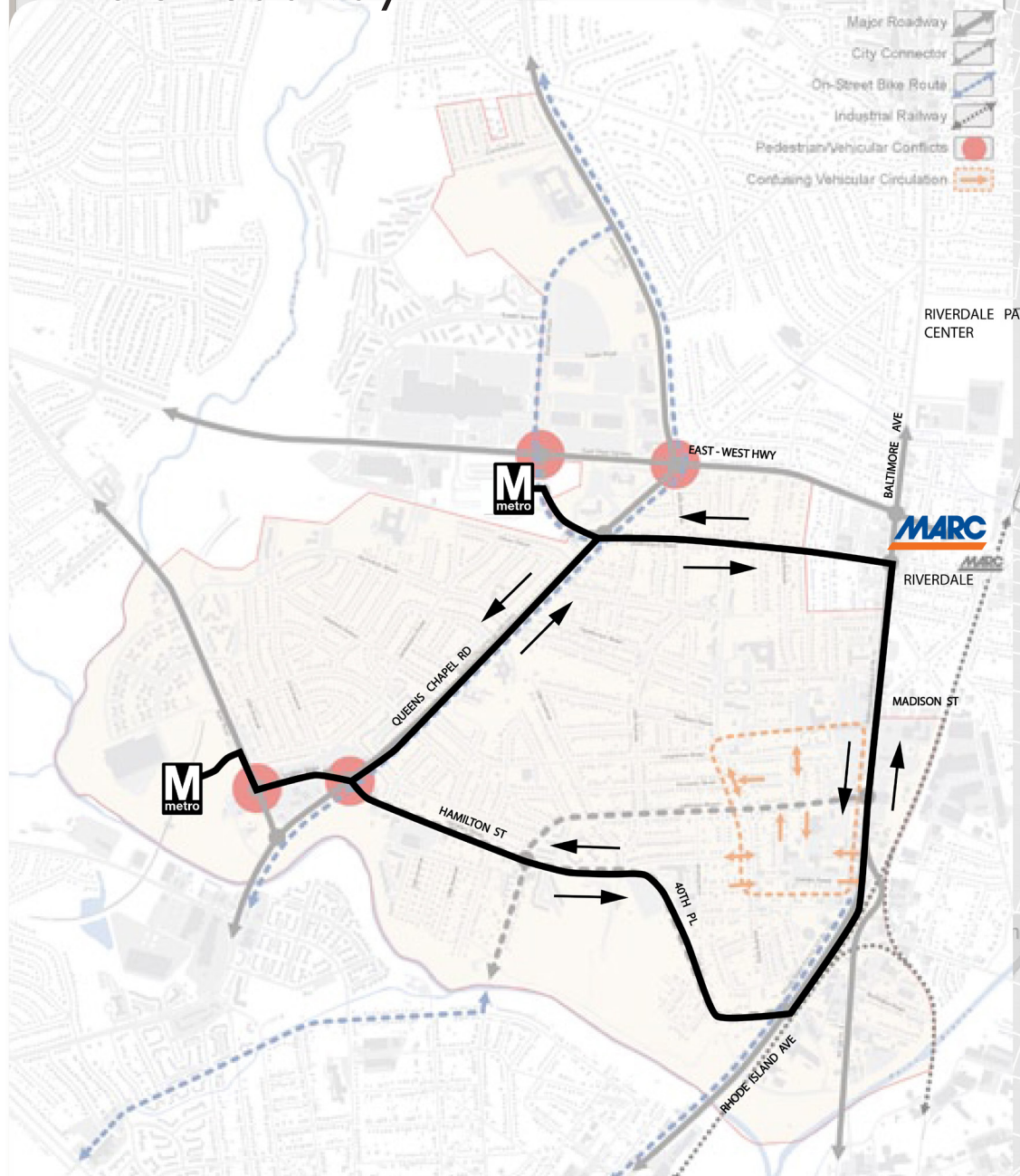


# 2003 Community Legacy Revitalization Plan



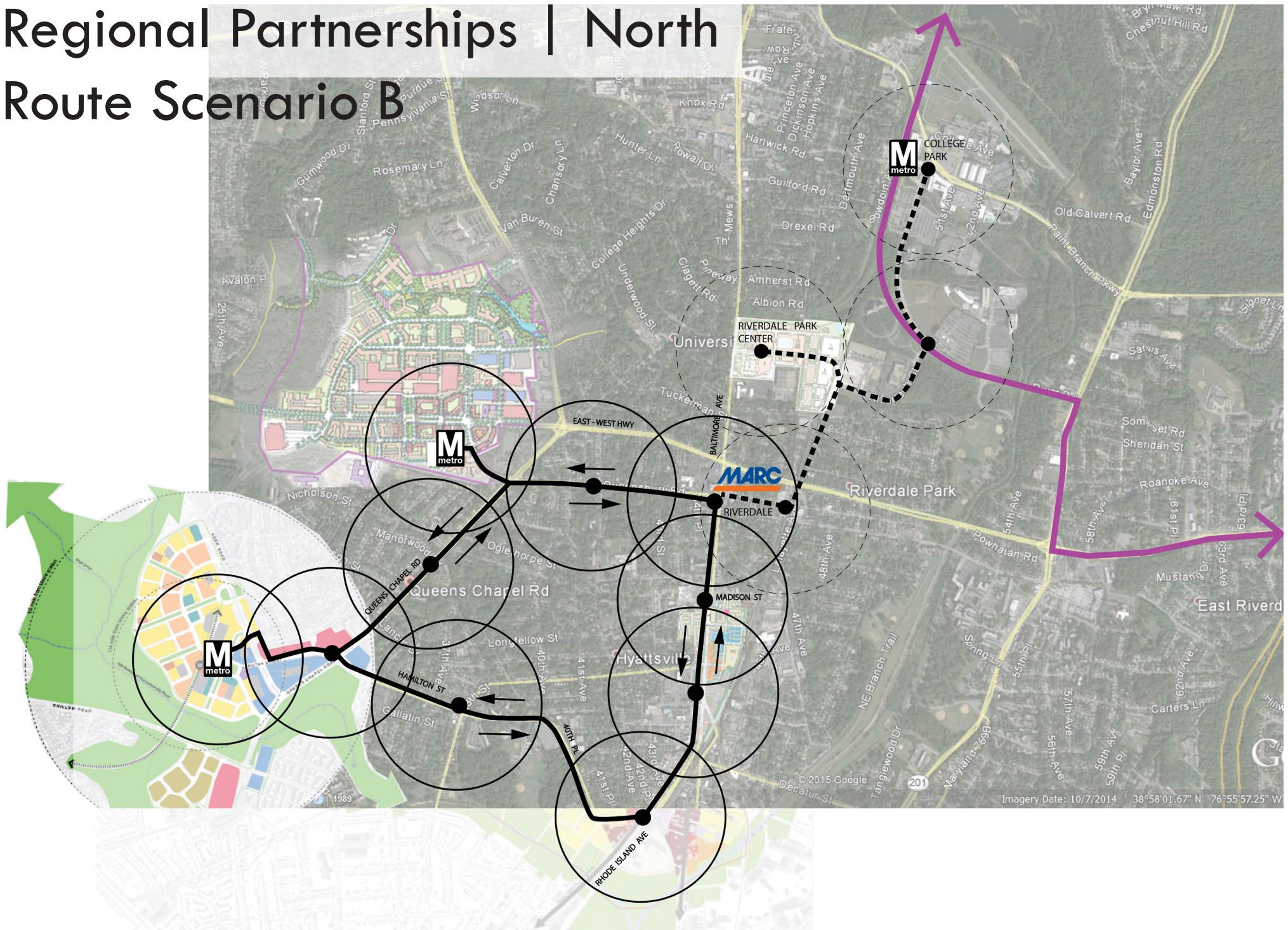
# Connector Study | Route Scenario A

Maximum 10-12 minute headway



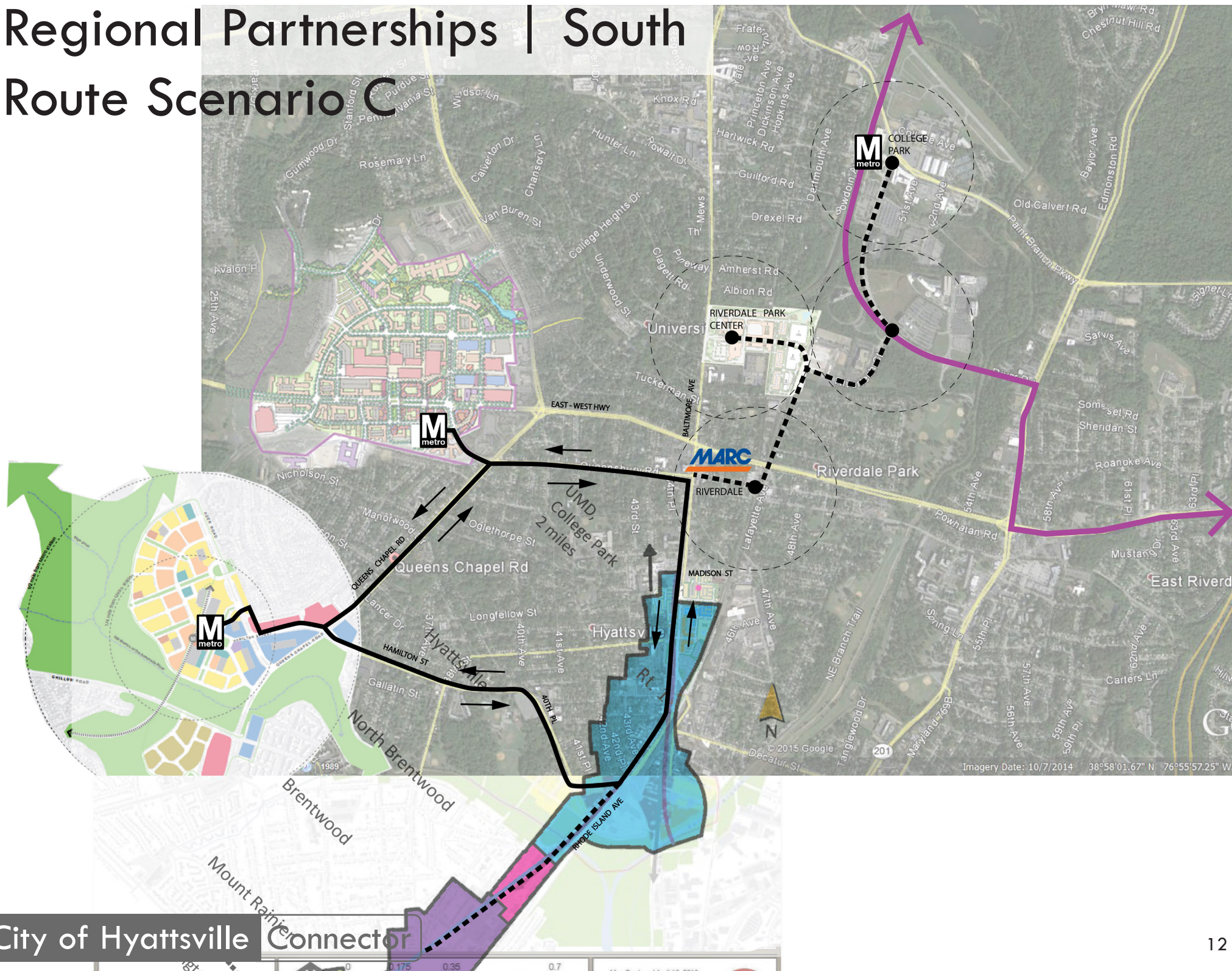


# Regional Partnerships | North Route Scenario B





# Regional Partnerships | South Route Scenario C





# Precedent Projects | Silver Spring VanGo



## VanGo - Free Downtown Shuttle

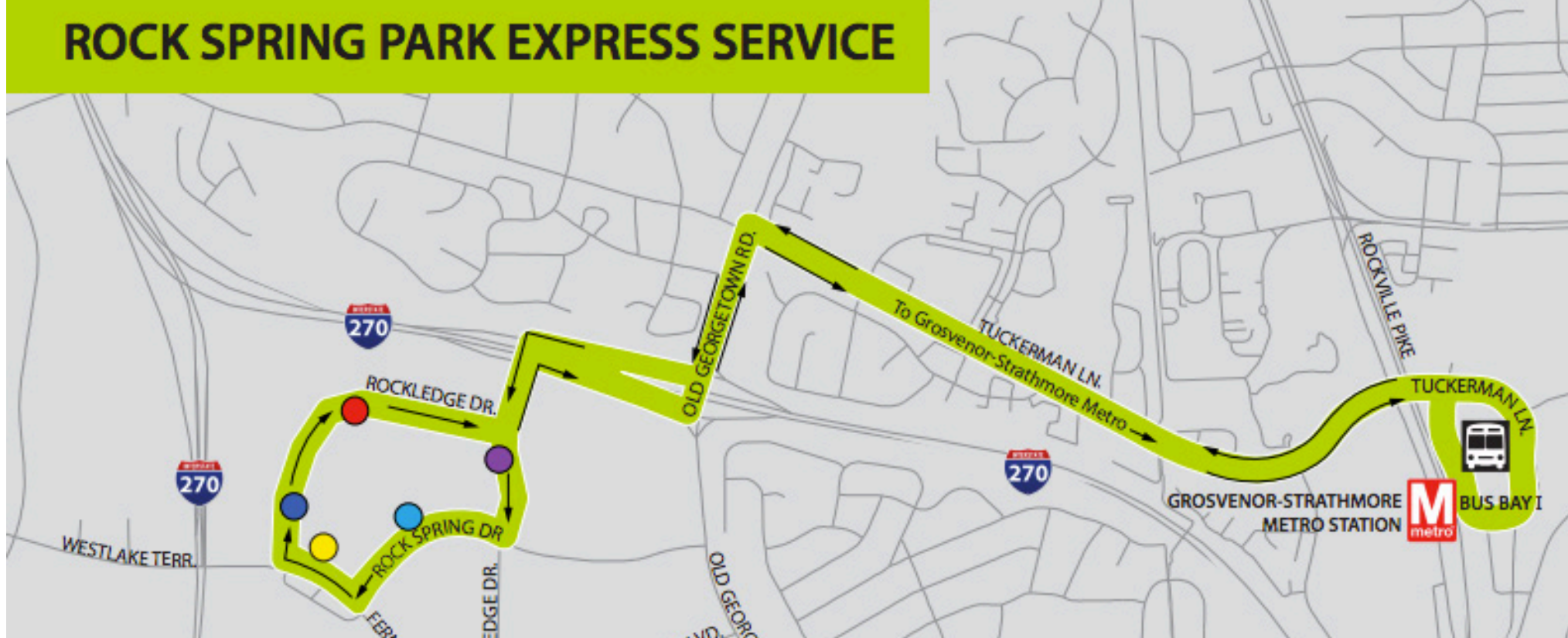
The VanGo is a free shuttle service in downtown Silver Spring

Operates Monday through Thursday from 7:00 a.m. to 12:00 a.m.; and Friday - Saturday from 7:00 a.m. to 2:00 a.m.

Runs every 4 - 12 minutes

# Precedent Projects | Rock Spring Park Express

## ROCK SPRING PARK EXPRESS SERVICE



Free Express Service

### Bus Stops

- Rockledge Dr. – Stop ID# 15362
- Rock Spring Dr. – Stop ID# 28414
- Fernwood Dr. – Stop ID# 22208
- Rockledge Dr. – Stop ID# 28800
- Rockledge Dr. – Stop ID# 25492



**Starts  
July 25th**

- Free Express Bus service.
- Every 10-minutes between 6 – 9 am and 3 – 7 pm — Monday – Friday.
- Non-stop between the Grosvenor-Strathmore Metrorail station and Rock Spring Park.
- 5 stops within Rock Spring Park.
- Service timed to complement existing Ride On Route 96 between Metro and Rock Spring Park, so average wait for rider is about 5 minutes for either bus during the peak hours.
- Ride On 96 will continue to run during off-peak hours.



# Precedent Projects | Old Town Trolley



## Old Town Alexandria Trolley - Free Downtown Shuttle

The King Street Trolley operates according to the following schedule:

Sunday - Wednesday: 10 AM - 10:15 PM

Thursday - Saturday: 10 AM - 12 AM

The Free King Street Trolley runs every 10 minutes

# Funding Strategies | Public-Private Partnership

## Partnerships



Pennsylvania Real Estate Investment Trust





# Funding Strategies | Public-Private Partnership

## Advertisements

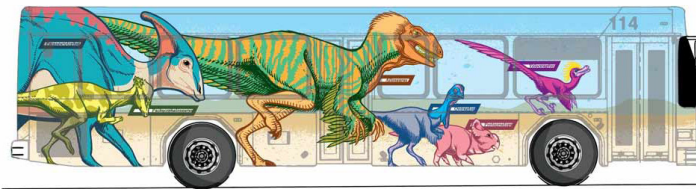
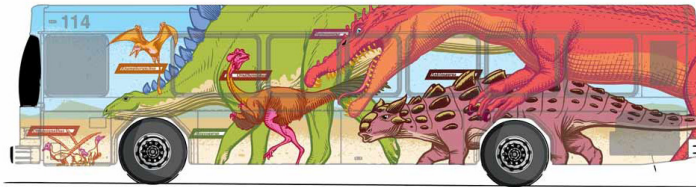
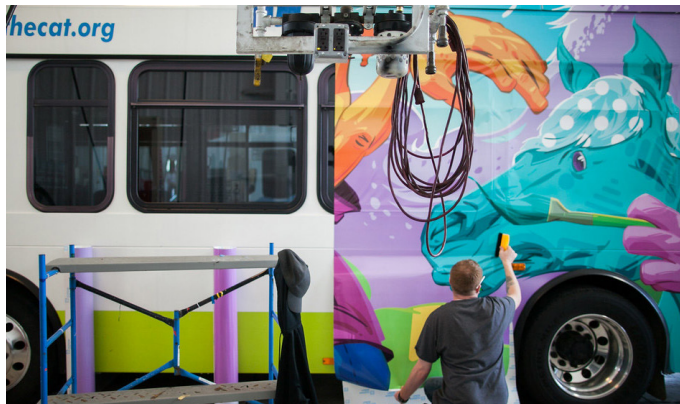
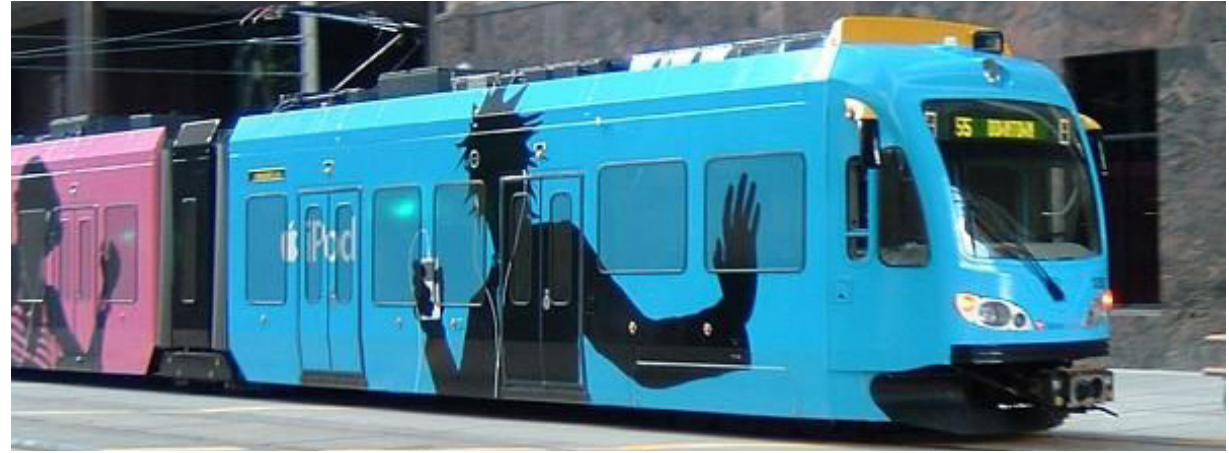
- Up to \$500 rear panel
- Up to 1,000 side panel





# Funding Strategies | Public-Private Partnership

## Branding & Design



**ART** LIVES HERE  
City of Hyattsville Connector



# Funding Strategies | Grant Programs

## Neighborhood Improvement Grant Program

Local Government Infrastructure Financing Program. The Local Government Infrastructure Financing Program provides an efficient and economical means of access to capital markets in order to finance specific infrastructure projects.

The Maryland DHCD issues bonds on behalf of counties, municipalities, and their instrumentalities to finance public purpose infrastructure projects. The program generates savings in the costs of borrowing by pooling the local demand and managing the bond issue. The security for the bonds is

the credit worthiness of the local government participants, a feature which allows interception of state shared revenue in the event of a default, and various credit enhancements which may be utilized from time to time and which assure favorable interest rates. A project is eligible for financing through the program if it is planned, acquired, owned, developed, constructed, reconstructed, rehabilitated, or improved by or on behalf of a local government, including its agencies and instrumentalities, in order to provide the essential physical elements that constitute the basis of the public service system. Examples of eligible projects include:

Streetlighting, landscaping, sidewalks and public space improvements, bridges, streets and roads, governmental office and meeting facilities, police, fire, **transportation**, education, health,

recreation, maintenance and other facilities for the delivery of public services. Charles Day,

## Local Government Infrastructure Financing Program

100 Community Place, Crownsville, MD 21032-2023,  
telephone, 410-514-7245, email: [dayc@dhcd.state.md.us](mailto:dayc@dhcd.state.md.us)  
Maryland Dept. of Housing and Community Development  
Edna Gross  
Division of Neighborhood Revitalization  
Neighborhood Partnership Program  
100 Community Place  
Crownsville, Maryland 21032  
410-514-7288, 1-800-756-0119, x7288,  
email [grosse@dhcd.state.md.us](mailto:grosse@dhcd.state.md.us),

## Neighborhood Improvement Grant Program

Prince George's County Redevelopment Authority. The Neighborhood Improvement Grant Program provides funding to community organizations for innovative projects that provide measurable visual and physical improvements.

Matching grants between \$10,000 to \$35,000 are available to any community organization located in the County. Grant applications are accepted one time per year on March 15th. Approximately \$100,000 is available annually. Projects must fall under one of five categories: Economic Development; Neighborhood Appearance, Beautification and Aesthetics; **Public Transportation**; and Environmental/

Natural Resources. Website:  
<http://www.co.pg.md.us/Government/AgencyIndex/Redevelopment>

## TIGER Grant

TIGER grant program supports innovative projects, including multi-modal and multi-jurisdictional projects, which are difficult to fund through traditional federal programs. This year's awards focus on capital projects that generate economic development and improve access to reliable, **safe and affordable transportation for communities, both urban and rural.**

## Who can receive TIGER Grants?

Eligible Applicants for TIGER Discretionary Grants are State, local and tribal governments, including U.S. territories, transit agencies, port authorities, metropolitan planning organizations (MPOs), and other political subdivisions of State or local governments.

Multiple States or jurisdictions may submit a joint application

**USDOT**  
**TIGER**

**DOT.GOV**



# Consensus Building | City-wide Petition

Petitioning [West Hollywood City Council Member Jeff Prang](#) and [5 others](#)

## Let's Create The West Hollywood Trolley

 [Lucas John](#) West Hollywood, CA



- \* Spending \$20 on cabs
- \* Spending \$10 on Parking
- \* Spending \$65 on frivolous tickets
- \* Spending \$1000's on a DUI tickets
- \* being Mugged.....

Just to grab a drink , dinner or a coffee in town!?!

The ad revenue alone could power this concept & it will certainly help with increasing local business while boosting citizen safety.

This petition was delivered to:  
**West Hollywood City Council Member**  
Jeff Prang  
**West Hollywood City Council Member**  
John D'Amico  
**West Hollywood City Council Member**  
John Heilman  
[3 more decision makers...](#)

[Read the letter](#)

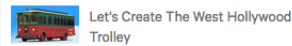
### Victory

This petition made change with 138 supporters!


This petition made change with 138 supporters!


 Share on Facebook


Add a personal message (optional)



 Post to Facebook

 Send a Facebook message

 Send an email to friends

 Tweet to your followers

 Copy link

 Embed

Petitioning [Eric Brackins](#) and [1 other](#)

## Praise God the Trolley is back!

[Mill Creek Resort](#)



JUST ANNOUNCED!! Pigeon Forge City Officials has informed Mill Creek Resort they have removed the trolley stop in front of the office as of May 11, 2016. We were given no notice. Mill Creek Resort has been a family operated business for over 25 years. They have been a part of the community and the growth of this beautiful city. Mill Creek has participated in town events, parades, and celebrations. They have partnered with Dollywood, Dixie Stampede, and surrounding business to house international students who have come to experience American culture and TN. In addition to these young adults, Mill Creek Resort caters to the visitors who stay at their establishment. Families look forward to catching the trolley from the campground and exploring Pigeon Forge and Gatlinburg. The international students rely on that trolley as their sole mode of transportation. In addition to the patrons of Mill Creek Resort and the international students, there are also residents of Pigeon Forge TN who rely on the trolley services. Please sign this petition, Mill Creek Resort wants to keep our trolley spot. We want to continue to cater to the wants and needs of our visitors.

This petition will be delivered to:  
Eric Brackins  
Earlene M. Teaster

[Read the letter](#)

### Sign this petition

89 supporters  
11 needed to reach 100

**Michael Bello**  
United States

I'm signing because... (optional)

☐ Share with Facebook friends

Sign

☐ Keep me updated on this campaign and others

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89 supporters  
11 needed to reach 100

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I'm signing because... (optional)

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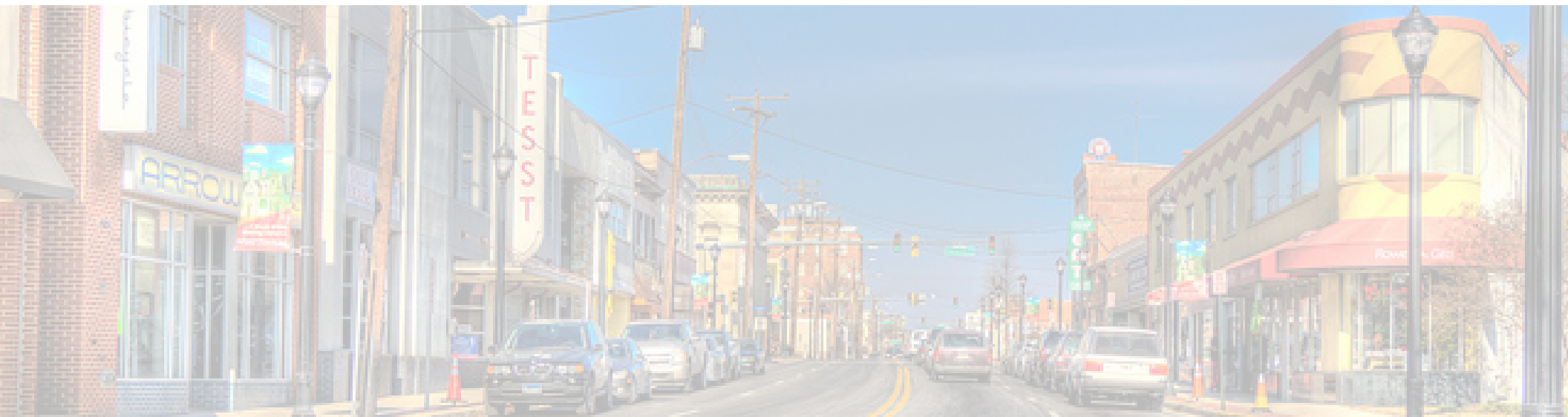
Sign

☐ Keep me updated on this campaign and others from Mill Creek Resort  
☒ Display my name and comment on this petition





# Appendix



# Montgomery County Rock Spring Express

# Go Montgomery

News and information about transportation, including roads, transit, hiker-biker trails and pedestrian safety.

WEDNESDAY, AUGUST 17, 2016

## County's Rock Spring Shuttle Bus Project is Having Early Success



Montgomery County has begun an innovative pilot program designed to transform the Rock Spring office park by enhancing transit options.

At the direction of County Executive Ike Leggett, the Rock Spring Express bus service began operating on Monday, July 25 between the Grosvenor Metro station and the Rock Spring office park. The free service runs at 10-minute intervals from 6 to 9 a.m. and from 4 to 7 p.m. with no stops between the two locations. [Read more.](#)

at 3:48 PM



 Recommend this on Google



[Subscribe To Newsletter](#)

## POPULAR POSTS

## Monthly Parking Permits Can Now be Purchased Online

Residents can now purchase online monthly Parking Convenience Stickers (PCS permits) and the AM/PM monthly permits. PCS permits allow unlimi...



Ride On Real Time Web Address Has Changed

## Users of Ride

On Real Time should be aware that the website address has changed from `http://` to `https://` , so bookmarks and website set...



### Street Smart Launches Fall Pedestrian and Bicyclist Safety Campaign

The regional Street Smart pedestrian and bicyclist safety initiative is promoting safety this fall with stepped



# Montgomery County Rock Spring Express



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Montgomery County Government



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## Early Returns Signal Initial Success for County's "Rock Spring Activation" Project

For Immediate Release: Wednesday, August 10, 2016

Montgomery County has initiated an innovative pilot program designed to transform the Rock Spring office park and address the shift in the commercial office space market away from single-use office parks not near Metro.

At the direction of County Executive Ike Leggett, a dedicated express bus service (phase one), the Rock Spring Express, was initiated on Monday, July 25, from the Grosvenor Metro station to the Rock Spring office park, and the initial returns are promising. The free service runs at 10-minute intervals from 6-9 a.m. and from 4-7 p.m. with no stops between the two locations. The new express option supplements already existing regular Ride On bus service.

During the first two weeks' service, an average of 200 riders per day used the Rock Spring Express.

*"Our purpose with this project is threefold," explained County Executive Leggett. "First, we are looking for ways to transform Rock Spring from a traditional office park into a more lively business destination and adding an express connection to Metro is the first step. Second, our hope is that projects such as this can reduce, or stabilize, office vacancies in office parks. Third, we want to enhance connectivity for workers there and the businesses that employ them."*

Better transit connection is part of a bigger "placemaking" effort to breathe new life into the suburban office park, home to some of the largest employers in Montgomery County. The Office of the County Executive is working with the County departments of Transportation, Recreation, Park, Planning, and Rock Spring businesses and landowners to identify areas suitable for public amenities and events that could happen during and after the work day.

This placemaking project could involve food trucks, movie nights, and live-music, along with exercise and other recreational options.



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# Montgomery County VanGo

will best determine where additional stands are needed. Some areas may not require a 24/7 taxi stand, and may just need some extra transportation attention on nights and weekends.

## 4. Recommendation: Improve/expand the circulator service in focus areas.

Visitors may be discouraged from going out in Montgomery County at night because destinations may be far from Metro Stations or available parking, causing outlying business establishments to suffer. Bethesda's Circulator and Silver Spring's VanGo provide short-range shuttle bus service around their respective downtowns, connecting residents, workers, and visitors to nightlife destinations, parking lots, and other transit services. The Circulator stops at almost all of the major parking garages in downtown Bethesda, and the VanGo stops at almost all of the major parking garages in downtown Silver Spring.

The Bethesda Circulator runs every 10 minutes until 2 a.m. on a generally straight path, but it may lack public awareness. VanGo has a confusing, counterintuitive route and ends service at 7 p.m., meaning people cannot take advantage of it at night. As nightlife districts in Wheaton, Rockville, and Germantown continue to emerge, they may benefit from circulator service as well. Currently, master plans for the Wheaton Central Business District (2010) and Germantown Employment Area (2009) call for bus rapid transit service in each area, connecting it to other parts of the County, but there are limited internal connections proposed within each area.

Steps to be taken include:

- Collect and analyze ridership data on the existing Bethesda Circulator and Silver Spring VanGo services, and compare it to the similar DC Circulator and Charm City Circulator.
- Study different routing options for VanGo that serves the Metro and different parts of downtown Silver Spring in a coherent, easy-to-follow path.
- Do a trial of late-night VanGo service to test demand.
- Organize a marketing campaign to raise awareness of existing circulator services (and to build demand for the late-night VanGo trial).
- Explore different sources of funding for circulator expansion. Federal Transit Administration grants may be available for expanding VanGo.
- Begin planning for future circulator routes in other study areas, or explore ways that the proposed bus rapid transit service can bolster transit options.

Expanding circulator service would increase access to businesses and destinations in each focus area from all parts of the County and region. It is likely that Bethesda and Silver Spring may be the only areas that can support circulator service for the time being, but laying the foundation for circulator services in other focus areas will make it easier to implement them later on as the areas continue to grow and develop and draw increased nighttime patrons.

## 5. Recommendation: Expand the frequency and reach of late-night transit service.

Thirty-eight bus routes currently serve the five focus areas after 7 p.m., and 17 bus routes serve the focus areas after midnight. The services are operated by WMATA, RideOn, and the Bethesda Urban Partnership (Bethesda Circulator). Silver Spring has the most late-night bus service (18 routes), followed by Rockville (10 routes), Wheaton (7 routes), Germantown (6 routes), and Bethesda (5 routes). Buses connect each focus area to most of Montgomery County and parts of Washington, D.C. and Prince George's County. Most bus services run very infrequently, with average headways of 30-60 minutes. There is also a lack of late-night bus service to Bethesda, the County's largest nightlife district. RideOn officials indicate that ridership falls off on most routes after 8:30 p.m.

Montgomery County is currently exploring a countywide network of bus rapid transit routes that would serve all five focus areas. With dedicated lanes, faster service, and more substantial stations, bus rapid transit may be a desirable transportation option for both patrons and workers in the nighttime economy.

Steps to be taken include:

- Collect and analyze ridership data on existing RideOn and Metrobus routes to see where the demand for late-night service may exist.
- Work with transit agencies and urban districts to highlight transit options in each focus area after dark.
- Urge the County Council and Department of Transportation to work with WMATA in implementing their Priority Corridors Network in Montgomery County.
- Urge the County Council and Planning Department to pass and refine a bus rapid transit plan that connects the five focus areas with fast, reliable transit service at frequent intervals throughout the day and evening.

Increasing late-night transit service will improve access to Montgomery County's nightlife districts for both visitors and workers. Later transit service will improve connections between Montgomery County, Prince George's County, and Washington, D.C., opening up the focus areas (particularly Silver Spring and Wheaton, which already have cross-jurisdictional service) to visitors from surrounding areas.

## 6. Recommendation: Enhance pedestrian and bicycle access.

Other localities that have succeeded in creating vibrant arts and entertainment districts catering to after-hours customers often have better accommodations for people who want to walk or bike from one establishment to another, or to make the trip from their home or office to entertainment options and back again. The County should prioritize improved bike and pedestrian facilities (as identified in relevant master plans) as part of its strategy for making these neighborhoods more appealing destinations for nightlife and recreation



MEMORANDUM

DATE: FEBRUARY 27, 2009

TO: THE HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

FROM: JAMES K. HARTMANN, CITY MANAGER

SUBJECT: BUDGET MEMO # 15: REASONS FOR CONTINUED CITY FUNDING FOR KING STREET TROLLEY SERVICE

This memorandum is in response to Mayor Euille's request for information on the reason for continued City funding for the King Street Trolley service in FY 2010.

The Proposed FY 2010 Operating Budget includes \$700,000 in City funding for King Street Trolley service. This represents a \$300,000, or 30%, decrease from the Approved FY 2009 Operating Budget. The reduced funding requirements are driven by a reduction in service levels for the Trolley. Daily service was changed as of January 2009 to begin at 11:30 a.m. as opposed to 10:00 a.m., and the number of trolleys in operation has decreased from 4 to 3, which will result in headways (average time between trolleys) increasing from 15 minutes to 20 minutes. These service reductions were actually implemented in January 2009, as part of the FY 2009 budget reduction options approved by City Council and are proposed to be continued through all of FY 2010.

The purpose of the King Street Trolley is two-fold. First and foremost, it is intended as an economic development tool for Alexandria. By providing fast, frequent, and free service, the City can promote tourism and increase tax and business revenues for what is essentially the "front door" for most visitors to Alexandria along the King Street corridor which serves as the main retail spine of the City. People can more easily move up and down the King Street corridor and experience a greater portion of Old Town than they might otherwise. The second intended use of this service is as an added transit option for tourists and residents alike. Having the Trolley as an additional transit option helps to decrease the overall number of vehicles in the King Street area, freeing up both roadways and parking.

The primary method the City can use to measure the performance of the King Street Trolley is through analyzing sales data and tax revenues in the King Street area. As an example, through the 2<sup>nd</sup> quarter of FY 2009, King Street restaurants and retail have performed relatively well compared to City as a whole. While Alexandria's overall sales tax collections decreased by 3.2% for the first six months of FY 2009 compared to the first six months of FY 2008, sales tax collections from a sample of King Street businesses increased by approximately 0.1% for the August – December period of FY 2009 compared to the August – December period of FY 2008. (No geographic specific sales tax data is available from the State for July 2007, so July is excluded from the analysis as no direct comparison is possible.) It should also be noted that restaurants are performing much more strongly than retail.

# City of Alexandria Trolley

Ultimately, it is impossible to determine how much of King Street's relative success is due solely to the Trolley. Other contributing factors may include the new water taxi from National Harbor which began operations in April 2008, at about the same time as the trolley, or the luxury, 241-room Monaco Hotel that also opened last year in the King Street area. Hoteliers, restaurateurs, and many retail shop owners have subjectively stated the Trolley has increased their business receipts.

Another tool for measuring Trolley performance is ridership data. Trolley ridership in FY 2009 is projected to be around 600,000. Peak tourist season ridership totaled as much as 15,000 per week, and in the winter months is now totaling about 5,000 per week. Although a solid baseline ridership total has not been established yet to measure against, it is a considered a good sign that ridership has experienced gradual gains during its brief tenure, until January when ridership dropped substantially due to the weather and seasonal decline in retail sales. The City continues to collect and analyze this data on a regular basis to ensure that the funding for this service represents an efficient and effective investment.

It is important to note that while the funding source for the King Street Trolley is General Fund revenue. It represents something that one could posit is similar to a "soft" dedication of the tax revenue. However, funding for the Trolley is part of an understanding with the City's hospitality industry in return for the higher Hotel Tax rate approved in FY 2009. City Council made the decision to increase the Hotel Tax rate in FY 2009 and via discussions in their meetings, linked that decision to the decision to fund the Trolley. So, the increased Hotel Tax revenues of \$1.2 million have been more than sufficient to fully fund the King Street Trolley, although they are not a true dedicated funding source.

The City has reenergized its focus on economic development over the past couple of years through initiatives like the Mayor's Economic Sustainability Work Group. Investments to bolster the local economy are very prudent, especially given the current economic situation. While staff does not claim the Trolley is the one and only answer to the City's future economic success, but making these types of efforts can ultimately help Alexandria grow a stronger, more vibrant tax base that will help support the many public services that the community needs long into the future.