

2016 UPDATE

GEORGETOWN
2028
15 YEAR ACTION PLAN

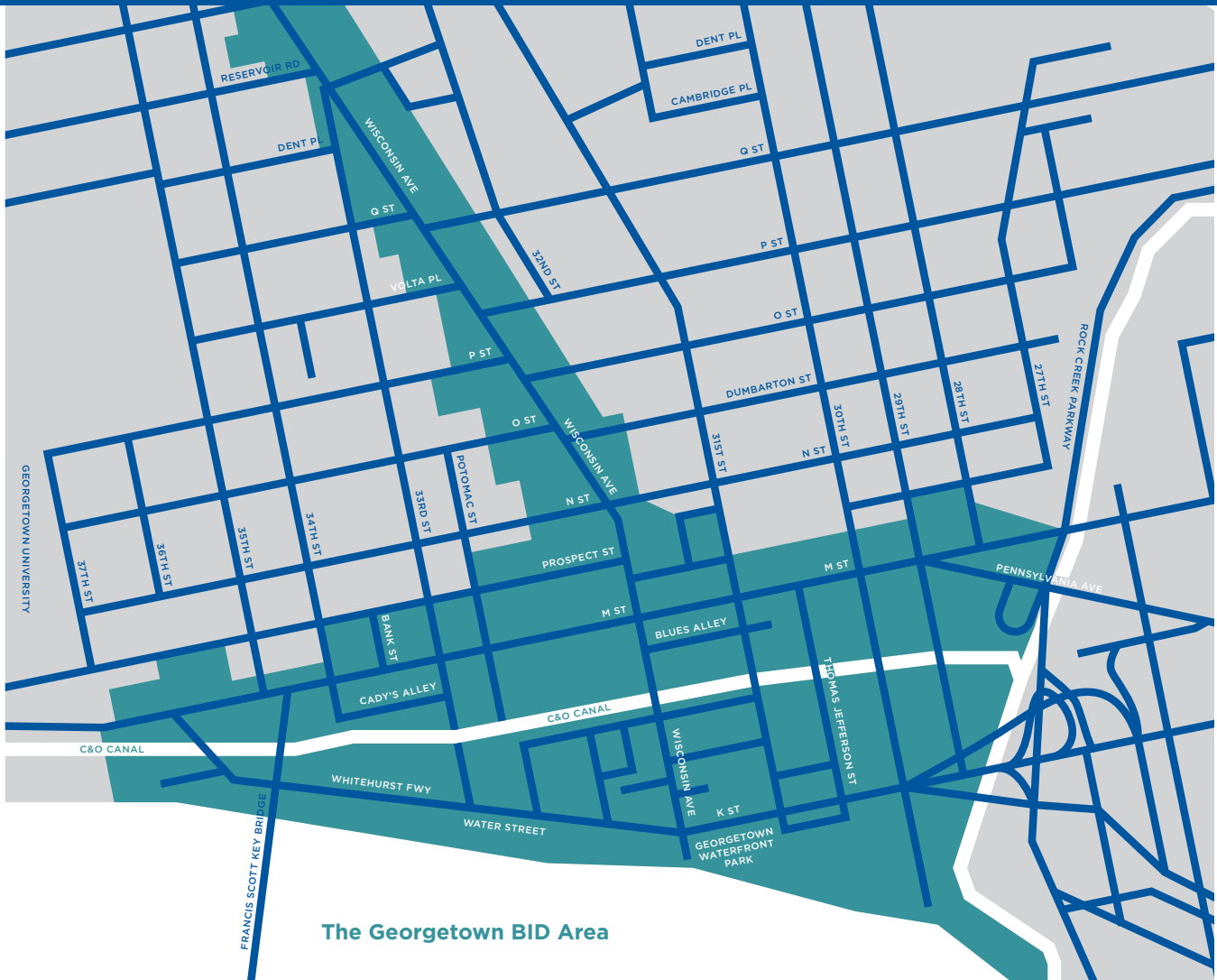


GEORGETOWN
BUSINESS IMPROVEMENT DISTRICT

Contents

Introduction	1
PUBLIC SPACE	2
ECONOMIC DEVELOPMENT	9
TRANSPORTATION	14
Next Steps on the Action Plan	22
Financing the Georgetown 2028 Vision	24

The Transportation and Public Space appendices are not printed but are important parts of Georgetown 2028. They are available in pdf form on the BID's website at bid.georgetowndc.com/georgetown-2028.



CEO Letter

As history demonstrates, Georgetown is an ever evolving community that is not immune to the changing local and national economic climate. Georgetown merchants were, and are, competing in an increasingly crowded marketplace, both online and with new shopping and entertainment destinations across the region. These changes motivated the Georgetown BID to convene a broad group of Georgetown stakeholders to develop a vision for the Georgetown commercial district's future.

Georgetown 2028 was the eight-month-long planning initiative, completed in 2013, conceived to build a stronger and more sustainable Georgetown commercial district by preserving what's great, fixing what's broken and creating what's missing in the historic 262 year old neighborhood.

In the two years since we released the 2028 Plan, we have made meaningful progress with our city and community partners on many of the original 75 action items. We have completed several projects, organized feasibility studies, launched pilots, and set in motion major new initiatives to achieve some of our biggest goals. In some cases, we have also modified or ended projects as conditions have changed. The progress over the last two years is a testament to the collaborative planning process, and the BID, along with its partners, will continue working to make Georgetown easier to access, more pleasant to visit, and economically stronger.

This second anniversary update outlines our collective achievements to improve public spaces, economic development, and transportation, and the tasks that lie ahead. Unlike the original report, which was a product of the 2028 Task Force, this update was prepared entirely by the Georgetown BID staff and represents our assessment of the progress that has been made on the action agenda. All of the original 2028 documents, including the full vision plan and action agenda, along with working group appendices for public space improvements and transportation, will continue to live online at bid.georgetowndc.com/georgetown-2028.

With 12 years remaining on the 2028 clock, the only thing we know for sure is that Georgetown will continue to evolve. The 2028 Plan will continue to be our strategic road map to help shape this evolution.



Joe Sternlieb
Georgetown BID CEO

Enhancing the Georgetown Experience: Public Space and Economic Development

Everyone comes to Georgetown for the experience. From residents of R Street to tourists from Tokyo, people come to enjoy the history and architecture, to shop and dine, or to visit the Waterfront and C&O Canal Parks.

The 2028 Plan recognized both Georgetown’s striking attributes and the key issues that needed to be addressed to improve public spaces and strengthen the Georgetown economy.

Restoring Georgetown’s Crown Jewel, the C&O Canal

The 184.5 mile Chesapeake & Ohio Canal, which begins in Georgetown, may be the single most unique asset in any commercial district in Greater Washington. Once the lifeblood of Georgetown’s industrial era, today it is an active recreational site, with quiet pockets for reflection, that winds past a mix of historic and modern buildings reminding us of Georgetown’s rich history.

Unfortunately, like many National Parks, the canal has suffered from cutbacks to the National Park Service budget. Its narrow towpaths provide too little room for pedestrians, bicyclists or runners. Staircases have broken steps. There is inadequate lighting, poor access, and signs pointing to places that no longer exist.

The Georgetown 2028 Plan envisioned a vibrant C&O Canal Park that invites residents, workers, tourists and school children to kayak, jog, learn, and relax in its beautiful setting. Our goals are to create a canal that is safer, more accessible, activated through programming and interpretation, and better maintained.



The revitalization of Georgetown’s one mile span of the 185-mile C&O Canal National Historic Park is a big focus of Georgetown 2028.

2028 Action Item	Progress or Status
Restore, preserve, and activate the C&O Canal in Georgetown	The Georgetown BID (BID) and local residents created Georgetown Heritage (GH), a 501(c)3 group to partner with the National Park Service (NPS) to achieve this goal. In 2015 GH became an official NPS Friends Group, enabling it to plan and raise funds for the canal in partnership with the NPS.
1. Launch a multi-stakeholder planning process for the canal's future	The BID, NPS, and DC Government contributed \$650,000 to conduct a comprehensive master plan for restoration, recreation, education, and activation. Surveys, program plans, an international design competition, and a federal environmental assessment will all be completed by late 2017.
2. Fundraise for a new canal barge	GH will match a \$3 million DC Government grant through private philanthropic support for a new canal boat, planning, and capital improvements. GH completed a capital campaign feasibility study in February 2016, and the campaign is expected to launch in 2016.
3. Demonstrate new programs, activities and designs for public feedback	A canal dock for kayaks and canoes at the 34th Street bridge was approved by the community and Old Georgetown Board and is under construction for Spring 2016. Bistro chairs have been placed in canal plazas at 30th and Potomac Streets to positive feedback. See Item 24.
4. Supplement and enhance the NPS Visitor Center to support more activity	The NPS Visitor Center at Thomas Jefferson Street will be incorporated into a new interpretation program, along with the canal boat launch, in 2018.
5. Design educational programs that inform the public about the canal	Canal program design will be incorporated into the master plan process. See Item 1 above.
6. Implement canal plan and well received demonstration projects	NPS is spending \$6.5 million to rebuild Locks 3 & 4 in 2016-2017. Additional capital work will be completed after planning, permit approvals and funding based on master plan.

COMPLETE

- No Current Update
- Complete
- In Progress

Wayfinding: A Georgetown 2028 success with more to come

The Georgetown 2028 Plan envisioned helping visitors navigate through the neighborhood with signs and a gateway program paired with improved streetscape elements that identify the commercial district’s primary access points.

The goals and action items for wayfinding include:

<p>7. Install previously approved wayfinding system from DDOT</p>	<p>The BID helped to locate and install 13 DDOT wayfinding signs in 2014.</p>	<p>COMPLETE</p>
<p>8. Explore physical and mobile expansions for wayfinding in commercial areas</p>	<p>The BID developed and deployed a mobile visitor information kiosk in 2015. Mobile wayfinding apps for pedestrians are now ubiquitous.</p>	<p>COMPLETE</p>
<p>9. Develop and implement a gateway strategy for major access points to the commercial district</p>	<p>The BID organized a committee to study, design, and develop a comprehensive gateway program to kick off in Spring 2016.</p>	<p><input type="checkbox"/> No Current Update <input checked="" type="checkbox"/> Complete <input type="checkbox"/> In Progress</p>



Wayfinding signage designed for the Georgetown Historic District was installed in 2014.

Improved streetscapes for a better pedestrian experience

Red brick sidewalks are the prominent element of Georgetown’s historic streetscape. But they are often a source of frustration and inconvenience to pedestrians, as ill-placed trash cans and light poles, uncovered tree boxes, and missing bricks all contribute to a challenging pedestrian experience.

The Georgetown 2028 plan envisioned a more pedestrian-friendly streetscape with fewer sidewalk obstructions to make it easier and more comfortable to walk through the commercial district.

The goals and action items for improved streetscapes include:

<p>10. Develop design and material guidelines for street furniture and landscaping</p>	<p>This work is starting in 2016 as part of the BID’s gateway development project (see Item 9).</p>
<p>11. Pilot temporary sidewalk widening programs</p>	<p>The BID piloted six temporary weekend sidewalk widenings in 2014 and 2015 to test the demand and conflicts in different locations along M Street and Wisconsin Avenue. To compensate for displaced parking spaces, parking operators offered reduced rates and the BID subsidized Circulator service. In 2016 the BID will conduct 30 weekend sidewalk widenings on M St. between Wisconsin Avenue and 33rd Street.</p>
<p>12. Identify and improve pedestrian choke points on commercial corridors</p>	<p>The MWCOG K & Water Street Study will address this issue for K Street, and other areas will be studied in future years. See Item 43.</p>
<p>13. Create active pedestrian links through alleyways and side streets.</p>	
<p>14. Install parklets on commercial side streets</p>	<p>The BID piloted temporary parklets in 10 locations in 2013 and 2014, and found two were appropriate for semi-permanent parklets on Thomas Jefferson and Water Streets. The BID continues to work with DDOT and adjacent owners to secure designs and permits for these parklets.</p>

COMPLETE

<p>15. Improve the safety and convenience of pedestrian crossings</p>	<p>The BID has worked closely with DDOT and the DC Council to focus attention on the intersection of Wisconsin and M. It has successfully convinced DDOT to extend north-south crosswalk times along M Street.</p>
<p>16. Improve pedestrian connections between Georgetown University and M Street</p>	<p>This item is being explored as part of the Gondola study, and the Georgetown University campus planning process (see Item 34).</p>
<p>New Streetscape Action Item (not on the original list)</p>	
<p>76. Contract with DDOT to repair broken or missing bricks within 48 hours of being reported</p>	<p>In 2013 the BID worked with the DC Council to pass legislation that empowers city agencies to contract directly with BIDs to perform public space tasks such as brick repair. In 2015 DDOT signed a contract that reimburses the BID for brick repair throughout Georgetown's commercial district.</p>

COMPLETE

- No Current Update
- Complete
- In Progress



Six temporary weekend sidewalk widenings were piloted along M Street in 2014-15, making for a more comfortable pedestrian experience. In 2016, they will be more permanent on the weekends during the spring, summer and fall months.



The BID's Clean Team now performs routine brick repair, and is reimbursed by DDOT.

Rejuvenating Wisconsin Avenue

Residents and business owners have long sought to improve the facades and tenant mix along the 1300 and 1400 blocks of Wisconsin Avenue to create a more seamless retail experience linking M Street and Book Hill on the 1600 block of Wisconsin.

This section of Wisconsin Avenue has suffered from both buildings in disrepair, and retailers who have not invested in their businesses. The result is that shoppers stop walking up the Wisconsin Avenue hill when they come to these blocks.

The Georgetown 2028 Plan envisioned improving the look of the 1300 and 1400 blocks, shifting the retail mix to better serve Georgetown, and organizing the community to crowd-fund the purchase of a building to host a full-service, community-oriented bookstore.

The goals and action items for the 1300-1400 blocks of Wisconsin Avenue include:

<p>17. Create a forum for property owners on the 1300 and 1400 blocks to plan for the future</p>	<p>In 2014 the BID convened most of the property owners on these blocks to discuss collaborating to improve conditions. The BID also commissioned a rent-comp survey to help owners understand how repositioning buildings would be profitable. Renovation of the long-decrepit Georgetown Theater began in 2015 and the building will reopen in 2016. Other building owners have applied for permits to renovate three more buildings and have been negotiating leases with new tenants. In coming years the BID will be working on streetscape improvements for these blocks.</p>
<p>18. Establish a community-owned building for a bookstore</p>	<p>The BID organized the Georgetown community to bid on two different retail buildings and entered into a tentative operating agreement with a bookstore operator in 2014. Unfortunately neither of these efforts led to a project. This project is temporarily on hold, but will be revisited as opportunities present themselves.</p>

COMPLETE

- No Current Update
- Complete
- In Progress

A Vibrant Waterfront District South of M Street

Georgetown’s main retail corridor has evolved into a national brand retail street, changing the district’s historic profile. Many small boutiques, independent retailers and restaurants which once populated M Street have moved further up Wisconsin Avenue, to side streets, or have left Georgetown altogether due to high rents and new property owner objectives. This has created an opportunity to develop the commercial district below M Street—where rents are more affordable—into a vibrant Waterfront District with independent retailers and restaurants.

If and when the new Streetcar route begins operation along K Street (projected around 2022), thousands more visitors will enter Georgetown at the Waterfront before making their way to other points in the neighborhood. This, coupled with recent improvements at Washington Harbour, creates a reason to rethink the design and function of K Street and the adjacent north-south streets connecting it to the M Street corridor.

The Georgetown 2028 Plan envisioned a vibrant Waterfront District that includes converting the ground floor of office buildings south of M Street into new restaurant or retail space along the north-south thruways and along K Street.

The goals and action items for creating a more vibrant Waterfront District include:

<p>19. Create frequent, recurring programs that promote streetlife</p>	<p>In 2014 and 2015 the BID created new programs and events, including Sunset Fitness and Sunset Cinema which are a free outdoor fitness and film series respectively, both held in the Georgetown Waterfront Park; and Georgetown GLOW, a holiday light art exhibition along the C&O Canal, in December. All have been well-received, successful, and will continue, along with new events in coming years.</p>
<p>20. Explore policies to limit the holding of liquor licenses in safekeeping</p>	<p>In 2015 the BID published a white paper on the impacts of the Georgetown liquor license cap and moratorium. This was followed by intensive meetings between the BID, ANC and Citizens Association of Georgetown to discuss how best to attract new high-quality restaurants to Georgetown. In 2016 the groups all testified at the Alcohol Beverage Control Board to end the 26-year old moratorium.</p>

COMPLETE

- No Current Update
- Complete
- In Progress



The BID's Georgetown GLOW light art exhibition enlivened areas south of M Street, mainly along the C&O Canal, in December.

<p>21. Pilot parklets adjacent to retailers and restaurants</p>	<p>See Item 14 above.</p>
<p>22. Promote the conversion of ground floor space into retail and restaurant destinations</p>	<p>The BID has been consulting with various property owners and connecting them with potential tenants to convert ground floor offices south of M Street into restaurants and retail spaces. BID staff has also worked with owners, brokers and retailers to foster more pop-up concepts to keep storefronts lively and interesting until permanent tenants are in place.</p>
<p>23. Improve and expand pedestrian connections between M and K Streets</p>	<p>Various BID tactics, including the placement of street furniture, treebox improvements, sidewalk repairs and encouraging more active street retail are contributing to this goal.</p>
<p>24. Leverage small public spaces for seating, public art and games</p>	<p>In 2014 the BID placed 50 bistro chairs in four public spaces. In 2015 another 100 chairs were added to an additional five spaces along with 10 bistro tables. In 2016 an additional 100 chairs, 20 tables, and other elements will be added to existing and new locations. BID staff also worked with owners of empty buildings to sponsor public art installations. These and other tactical urbanist interventions will continue in coming years.</p>
<p>25. Explore artistic installations and lighting that add interest to Whitehurst Freeway and Key Bridge</p>	<p>In 2015 the BID successfully negotiated for DDOT to add artistic lighting to the Key Bridge restoration project—scheduled for completion in 2018. Designs and costs for lighting under the Whitehurst Freeway were estimated at \$1 million—more than could be raised in the short term given other priorities. Whitehurst Freeway lighting remains an important goal for the future.</p>
<p>26. Improve street and bridge lighting to enhance safety</p>	<p>The Canal Master Plan (see Item 1) will address lighting bridge crossings of the C&O Canal. Future planning for Whitehurst Freeway lighting (see Item 25) will address the issue on K Street.</p>
<p>27. Integrate streetscape improvements with major transit initiatives</p>	<p>This is being addressed in Items 12, 33, and 42.</p>

The Office Market

In the original 2028 Plan, Georgetown’s office vacancy rate was described as, “chronically higher than in many other D.C. submarkets, even though the average office rent remains among the lowest in the region.” The original report includes the Task Force’s speculation about the cause of this. In the two years since its publication, new leases—primarily to tech firms—along with changes to the office market in other parts of the city and region have shown Georgetown’s strength and resiliency. At the end of 2015 Georgetown had nearly the lowest office vacancy rate of any submarket in the region, and climbing rents. This trend is expected to continue as Georgetown’s amenities improve, new technologies and services improve transportation and access, and property owners upgrade buildings to suit tenant preferences for unique spaces, rather than traditional office layouts on large block floorplates.

The positive turn in Georgetown’s office market between 2013 and 2016 has caused the BID to shift its tactics, but not its goals, in order to ensure that this sector remains strong into the future.

The goals and action items for sustaining Georgetown’s office market include:

<p>28. Integrate Georgetown into the District’s tech sector initiatives</p>	<p>The BID participated in the DMPED/BID Council Office Market Study to assess needs for intervention in the market to attract and retain tech and other high-value tenants. The BID will work with DMPED and building owners to implement recommendations from the study where appropriate.</p>
<p>29. Conduct a feasibility study on ubiquitous wifi and high-speed internet</p>	<p>The BID surveyed firms on this issue and found relatively little new demand for fiber south of M Street, but great demand on Wisconsin Avenue for retail and 2nd floor office. The BID will participate in efforts to expand universal wifi in 2016.</p>
<p>30. Market unique office stock to start-up and creative companies</p>	<p>The BID markets unique spaces to brokers and potential users through the State of Georgetown annual economic development report and other tools.</p>
<p>31. Identify incentives for building renovations that increase sustainability</p>	<p>The BID has begun work with DC Water and the DC Department of Energy & Environment to identify programs that can help buildings reduce stormwater runoff.</p>

- No Current Update
- Complete
- In Progress

A Better Connected Georgetown: Improving the Transportation Experience

Georgetown's walkable street grid and proximity to other neighborhoods makes it a beneficiary of D.C.'s trend toward walking, biking, and transit. Still, its challenge continues to be better connected to the local and regional transportation network for the 22,000 people who work in Georgetown, the 14,000 residents, and millions of annual visitors. New transportation innovations, as well as new obstacles since 2013, have slightly changed the priority of some actions, but not the goals. Better connections to efficient and reliable transportation remains a top priority.

The second section of the 2028 Plan focused on specific recommendations to improve every aspect of Georgetown transportation, from a new Metro station, Streetcar and aerial gondola, to small, yet important, steps that improve access for pedestrians, bicyclists, transit users, and drivers.

The Game-changer will be Metro—Eventually

In 2013 the community dispelled the myth that Georgetown widely opposed a Metro station in the 1960s and came together to unanimously call for Metro to accelerate its plans for a separated Blue Line with a new tunnel to Georgetown stations and points east. The full discussion of this issue is in the original report online.

While Metro is the ultimate connection for Georgetown to the transit network, the focus of WMATA and regional leaders has shifted in the last three years to funding the stabilization of an undermanaged system in disrepair. The Metrorail system needs billions of dollars to simply fix its current problems, and WMATA will not be seriously planning for new system expansion until the agency accomplishes its maintenance goals. The way to bring Metro to Georgetown in the short run is to focus on the Rosslyn—Georgetown Gondola connection, which would connect to Metro with a fast and reliable spur without the cost of a tunnel. Still, Georgetown stakeholders will continue to support Metro funding and improvements so that the Georgetown tunnel remains on the regional radar screen when funding is a possibility—hopefully in the near future.

A Streetcar to the Georgetown Waterfront

In 2016 the District launched the first phase of its Streetcar system on H Street Northeast, after many years of delay. Phase three of the District's plan (phase two goes east on H Street to Benning Road) is to extend the H Street line from Union Station to the Georgetown Waterfront. The timetable for phase three has been extended to 2022. The District's experience with the H Street line has caused DDOT to focus on designing the next phases to be faster and more reliable—as recommended in the 2028 Plan—with greater portions in dedicated right-of-way.

The BID continues to advocate for other 2028 goals including conducting a feasibility study to extend the Streetcar to Georgetown University, and integrating the Streetcar program with strategies to enliven K Street.

Gondola—Access with a View

Perhaps the most fantastical idea generated by the 2028 planning process, and the one that has generated the most media attention, is an aerial gondola lift connecting Georgetown to the Rosslyn Metro station. Over the last three years the idea has gathered many proponents because it efficiently solves so many transit issues for the commercial, residential, university, hospital, and visitor constituencies.

The goals and action items for bringing new transit to Georgetown include:

<p>32. Bring a Metro Station to Georgetown by 2028</p>	<p>The BID organized meetings with regional transit and business leaders to discuss the prospect of a Metro expansion coalition in 2014 and 2015. Although some groups expressed interest, the consensus was that Metro needs to fix current problems before taking on new initiatives. This effort is now a long-term action item.</p>
<p>33. Bring fast and reliable downtown Streetcar service to the Georgetown Waterfront</p>	<p>The H Street line launched several years behind schedule in February 2016. The BID continues to work with DDOT to refine plans for the Georgetown route and integrate all other K Street issues into the plan. See Items 12, 25, 41, 42 & 62.</p>
<p>34. Study and potentially construct a gondola lift linking Georgetown to Metro</p>	<p>The BID organized seven partners to contribute \$205,000 for a feasibility study that is expected to be completed in 2016. If the study determines that the gondola will have sufficient ridership and is technically and financially feasible, BID staff will initiate a community planning process to develop an implementation plan.</p>
<p>35. Form a Georgetown Streetcar Partnership to coordinate advocacy</p>	<p>This will follow DDOT’s schedule.</p>
<p>36. Explore Streetcar extensions west to Georgetown University and beyond</p>	<p>The BID continues to work with the University to advocate studying this extension.</p>

- No Current Update
- Complete
- In Progress

Transforming K Street to a Successful Gateway

The Georgetown 2028 plan envisioned transforming K Street into a successful gateway by integrating cars, bikes, pedestrians, buses, and streetcars into a well-designed system that serves the new Waterfront District and the M Street and Wisconsin Avenue commercial streets.

The goals and action items for transforming K Street include:

<p>37. Study a bicycle/ pedestrian bridge connecting Georgetown with Rosslyn via Roosevelt Island</p>	<p>This project is on hold based on the feedback from the National Park Service (NPS), and Roosevelt Island partner groups on the feasibility of modifying covenants to allow for a bridge to be constructed.</p>
<p>38. Support more water taxi service through better dock management</p>	<p>Conversations between parties have yet to yield agreements. However the BID, NPS, and community are discussing a 2017 master planning process to deal with Waterfront issues.</p>
<p>39. Pilot a taxi stand to serve the Waterfront District</p>	<p>Uber was barely a verb in 2013. In 2016, smart-phone-hailed car services are ubiquitous and have eliminated the demand for taxi stands in all but the busiest transportation hubs.</p>
<p>40. Coordinate commuter shuttle services from nearby Metro stations</p>	<p>A BID-conducted census of shuttle services in 2014 found owners and tenants reluctant to consolidate services. The BID continues to look for a workable consolidation.</p>
<p>41. Examine limited-access vehicle crossing and other connections to Water Street</p>	<p>Both the C&O Canal master plan and the K and Water Street study will address this issue. See Items 1 and 43.</p>
<p>42. Improve the safety and ease of walking to/from Foggy Bottom Metro</p>	<p>DDOT implemented BID-suggested pedestrian-only light cycle across 27th Street at K, improving pedestrian safety and car throughput. DDOT approved 14 BID-designed pedestrian wayfinding signs between the Foggy Bottom Metro and Georgetown. The BID's 2016 gateway focus and DDOT's Streetcar plan will yield more improvements. See Items 8, 9, 12, & 76.</p>

Establish Georgetown as a Bicycle-Friendly Destination

Georgetown is a natural destination for bicyclists with the convergence of two of the city’s busiest bike trails, a growing network of Capital Bikeshare stations, three bike stores, and proximity to universities, tourist attractions and the central business district. The Capital Crescent trail in Georgetown is DC’s busiest bike portal. The Georgetown 2028 Plan envisioned bringing more people to Georgetown through improvements to the neighborhood’s bike infrastructure.

The goals and action items for bicycle infrastructure improvements include:

<p>43. Connect Capital Crescent Trail with Rock Creek Parkway trail on or beside K/Water Streets</p>	<p>In 2015 the BID and DDOT jointly won a Metropolitan Washington Council of Governments grant to study this and other roadway issues on K and Water Streets between 27th Street and the Capital Crescent Trail. The study will be completed in 2016.</p>
<p>44. Install in-street bicycle parking corrals throughout commercial areas</p>	<p>In 2014, with approval from the ANC, DDOT and the Old Georgetown Board, the BID installed six bike corrals off of M Street. The BID will propose more locations in coming years.</p>
<p>45. Connect bikeways on Georgetown’s periphery all the way into Georgetown</p>	<p>See Item 43.</p>
<p>46. Install at least four new Capital Bikeshare stations in commercial areas</p>	<p>Two new Capital Bikeshare stations have been installed and the BID continues to work with DDOT and NPS to locate suitable locations on the west side of the commercial district.</p>

COMPLETE

- No Current Update
- Complete
- In Progress



Six new bike corrals were installed throughout Georgetown in 2014 and 2015.

Better Roadway and Parking Management

Driving to and through Georgetown can be an anxiety-producing experience to those who are unfamiliar with its street flows and parking options. Georgetown 2028 envisioned improving the driver experience—both to and through the neighborhood—by improving roadway configuration, management and enforcement.

Thoughtful parking management is also essential in Georgetown where the commercial district shares limited parking and roadway space with surrounding neighborhood blocks. Georgetown 2028 envisioned active parking management to direct drivers to underused parking resources and reduce conflicts between commercial and residential interests.

The goals and action items for reducing driver frustration to make the neighborhood more inviting include:

<p>47. Allow direct evening rush hour access to Rock Creek Parkway from K Street</p>	<p>The BID commissioned a study of this issue in 2015 and DDOT is currently evaluating the results for feasibility.</p>
<p>48. Improve the performance of the Canal Road, M Street, Key Bridge intersection</p>	<p>The BID, ANC, and Georgetown University successfully lobbied DDOT to include this area in its ongoing Canal Road study.</p>
<p>49. Improve the performance of intersections at the ends of the Whitehurst Freeway</p>	<p>See Item 42. The signal tweak has increased throughput on the east end. See Item 48 regarding the West End.</p>
<p>50. Position traffic control officers (TCOs) at major intersections</p>	<p>DDOT has provided TCOs in Georgetown on an ad-hoc schedule. The BID and pedestrian advocates have asked the DC Council to increase TCO funding for dangerous Georgetown intersections.</p>
<p>51. Improve Wisconsin Ave. road allocation in Glover Park to reduce congestion & improve safety</p>	<p>This was accomplished in 2013 with positive results.</p>
<p>52. Deploy automated enforcement cameras to improve flow and safety</p>	<p>The BID successfully lobbied DDOT and MPD, and paid for camera infrastructure at Key Bridge and M Street, and at 27th and K Streets. MPD is evaluating camera positions for the Wisconsin and M intersection.</p>

COMPLETE

COMPLETE

53. Assess and improve signal timing for safety and efficiency of all modes	DDOT increased M Street pedestrian crossing time in 2015 at the BID's request, but lengthened wait times in 2016 to accommodate more car flow. The BID will work to rebalance wait and crossing times in 2016.
54. Evaluate and adapt the use of existing peak period lanes to improve efficiency	See Item 59.
55. Establish routine meetings with traffic control officers and MPD to prioritize enforcement	
56. Use pricing and hourly limits to improve availability of commercial on-street parking	The BID has participated actively in the ANC-led parking improvement coalition and advocates for a balanced approach to use pricing to better allocate this shared resource.
57. Improve information on parking availability	The BID updated its website in 2015 to coordinate with private parking garage apps to advertise availability.
58. Coordinate off-street parking resources to make off-peak capacity available	The BID has been organizing garage owners to reduce off peak prices in conjunction with weekend sidewalk widening and free Circulator programs. See Items 11 & 60.
59. Improve the design and enforcement of loading zones	The BID continues to discuss a pilot commercial loading program on M Street with DDOT. See Items 54 and 66.
60. Implement shuttle services to and from off-street parking facilities	In 2015 the BID piloted free north bound Georgetown Circulator rides on four weekends. In 2016, the pilot will be 30 weekends. If successful, it will become a permanent link from K Street garages to M Street and north.
61. Improve motorcycle and motor scooter parking.	
62. Improve tour bus parking options	See Item 43. This is included in the COG study as well as the NPS boat house EA.
63. Study new parking options if management of existing supply is inadequate	DDOT has made great progress understanding Georgetown's parking supply with the ANC group. The next step is to improve management to meet demand.

- No Current Update
- Complete
- In Progress

Increasing the Efficiency and Usage of Bus Service

Georgetown is served by two Circulator and eight Metrobus routes yet residents and visitors can find the systems confusing and slow. The Georgetown 2028 Plan envisioned a more reliable, efficient and user-friendly bus system that residents and visitors will favor using over driving.

The goals and action items for improving the bus system and increasing ridership include:

<p>64. Pilot a real-time bus arrival information system</p>	<p>Despite getting approvals to install tablets with real-time information in store windows adjacent to bus stops in 2014, the BID is no longer pursuing this action, as the proliferation of less expensive and more flexible new smart-phone apps now provides the same information.</p>
<p>65. Advocate changes outside Georgetown to improve efficiency of Georgetown routes</p>	<p>The BID has worked closely with DDOT and WMATA to monitor conditions and suggest improvements on routes leading to and from Georgetown. See Item 68.</p>
<p>66. Study options to improve bus speed and reliability within Georgetown</p>	<p>The BID is studying this issue along with commercial loading and sidewalk widening. See Items 54, 59 and 11.</p>
<p>67. Study a free hop-on/hop-off shuttle option within Georgetown and to Metro</p>	<p>Free weekend Circulator service has replaced this study. See Items 60 and 69.</p>
<p>68. Adjust Circulator and Metrobus routing to improve efficiency and reliability</p>	<p>The BID successfully worked with DDOT, DC Surface Transit, and the DC Council to ensure that the next Circulator expansion is based on recommendations in DDOT’s 2014 Circulator study, which shows the most needed new service extends the Rosslyn—Dupont route to 7th and U Streets, NW, creating a single seat ride from Shaw. The suggestion from 2028 to decouple Wisconsin Avenue from K Street is still being considered for the future. The BID supported WMATA’s changes to the 30s routes to improve speed, wait times and reliability.</p>

COMPLETE

<p>69. Pilot tip-based small electric vehicle shuttles</p>	<p>A pilot program in 2013 and 2014 found significant challenges to providing this service on a regular basis. It was a good marketing gimmick, but not a useful transportation service due to undeterminable wait times.</p>
<p>70. Create more welcoming places for people waiting for the bus</p>	<p>The BID placed a group of bistro chairs at 31st and K Streets for people taking hop-on-hop-off tour buses because there was room to accommodate seating. Other opportunities for seating, shelter, or signage improvements have been difficult to place on narrow sidewalks in the historic district, but the BID continues to explore them.</p>

- No Current Update
- Complete
- In Progress



DC Circulator service to, through and from Georgetown will continue to see improvements and expansion.

Georgetown 2028 is a Living Agenda—Next Steps on the Action Plan

The recommendations in the original 2028 Plan are already leading to significant economic development, public space and mobility improvements to the Georgetown experience.

This Action Agenda has been, and will continue to be, the basis for much of the Georgetown BID’s work in the coming years and, as anticipated, the BID used the 2028 report to develop its five-year renewal plan in 2014.

While the plan anticipated a full review in 2018, the BID staff has decided to publish this update in 2016, in preparation for our annual 2028 Community Update Meeting, in part because there is so much progress to report. We will continue to engage the community, DC Government, and Federal Government on the plan and action items to ensure that the focus remains on items that continue to enjoy consensus support and are relevant in the ever-evolving environment.

The action items below were developed to keep the 2028 agenda fresh, monitor progress, and integrate planning from the original report.

<p>71. Assess commercial corridors and other considerations in light of Streetcar and Metro status</p>	<p>See Items 33, 34 & 42.</p>
<p>72. Survey Georgetown visitors to understand travel preferences and behavior</p>	<p>In 2014 the BID purchased VISA credit card purchase data to understand Georgetown customer behaviors and demographics. The useful information will be purchased every other year to track trends and help the BID market to target audiences.</p>
<p>73. Identify plan actions that would be impacted by Whitehurst Freeway deconstruction</p>	<p>Although discussed during the 2028 planning process, there is little likelihood Whitehurst deconstruction will occur in the foreseeable future and it is not a consideration in any of the four planning efforts ongoing in this area. See Items 1, 38, 43, & 62.</p>

- No Current Update
- Complete
- In Progress

74. Develop Georgetown program promoting alternatives to single occupant car travel.	
75. Conduct ongoing review of Georgetown 2028 pilot & feasibility studies & take appropriate steps	This report is part of the regular review. The BID also updates the 2028 Action Items every six months on its website.



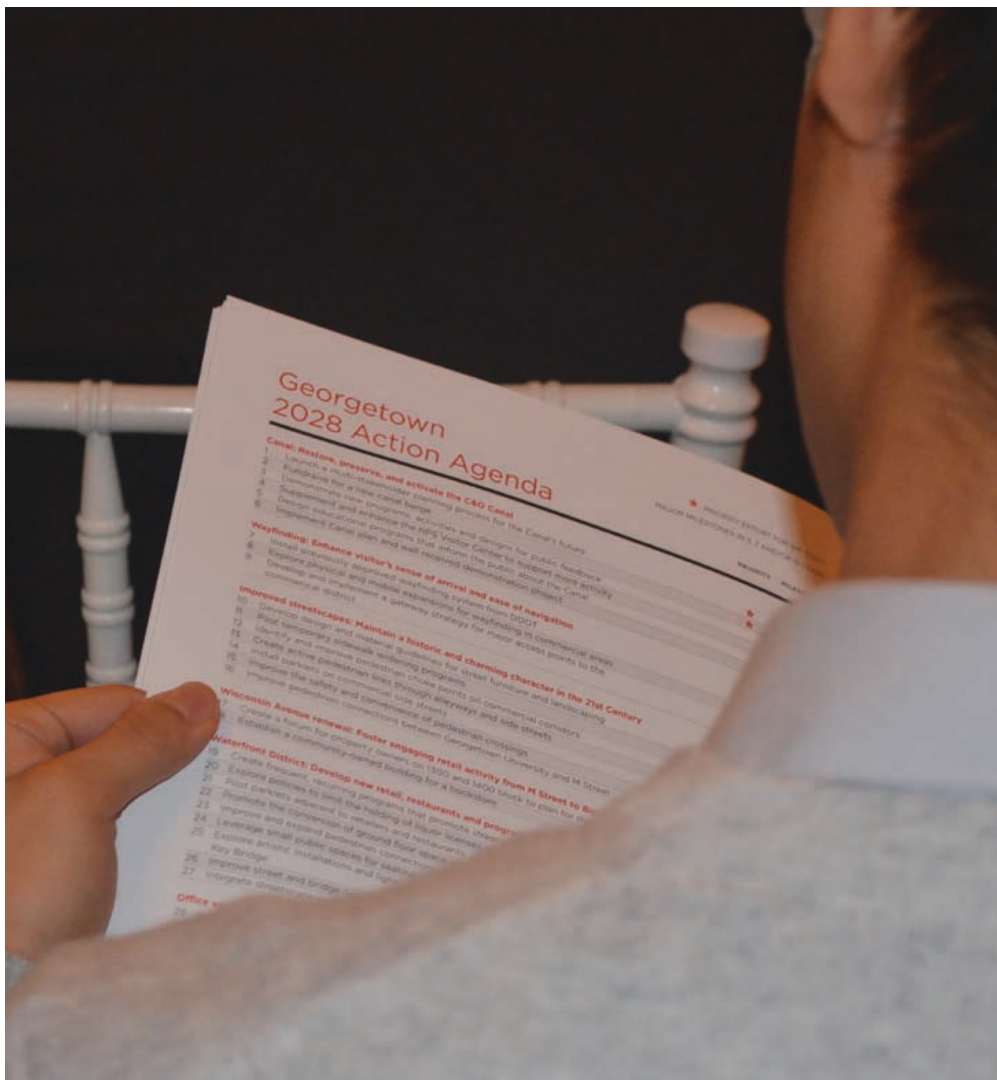
The BID continues to work with property owners along Wisconsin Avenue towards building improvements and tenant attraction.

Financing the Georgetown 2028 Vision

The financial cost to accomplish all of the goals in the Georgetown 2028 plan will be significant. The initial report described a number of funding sources including the DC and Federal governments, private partnerships, and the BID's annual and capital budgets. Since 2013 the BID has also identified private and foundation philanthropy as a source for certain projects.

In future years, BID staff will explore and pursue funding programs like a tax increment finance district to ensure that progress on capital programs are managed and well-maintained.

This is a summary of the funding sources and amounts directed to Georgetown 2028 action items.



The full, original Georgetown 2028 Plan can be found online at bid.georgetowndc.com

Funding Source	Program and Commitments
Georgetown BID	\$250,000/year for Georgetown Heritage operations \$125,000 capital for C&O Canal & fundraising feasibility studies \$100,000 capital for Gateway study \$80,000 capital for sidewalk widening \$48,000/year for sidewalk widening \$30,000 capital for parklets \$12,000 capital for wayfinding to Metro \$5,000 for 1300-1400 blocks of Wisconsin study \$100,000 for recurring street-life events \$28,000 capital for public space street furniture \$75,000 for gondola feasibility study \$2,500 for K Street to Rock Creek Park study \$800 for camera enforcement infrastructure \$10-20,000/year for free weekend northbound Circulator subsidy
DC Government	\$3 million capital grant for C&O Canal \$40,000/year abatement of fees for sidewalk widening Up to \$51,000/year for sidewalk brick repairs \$150,000-\$300,000 for lighting arches under Key Bridge \$35,000 for gondola feasibility study Up to \$35,000/year for bike corrals & maintenance Up to \$200,000 for Capital Bikeshare station expansion \$20,000 for camera enforcement
National Park Service	\$6.5 million capital for Locks 3 & 4 reconstruction \$385,000 for new dock and master plan study
National Park Foundation	Requested goal to raise \$5.3 million for C&O Canal
Georgetown Heritage	Requested goal to raise \$3-4.5 million for C&O Canal
Private Sponsorships	\$75,000/year for recurring street-life events \$15,000 for gondola feasibility study
Washington Council of Governments (COG)	\$60,000 for K and Water Street study
Arlington County	\$35,000 for gondola feasibility study
Georgetown University	\$25,000 for gondola feasibility study
Rosslyn BID	\$20,000 for gondola feasibility study

2013 GEORGETOWN 2028 TASK FORCE

Bruce Baschuk, Co-Chair
J Street Companies

Crystal Sullivan, Co-Chair
Georgetown Suites

Joe Sternlieb, Ex-Officio
Georgetown BID

Jennifer Altemus
*Citizens Association
of Georgetown*

Tom Birch
*Advisory Neighborhood
Commission 2E*

Cecilia Browning
House of Sweden

Greg Casten
Tony & Joe's Seafood Place

Paul Cohn
Capital Restaurant Concepts

Chris Graae
cox graae + spack

John Hays
The Phoenix

Philippe Lanier
EastBanc

Lauralyn Lee
Georgetown University

Richard Levy
The Levy Group

Ron Lewis
*Advisory Neighborhood
Commission 2E*

Topher Mathews
*Citizens Association
of Georgetown*

Peter May
National Park Service

Jeff Miller
*Office of the Deputy Mayor
for Planning and Economic
Development*

Pamla Moore
*Citizens Association
of Georgetown*

Robin Mosle
The JBG Companies

Omar Popal
*Café Bonaparte and
Malmaison*

Tony Velazquez
Baked & Wired

GEORGETOWN BID STAFF

Joe Sternlieb
CEO

Nancy Miyahira
Vice President

John Wiebenson
Operations Director

Sherman Gardner
Street Services Manager

Will Handsfield
Transportation Director

Debbie Young
Events Director

Maggie Downing
Destination Manager

Jamie Scott
*Economic Development
Manager*

Terrie Rouse
*Georgetown Heritage
Executive Director*

Annelies van Vonno
*Office Resources
Coordinator*

Ted Williford
Finance

ACKNOWLEDGMENTS

The Georgetown BID thanks the original Georgetown 2028 Task Force, Working Groups, and community participants for their work on the plan and action agenda and for the continued support of many members of these groups who have helped complete the items outlined in this report. We are especially grateful for the support of ANC 2E, the Citizens Association of Georgetown, National Park Service, DDOT, OP, DMPED, Executive Office of the Mayor, DC Council, Georgetown University, GBA and our public and private partners in Rosslyn for their work to support keeping Georgetown a wonderful place to shop, work, dine, visit, and live.

Photos: Sam Kittner for Georgetown BID



GEORGETOWN BUSINESS IMPROVEMENT DISTRICT

1000 Potomac St., NW | Suite 122

Washington, DC 20007

T: 202.298.9222 | F: 202.298.9223

georgetowndc.com

@officialGeorgetownDC

@georgetowndc

@officialGeorgetownDC

GeorgetownDCTV