



# ***TRANSPORTATION ACTION GUIDE FOR URBAN COMMUNITIES***

**Implementation Strategies Playbook**

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# Contents

<b>Introduction and Scope of Study</b>	<b>1</b>	4.1: High-Quality Pedestrian Realm through Design Review	16
<b>1 Leverage Transit</b>	<b>5</b>	4.2: Monitor Development Parking Supply Additions	17
1.1: US 1 Corridor Transit Fare Reciprocity Program	5	<b>5 Supply and Manage Parking Strategically</b>	<b>18</b>
1.2: WMATA-UMD Universal Access Partnership	6	5.1: County Parking Management Program	18
1.3: Consolidated Service Planning on US 1 corridor	7	5.2: Central Broker of Shared Parking Arrangements	19
1.4: College Park Metrorail West Side Bus Access	8	5.3: Strategic Increases in Parking Supply	20
<b>2 Complete the Bicycle Network</b>	<b>9</b>	5.4: Invest in Technology to Optimize Parking	21
2.1: Overcome hard barriers to bicycle and pedestrian travel	9	<b>6 Integrate the University's Parking and Travel Needs</b>	<b>22</b>
2.2: Protected Crossings Every Quarter-Mile	10	6.1: County-UMD Parking Supply Partnership	22
2.3: Neighborhood Bicycle Boulevard Program	11	6.2: UMD-WMATA Shared Parking Arrangement	23
2.4: Bicycle and Pedestrian Wayfinding Program	12	6.3: UMD Live-Near-Work Incentives	24
2.5: 'Always Open' Trail Network	13	<b>7 Use Creative Financing Approaches</b>	<b>25</b>
<b>3 Design for Pedestrians</b>	<b>14</b>	7.1: Creative Financing for Multimodal Network Building	25
3.1: Connections to Local Amenities Program	14		
3.2: Street Design 'Red Team'	15		
<b>4 Build Walkable Places</b>	<b>16</b>		

# Implementation Strategies Playbook

This document details recommended strategies to improve transportation in urban communities. It is based on the findings of earlier efforts in the study, including review and analysis of prior area planning, documented in the Planning Analysis Memorandum of April 2018.

## Purpose of the Strategies

The 21 strategies presented in this document are intended to address the major transportation challenges of northern Prince George's County by focusing on opportunities for reformed approaches to planning and service delivery. They are offered in this playbook as planning tools to promote area livability and leverage major rail assets—a connected network of low-volume streets and potential new investment—in ways that reduce automobile travel demand in one of the County's most notable areas of density and employment activity.

These strategies involve conventional transportation themes such as transit, walking and bicycling, and also private development's interface with the transportation system, the role of parking in shaping development and managing travel demand, and the potential for collaboration between public and private agencies and others whose decisions affect the built environment. Strategies are organized around major themes of the study as listed below:

1. **Leverage transit** to reduce driving to area rail stations, the UMD campus, and area destinations along major corridors, especially for short trips.
2. **Complete the bicycle network** so that this mode of travel, especially around the UMD campus, can realize its full potential as a safe, reliable access mode linking all area destinations.
3. **Design consistently for pedestrians** so that walking is safe and convenient and allows a seamless transfer between travel modes.
4. **Build walkable places** and strengthen urban design's place in the development review process so that walkability and

connectivity are second nature in new development.

5. **Supply and manage parking strategically** so that it does not encumber development; rather, it encourages providing a pedestrian and bicycle friendly public realm.
6. **Integrate the university's parking and travel needs with other opportunities** in the larger study area.
7. **Use creative financing approaches** to add critical pieces to bicycle and pedestrian networks, potentially ahead of developments, if needed.

## Implementation Guidance

Each strategy is detailed on a single-page guidance sheet that provides highlights of the strategy's purpose, the problem it is addressing, and what agencies lead and support its implementation. The description also includes an assessment of the balance between opportunities and challenges (or effort) and an assessment of the degree of organizational change, policy priority shift, or level of resource need with each strategy proposed.

These tools are intended to work together as a playbook for addressing transportation and development challenges in the study area. Although they have been designed for specific conditions in this part of the County, they are envisioned as pilot concepts for use countywide where planning and decision-making strategies can more effectively guide and manage transportation assets and a changing landscape. The implementation guidance builds on extensive area planning that preceded this effort. It provides suggestions on how the strategies described are also related to one another, allowing agency partners to proceed with strategies when ready, but also to understand what related actions or strategies are designed to work together as part of a comprehensive approach.

The study area, parameters of this study, and a summary graphic of the locations of the various recommendations are shown and described on pages 3 and 4, and the format of the recommendations' implementation guidance is shown in the template table on page 2.

## IMPLEMENTATION GUIDANCE FRAMEWORK

<b>Problem description</b>	What is the problem being addressed? What conditions led to proposal of this strategy?
<b>Focus location for the strategy</b>	A specific site, small area, corridor, or district, if applicable. Several recommendations apply to the entire study area, and all recommendations are intended to be pilot approaches that could be applied in other parts of the County.
<b>Lead Agency</b>	The agency expected to hold primary responsibility for implementation and take ownership of any new roles or programs.
<b>Support Agencies</b>	Key partners in implementation: sometimes they provide needed consent or resources; other times they provide advice and facilitate discussion.
<b>Balance of Challenges and Opportunities</b>	A risk-reward comparison (expressed as high, medium, or low yield) that summarizes how much potential change may be expected relative to a level of cost or effort.
<b>Degree of Change</b>	The degree of organizational or policy change needed (expressed as minor, moderate, or major) to achieve or implement the strategy.
<b>Related Recommendations</b>	Other strategies in the playbook are linked, some of which are prerequisites to successful implementation.

OPPORTUNITY



CHANGE



## Opportunity, Change, and Level of Effort

In these two rows of the implementation guidance tables, the icons are filled or unfilled (dark or light) to provide readers with a quick assessment of what opportunity the strategy might offer relative to effort.

Lower-yield strategies are not necessarily to be disregarded, especially if levels of effort are not outside of current agency responsibilities. This is simply an assessment that these strategies may not be the most powerful if implemented.

Similarly, strategies requiring a lesser degree of change are not necessarily understood to be less effective, but may simply be easier to pursue and implement due to a current alignment of roles, responsibilities, and funding.

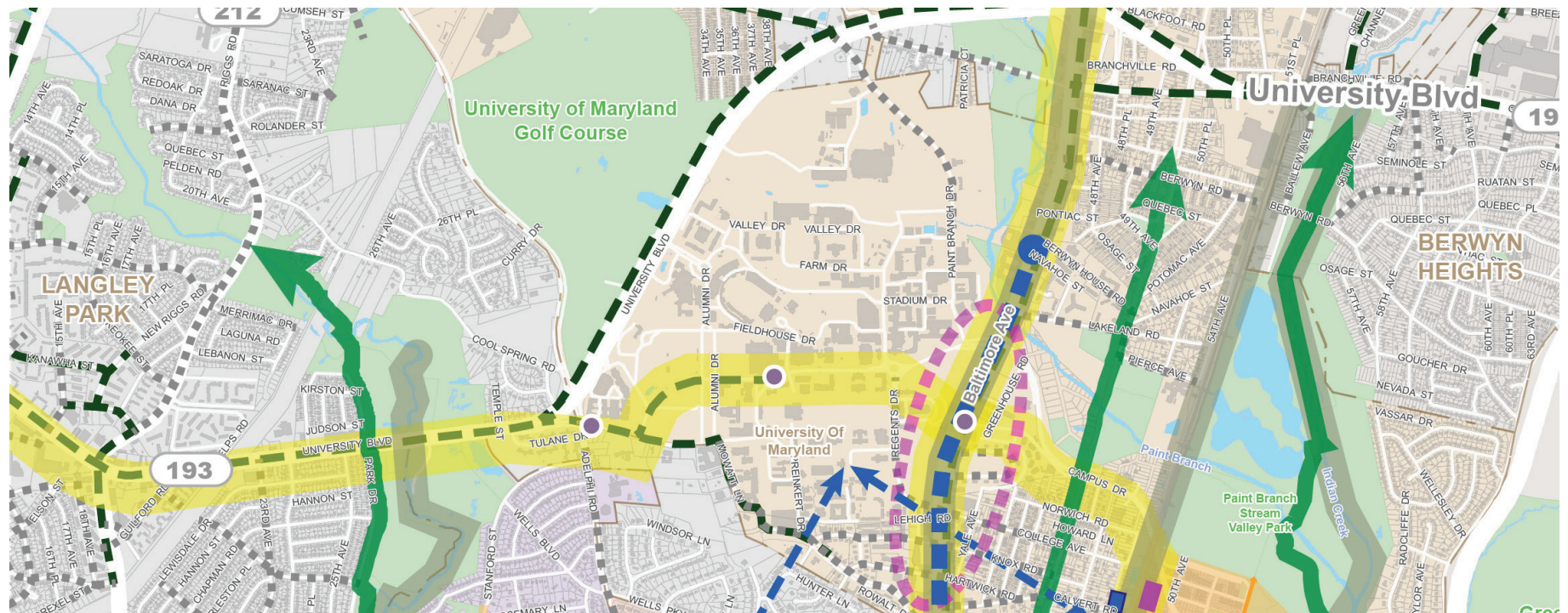
The strategies with the highest-yield opportunity outcome and the greatest level of change involved for implementation are likely to take longer to guide, promote, and ultimately implement, and will likely involve greater partnership and political support, but these strategies are perhaps the study's strongest or most transformative recommendations.

# Strategies Synthesis Map




















The built environment within the study area provides ample opportunity to promote a broader range of sustainable transportation options, which can be leveraged by the municipal and County governments, and local organizations to create comprehensive access in the area. This synthesis map shows how the existing and potential network of streets, abandoned rail line, and existing and future transit nodes can be used to increase sustainable and equitable access to destinations both within the neighborhood and the region. The map demonstrates how new coordination between agencies and management of transportation resources will increase convenience, comfort, and utility of multimodal transportation options in the area.

The study area for this urban transformation focuses on the neighborhoods and rail stations connected across the US 1 (Baltimore Avenue) corridor from approximately University Drive in the north to Rhode Island Avenue in the south, and bounded by the Paint Branch Stream Valley and Northwest Branch natural areas to the east and west, respectively. In addition to Prince George's County, it includes areas under the jurisdiction of the University of Maryland, the cities of College Park and Hyattsville, and the towns of Riverdale Park and University Park. Rail stations within the study area included the Riverdale MARC, College Park MARC and Metrorail, Prince George's Plaza Metrorail, and West Hyattsville Metrorail stations. Lastly, the study area includes the future Purple Line stations in the Discovery District and the Mall at Prince Georges.

While most strategies included in the Transportation Action Guide for Urban Communities are broadly relevant to other Prince George's County neighborhoods and areas, the application of these strategies rely on the physical, market, and administrative conditions present at the time of this analysis

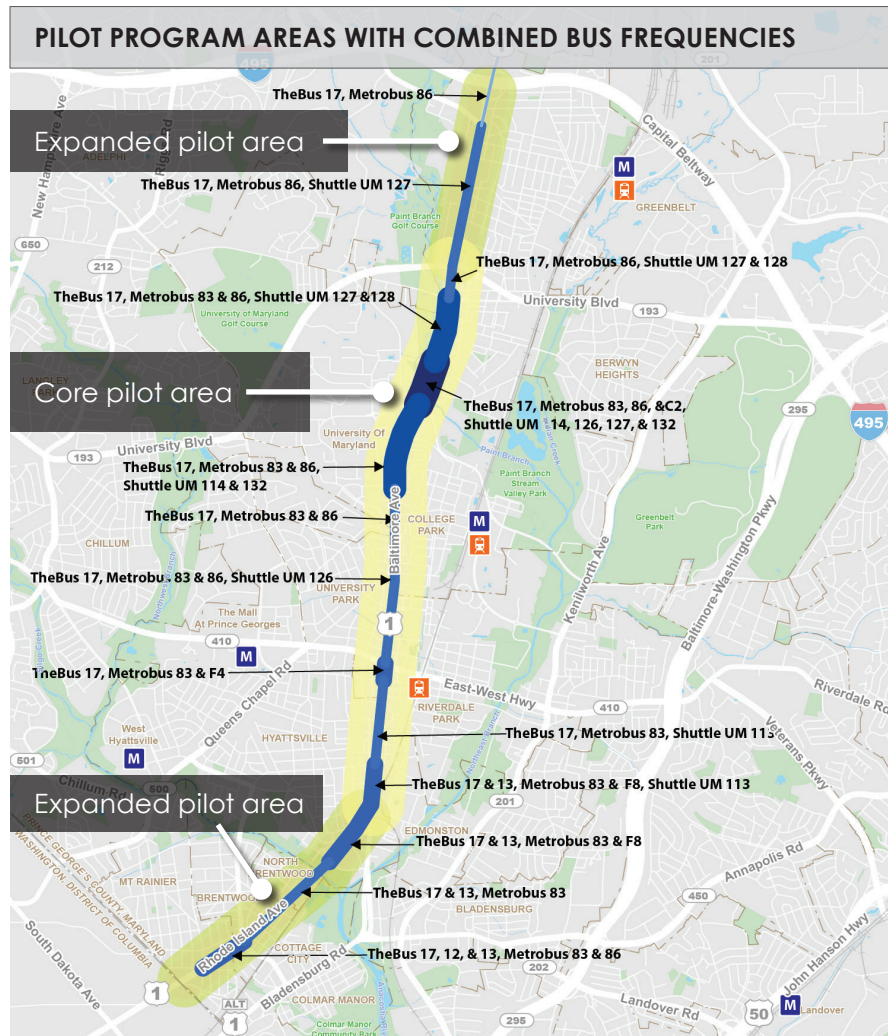




-  Parking District/TIF District (7.1)
-  Increased Public Parking Supply (5.1, 5.2, 5.3)
-  Shared Parking (UMD and WMATA) (6.2)
-  Transit Connection between UMD and Shared Parking at Metro Stations (1.2, 6.2)
-  "No Wrong Bus" Fare Reciprocity Zone (1.1, 1.3)
-  West of College Park Metro Bus Bay Space (1.4)
-  TOD Areas (TDDP Transit Districts)
-  New Street Connections (3.1, 4.1)
-  Metro Station
-  MARC Station
-  Planned Purple Line Stop
-  Leveraging the Trail Network (2.6)
-  Neighborhood Bike Boulevard Systems (2.4)
-  Barriers to Biking and Walking (2.1)
-  Recently Constructed Crossing of Hard Barrier (2.1)
-  Interagency Coordination for Street Design (3.2)
-  Planned Shared Roadway
-  Planned Bike Lane
-  Planned Trail / Shared Use Path

# 1.1 US 1 Corridor Transit Fare Reciprocity Program

Explore a pilot program providing a set of users in the US 1 corridor universal access to all buses passing along and around the corridor.



## RECOMMENDATION HIGHLIGHTS

- Issue a single fare medium to a select set of users.
- Allow bus trips within (or originating in) the study area with use of all fare products, excluding transfers to Metrorail.
- Prioritize UMD and Discovery District communities for distributing fare media/products.
- Encourage use through branding such as 'No Wrong Bus.'

## IMPLEMENTATION GUIDANCE

<b>Problem description</b>	High-density bus services are operated by different providers and are subject to different fare structures and conditions for access. Short-trip use of transit could be increased with a unified fare product, allowing universal access to buses.
<b>Focus location for the strategy</b>	Central US 1 corridor, generally between I-495 and areas south of Hyattsville; pilot could begin between MD 193 and the Hyattsville Arts District and expand if successful.
<b>Lead Agency</b>	WMATA
<b>Support Agencies</b>	DPW&T; University of Maryland Department of Transportation Services (UMDDOTS)
<b>Balance of Challenges and Opportunities</b>	<p><b>High-Yield:</b> Fare medium distribution is complex; interagency reimbursements require detailed data analysis</p> <p style="text-align: right;">OPPORTUNITY</p> <p style="text-align: right;">● ● ●</p>
<b>Degree of Change</b>	<p><b>Major:</b> Will involve coordination with all transit service providers, not just Prince George's DPW&amp;T and WMATA.</p> <p style="text-align: right;">CHANGE</p> <p style="text-align: right;">● ● ●</p>
<b>Related Recommendations</b>	<p>1.2 (WMATA Partnership with UMDDOTS)</p> <p>1.4 (West Side Access to College Park Metrorail)</p>

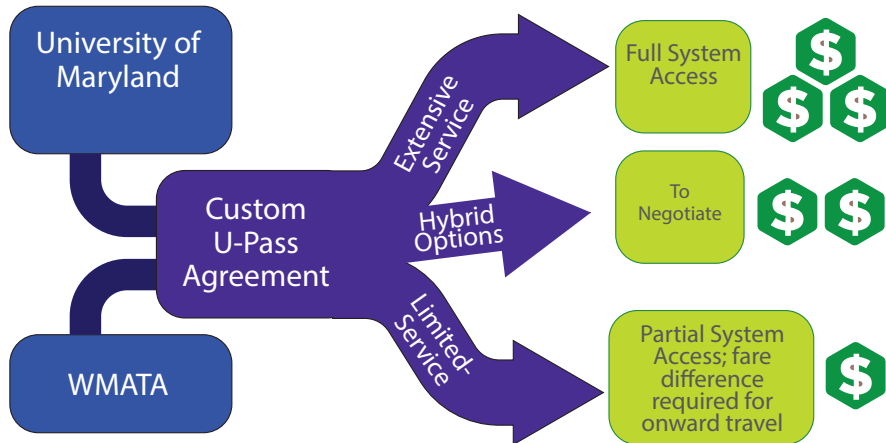


## 1.2 WMATA-UMD Universal Access Partnership

Find ways to partner with WMATA for all UMD students to encourage shift from Shuttle UM to Metrobus on US 1.

A less intensive version of WMATA's U-Pass program not allowing full system access may be more appropriate for a partnership with UMD.

Photo credit: WMATA



### RECOMMENDATION HIGHLIGHTS

Revisit past discussions on universal access agreements.

Consider limited scenarios that do not include Metrorail access, potentially lowering cost to UMD.

With a combined fare media product (see Recommendation 1.1), Metrobus service of UMD community traffic allows shuttle program resources to be redistributed.

### IMPLEMENTATION GUIDANCE

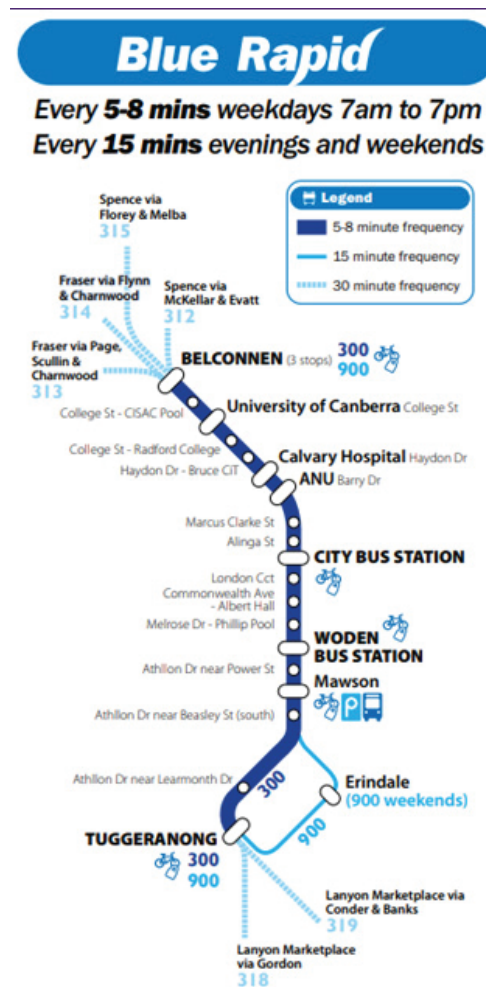
<b>Problem description</b>	WMATA and UMD have not yet reached an agreement on universal access pricing, but standards and expectations might be high. More limited progress in mode shift might be made for a more limited cost.	
<b>Focus location for the strategy</b>	US 1 Corridor	
<b>Lead Agency</b>	WMATA and UMDDOTS in partnership	
<b>Support Agencies</b>	WMATA and UMDDOTS in partnership	
<b>Balance of Challenges and Opportunities</b>	<b>Medium-Yield:</b> Little to moderate expected increase in WMATA operating costs, but increase in revenue	<b>OPPORTUNITY</b> ● ● ●
<b>Degree of Change</b>	<b>Minor:</b> Ridership shifts allow DOTS greater flexibility in use of its revenue and resources, including TDM programs	<b>CHANGE</b> ● ● ●
<b>Related Recommendations</b>	1.1 (Fare Reciprocity) 6.2 (WMATA-UMD Shared Parking Agreement)	

## 1.3 Consolidated Service Planning on US 1 corridor

TheBus takes on coordination role for all bus services using US 1 to reduce effective headways.

Consolidated service planning can allow a corridor with common branding for users, emphasizing frequency and different types of service (such as local or express) as common transit on the US 1 corridor. The example to the right is a similar approach used in Canberra, Australia.

Image credit: Transport Canberra



## RECOMMENDATION HIGHLIGHTS

Prince George's DPW&T assesses all service along the corridor and provides recommendations for different operators.

DPW&T service (TheBus) is envisioned to assume local service; WMATA (Metrobus) provides limited-stop service.

DPW&T also provides recommendations for UMD DOTS shuttle service to reduce overlap.

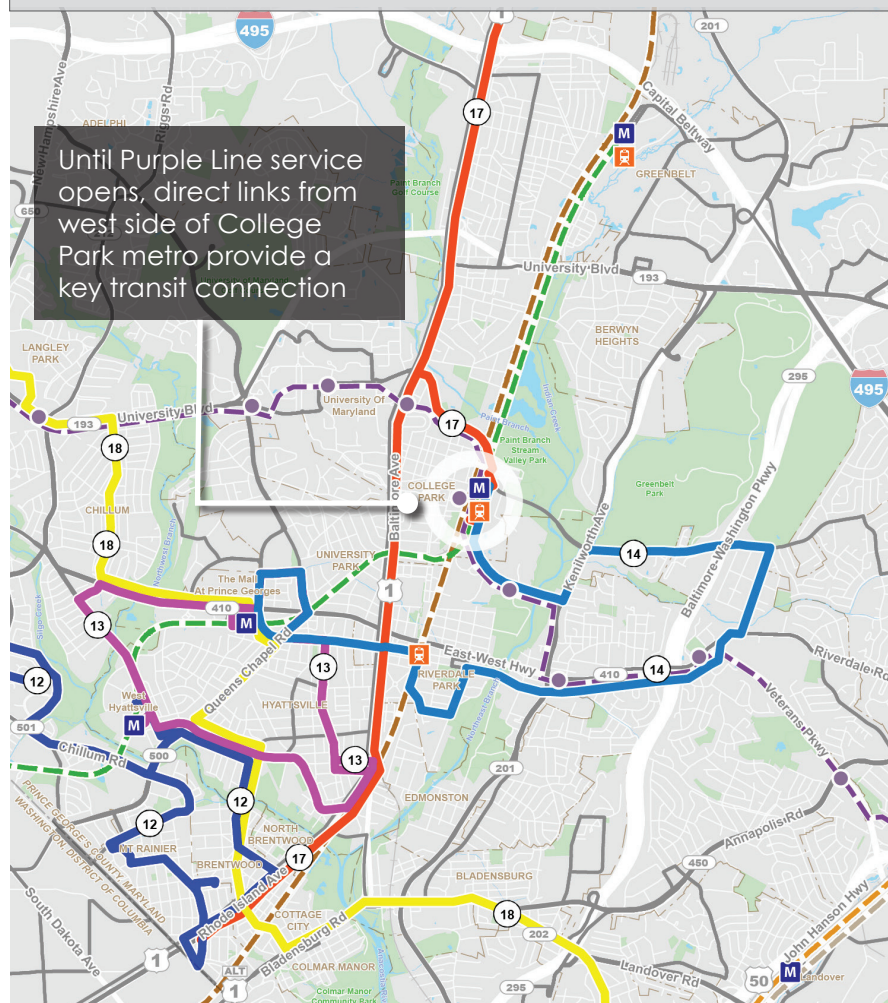
## IMPLEMENTATION GUIDANCE

<b>Problem description</b>	Different transit services overlap and compete for riders, even though fare and access structures are different for each. Coordination could allow greater efficiency, and even reductions, in service among individual operators.
<b>Focus location for the strategy</b>	General study area as a pilot location, with focus on US 1 corridor
<b>Lead Agency</b>	Prince George's County DPW&T
<b>Support Agencies</b>	WMATA; UMDDOTS
<b>Balance of Challenges and Opportunities</b>	<b>High-Yield:</b> Little cost involved other than staff resources; potential for streamlined operations <b>OPPORTUNITY</b>
<b>Degree of Change</b>	<b>Major:</b> Assigns a new set of responsibilities; requires MOUs between agencies and regular discussion/working group structure, sharing of data, and reporting <b>CHANGE</b>
<b>Related Recommendations</b>	<b>1.1</b> (Pilot Fare Reciprocity Program) <b>1.2</b> (WMATA Partnership with UMD)

# 1.4 College Park Metrorail West Side Bus Access

Re-open the west side of the College Park-UMD metrorail to bus and UMD shuttle access. This will be piloted during Purple Line construction and can be extended if there are good results.

UMD AND THE BUS ROUTES AT AND AROUND COLLEGE PARK STATION



## RECOMMENDATION HIGHLIGHTS

- Allow west-side bus bays to be used for select vehicles.
- Prioritize UMD shuttle routes for use of bays.
- Allow smaller vehicles operated by Metrobus and TheBus.

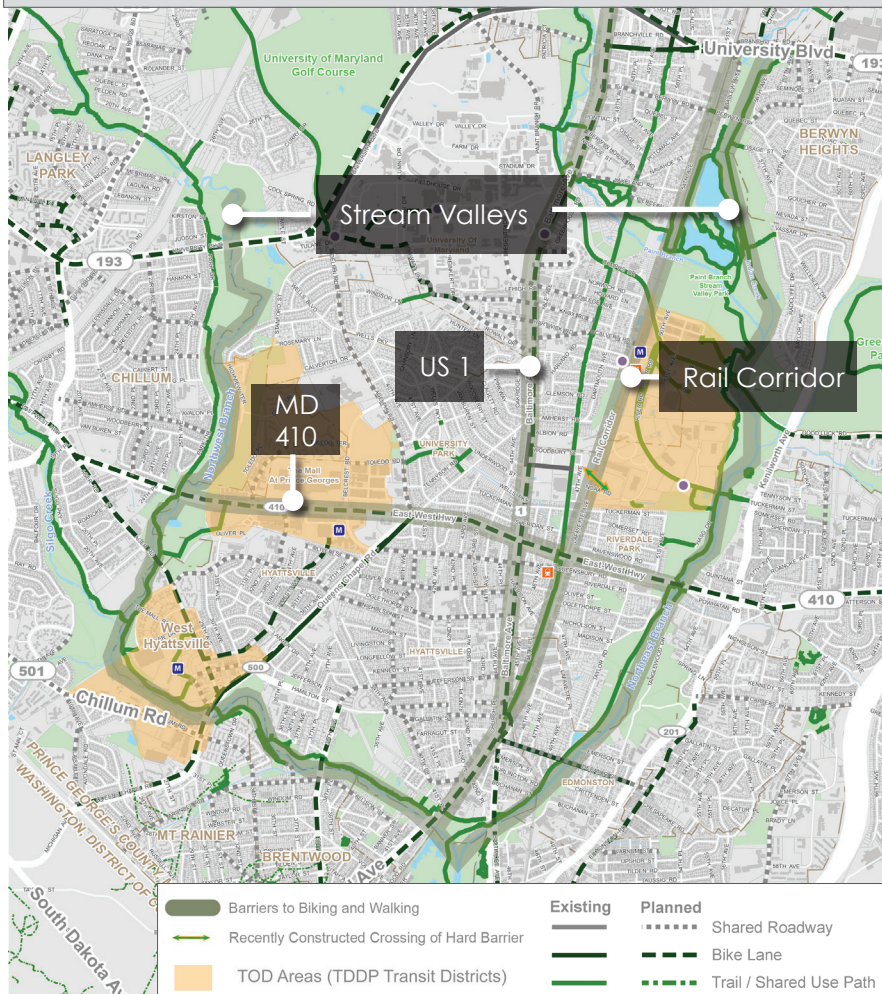
## IMPLEMENTATION GUIDANCE

<b>Problem description</b>	UMD could increase transit access to and from the campus with more direct shuttle connections, limiting indirect routes, reducing travel time and costs per revenue hour.
<b>Focus location for the strategy</b>	Old Town College Park and College Park-UMD Metrorail/MARC station
<b>Lead Agency</b>	City of College Park
<b>Support Agencies</b>	UMDDOTS; WMATA; DPW&T
<b>Balance of Challenges and Opportunities</b>	<p><b>High-Yield:</b> Reinstating service requires political effort, but has potentially significant transit ridership impacts.</p> <p style="text-align: right;">OPPORTUNITY</p>
<b>Degree of Change</b>	<p><b>Medium:</b> This will involve coordination with all transit service providers, not just WMATA and DPW&amp;T. Will also require City of College Park approval regarding vehicle limitations through neighborhoods along Calvert Road.</p> <p style="text-align: right;">CHANGE</p>
<b>Related Recommendations</b>	<p>1.1 (Pilot Fare Reciprocity Program)</p> <p>1.2 (WMATA Partnership with UMD)</p>

## 2.1 Overcome hard barriers to bicycle and pedestrian travel

Systematically identify and implement additional crossings of “hard barriers,” such as stream valleys and rail corridors (also includes arterial crossings as noted in strategy 2.2).

### LOCATION OF HARD BARRIERS



### RECOMMENDATION HIGHLIGHTS

Inventory distance between stream and rail crossings and focus list of capital project improvements to shorten this distance. This will likely include additional rail crossings in Riverdale Park and south of US 410, as well as the inclusion of bridges in the expansion of the trail network.

Retrofit existing street and road crossings to be comfortable for people walking and biking anywhere the existing limited crossings are unsafe or stressful for people walking or biking.

Coordinate between agencies to combine and leverage resources.

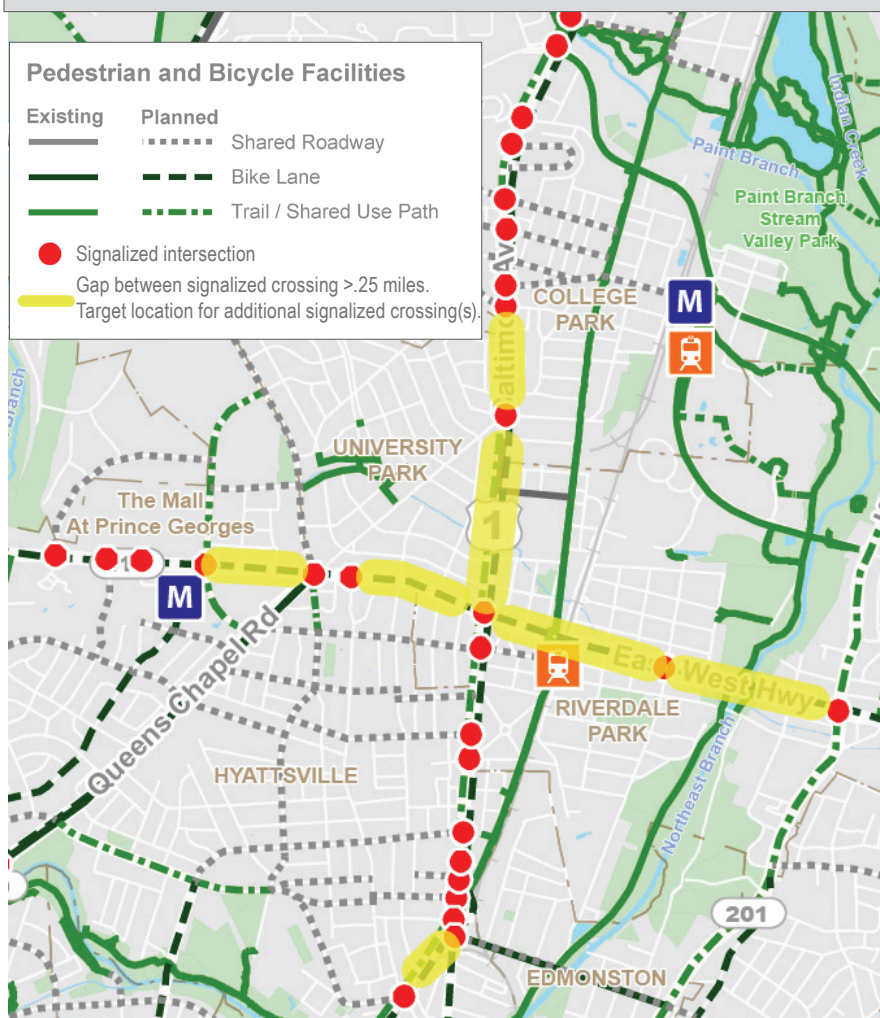
### IMPLEMENTATION GUIDANCE

<b>Problem description</b>	Practical walking and cycling routes to major destinations are interrupted by physical barriers, such as streams and rail corridors.	
<b>Focus location for the strategy</b>	Rail and stream corridors between Riverdale Park and College Park and between College Park neighborhoods and the university campus	
<b>Lead Agency</b>	M-NCPPC Planning	
<b>Support Agencies</b>	DPW&T; Municipalities; MDE; CSX Transportation; Department of Parks and Recreation	
<b>Balance of Challenges and Opportunities</b>	<p><b>Medium-Yield:</b> Some cost involved in addition to staff resources to identify projects; projects identified may be costly</p>	<p><b>OPPORTUNITY</b></p>
<b>Degree of Change</b>	<p><b>Medium:</b> Cost of capital projects could be high, and coordination needs are extensive, especially with CSX; however, most projects fit within existing agency roles and responsibilities</p>	<p><b>CHANGE</b></p>
<b>Related Recommendations</b>	<p>2.2 (Protected Crossings Every Quarter-Mile)                  2.3 (Neighborhood Bicycle Boulevard Program)                  3.1 (Connections to Local Amenities)</p>	

## 2.2 Protected Crossings of US 1 Every Quarter-Mile

Work with MDOT SHA to locate additional signalized crossings or beacons, aiming for signal-protected crossings every quarter mile. Build on the pedestrian features MDOT SHA has been adding along US 1 in Hyattsville.

### LOCATION OF PROTECTED CROSSING GAPS



### RECOMMENDATION HIGHLIGHTS

Identify locations that do not currently have signals or beacons but have high pedestrian volumes; conduct counts to see if they meet existing warrants.

Work with MDOT SHA to establish a policy for the study area to expand or complement other signal spacing and traffic control policies.

### IMPLEMENTATION GUIDANCE

<b>Problem description</b>	In key locations of the study area, the primary barriers are major thoroughfares, such as MD 410 and US 1. Safe crossings, either at intersections or mid-block locations, are critical to achieve the corridor's potential for walking to serve short trips.
<b>Focus location for the strategy</b>	General study area as a pilot location with focus opportunities at Mall at Prince Georges and US 1 corridor in College Park
<b>Lead Agency</b>	M-NCPPC Planning
<b>Support Agencies</b>	MDOT SHA, Municipalities, Prince George's County DPW&T, MNCPPC DPR
<b>Balance of Challenges and Opportunities</b>	<b>Medium-Yield:</b> Best potential around major attractors such as University campus, mall, and Metrorail stations <div style="float: right;">  OPPORTUNITY         </div>
<b>Degree of Change</b>	<b>Minor:</b> Consistent with area plans; notable changes may come through installation of mid-block locations <div style="float: right;">  CHANGE         </div>
<b>Related Recommendations</b>	<b>2.1</b> (Overcome Hard Barriers) <b>2.3</b> (Neighborhood Bicycle Boulevard Program)

## 2.3 Neighborhood Bicycle Boulevard Program

Adopt and implement a widespread neighborhood bike boulevard strategy connecting major low stress bike travel spines. Riverdale Park, in particular, has an opportunity to use its local street network to connect to existing low stress streets and planned bicycle boulevards in College Park, University Park, and Hyattsville.

### POTENTIAL BIKE BOULEVARDS IN THE STUDY AREA



#### Pedestrian and Bicycle Facilities



### RECOMMENDATION HIGHLIGHTS

Use mostly-bike-friendly streets as a basis for establishing a connected system of routes.

Orient signage, wayfinding, and traffic calming policies and applications to support bicycle travel.

Do not use bicycle boulevard program as substitute for bike accommodation on key thoroughfares, but rather as support.

### IMPLEMENTATION GUIDANCE

<b>Problem description</b>	Local street network off of major thoroughfares, especially off of US 1, does not offer many direct candidates for bicycle travel, but does offer many lower-volume, lower-speed streets.
<b>Focus location for the strategy</b>	General study area; focus areas include neighborhoods on either side of US 1 in College Park and Hyattsville
<b>Lead Agency</b>	M-NCPPC Planning
<b>Support Agencies</b>	Municipalities; MDOT SHA; M-NCPPC Department of Parks and Recreation (DPR)
<b>Balance of Challenges and Opportunities</b>	<p><b>Medium-Yield:</b> Capital projects relatively low-cost; potential for mode shift increased when coordinated with other safety-based recommendations</p> <p style="text-align: right;">OPPORTUNITY</p> <p style="text-align: right;"></p>
<b>Degree of Change</b>	<p><b>Minor:</b> Follows a general complete streets approach already consistent with many adopted area plans</p> <p style="text-align: right;">CHANGE</p> <p style="text-align: right;"></p>
<b>Related Recommendations</b>	<p><b>2.4</b> (Bicycle-Pedestrian Wayfinding Program)</p> <p><b>2.5</b> (Always Open Trail Network)</p>

## 2.4 Bicycle and Pedestrian Wayfinding Program

Use wayfinding to navigate to destinations and across barriers, coordinating with key partners who represent major origin and destination districts.

Standard MUTCD bicycle wayfinding sign in Atlanta, Georgia.

Photo credit: [pedbikeimages.org/](http://pedbikeimages.org/)  
Lisa Safstrom



Sculptural wayfinding on the Rhode Island Avenue Trolley Trail in Prince George's County.

Photo credit: <http://hycdc.org/>



### RECOMMENDATION HIGHLIGHTS

Create inventory and develop a signage and wayfinding program that is easily reproduced by multiple agencies.

Commit to regular funding of implementation and include requests in development review process.

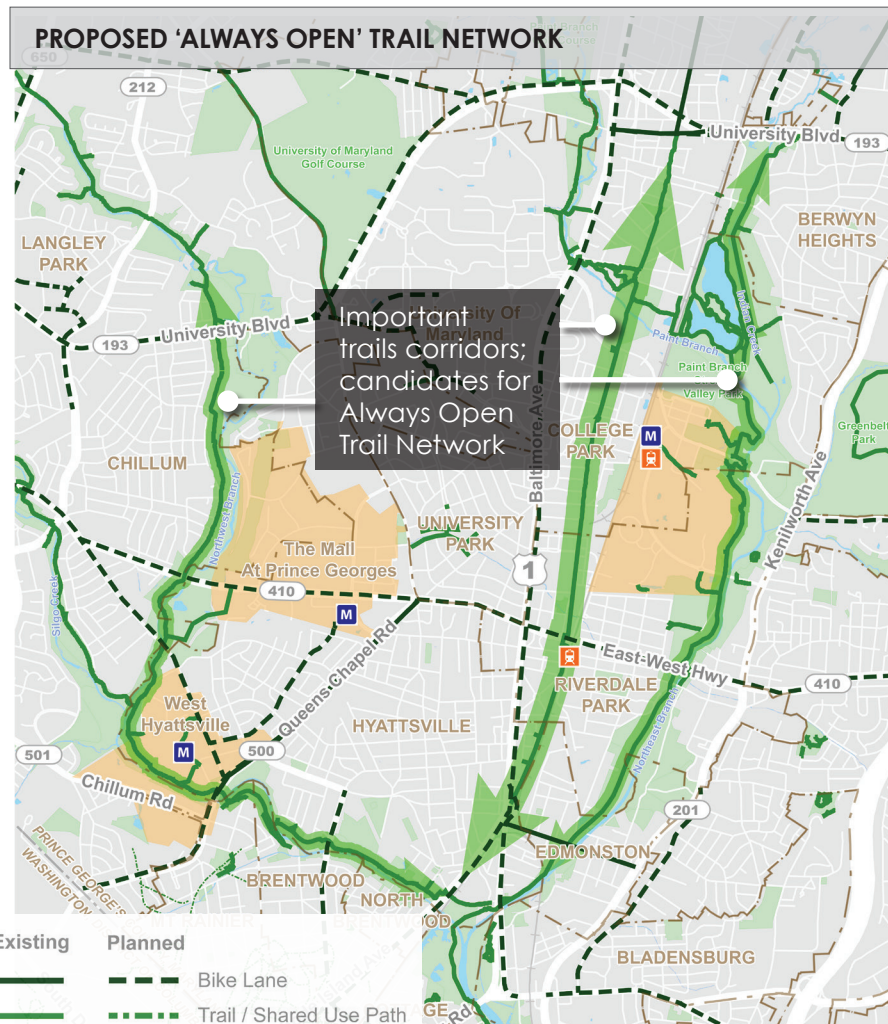
Coordinate with UMD, WMATA, and other agencies to place broader wayfinding signs at key locations with existing systems.

### IMPLEMENTATION GUIDANCE

<b>Problem description</b>	The reality of a suburban street network means that a complete network will include non-direct routes. Pedestrians and cyclists need additional guidance for route continuity to major destinations.
<b>Focus location for the strategy</b>	General study area; focus areas may be between Metrorail stations and major destinations
<b>Lead Agency</b>	M-NCPPC Planning
<b>Support Agencies</b>	WMATA; UMD; Municipalities; MDOT SHA; DPW&T; M-NCPPC DPR
<b>Balance of Challenges and Opportunities</b>	<b>High-Yield:</b> Little cost involved, with an established system allowing developer contributions through review process <div style="float: right; text-align: center;"> <b>OPPORTUNITY</b>  </div>
<b>Degree of Change</b>	<b>Minor:</b> Follows basic agency responsibilities for signage, and allows additional potential developer contributions <div style="float: right; text-align: center;"> <b>CHANGE</b>  </div>
<b>Related Recommendations</b>	<b>2.1</b> (Overcome Hard Barriers) <b>2.3</b> (Neighborhood Bicycle Boulevard Program)

## 2.5 'Always Open' Trail Network

Create a continuous 24-hour connection trail network with lighting and personal security features; trail adjacent parcel owners orient development to the trail to make it an active, watched space.



### RECOMMENDATION HIGHLIGHTS

- Identify trail segments where after dark use is needed to serve and encourage bicycle and pedestrian transportation.
- Make minor potential changes to zoning ordinance and design review guidance to address trail-adjacent new developments.
- Document trail use need, safety, security, and operational impacts. Develop action plans based on analysis of the situation.
- Implement County-led enhancement assistance for existing development adjacent to trails.

### IMPLEMENTATION GUIDANCE

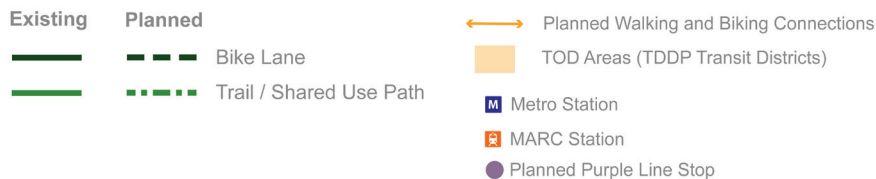
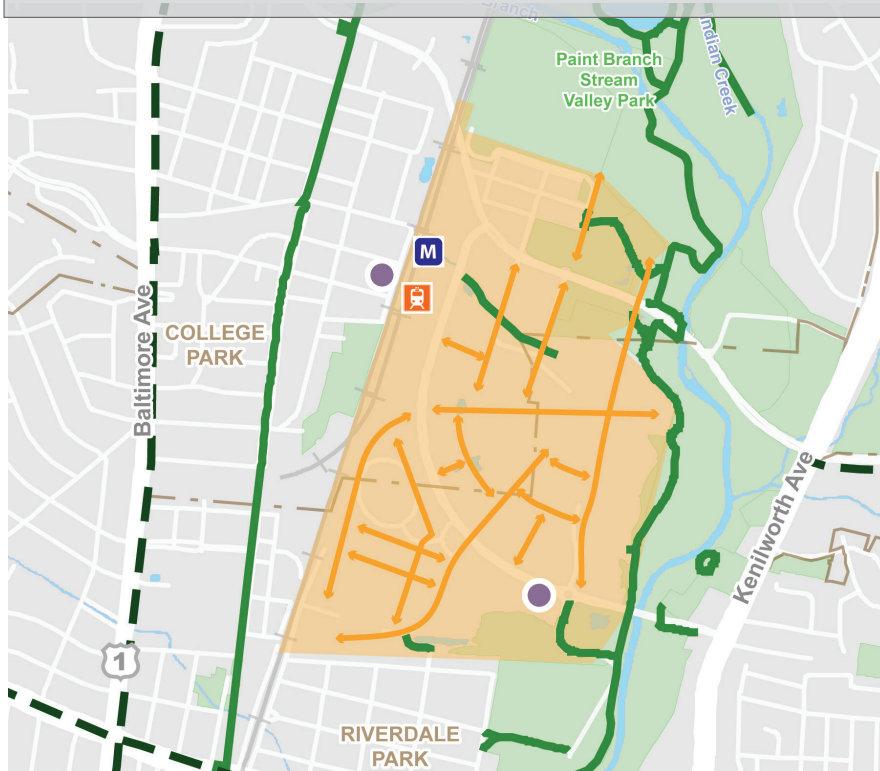
<b>Problem description</b>	Current trail network includes locations adjacent to rail corridors or developments that may not feature user-oriented, safety-minded environmental design.
<b>Focus location for the strategy</b>	General study area
<b>Lead Agency</b>	M-NCPPC Planning
<b>Support Agencies</b>	Municipalities; WMATA; UMD; DPW&T
<b>Balance of Challenges and Opportunities</b>	<p><b>Medium:</b> Lighting projects can be costly; coordination of agencies for development review may be possible without formal changes to zoning or other adopted standards</p> <p>OPPORTUNITY</p> <p>● ● ●</p>
<b>Degree of Change</b>	<p><b>Minor:</b> Better lighting and safety conditions on trails is a general best practice but is a policy change for MNCPPC DPR to achieve</p> <p>CHANGE</p> <p>● ● ●</p>
<b>Related Recommendations</b>	<p><b>2.3</b> (Neighborhood Bicycle Boulevard Program)</p> <p><b>2.4</b> (Bicycle-Pedestrian Wayfinding Program)</p>



### 3.1 Connections to Local Amenities Program

Use this program to identify, help fund, and construct safe and comfortable pedestrian and bike paths across surface parking lots, large parcels, and properties adjacent to the trail.

#### EXAMPLE CONNECTIONS THROUGH DISCOVERY DISTRICT



#### RECOMMENDATION HIGHLIGHTS

Program with transportation-based funding designed to formalize public connections through large parcels.

Connections may be through easements or other negotiated agreements and should follow public street or trail design standards wherever possible and feature signage/wayfinding.

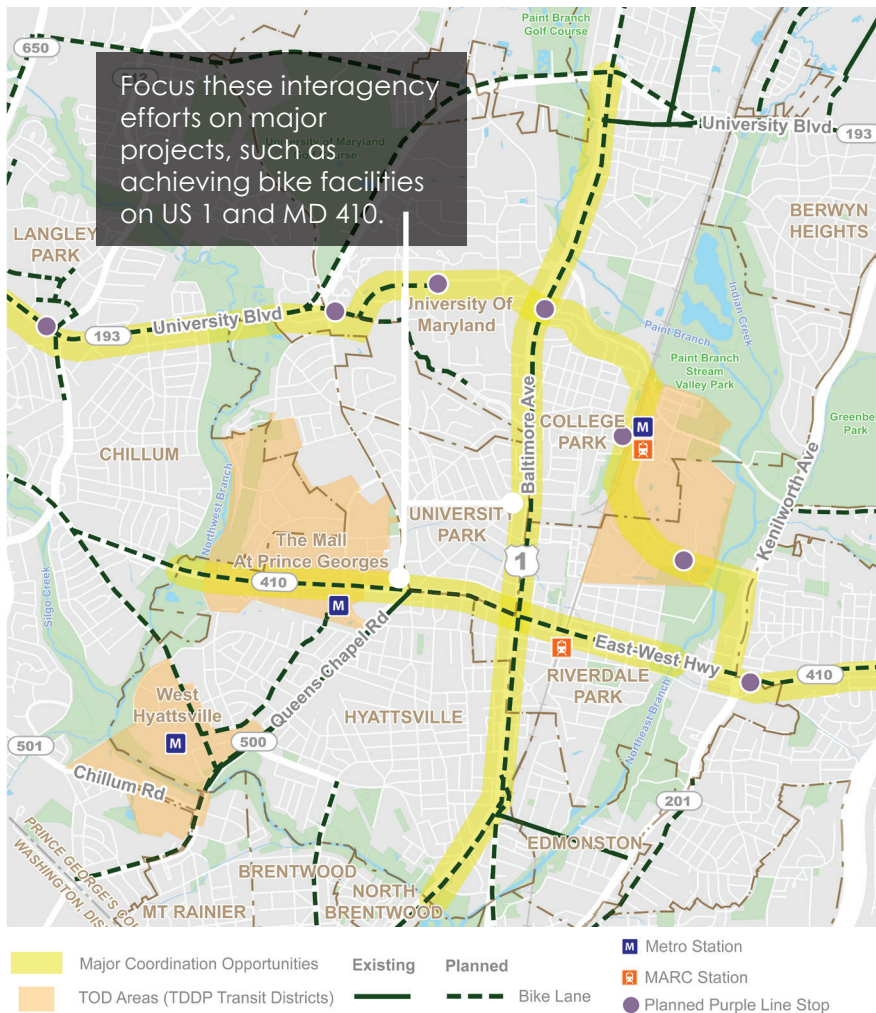
New development to address this condition through zoning requirements for block dimensions and connectivity.

#### IMPLEMENTATION GUIDANCE

<b>Problem description</b>	Development on larger parcels often provides no additions to a local street network. This means that development relies on major thoroughfares for all kinds of local access, as well as for mobility throughout the larger area.
<b>Focus location for the strategy</b>	General study area
<b>Lead Agency</b>	M-NCPPC Planning
<b>Support Agencies</b>	Municipalities; DPW&T; M-NCPPC DPR
<b>Balance of Challenges and Opportunities</b>	<p><b>Medium-Yield:</b> Most connections expected to be funded by County and other public agencies; requires broad use to achieve significant mode shift</p> <p>OPPORTUNITY</p>
<b>Degree of Change</b>	<p><b>Minor:</b> No significant realignment of current agency roles or responsibilities; program is a proactive step to 'soften' built environment</p> <p>CHANGE</p>
<b>Related Recommendations</b>	<p>2.1 (Overcome Hard Barriers)</p> <p>2.2 (Protected Crossings Every Quarter-Mile)</p> <p>2.3 (Neighborhood Bicycle Boulevard Program)</p>

## 3.2 Street Design ‘Red Team’

This is an interagency process to develop and implement high-profile street design projects from Transit District Development Plans (TDDPs) and other adopted area plans.



### RECOMMENDATION HIGHLIGHTS

Focus on major street design opportunities with an interagency task force.

Advance priority for major street design projects in North County to demonstrate and pilot urban retrofit policy direction in premium transit-served places.

### IMPLEMENTATION GUIDANCE

<b>Problem description</b>	Many major connections in current plans are advancing too slowly to affect mode choice away from driving. Task force focus on key projects will help to continue momentum and project development.
<b>Focus location for the strategy</b>	Purple Line corridor; US 1 and MD 410 corridors to realize safety and bicycling enhancement projects called for in plans
<b>Lead Agency</b>	M-NCPPC Planning
<b>Support Agencies</b>	MDOT/SHA; Municipalities; MTA and WMATA for current and future transit integration
<b>Balance of Challenges and Opportunities</b>	<p><b>High-Yield:</b> Focus is on key transformative projects expected to close gaps in non-driving travel networks and to help achieve significant mode shift</p> <p>OPPORTUNITY</p>
<b>Degree of Change</b>	<p><b>Moderate:</b> Mostly reflects commitment of political support for projects; funding needed for implementation</p> <p>CHANGE</p>
<b>Related Recommendations</b>	<p>2.2 (Protected Crossings Every Quarter-Mile)</p> <p>2.3 (Neighborhood Bicycle Boulevard Program)</p>

## 4.1 High-Quality Pedestrian Realm through Design Review

Use new zoning, existing APF and urban design review for a more consistent, high quality pedestrian realm.



Right and below: Prince George's Plaza TDDP Master Plan Concept and Vision.



### RECOMMENDATION HIGHLIGHTS

Take a stronger position on high-quality urban design.

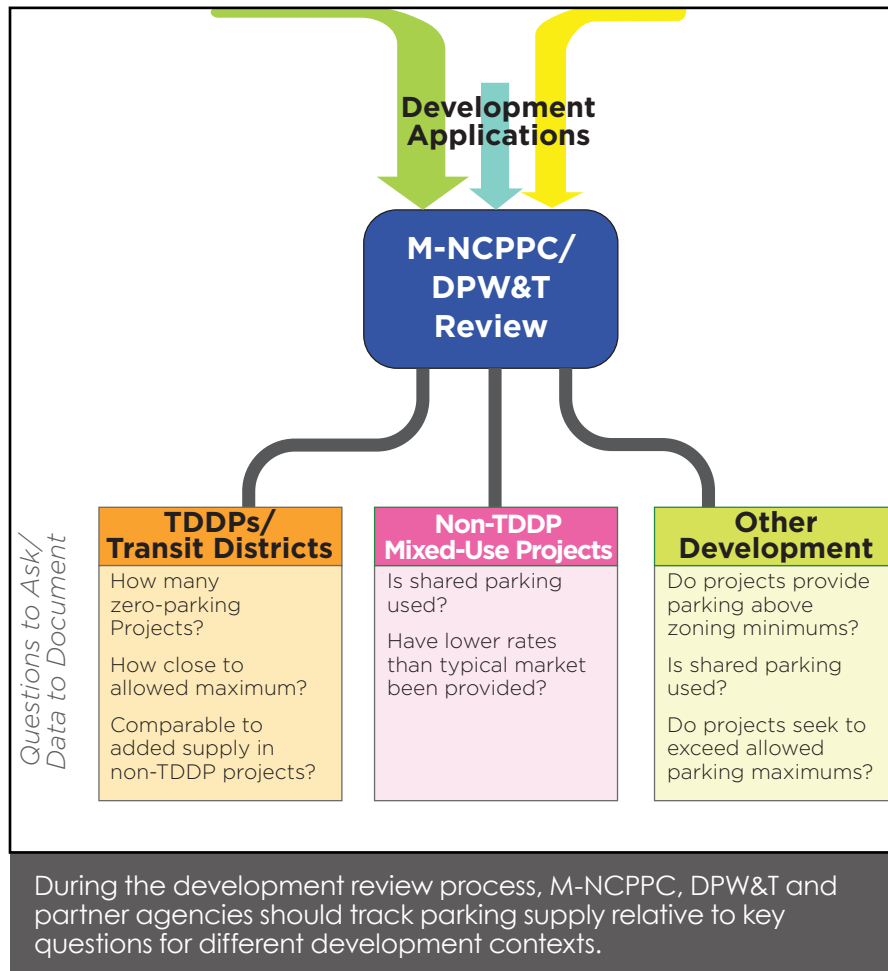
Combine with other recommendations, such as parking management and public-private finance models, to focus developer contributions and use public support to reduce developer costs.

### IMPLEMENTATION GUIDANCE

<b>Problem description</b>	Though some recent developments are more walkable, urban design is not achieving full potential due to large setbacks, front-loaded parking, and separation of ground floor uses from sidewalks.
<b>Focus location for the strategy</b>	Transit station areas and along key corridors (especially US 1)
<b>Lead Agency</b>	M-NCPPC Planning
<b>Support Agencies</b>	Municipalities; DPW&T
<b>Balance of Challenges and Opportunities</b>	<p><b>High-Yield:</b> Commitment to TDDP and other area plan recommendations. Communicate that the County is serious about high quality design.</p> <p>OPPORTUNITY</p>
<b>Degree of Change</b>	<p><b>Moderate:</b> Consists primarily of strengthened staff recommendations and political support</p> <p>CHANGE</p>
<b>Related Recommendations</b>	<p>3.2 (Street Design 'Red Team')</p> <p>5.2 (Central Broker of Shared Parking Arrangements)</p> <p>7.1 (Creative Financing for Multimodal Improvements)</p>

## 4.2 Monitor Development Parking Supply Additions

Track and report whether developments in transit-oriented and activity district zones are providing zero parking or parking substantially below previous minimum requirements.



### RECOMMENDATION HIGHLIGHTS

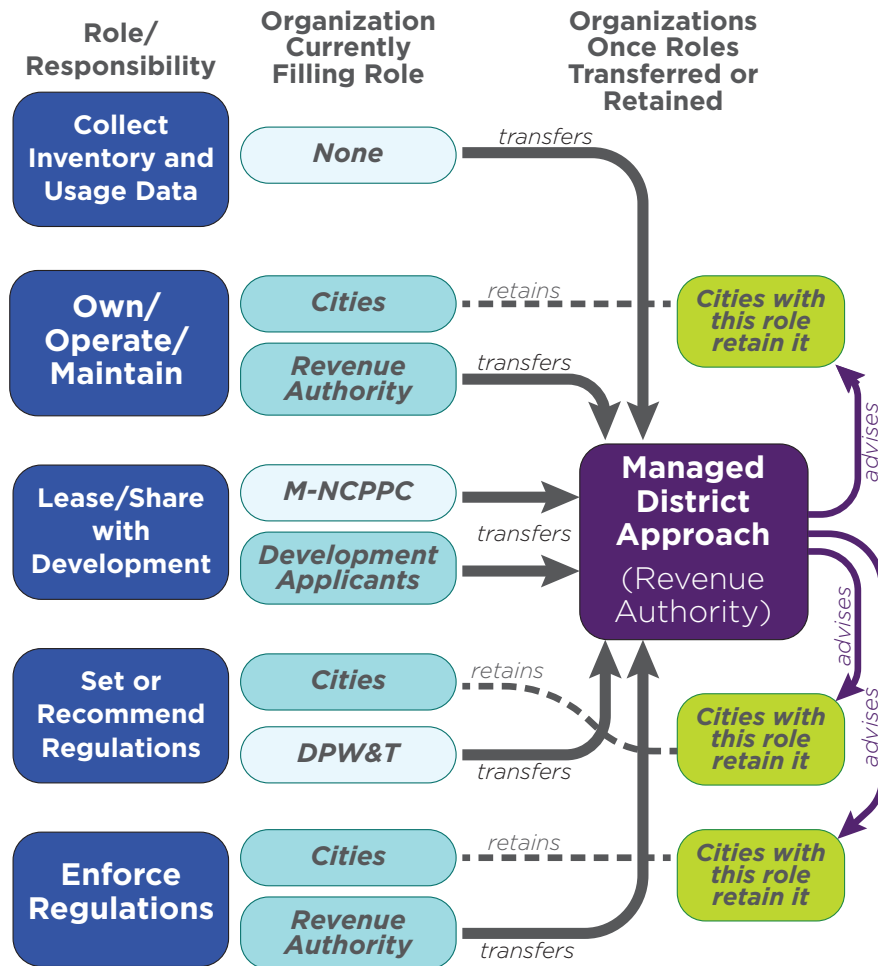
- As part of development review process, keep records of how much parking developments provide.
- Track trends, especially related to development near rail stations.
- Consider administrative changes to zoning ordinance and other regulations to reflect market reality.

### IMPLEMENTATION GUIDANCE

<b>Problem description</b>	Zoning regulations have reduced or eliminated minimum parking requirements in certain locations, though the development market has not yet responded accordingly.
<b>Focus location for the strategy</b>	TDDP areas and new zoning districts around transit stations and activity centers
<b>Lead Agency</b>	M-NCPPC Planning
<b>Support Agencies</b>	DPW&T, Revenue Authority of Prince George's County, Redevelopment Authority; Municipalities
<b>Balance of Challenges and Opportunities</b>	<p><b>Medium-Yield:</b> No substantial cost involved; data points and understanding help to inform future public policy decisions</p> <p>OPPORTUNITY</p> <p>● ● ●</p>
<b>Degree of Change</b>	<p><b>Minor:</b> No new roles or responsibilities with existing agencies, and may already be documented with larger-scale developments</p> <p>CHANGE</p> <p>● ● ●</p>
<b>Related Recommendations</b>	<p><b>5.1</b> (County Parking Management Program)</p> <p><b>5.2</b> (Central Broker of Shared Parking Arrangements)</p>

# 5.1 County Parking Management Program

Realign roles and responsibilities within existing departments to create a central parking authority that balances public and private parking supply and needs.



## RECOMMENDATION HIGHLIGHTS

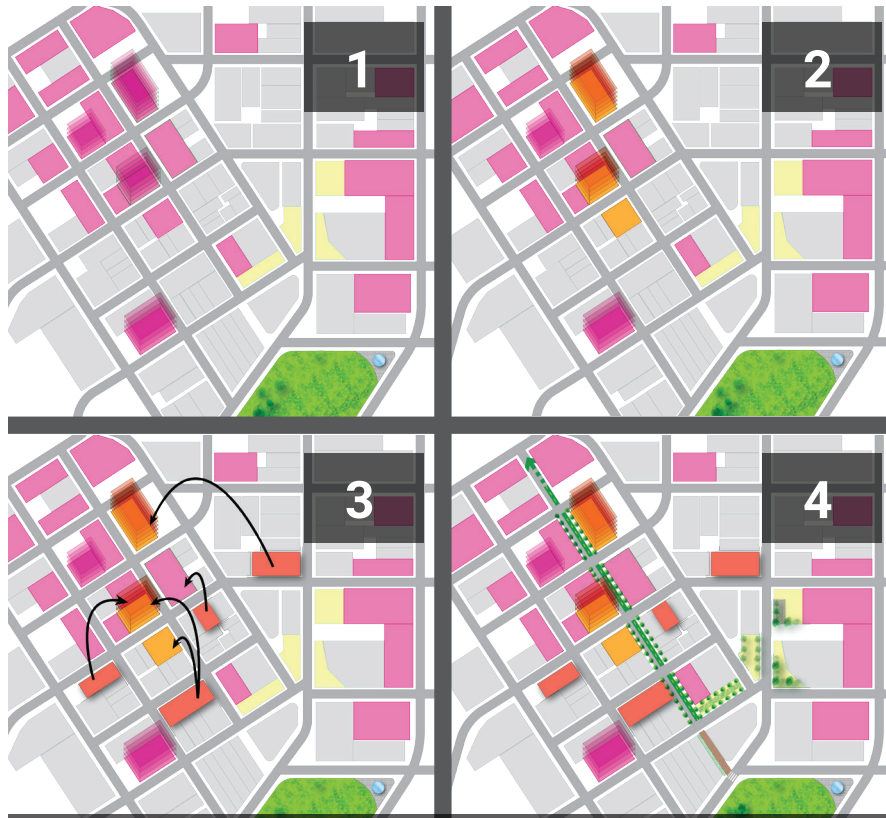
- Empower the Revenue Authority to manage County parking facilities and undertake inventory data collection.
- Use inventory information to serve as a 'central broker' that can proactively help developers form shared parking arrangements.
- Map out current roles and responsibilities in County parking administration, maintenance, and enforcement.

## IMPLEMENTATION GUIDANCE

<b>Problem description</b>	No county-based coordination on parking supply and demand leads to developments continuing to self-park at market-standard rates.
<b>Focus location for the strategy</b>	General study area as a pilot location; focus opportunities at Prince George's Plaza Metrorail/Mall at Prince George's and West Hyattsville Metrorail districts
<b>Lead Agency</b>	Revenue Authority of Prince George's County
<b>Support Agencies</b>	M-NCPPC Planning
<b>Balance of Challenges and Opportunities</b>	<b>High-Yield:</b> Little cost involved other than staff resources; potential for streamlined development is much greater <span style="float: right;">OPPORTUNITY</span>
<b>Degree of Change</b>	<b>Major:</b> Assigns a new set of responsibilities; changes development review procedures to help new zoning align with development market <span style="float: right;">CHANGE</span>
<b>Related Recommendations</b>	<b>6.2</b> (UMD-WMATA Shared Parking Arrangement) <b>6.1</b> (Creative Financing for Multimodal Improvements)

## 5.2 Central Broker of Shared Parking Arrangements

Promote use of shared parking allowances from zoning. Support requirements by expanding the study’s parking inventory to develop a more thorough parking supply and utilization database.



Managed parking allows a central agency to foresee shared parking opportunities for new development, as shown in the process below: (1) a centrally-understood inventory allows (2) select facilities to be positioned for sharing, so that (3) new development can use this parking instead of providing its own. There is even opportunity to (4) position parking revenue for funding additional multimodal improvements.



### RECOMMENDATION HIGHLIGHTS

Use a management agency role to take a proactive position in helping developers and existing institutions/employers find shared parking opportunities.

Provide sample agreements and coordination services (assist with negotiations).

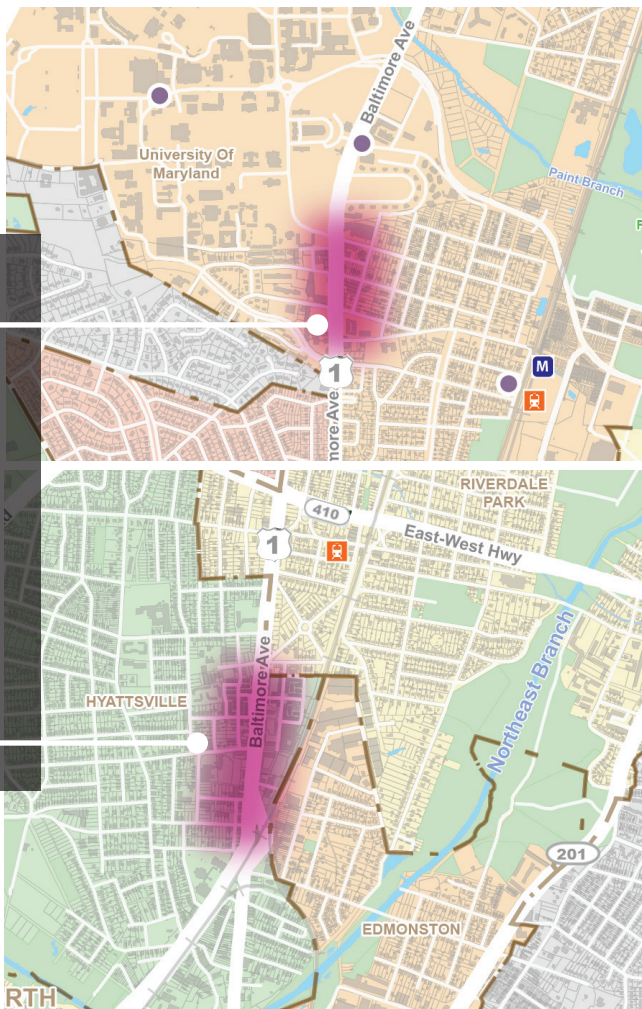
Serve as repository for arrangements, relieving M-NCPPC staff of the need to track and monitor these.

### IMPLEMENTATION GUIDANCE

<b>Problem description</b>	Shared parking is allowed through arrangements between property owners, though it is currently the development applicant’s responsibility under zoning ordinance.
<b>Focus location for the strategy</b>	General study area; pilot focus areas include US 1 corridor, Mall at Prince Georges/Prince George’s Plaza station area, and West Hyattsville station area
<b>Lead Agency</b>	Revenue Authority of Prince George’s County
<b>Support Agencies</b>	UMD; M-NCPPC Planning
<b>Balance of Challenges and Opportunities</b>	<b>High-Yield:</b> Little cost involved other than staff time and potentially added positions; may yield greater use of shared parking <span style="float: right;">OPPORTUNITY</span> 
<b>Degree of Change</b>	<b>Moderate:</b> Predicated on a management services strategy under Recommendation 5.1 <span style="float: right;">CHANGE</span> 
<b>Related Recommendations</b>	<b>5.1</b> (County Parking Management Program) <b>6.2</b> (UMD-WMATA Shared Parking Arrangement)

## 5.3 Strategic Increases in Parking Supply

Invest in public parking supply to allow for shared use to unlock the development potential of small sites and open opportunities for developer contribution negotiations.



Key focus areas are locations where high parking use drives potential neighborhood spillover.

### RECOMMENDATION HIGHLIGHTS

Add new parking in areas with high potential for sharing and high levels of occupancy of public parking.

Continue monitoring and reporting occupancy per methodology established in the Transportation Action Guide for Urban Communities.

Partner with municipalities that currently manage and enforce their own parking.

### IMPLEMENTATION GUIDANCE

<b>Problem description</b>	Developers provide parking to support projects, meaning that publicly-accessible parking continues to be site-based and potentially excessive compared to observed levels of use, working against community goals of walkability and connectivity.
<b>Focus location for the strategy</b>	US 1 Corridor, College Park and Hyattsville business districts
<b>Lead Agency</b>	Revenue Authority of Prince George's County
<b>Support Agencies</b>	M-NCPPC Planning
<b>Balance of Challenges and Opportunities</b>	<p><b>Medium-Yield:</b> Ability to promote and achieve greater sharing must be demonstrated to developers before new public supply has full potential as an investment</p> <p>OPPORTUNITY</p>
<b>Degree of Change</b>	<p><b>Major:</b> Requires commitment of substantial funding and partnerships</p> <p>CHANGE</p>
<b>Related Recommendations</b>	<p><b>5.1</b> (County Parking Management Program)</p> <p><b>5.2</b> (Central Broker of Shared Parking Arrangements)</p>

## 5.4 Invest in Technology to Optimize Parking

Enhance current and any future parking supply assets with customer-based technology solutions, such as real-time availability displays, mobile payment systems, and navigational services.

Both internal and external real-time information resources help with efficient district management.



### RECOMMENDATION HIGHLIGHTS

Parking management agencies, including County, WMATA and municipalities, invest more regularly in technology.

Use real-time reporting as a way of managing traffic impacts and congestion through elimination of unnecessary circulation.

Collect information from technology service providers as data to use for regular planning and reporting of parking performance.

### IMPLEMENTATION GUIDANCE

<b>Problem description</b>	Long-standing culture of 'one user, one space' in the corridor is not readily compatible with a more shared model of parking management and use.
<b>Focus location for the strategy</b>	General study area; pilot focus areas include downtown Hyattsville, downtown College Park, Metro stations and major employment districts with public access
<b>Lead Agency</b>	Revenue Authority of Prince George's County
<b>Support Agencies</b>	UMD; WMATA; Municipalities
<b>Balance of Challenges and Opportunities</b>	<p><b>Medium-Yield:</b> Few barriers to installation of this technology other than cost; improving user information and satisfaction is key to promoting shared parking</p> <p>OPPORTUNITY</p>
<b>Degree of Change</b>	<p><b>Low:</b> Managed and operated by the same agencies operating parking facilities</p> <p>CHANGE</p>
<b>Related Recommendations</b>	5.1 (County Parking Management Program) 5.3 (Strategic Increases in Parking Supply)



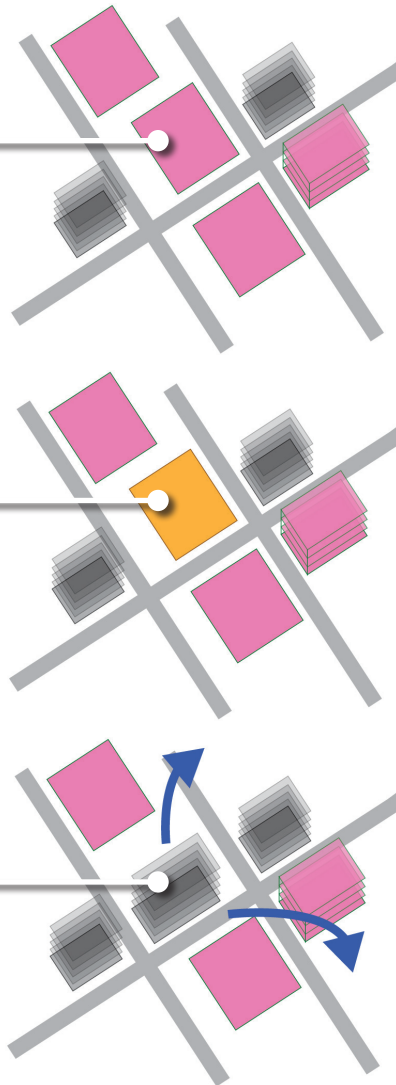
## 6.1 County-UMD Parking Supply Partnership

Use parking management group (per previous strategies) to fill short-term parking gaps and needs.

UMD parking lot facilities are being transferred to Terrapin Development Company

When land is transferred, County may continue managing it until development is ready, then it facilitates relocation of permits/ parking permissions

After development, County relocates temporary parking arrangements. This adds time that University parking can be used until other arrangements can be secured.



### RECOMMENDATION HIGHLIGHTS

Apply management group's focus to ongoing parking needs of University.

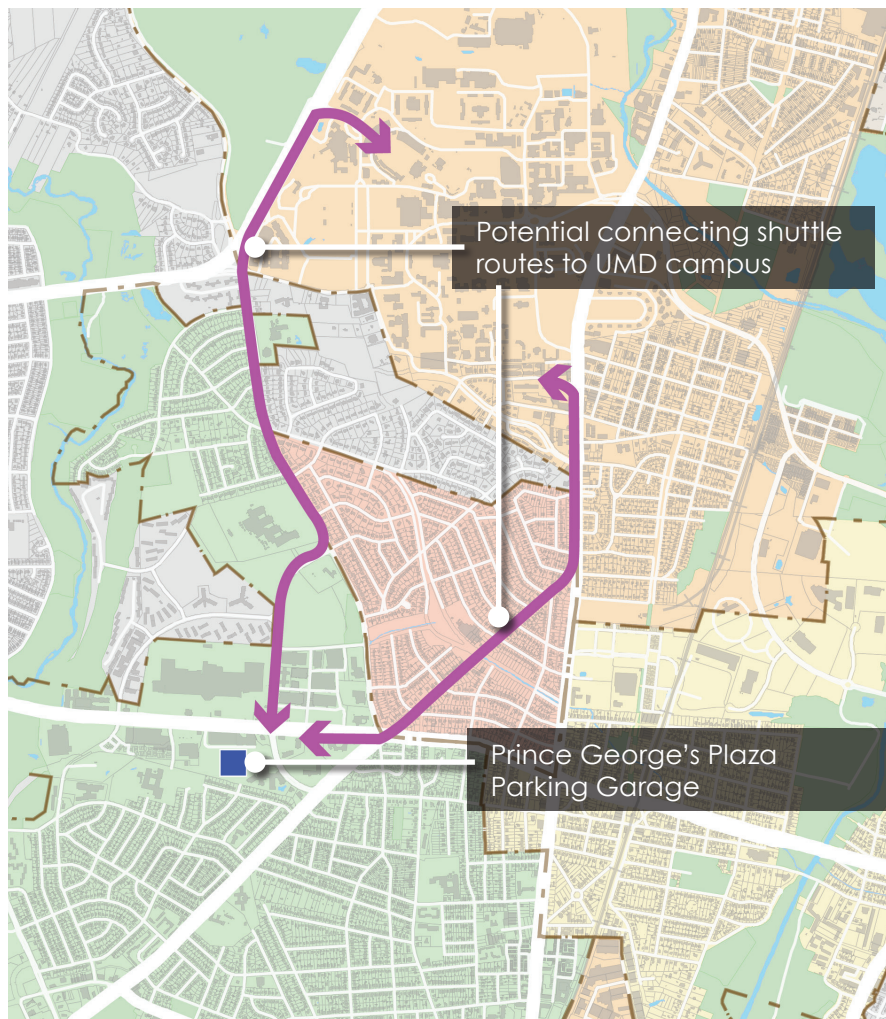
Serve as manager of arrangements and maximize use of privately-managed public parking on property under Terrapin Development Company (TDC) control by coordinating with TDC's parking manager.

### IMPLEMENTATION GUIDANCE

<b>Problem description</b>	UMD losing parking supply adds buildings on University-owned surface lots; properties transferred to TDC are useful candidates for remote campus and shared parking through coordination with TDC and its private parking manager.
<b>Focus location for the strategy</b>	UMD campus area
<b>Lead Agency</b>	Revenue Authority of Prince George's County
<b>Support Agencies</b>	M-NCPPC; City of College Park
<b>Balance of Challenges and Opportunities</b>	<b>Medium-Yield:</b> Reduces pressure on UMD parking through providing new supply; may result in significant commitment of staff resources <div style="float: right;">             OPPORTUNITY             <div style="display: flex; gap: 10px;"> <div style="width: 15px; height: 15px; background-color: #4a4a8a; border-radius: 50%;"></div> <div style="width: 15px; height: 15px; background-color: #4a4a8a; border-radius: 50%;"></div> <div style="width: 15px; height: 15px; background-color: #d9d9f0; border-radius: 50%;"></div> </div> </div>
<b>Degree of Change</b>	<b>Major:</b> Requires coordination between UMD and County, and for County to serve as a manager of shared agreements that may shift quickly <div style="float: right;">             CHANGE             <div style="display: flex; gap: 10px;"> <div style="width: 15px; height: 15px; background-color: #4a4a8a; border-radius: 50%;"></div> <div style="width: 15px; height: 15px; background-color: #4a4a8a; border-radius: 50%;"></div> <div style="width: 15px; height: 15px; background-color: #4a4a8a; border-radius: 50%;"></div> </div> </div>
<b>Related Recommendations</b>	<b>5.2</b> (Central Broker of Parking Services) <b>6.2</b> (UMD uses WMATA parking)

## 6.2 UMD-WMATA Shared Parking Arrangement

County leads coordination of University sharing/leasing of WMATA facilities, at least on a temporary basis, to alleviate current pressure on University supply.



### RECOMMENDATION HIGHLIGHTS

Prince George's Plaza Metrorail station parking facility is underutilized.

Use of this facility for remote UMD parking brings revenue to WMATA and provides relief to UMD parking pressure.

UMD could connect its shuttle service to Metro station for remote parking opportunities.

### IMPLEMENTATION GUIDANCE

<b>Problem description</b>	WMATA parking at select station facilities is underutilized, so the university relies on College Park station for primary shuttle access.
<b>Focus location for the strategy</b>	Prince George's Plaza Metrorail station
<b>Lead Agency</b>	UMDDOTS
<b>Support Agencies</b>	WMATA
<b>Balance of Challenges and Opportunities</b>	<p><b>Low-Yield:</b> Potential for WMATA revenue and UMD relief from parking shortage may be offset by added complexity of shuttle operations</p> <p>OPPORTUNITY</p>
<b>Degree of Change</b>	<p><b>Moderate:</b> Requires large-scale reservation of spaces and potentially infrastructure/equipment upgrades to allow UMD use</p> <p>CHANGE</p>
<b>Related Recommendations</b>	5.2 (Central Broker of Shared Parking Arrangements)

## 6.3 Live-Near-Work Incentives

Increase use of UMD incentives for faculty, graduate students, and staff to live near campus or near Purple Line stations. Consider expanding these incentives to other locations, such as around major employers and the Discovery District.





The Greater College Park initiative offers a live-near-work program with down-payment assistance.

### RECOMMENDATION HIGHLIGHTS

Build on current 'Greater College Park' initiative program for down-payment assistance.

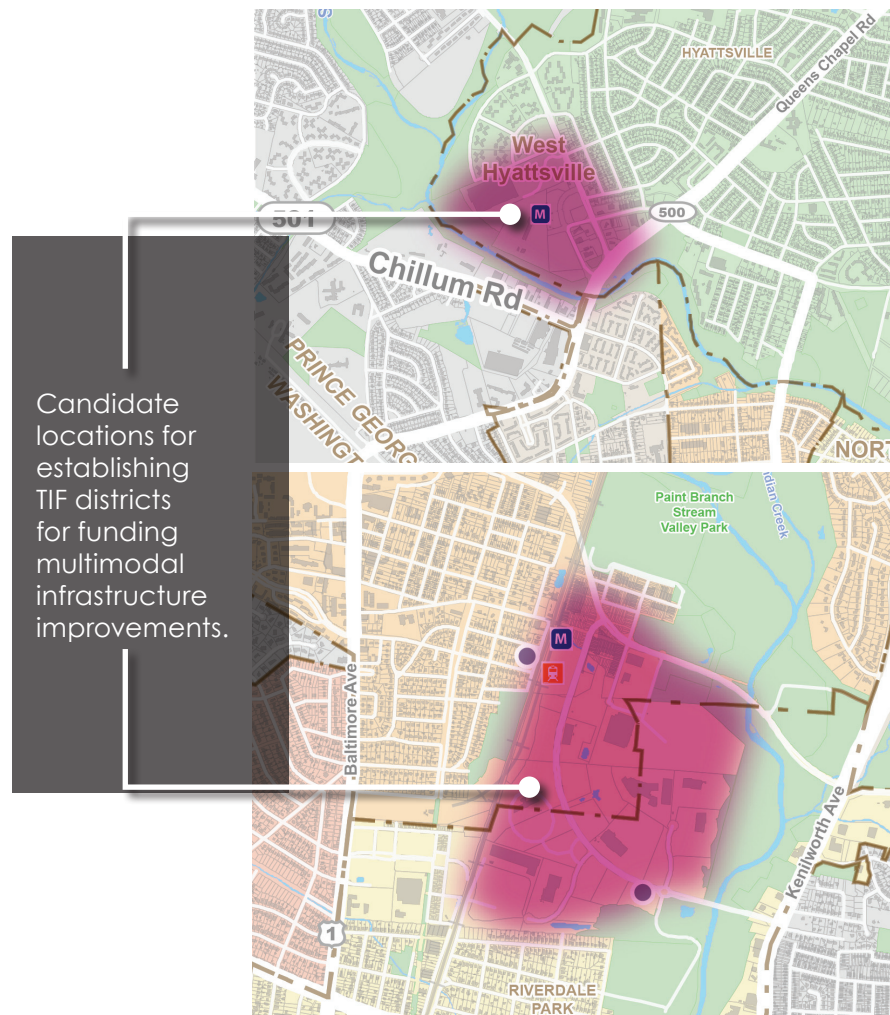
Fund TDM programs to help provide transportation choices within a two-mile radius of campus and redistribute funds used to support parking and shuttle operations.

### IMPLEMENTATION GUIDANCE

<b>Problem description</b>	Parking pressure at campus is driven partly by adjacent housing choices allowing non-driving access to campus.
<b>Focus location for the strategy</b>	UMD Campus Area
<b>Lead Agency</b>	UMD
<b>Support Agencies</b>	M-NCPPC Planning; Prince George's County DPW&T (Transit); WMATA
<b>Balance of Challenges and Opportunities</b>	<p><b>Medium-Yield:</b> Living near work is the most effective form of travel demand management, but funding sources are unclear and program may not affect housing market</p> <p style="text-align: right;">OPPORTUNITY</p> 
<b>Degree of Change</b>	<p><b>Moderate:</b> Requires redistribution of resources away from parking and shuttles; depends on other programs being in place</p> <p style="text-align: right;">CHANGE</p> 
<b>Related Recommendations</b>	<p><b>5.2</b> (Central Broker of Parking Services)  <b>6.2</b> (UMD-WMATA Shared Parking Arrangement)</p>

## 7.1 Creative Financing for Multimodal Improvements

Use Public-Private Partnerships or Tax Increment Financing to build pedestrian, bicycle, and other short-trip-appropriate infrastructure for districts around important destinations.



### RECOMMENDATION HIGHLIGHTS

Instead of using developer contributions and APFO requirements to complete bicycle and pedestrian networks and systems around developments, use pay-as-you-go TIF for off-site contributions.

Ensure more timely completion of these networks.

Expand TIF projects to other services and amenities, such as bikeshare, shared parking, and other transportation investments.

### IMPLEMENTATION GUIDANCE

<b>Problem description</b>	The County has limited leverage to ask developers for off-site contributions to bicycle and pedestrian system.
<b>Focus location for the strategy</b>	West Hyattsville and College Park Metrorail station areas
<b>Lead Agency</b>	Revenue Authority of Prince George's County
<b>Support Agencies</b>	M-NCPPC Planning; DPW&T
<b>Balance of Challenges and Opportunities</b>	<b>High-Yield:</b> Has potential to shift development market and expedite the implementation of TDDPs and other local-area plans <b>OPPORTUNITY</b> ● ● ●
<b>Degree of Change</b>	<b>Major:</b> County has not widely used TIF; designation of areas will depend on multiple factors <b>CHANGE</b> ● ● ●
<b>Related Recommendations</b>	<b>2.3</b> (Neighborhood Bicycle Boulevard Program) <b>3.1</b> (Connections through Large Parcels Program) <b>5.3</b> (Strategic Increases in Parking Supply)