



# **10 YEARS OF THE GEORGETOWN BID'S PROJECTS, MEMBER SERVICES & ACCOMPLISHMENTS**

The Georgetown BID has supported and enhanced Georgetown's commercial district - both on the street and behind the scenes - since 1999. We are dedicated to serving our commercial property owners and tenants, as well as the broader community, by keeping the district clean, accessible, vibrant, animated, and safe so that it is economically sustainable and successful.

We periodically look back to remind ourselves and our members of everything we are doing and have done to serve our members. This document is a snapshot the BID's day-to-day services, one-time projects, annual events, and long-term initiatives over the last 10 years - driven from the ground up by the member feedback we solicit, which informs the priorities reflected in our annual strategic plan and budget. We hope you find it informative.

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**FY2012 - FY2021**

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# PANDEMIC RESPONSE

Distributed  
**\$163,000**  
to 500+ unemployed  
and underemployed



**DONATE NOW:**  
GEORGETOWN  
BID EMPLOYEE  
EMERGENCY  
RELIEF FUND!



## Financial Support

- Distributed \$163,000 to Georgetown Employee Emergency Relief Grant (GERG) recipients, helping 500+ unemployed and underemployed workers meet their basic needs.
- Raised an additional \$72,000+ for GERG through crowdsourcing campaigns, including one in partnership with Halcyon.

## Health & Safety

- Distributed approximately 5,000 gallons of sanitizer and 400,000 face masks to BID members.
- Posted 300+ face mask signs and social distancing decals throughout commercial district, which were picked up by several national media outlets.
- Performed nightly security patrols during time of heightened concern in 2020.

## Business Support

- BID staff regularly worked overtime to assist business owners with pressing pandemic needs.
- Increased annual BID member email updates from 30 in 2019 to 175 in 2020, providing real-time, crucial information for businesses to survive.
- Administered technical assistance programs to help small businesses apply for local and federal COVID relief.
- Created new COVID homepage, member guidance and resources, and What's Open Guides for consumers, all housed on our website.
- Hosted 40+ virtual member and public meetings during the first year of the pandemic, covering streateries, recovery planning, public safety, sidewalk widening, and more.
- Called 500+ members in the early months to check in, offering support and resources.



**\$72,000+**  
raised in  
partnership  
with Halcyon for  
Georgetown Emer-  
gency Relief fund.



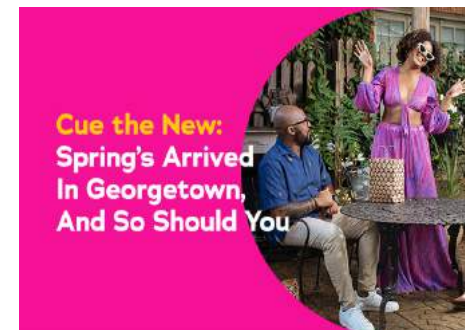
# PANDEMIC RESPONSE



- Launched and administered new Digital Marketing Assistance Program for members, contracting with local digital marketing, design and development firms to assist 29 Georgetown small businesses that needed social media, e-commerce, website, and branding help to adapt to, and survive, the pandemic.
- Adapted in-person events to virtual / hybrid programming, including a Virtual Georgetown French Market, and a new Taste and Shop Georgetown month-long promotional event that included 70 BID merchants and garnered nearly 23,000 website event page views.

## Economic Recovery

- Installed the Georgetown Decks - 3,400 linear feet of sidewalk extensions on M Street and Wisconsin Avenue - to offer more space for visitors to dine, shop and move around during the pandemic.
- Designed, permitted, and helped maintain 35+ streateries to offer safe, outdoor dining.
- Launched visitor marketing campaign, "Exactly What You Weren't Expecting" to bring people back to Georgetown, garnering 22 million impressions and 200,000 website visits in 2021 and extending media buys into 2022. The Georgetown advertising campaign included radio, social media, YouTube, and Washington Post ad network.
- Partnered with Georgetown Main Street to help small businesses, and worked with CAG, ANC and Georgetown residents to support neighborhood-wide recovery.



## The Annual Georgetown French Market Is Going Virtual This Year

A portion of the market's sales will benefit Covid-19 relief efforts.

WRITTEN BY MIMI MONTGOMERY | PUBLISHED ON APRIL 28, 2020

TWEET SHARE



BID added **3,400** linear ft of extended sidewalk - nearly the length of **10** football fields!



# STREETSCAPE & STREET SERVICES



**125,000  
graffiti tags  
removed**



## Sanitation & Street Services

- Removed 10 million+ pounds (or 25,000 bags) of trash from 175 BID-installed trash bins annually.
- Created city's most innovative rodent abatement program, using combination of traps, dry ice/CO2, canine hunts, trash management training, and aggressive treatment and enforcement with DC Department of Health (DOH) and Department of Public Works (DPW). 5,800+ boroughs and 25,000+ rodents exterminated.
- Removed or covered 125,000+ graffiti tags and stickers.
- Led effort to write and pass legislation that empowers DC agencies to contract with BIDs to perform public space maintenance such as brick repair. Since 2016 the BID has completed 13,000+ brick repair or replacement jobs, significantly upgrading brick safety and appearance, reducing average repair time from over 90 days to 2, and reducing annual cost from \$150K to \$40K.
- Daily sweeping of 142 block faces, 20 alleys, and the C&O Canal towpath.
- Regularly scheduled power washing, leaf removal, weeding, and snow removal.
- Replaced and maintained several sections of washed-out C&O Canal tow-path ramps on behalf of DC Department of Transportation (DDOT).
- Fixed curbs and handicap ramps under DDOT contract.
- Worked with National Park Service (NPS) to obtain special-use permit to use the Ice House building on K/Water St. for free storage, and with DPW to power a trash compactor next to the Ice House.
- Implemented community service program in partnership with DC Courts – assisting the BID's Clean Team with trash and graffiti removal.
- Created a Sidewalk Standards and Brick Guide for utility companies to achieve higher-quality repair work with proper brick materials, colors and patterns.



**10 MILLION  
POUNDS** of trash  
removed is equivalent to  
the weight of nearly 30  
18-wheeler trucks



**over 13,000** brick  
repair or replacement  
jobs completed



# STREETSCAPE & STREET SERVICES



- Worked with city agencies to implement Georgetown's first mobile roadway vending zone to manage food trucks in the 1000 block of Thomas Jefferson St.

## Streetscape

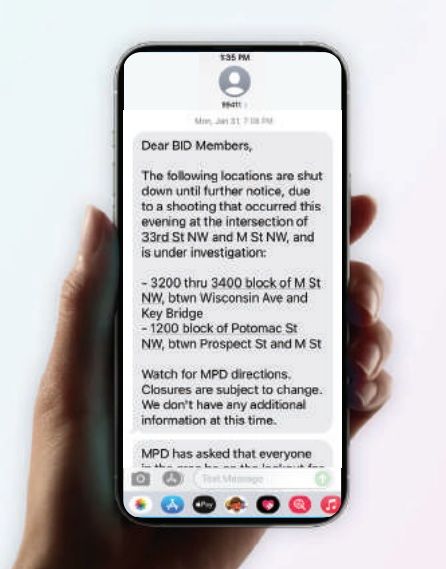
- Installed and maintained 310 flower baskets annually, and planted flower beds throughout Georgetown.
- Installed and maintained 200 holiday wreaths on light poles annually.
- Installed and maintained 7 miles of LED holiday lights throughout Georgetown.
- Installed string lights on 35 trees every holiday season.
- Won approval from DDOT and the Old Georgetown Board (OGB) to improve tree boxes with pedestrian-safe, environmentally-friendly cover material.
- Planted more than 25 trees and saved 30 mature trees by grinding out cast iron collars.
- Beautified, decorated, and maintained Francis Scott Key Memorial Park.

## Homeless Initiatives

- Donated more than \$275,000 to assist with homeless services – including supporting a full-time outreach worker to help unhoused individuals find housing and other resources in collaboration with Georgetown Ministry Center, Friendship Place, Miriam's Kitchen, Metropolitan Police Department (MPD), Department of Behavioral Health (DBH), and Deputy Mayor for Health and Human Services (DMHHS).



# STREETSCAPE & STREET SERVICES



- Work with DC agencies and NPS to document encampments and remove those that were illegal, conduct annual overnight counts, complete evaluations and target resources to specific individuals.
- Developed homeless services guides and website updates for BID members.

## Public Safety

- Subsidized off-duty police officers to address Georgetown safety concerns.
- Installed enhanced lighting in locations with increased security issues.
- Instituted emergency text alert system for BID members.
- Coordinated regular BID-member safety meetings and trainings with MPD, Homeland Security and Emergency Management Agency (HSEMA), Park Police and other partners, to reduce shoplifting, counterfeit money circulation, office burglaries, and street crime.
- Donated Segway and 10 security cameras to MPD that were installed on M Street and Wisconsin Avenue, and helped enroll BID members in the Mayor's security camera rebate program.



# PLANNING, PLACEMAKING & ECONOMIC DEVELOPMENT

## Placemaking Improvements

- Led the Georgetown design review process with community partners and the OGB and adopted improvements to make it faster, more transparent, and easier to understand for BID members.
- Improved public spaces and vacant retail buildings through street art, construction fence wraps, and vacant window displays.
- Permitted and installed two year-round parklets, the only in DC at the time.
- Won approval to improve up to 300 tree boxes throughout the commercial district with pedestrian- and tree-friendly porous pavement.
- Developed plans for new family-friendly play spaces.

## Public Art

- Purchased and installed Mother Earth sculpture at the waterfront and ABCDC sculpture on Book Hill.
- Painted plywood and windows of vacant storefronts after June 2020 civil unrest.

## Furnishings

- Developed and received OGB approval for public furniture master plan.
- Made improvements and added furnishings to plazas along the C&O Canal.
- Installed and maintained public furniture in a dozen Georgetown locations.

## Signage

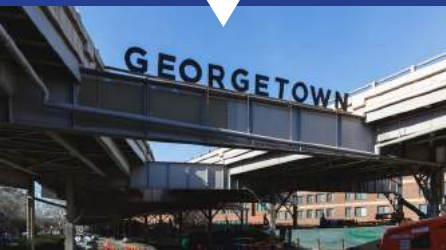
- Led a community working group to develop new commercial sign guidelines that were adopted by the OGB.





# PLANNING, PLACEMAKING & ECONOMIC DEVELOPMENT

Mock-up  
Georgetown  
gateway sign got  
**1,500+** Instagram  
votes and **600**  
comments!



GEORGETOWN  
**2017** OFFICE  
MARKET  
REPORT



- Designed and mocked-up Georgetown gateway sign on the Whitehurst Freeway to receive approval for permanent installation.

## Planning & Economic Development

- Created new department to collect, analyze and report on employment, visitor, and customer data; economic trends, and impact and recovery from COVID-19 crisis to assist tenants, landlords, and brokers.
- Created program on the 1300 and 1400 blocks of Wisconsin Avenue with property owners to invest in and upgrade poorly maintained buildings.
- Organized tax assessment resolution for dozens of BID members after DC's Office of Tax and Revenue over-increased many property assessments.
- Led recurring, sector-specific economic trend meetings to improve market insights and knowledge to support leasing and marketing by BID members.
- Produced annual State of Georgetown economic development reports.

## Retail, Restaurant & Hotel Member Support

- Led partnership with Advisory Neighborhood Commission (ANC) and Citizens Association of Georgetown (CAG) to end 27-year restaurant liquor license cap and moratorium resulting in new market demand.
- Regularly met with prospective and existing tenants to understand top concerns and priorities for commercial district.
- Worked with ANC and CAG to develop and pass legislation to raise tavern cap from six to 12, and amend their regulatory framework.
- Created and distributed annual retail and hotel market reports, and a Market Roundup newsletter with data and insights.
- Led regular community, broker, and owner meetings on the state of retail vacancy to develop retail marketing and merchandising plans.



**2018** GEORGETOWN  
HOTEL MARKET  
REPORT



# PLANNING, PLACEMAKING & ECONOMIC DEVELOPMENT



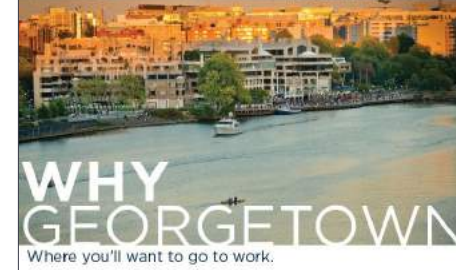
- Created the Georgetown Restaurant Roundtable, in partnership with Restaurant Association of Metropolitan Washington - a bi-monthly forum that brought together BID members to strengthen Georgetown's restaurant sector.
- Developed guide for pop-up retailers to navigate the Georgetown real estate market and regulatory process, and connected landlords to pop-up tenants.

## Office Market Support

- Created office tenant retention program - meeting with Georgetown's largest and fastest-growing companies to help keep them Georgetown-based.
- Developed office marketing campaign targeting C-Suite decision-makers with information promoting the benefits of Georgetown offices.
- Created help desk function to assist office tenants in resolving problems with DC government agencies.



AUG 2019 GEORGETOWN OFFICE MARKET SNAPSHOT



# TRANSPORTATION

## Pilots, Projects & Improvements

- Conceived, designed, permitted and executed DC's largest and most successful sidewalk widening program to pilot safer, more comfortable, ADA-accessible sidewalks for pedestrians, businesses and transit riders.
- Redesigned K/Water Street - introducing a two-way cycletrack and shortening pedestrian crossing distances at eight intersections - in partnership with DDOT, residents, businesses, and community stakeholders. The cycle track serves as many as 2,450 bicyclists per day.
- Piloted curbside management program with DDOT by installing or supporting multiple pick-up/drop-off zones throughout Georgetown.
- Fixed perennial evening rush hour traffic back-ups on K Street with DDOT by reconfiguring light timing and lanes at 27th & K St, dramatically improving access to Rock Creek Parkway and VA.
- Launched Water Street/Capital Crescent Trail Trailhead Project to improve access, visibility, safety, and staircase connection between C&O Canal Towpath and Capital Crescent Trail.
- Supported and marketed new regional water taxi service to and from The Wharf, and recommended improved dock management.
- Installed two pocket parks to expand public space in canal-adjacent locations where illegal parking had taken root.

## Gondola

- Partnered with regional leaders to create the Georgetown-Rosslyn Gondola Coalition - advocating for an aerial gondola to connect Georgetown, and its jobs, retail stores and tourist destinations to the region's Metro system.
- Completed successful aerial gondola feasibility study paid for by seven public and private partners who contributed \$250,000 to BID-led effort.
- Secured lead federal agency National Capital Planning Commission and funding, and launched first stage of the gondola's Pre-Environmental Impact Statement (EIS) work on alternatives analysis.



Trailhead Renderings  
by Bradley Site Design



# TRANSPORTATION

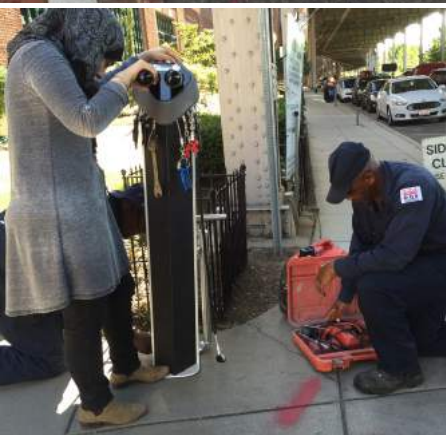
- Secured funding for City offer to purchase former Exxon site at 36th and M Streets for multi-modal center, including large EV charging station.

## Pedestrian Safety

- Created pedestrian-only phase at the 27th/K/Whitehurst intersection.
- Worked with DDOT to audit pedestrian safety at M Street and Wisconsin Avenue, and reduced pedestrian hold times at key intersections.
- Funded and completed warrant study for new mid-block pedestrian crossing on 3200 block of M Street to improve pedestrian safety and walkability.
- Secured regular rush hour and weekend Traffic Control Officers at Wisconsin Ave. and M Street intersection to reduce pedestrian-auto conflicts.

## Bikes, Buses & Scooters

- Prevented harmful Circulator service reduction, and subsidized free weekend rides from lower Georgetown to the end of the line, in conjunction with sidewalk widening, to encourage garage parking.
- Installed and maintained 50+ bike racks and scooter corrals.
- Completed feasibility study for tour bus and motorcoach parking lot to serve Georgetown commercial district.
- Advocated for the relocation of tour bus drop-off and pick-up spaces from Water Street to Wisconsin Avenue, for improved safety and efficiency.
- Engaged with City on dockless bikeshare pilot concerns and improvements.
- Built a stairway bike rail to connect Water Street to the C&O Canal at 34th Street.
- Installed bike fixit station at 34th St NW for small repairs.
- Partnered with GoDCGo to market Circulator.



# MARKETING, EVENTS & COMMUNICATIONS



## Marketing, Communications & PR

- Regularly redesigned and refreshed georgetowndc.com (three times) to maintain a strong and current online brand presence.
- Sent weekly BIDness newsletter to 7,500+ subscribers, marketing weekly events and Georgetown store promotions.
- Worked with local and national media outlets to tell the story of Georgetown, its businesses, and events - earning as much as \$3 million in ad value equivalency per event, with media coverage in 150+ unique outlets.
- Launched new Georgetown logo and rolled out refreshed branding.
- Created and wrote byGeorge blog, with 150+ weekly profiles of Georgetown business owners, employees, residents, and visitors.
- Produced 70+ videos, featuring signature events, byGeorge blog, small businesses, and BID accomplishments - garnering 700,000+ views.
- Coordinated several photoshoots per year to update image library assets for website, social media, and advertising.
- Launched new text alert system to communicate with BID members in real-time.
- Produced annual print and online Georgetown Official Visitor's Guide, with an estimated 50,000 distributed each year to 85+ DMV hotels.

## Events

- Created and produced seven annual editions of Georgetown GLOW, the region's only outdoor light art experience – expanding to a month-long exhibition featuring up to 11 installations and 30+ walking tours, with support from DC Commission on the Arts & Humanities grants.
- From 2016-2019, averaged 154,000 in pedestrian counts during GLOW, and saw 146% and 118% increase in GLOW visitor counts over previous years in 2018 and 2019, respectively.



YouTube georgetown kayaking



# MARKETING, EVENTS & COMMUNICATIONS



- Produced and expanded Georgetown French Market – a three-day sidewalk sale that drew over 10,000 annual visitors to Book Hill, with 35+ small businesses participating, music, entertainment, and kids' activities.
- Produced annual Taste of Georgetown food festival through 2019, averaging 8,500 attendees per year.
- Created and produced two Georgetown Waterfront Park summer event series annually for five years. Sunset Fitness featured 26 free outdoor fitness classes every year, and Sunset Cinema screened five free outdoor movies for an average of 600 attendees per movie.
- Created and produced DC's only official "Fashions' Night Out Georgetown," a global night of shopping in partnership with Vogue magazine, from 2010-2012, with 100+ participating businesses and thousands of attendees each year.
- Hosted annual Bike to Work Day pit stop at Georgetown Waterfront Park since 2013, with 700+ registrants per year – one of the most well-attended (and favorite!) pit stops in the region.
- Partnered with Halcyon's 2nd annual By The People citywide arts festival in 2019, with artistic performances at Georgetown Waterfront Park.
- Created, facilitated and advertised promotional events to drive traffic and sales throughout the year, including Small Business Saturday, Love, Georgetown, Book Hill in Bloom, Twilight Shop, Independents Day, Taste and Shop Georgetown, Get Hitched, The Fall Issue, Book Hill Holiday, Days of Design, and Georgetown Dash scavenger hunt.
- Hosted annual holiday window competition for 20+ participating Georgetown businesses, and created and promoted Georgetown Holiday Gift Guides.

## Promotional Merchant Programs

- Created ParasolShare program to help visitors beat the summer heat by borrowing a BID-branded parasol at one of 55+ participating businesses. The program was later expanded to a year-round UmbrellaShare.



**10,000+ visitors  
French Market**



# MARKETING, EVENTS & COMMUNICATIONS

## VOTE FOR US

**2020 Georgetown Silver Linings Holiday Window & Storefront Competition**  
A chance for participating businesses to win cash prizes

VOTE for your favorite Holiday Window & Storefront

WIN \$100  
Vote and you will be entered to win a \$10 to \$100 gift card!

[georgetowndc.com/holiday-window-competition](http://georgetowndc.com/holiday-window-competition)

## Added over 80,000 social media followers!

Fiscal Year	Followers
FY12	6,600
FY21	86,000+

## THE RAMMYS 2019

You're Invited to an Exclusive Conversation with Leaders in Metropolitan Washington's Foodservice Community

★★★★★

**MONDAY 06.03.2019**  
2:00 - 4:00pm

**TONY'S SEAFOOD PLACE & JOE'S**  
3000 K Street NW  
Washington, DC 20007

in partnership with **WASHINGTON BUSINESS JOURNAL**

Moderated by: **Rebecca Cooper**, Washington Business Journal

### Growth, Evolution & the Business of Restaurants

featuring The 2019 RAMMY Awards "Restaurateur of the Year" Finalists

- Helped launch and work with several Member Collectives - including Georgetown Galleries and the Georgetown Design District - to promote Georgetown's strong presence within specific shopping categories, and hosted Restaurant Roundtables.

### Social Media

- Grew BID social media channels from a combined following of 6,600 at the end of FY12, to a combined following of 86,000+ in 2021 on Instagram, Facebook, and Twitter.
- Georgetown BID's Instagram following of 55,700 was 5x larger than the next most-followed DC BID in Dec. 2021.

### Sponsorships & Partnerships

- Cultivated long-term partnerships resulting in essential financial and in-kind support of BID events and programs year after year, including: Washingtonian, Jamestown/Georgetown Park, Halcyon, Washington City Paper, Eastbanc, LSM, MRP Realty/Washington Harbour, Korean Cultural Center, TD Bank, Long & Foster, Foley & Lardner, Chase Bank, United Bank (formerly Bank of Georgetown), Grace Church, National Park Service and Georgetown Lutheran Church.
- Partnered with Restaurant Association of Metropolitan Washington, Destination DC, and Washington Area Concierge Association to market Georgetown.

### Georgetown Holiday Gift Guides

CLICK HERE TO START SHOPPING

by **GEORGETOWN DC**  
BUSINESS IMPROVEMENT DISTRICT

### Instagram Followers

(as of Dec. 2021)

BID	Followers
Georgetown BID	55,700
Capitol Riverfront BID	11,300
Downtown DC BID	6,220
Golden Triangle BID	2,874

# DESTINATION MANAGEMENT & GEORGETOWN HERITAGE



## Destination Management

- Installed Georgetown wayfinding signs throughout the neighborhood.
- Led Georgetown Gateways Committee and hired consultant team to design new gateway enhancements at the major entry points to the neighborhood.
- Launched the Georgetown Mobile Visitor Center, including the recruitment and training of a dozen volunteer Georgetown Ambassadors.

## Georgetown Heritage

- Founded and incorporated Georgetown Heritage, and executed partnership with the NPS to revitalize and program the C&O Canal in Georgetown.
- Formed a committee to launch and lead the C&O Canal Georgetown Comprehensive Master Plan to restore and revitalize the first mile of the C&O Canal National Historical Park.
- Secured \$3 million grant from the District of Columbia for C&O Canal restoration efforts and the construction of a new canal boat, delivered in July 2021.
- Hired James Corner Field Operations - the design team behind New York City's High Line - to develop the Georgetown Canal Plan.
- Worked with NPS to rebuild Locks 3 and 4.
- Completed Canal wall stabilization project, the first construction project Georgetown Heritage and NPS finished as part of the Canal Plan.
- Worked with NPS to identify over \$20 million of deferred maintenance work - now funded and scheduled for completion between 2022 and 2025.
- Designed and received approval for a future Canal dock to launch recreational canoes and kayaks.





# GEORGETOWN 2028

## Georgetown 2028

The Georgetown 2028 year-long neighborhood planning effort began in early 2013 with the intention of developing broad and specific goals to improve the commercial district's transportation, public spaces and economic development with a 15-year action agenda. More than 200 community members contributed to this effort. The planning process was led by a 21-person Task Force and supported by three working groups with more than 40 members. The consensus planning process led to 75 action items - 43 in transportation, and 32 in economic development and public space - that the BID and community have been pursuing since 2014.



## Georgetown 2028 Action Agenda

### Canal: Restore, preserve, and activate the C&O Canal

- 1 Launch a multi-stakeholder planning process for the Canal's future
- 2 Fundraise for a new canal barge
- 3 Demonstrate new programs, activities and designs for public feedback
- 4 Supplement and enhance the NPS Visitor Center to support more activity
- 5 Design educational programs that inform the public about the Canal
- 6 Implement Canal plan and well received demonstration project

### Wayfinding: Enhance visitor's sense of arrival and ease of navigation

- 7 Install previously approved wayfinding system from DDOT
- 8 Explore physical and mobile expansions for wayfinding in commercial areas
- 9 Develop and implement a gateway strategy for major access points to the commercial district

### Improved streetscapes: Maintain a historic and charming character in the 21st Century

- 10 Develop design and material guidelines for street furniture and landscaping
- 11 Pilot temporary sidewalk widening programs
- 12 Identify and improve pedestrian choke points on commercial corridors
- 13 Create active pedestrian links through alleyways and side streets
- 14 Install parklets on commercial side streets
- 15 Improve the safety and convenience of pedestrian crossings
- 16 Improve pedestrian connections between Georgetown University and M Street

### Wisconsin Avenue renewal: Foster engaging retail activity from M Street to Book Hill

- 17 Create a forum for property owners on 1300 and 1400 block to plan for the future
- 18 Establish a community-owned building for a bookstore

### Waterfront District: Develop new retail, restaurants and programs south of M Street

- 19 Create frequent, recurring programs that promote streetlife
- 20 Explore policies to limit the holding of liquor licenses in safekeeping
- 21 Pilot parklets adjacent to retailers and restaurants
- 22 Promote the conversion of ground floor space into retail and restaurant destinations
- 23 Improve and expand pedestrian connections between M Street and K Street
- 24 Leverage small public spaces for seating, public art and games
- 25 Explore artistic installations and lighting that add interest to Whitehurst Freeway and Key Bridge
- 26 Improve street and bridge lighting to enhance safety
- 27 Integrate streetscape improvements with major transit initiatives

### Office vacancy: Align with D.C. government development priorities

- 28 Integrate Georgetown into District's tech sector initiatives
- 29 Conduct a feasibility study on ubiquitous wi-fi and high-speed internet
- 30 Market unique office stock to start-up and creative companies
- 31 Identify incentives for building renovations that increase sustainability

### A Better Connected Georgetown: Improving the Transportation Experience

- 32 Bring a Metro Station to Georgetown by 2028
- 33 Bring fast and reliable downtown streetcar service to the Georgetown Waterfront
- 34 Study and potentially construct a gondola lift linking Georgetown to Metro
- 35 Form a Georgetown Streetcar Partnership to coordinate advocacy
- 36 Explore streetcar extensions west to Georgetown University and beyond

★ PRO  
MAJOR MILESTON

	PRIORITY	MELESTONES
<b>Transforming K Street into a Successful Gateway</b>		
37 Study a bicycle/pedestrian bridge connecting Georgetown with Rosslyn via Roosevelt Island	★	3 7 15
38 Support more water taxi service through better dock management		3
39 Pilot a taxi stand to serve the Waterfront District		3
40 Coordinate commuter shuttle services from nearby Metro stations		3 7
41 Examine limited-access vehicle crossing and other connections to Water Street		3 7 15
42 Improve the safety and ease of walking to/from Foggy Bottom Metro		3 7 15
<b>Establish Georgetown as a Bicycle Friendly Destination</b>		
43 Connect Capital Crescent Trail with Rock Creek Parkway trail on or beside K/Water Streets	★	3
44 Install in-street bicycle parking corrals throughout commercial areas	★	3
45 Connect bikeways on Georgetown's periphery all the way into Georgetown	★	3 7
46 Install at least 4 new Capital Bikeshare stations in commercial area		3
<b>Better Roadway Management</b>		
47 Allow direct evening rush hour access to Rock Creek Parkway from K Street	★	3
48 Improve the performance of the Canal Road, M Street, Key Bridge Intersection	★	3
49 Improve the performance of intersections at the ends of the Whitehurst Freeway	★	3 7
50 Position traffic control officers at major intersections	★	3
51 Improve Wisconsin Avenue road allocation in Glover Park to reduce congestion and improve safety		3
52 Deploy automated enforcement cameras to improve flow and safety		3
53 Assess and improve signal timing for safety and efficiency of all modes		3
54 Evaluate and adapt the use of existing peak period lanes to improve efficiency		3
55 Establish routine meetings with traffic control officers and MPD to prioritize enforcement		3 7 15
<b>Better Parking Management</b>		
56 Use pricing and hourly limits to improve availability of commercial on-street parking	★	3
57 Improve information on parking availability	★	3
58 Coordinate off-street parking resources to make off-peak capacity available	★	3 7
59 Improve the design and enforcement of loading zones		3
60 Implement shuttle services to and from off-street parking facilities		3 7
61 Improve motorcycle and motor scooter parking		3 7
62 Improve bus parking options		3 7
63 Study new parking options if management of existing supply is inadequate		7 15
<b>Increasing the Efficiency and Usage of Bus Service</b>		
64 Pilot a real-time bus arrival information system	★	3
65 Advocate changes outside Georgetown to improve efficiency of Georgetown routes	★	3 7
66 Study options to improve bus speed and reliability within Georgetown	★	3 7 15
67 Study a free hop-on/hop-off shuttle option within Georgetown and to Metro	★	3
68 Adjust Circulator and Metrobus routing to improve efficiency and reliability		3
69 Pilot tip-based small electric vehicle shuttles		3 7
70 Create more welcoming places for people waiting for the bus		3 7
<b>Ongoing Data and Analysis and Promotion</b>		
71 Assess commercial corridors and other considerations in light of streetcar and Metro status	★	7
72 Survey Georgetown visitors to understand travel preferences and behavior		3
73 Identify plan actions that would be impacted		
74 Develop Georgetown program promoting appropriate steps		
75 Conduct ongoing review of Georgetown 2028 appropriate steps		

### The Transportation and Public Space agenda items are available in pdf form on the BID's website

#### MOVING TOWARD 2028

## Georgetown 2028: A Living Agenda

When community members, merchants, property owners and other stakeholders were asked to discuss their ideas and concerns, almost every conversation started with or circled back to transportation issues. The recommendations in this plan will lead to significant and exciting economic development and mobility improvements that will anchor a dramatically improved Georgetown experience.

All of the Georgetown 2028 recommendations demand informed analysis and follow-up to shape an evolving action agenda for the future.

To ensure thoughtful analysis of these proposals, the BID plans to join other community stakeholders to conduct a 2018 near-term review of pilot programs and studies. Followed by a 2020 mid-term review of priorities for the use of space along our major corridors, particularly following the implementation of new public transportation options. The 2020 study also will be informed by whether decisions have been made on a Georgetown Metro stop.

The BID will act with other community stakeholders to lead the process to update the transportation action agenda based on these ongoing assessments. The BID will also continue its ongoing research work to help better understand how works, lives, shops, plays and travels through Georgetown. This will be published in the BID's annual State of Georgetown.



More than 200 people participated at several community engagement meetings to share ideas for Georgetown's future.

# CURRENT PROJECTS & TASKS

## MARKETING, EVENTS & COMMUNICATIONS

- Organizing upcoming events: *All Aboard Our Heritage* Canal boat launch/fundraiser (April 28), Georgetown French Market (April 29 – May 1), Bike to Work Day (May 21), Sunset Cinema (Tuesdays, August 2 – Sep 27), GBID Annual Meeting (September), and GLOW 2022 (Nov 2022 - Jan 2023).
- Revamping Georgetown Heritage website.
- Attending monthly marketing meetings with partner organizations to collaborate, and stay on top of tourism trends.
- Meeting regularly with BID members to brainstorm new ideas, conduct new-member orientations, and assist with operational issues.
- Managing and implementing the BID's ongoing visitor marketing campaign to bring people back to Georgetown.
- Marketing the return of the C&O Canal boat, along with Georgetown Heritage, for its inaugural 2022 season.
- Facilitating third-party art, culture and retail pop-up introductions and installations with Georgetown vacant spaces.
- Managing and implementing partnership with DC's Capital Fringe Festival, which will take place in Georgetown July 11 - 24.
- Facilitating and managing public art partnership with the Kennedy Center's Coal + Ice photo mural exhibition in Georgetown called #ReframeClimate.
- Managing Georgetown BID's social media channels, including Instagram, Facebook, and Twitter.
- Managing and coordinating public relations, and doing targeted outreach.
- Writing weekly consumer-facing BIDness newsletter, and frequent BID member updates.
- Managing BID's text alert system.
- Coordinating photo and video shoots for upcoming events.
- Keeping georgetowndc.com up-to-date, including managing online calendar and submissions from BID members, launching new Guides to Georgetown and weekly News items.
- Launching office marketing campaign for 2022.
- Compiling quarterly BID dashboard to share key organizational metrics with BID members.

## STREETSCAPE & STREET SERVICES

- Managing all Streetscape & Street Services contractors.
- Coordinating daily with City agencies and Federal partners.

# CURRENT PROJECTS & TASKS

- Meeting regularly with MPD and Park Police to discuss safety concerns and solutions.
- Managing RFPs for Clean Team services and holiday decor.
- Chairing Program Committee for Georgetown Ministry Center's Board of Directors, and serving as a GMC Board member (John Wiebenson).
- Coordinating homeless outreach team activities.
- Supporting Georgetown Heritage and Canal boat operations.
- Assisting with Georgetown BID Board elections.
- Managing Georgetown BID Board committees, including Public Safety, Streetscape, and Street Services.
- Managing installation and maintenance of Georgetown stateries and decking.
- Managing landscaping and streetscape operations.
- Maintaining the Georgetown African American Historic Landmark Project and Tour signs.
- Conducting late-night canine rodent abatement inspections and hunts, including joint walks with DPW and DOH, and treating burrows.
- Educating BID members on rodent abatement through on-site training and inspections.

## TRANSPORTATION

- Completing study to assess infrastructure improvements for a better transit connection from Georgetown to the Metrorail system.
- Launching the Georgetown Access & Circulation Study to make the streets and sidewalks safer, more accessible, and less congested while maintaining Georgetown's historic character.
- Completing the westward extension of the K / Water Street cycle track and improving the existing section from 34th St to 30th St NW.
- Piloting a dinner shuttle from Georgetown to the Kennedy Center to encourage dining in Georgetown before a show.
- Advancing design and implementation of a mid-block pedestrian cross on the 3200 block of M St NW.
- Evaluating and modifying curbside uses to improve parking, loading, and pick-up/drop-off activities.
- Advocating for the purchase of the Exxon gas station for future transportation uses.
- Advancing the planning for tour bus parking facility at 27th St and K St NW.
- Managing existing data collection systems and collecting additional transportation data to support planning and decision making.

# CURRENT PROJECTS & TASKS

## PLACEMAKING

- Supporting Georgetown Heritage with site permits related to boat operations and managing the long-term Canal plan process.
- Acquiring new permits and permit renewals for installation of public outdoor furniture, planters and signage in plazas around Georgetown.
- Applying for deck and concrete barrier permits on behalf of restaurants with streateries on side streets.
- Monitoring deck use and restaurant aesthetics, and refining guidelines as needed.
- Managing the federally funded Water Street Trailhead project, with construction beginning this spring.
- Improving the Gateway visitor experience under the Whitehurst Freeway through the K Street lighting project and related efforts.
- Contributing to transportation and economic development initiatives.

## ECONOMIC DEVELOPMENT & PARTNERSHIPS

- Actively recruiting new office, restaurant and retail tenants, and doing tenant retention outreach.
- Encouraging pop-ups and new / diverse uses for vacant spaces.

- Activating vacant retail and underutilized private spaces.
- Collecting and disseminating data.
- Producing industry reports, including the State of Hotels, Retail, and Office in Georgetown.
- Managing the Georgetown BID's Retail Committee.
- Improving the visitor experience under the Whitehurst through the K Street lighting project.
- Conducting regular outreach to brokers, property owners, and tenants.
- Supporting visitation initiatives, streaterie maintenance, public realm projects (including art and wayfinding, and Wisconsin Avenue maintenance), and transportation initiatives including data collection.
- Meeting with current tenants to communicate BID programs and initiatives.
- Engaging the commercial brokerage community and providing information and assistance to encourage increased velocity in leasing of vacant spaces.
- Creating and selling partnership packages for all BID events.
- Contacting potential tenant businesses, both within the DMV and beyond, to encourage Georgetown as a potential location.
- Working in partnership with the community and community groups to maintain and enhance the relationship between Georgetown tenants and residents.

# CURRENT PROJECTS & TASKS

- Providing data to brokers listing and leasing in Georgetown.
- Identifying potential board members for Georgetown Heritage.
- Securing necessary funding for the Canal restoration project through private and corporate gifts and sponsorships.

## FINANCE

- Managing all financial functions for BID, including monthly financial reporting, accounts payable, payroll, bank account reconciliation, banking / financial relationships, financial support to program areas, budgeting, and annual audit process.
- Managing BID tax process, including semi-annual mailings and taxpayer issues.
- Managing insurance and risk management for the BID.
- Conducting State and Federal filings for the BID.

## HUMAN RESOURCES & IT

- Managing all HR functions for BID, including benefits administration and new employee onboarding.
- Providing IT support for office.

## ADMINISTRATIVE SUPPORT

- Providing support for All Aboard Our Heritage event and DEI trainings.
- Managing scheduling for Georgetown BID's President & CEO, in addition to other staff members and BID members, as needed.
- Providing BID committee support.
- Managing Georgetown Heritage donations through Salesforce.
- Supporting BID and Georgetown Heritage staff.

## DIVERSITY, EQUITY & INCLUSION

- Undertaking DEI initiative that will create actionable ways we can make Georgetown an inclusive place, including working with consultants to implement planning sessions with the BID Board and Staff.

# AWARDS & ACCOLADES



Received Downtown Merit Award (Planning category) by the International Downtown Association for Georgetown 2028.



Regularly place in Washington City Paper's Best of DC in the category of Best BID / Main Street.

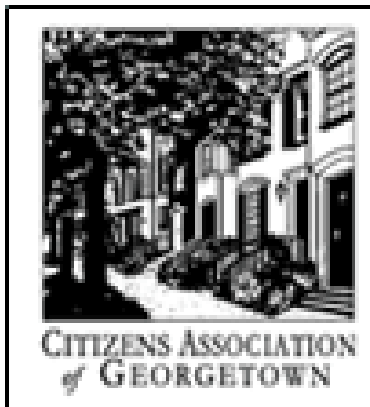
## STREETSBLOG USA

Nominated for Best Urban Streetscape Redesigns of 2018 award by Streetsblog USA for K/Water Street redesign and cycletrack project.

## GEORGETOWN GARDEN CLUB

WASHINGTON, D.C.

Received the Club Civic Improvement Commendation in May 2016 for our contribution to the beautification of Georgetown from the Georgetown Garden Club.



Received the Citizens Association of Georgetown's Martin-Davidson Award on May 29, 2014 for being an outstanding business serving the community and enhancing the historic character of Georgetown.



Georgetown BID Clean Team awarded Georgetown Business Association's Art Schultz Communitarian Award in 2013.

# BID CITYWIDE LEADERSHIP



CEO & President Joe Sternlieb chairs the city-wide DC Sustainable Transportation Coalition (since 2016)



BID Board Members and CEO are active members of Federal City Council and committees



Operations Director John Wiebenson is Vice Chair of Georgetown Ministry Center

GEORGETOWN  
MINISTRY CENTER

## STABLE

VP & Marketing Director Nancy Miyahira served on Stable Arts Board (2019-2021)



Joe Sternlieb chaired DC BID Council (2014-2016)



Nancy Miyahira served on the Fashion Group International of Greater Washington DC Board (2013-2015)



We look forward to the next decade,  
as we continue to support our  
members and serve Georgetown.



[GEORGETOWNDC.COM](http://GEORGETOWNDC.COM)