

Hyattsville Transit Circulator Feasibility Study



- City Council Presentation – December 3, 2018

Study Purpose

- Evaluate the operational and financial viability of a high-frequency transit circulator in Hyattsville.
- Connect key destinations within Hyattsville:
 - Gateway Arts District
 - West Hyattsville Metro
 - Prince George's Plaza Metro
 - Access to the MARC Riverdale station



Example of a Circulator

Circulator Benefits

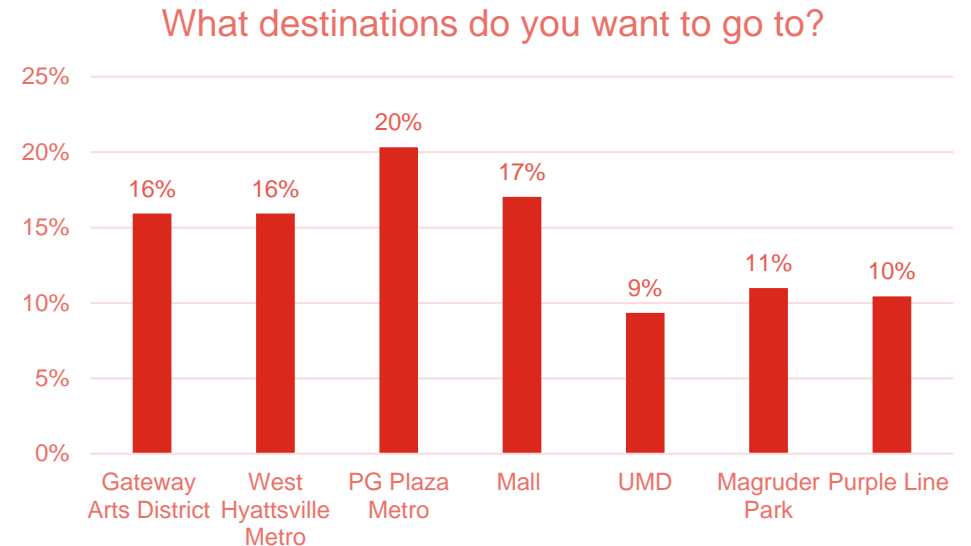
- Enhance economic vitality
- Reduce congestion and pollution
- Contribute to a pedestrian-friendly downtown area
- Facilitate the viability of commuting with transit



Photo source: Elvert Barnes / CC 2.0

Public Survey Results

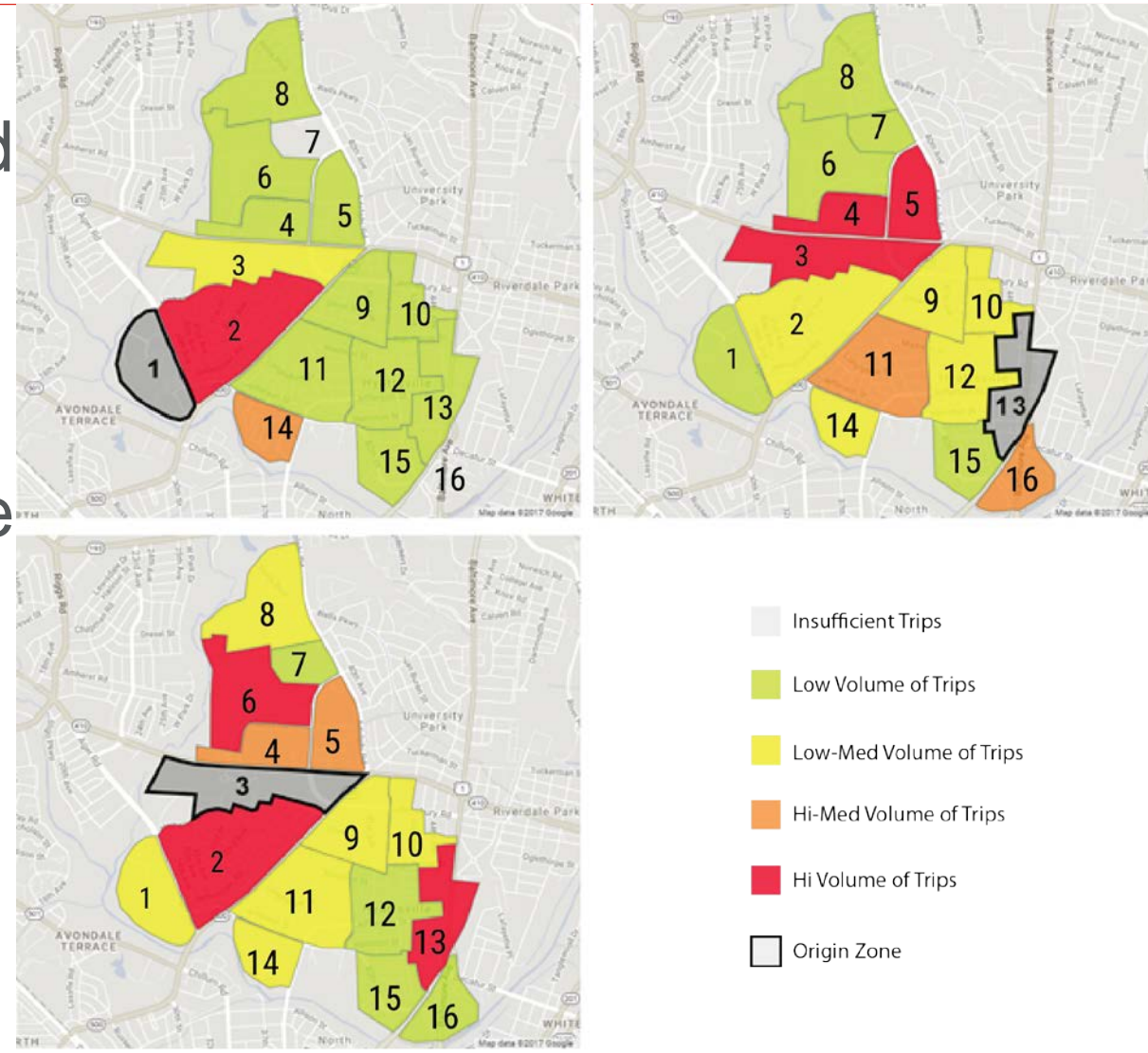
- Posted on City's website and Speak-Up portal: June 16 - July 25, 2018
- 71 responses received.
- Respondents support a circulator that operates
 - Seven days a week
 - Mornings and evenings services
 - A nominal fare



Existing Trip Patterns

- Big-Data, which utilizes anonymized data from location services on mobile and navigation devices, was analyzed.
- A high demand for trips between the Prince George's Plaza Metro and the Gateway Arts District was demonstrated

Origin Maps



Peer System Review

- Three systems were interviewed:
 - Bethesda Circulator (Bethesda, MD)
 - King Street Trolley (Alexandria, VA)
 - Charm City Circulator (Baltimore, MD)
- TheBus Route 13 was reviewed.



Bethesda Circulator

- One 2.1 mile route with 20 stops
- 3 buses at 10 min headways
- Free service
- Operates all days except Sunday
- 35,000 ridership / month
- Privately operated at approx. \$730,000 per year



King Street Trolley

- One 2.7 mile route with 18 stops
- 6 buses at 10 min headways
- Free service
- Operates all days
- 70,000 ridership / month
- Publicly operated at approx. \$960,000 per year



Charm City Circulator

- Four routes with multiple stops
- 24 buses at 10-15 min headways
- Free service
- Operates all days
- 30,000 – 145,000 ridership / month
- Cost unknown



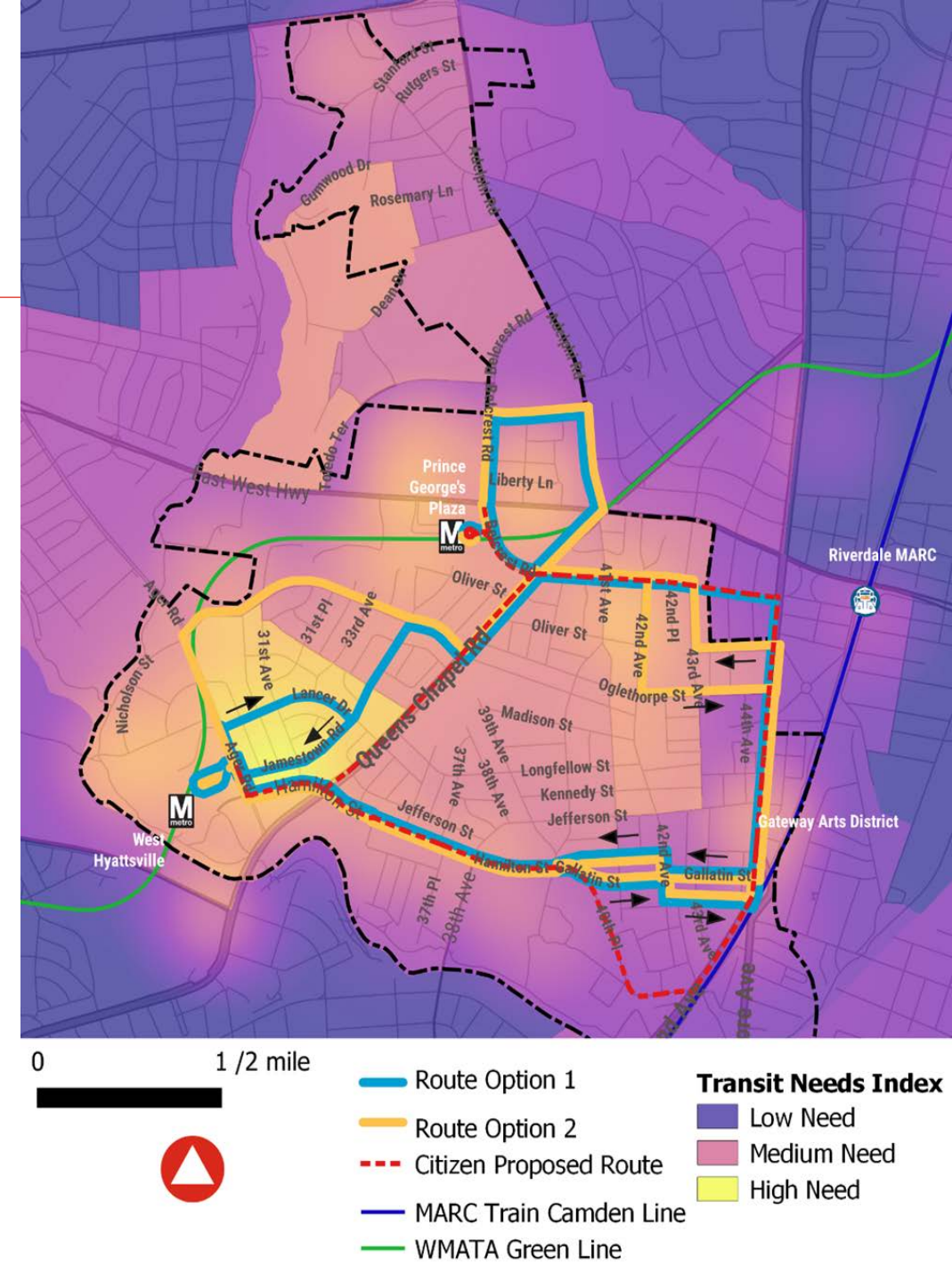
TheBus Route 13

- DPW&T operates Route 13 – connects key Hyattsville destinations
- 40 minutes headway is inconvenient
- Currently costs county approx. \$661,000 annually to operate



Transit Needs Index

- Spatial analysis that factors in:
 - Population, employment density
 - Transit stations, attractions
 - Equity
- Two potential routes were identified
- Major stops were identified



Ridership Estimates

- The ridership of a future transit circulator is estimated to be between **12,000 and 38,000 riders each month.**

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Based on national research
of Downtown Circulators

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Based on current ridership and demographic characteristics of five comparable circulator characteristics.

Ownership and Operational Models



Municipal
Ownership

Private
Contracting

Transit
Agency
Partnership

Ownership and Operational Models



Municipal
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Most feasible options

Cost Estimates

- Overall, cost estimates range from \$715,000 to over \$4 million.
- Estimates vary based on:
 - One-way versus two-way circulation
 - Hours of operation
 - Headways
 - Private versus County operation
 - Vehicle type

Cost Estimates: Two- Way Service (recommended)

■ Extended Hours:

- 7:00 am – 11:00 pm (Mon-Thurs)
- 7:00 am – 12:00 am (Fri)
- 10:00 am – 12:00 am (Sat-Sun).

■ Limited Hours:

- 7:00 am – 10:00 pm (Mon-Thurs);
- 7:00 am – 11:00 pm (Fri);
- 10:00 am – 11:00 pm (Sat);
- No service on Sundays.

Hours of Operation	Operator	10 Minute Headways (4 vehicles)	15 Minute Headways (3 vehicles)
Extended	County	\$4,310,240	\$3,330,640
	Private	\$2,420,000 - \$3,300,000	\$1,870,000 - \$2,550,000
Limited	County	\$3,526,560	\$2,546,960
	Private	\$1,980,000 - \$2,700,000	\$1,430,000 - \$1,950,000

Cost Estimates: One- Way Service

■ Extended Hours:

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- 7:00 am – 12:00 am (Fri)
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■ Limited Hours:

- 7:00 am – 10:00 pm (Mon-Thurs);
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- No service on Sundays.

Hours of Operation	Operator	10 Minute Headways (4 vehicles)	15 Minute Headways (3 vehicles)
Extended	County	\$2,155,120	\$1,665,320
	Private	\$1,210,000 - \$1,650,000	\$935,000 - \$1,275,000
Limited	County	\$1,736,280	\$1,273,480
	Private	\$990,000 - \$1,350,000	\$715,000 - \$975,000

Funding Sources

- City funding
- State funding
- Advertising Revenue and Naming Rights
- Federal Funding
- Other – partnerships with non-profits or developers, development review process.
- Fares

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- City funding
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- Other – partnerships with non-profits or developers, development review process.
- **Fares** – Though fares would offset costs, they would not be a major revenue source, and would make the circulator service less attractive to riders.

Key Operational Recommendations

- Clockface headways every 10-15 minutes
- Two-way circulation
- Hours of operation seven days a week, from early morning until late evening, with late night hours on Friday and Saturday nights
- Free fares
- A strong branding and outreach campaign

Bottom Line

- Transit circulators can bring benefits to downtown areas and facilitate mode-share shifts.
- A circulator could enhance transit connectivity between key destinations.
- **Circulator systems do not cover their own costs, and require subsidies to operate.**

Next Steps

If Hyattsville decides to move forward with the project, the next steps should be:

- Determine the desired operational characteristics
- Identify dedicated funding source in the range of \$715,000 - \$4,300,000 annually
- Pursue partnership with Prince George's County to modify Route 13
- If discussion with the County fails, pursue to hire private contractor to operate the system

Thank you

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