



Results from Purple Line Housing Survey

May 2019

Overall Summary

- **High Response Rate:** More than 600 survey respondents started survey; more than 96% completed it.
- **Respondents Mostly Prince George's Residents:** Just over 72% of the respondents hailed from Prince George's County; overall survey analysis needs to consider that there's an overly high emphasis from Prince George's residents; approximately 55% of respondents live within the corridor across both counties
- **Respondents Mostly Homeowners:** More than 75% of respondents were homeowners, slightly less than double the actual rate in the corridor; use of this analysis in crafting the final action plan will need to account for this imbalance, as renters are a key constituency for the housing plan. 68.3% of Spanish-speaking respondents are renters while 90% of English-speaking respondents are homeowners.
- **Priority – Living Wage/Middle Income Households:** Respondents are inclined toward housing that favors low-income and middle-income residents
- **Priority - Housing for Larger Households:** More than half of respondents prioritize housing options for households with 3 or more people.
- **Support Homeowners and Renters:** Nearly 60% of respondents favor the housing plan emphasizing both renters and homeowners
- **Medium Support for Housing Trust Funds:** Just over 58% support or strongly support reallocating more funds in county budgets toward housing trust funds, although only about 20% oppose or strongly oppose such reallocation
- **Staying Informed:** About 28% of respondents (165) want to stay informed and/or involved in or about coalition and housing action team activities

How Would Residents Define Success for Purple Line in Their Communities

- Reduces Beltway Traffic
- Provides Ample Parking for Riders
- Provides Ease of Access to Stops
- Increases Home Values without Causing Displacement
- Ensures Safety at Stops
- Ensures Affordable Ridership
- Encourages Diverse Businesses to Open
- Redevelop Class C Shopping Centers
- If rent is not raised and neighborhoods are preserved (Si el alquiler no se eleva y se conservan barrios)

When asked if there were particular neighborhoods where the building and preserving of affordable housing should occur first:

- By far the most common response was Langley Park and neighborhoods within Langley Park
- Others mentioned far less but still multiple times included neighborhoods in Silver Spring, Riverdale, New Carrollton, and Takoma Park
- Also, it was noted by a number of respondents that very little affordable housing currently exists in Bethesda
- In particular, there was a desire to see the preservation of the character of communities (particularly in Langley Park and Long Branch) and to preserve the vibrancy of immigrant businesses

NOTE: In disseminating the survey, we targeted our outreach to public and non-profit (including faith-based) organizations and agencies that have constituencies or members in the corridor. This targeting clearly shows up in how respondents answered the question about where to start building and/or preserving affordable housing first.

When asked if they were writing the Housing Action Plan, what would they be sure to include, common themes were:

- Diverse income developments/neighborhoods
- Options for existing low-income families to become homeowners
- Plenty of green space
- A focus on single family homes and town-homes instead of apartment buildings.
- Energy efficient affordable housing
- Walkable communities
- **Common Themes among Spanish-speaking respondents** (drawn from more than 100 respondents)
 - Strong mixed-income housing (Viviendas fuertes de ingresos mixtos)
 - Well-built housing and community centers (Viviendas bien construidas y centros comunitarios)

Additional Insights from the Survey:

- Those who oppose the Purple Line say they want a focus on higher salaried households, and a focus on lower occupant households.
- Those who want to focus on lower income households also want to focus on higher occupancy households and support county funding/ budget adjustments to support affordable housing.
- 64.5% of Spanish speaking respondents want to prioritize households with incomes less than \$25k/year. 95.1% want focus on household incomes less than \$50k/year; whereas the majority of English speaking respondents want to focus on households making \$50k-\$75k/year
- 42.6% of Spanish speaking respondents want to focus on 5-6 person households, while the majority of English speaking respondents want to focus on 1-4 person households.