



PURPLE LINE CORRIDOR COALITION

“Success for the Purple Line means No Net Loss of affordable housing, strong workforce development benefitting the existing local population, and preserving the rich diversity of peoples and their small businesses.”

– PLCC 2019 Housing Survey Respondent

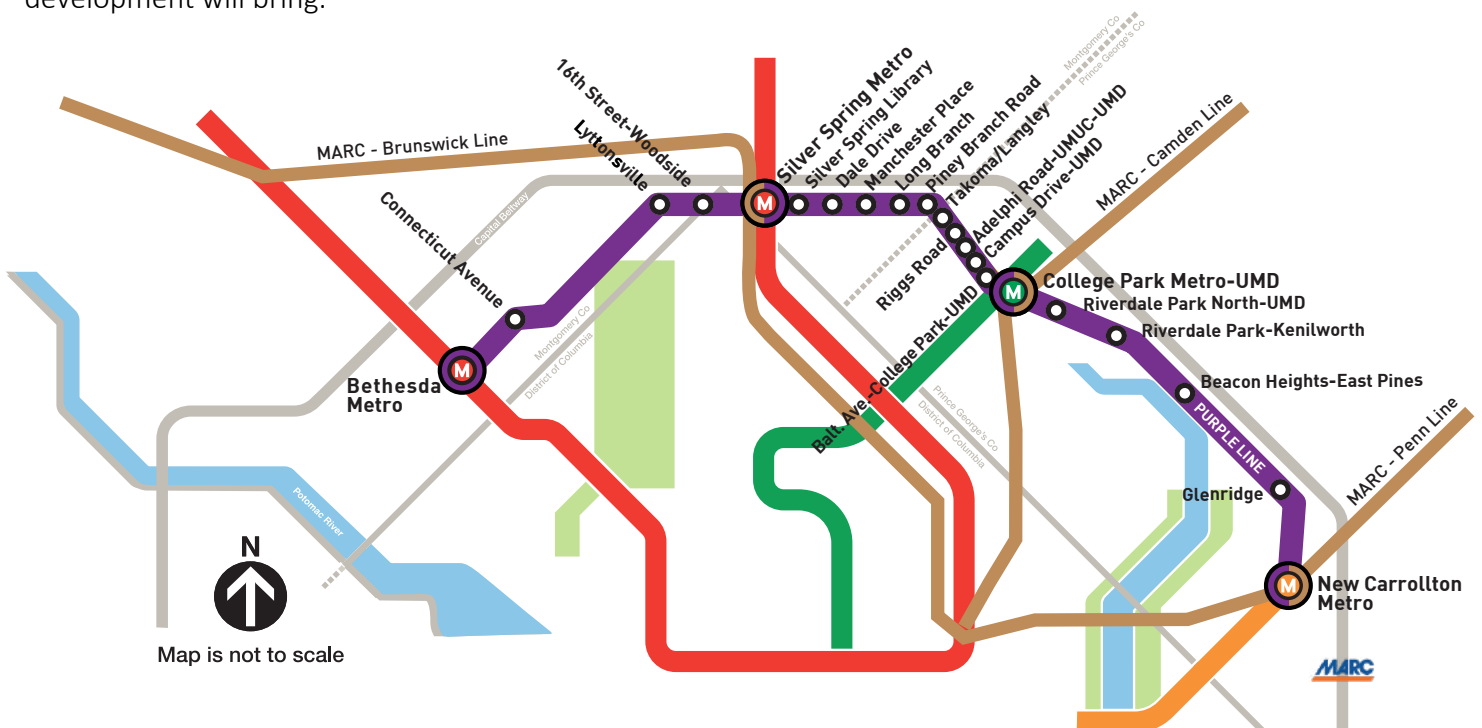
COMING TOGETHER TO REALIZE THE POTENTIAL BEYOND THE RAILS

As the first light rail in the Washington, D.C. area, the 16-mile, 21-station Purple Line now under construction and projected to open for service in 2022 will shape the growth and character of Montgomery County and Prince George’s County for decades.

Thoughtful, smart investments in and around the rail will ensure the success of new business opportunities, access to jobs, and more vibrant, livable communities. Yet if we are not making related investments in preserving the unique culture and history of neighborhoods along the line, we may also chance to lose what we love about our communities. This means that we will need to be equally vigilant about protecting existing residents and businesses from displacement as well as ensuring that they have access to the economic opportunity that the rail development will bring.

The Purple Line Corridor Coalition (PLCC), comprised of public, non-profit, and private organizations, was created to ensure the Purple Line transit investment helps to create a place of opportunity for all who live, work and invest in the corridor. The primary task of the Purple Line Corridor Coalition (PLCC) is to ensure that investments to preserve and protect existing residents and communities, happen in tandem with the overall development of the rail. The PLCC website has more information at www.purplelinecorridor.org.

PLCC is working to ensure that at least 19,000 houses and apartments currently affordable to those that earn \$70,000 annually or less remain affordable. In addition, we are working to ensure that we retain the 8,500 houses and apartments that currently have protections that keep them affordable, in place.





*What would success look like to you?
“Bring growth for the people and community
that are already here and not displace the
current community”
– PLCC 2019 Housing Survey Respondent*

THE PURPLE LINE CORRIDOR COALITION HOUSING ACTION PLAN:

The PLCC is committed to three strategies to preserve and grow opportunities for housing for all within the Purple Line corridor.

- Make sure that there is a diverse mix of homes across the full range of price points.
- Address major challenges that would hinder the ability of residents to continue to afford to live along the corridor whether renting or owning.
- Make it possible for a wider range of families to own their homes across the corridor.

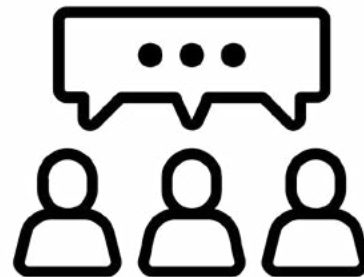
One of the ways that the PLCC will remain accountable for serving these three goals, is to provide a road map so that residents and local business can monitor and work with us to meet the goals.



The PLCC Housing Action Plan, to be released in October, will list specific action steps between now and 2022, when the line opens, to help meet these goals.

Key members of the PLCC, along with resident and community stakeholders will:

- advocate for more funding resources to support programs and local organizations working on behalf of people and business located along the line;
- provide training and education to residents and landlords to take advantage of existing tenant protection and rental assistance programs, home rehabilitation and repair resources, and initiatives to support landlords to modernize apartments and improve energy efficiency;
- create and report on metrics to track progress and change in the corridor to make sure that our actions and investments align with our goals; and,
- include fresh ideas to advance policies, programs and investments that will improve the lives of people living in and around the line.



To inform the PLCC Housing Action Plan we have been getting input from staff and elected leaders in both counties, and meeting with community organizations, developers, civic and faith-based organizations. A housing survey was conducted with almost 600 residents responding, and recently approved County plans, policies and zoning updates that also reflect significant community input were reviewed. As a result, we have created this initial set of recommendations for the housing action plan.



HOUSING ACTION PLAN DRAFT RECOMMENDATIONS:

the following 12 recommendations have been organized into three categories of actions for coalition members to undertake



Actions that directly increase the production, rehabilitation and preservation of affordable multi-family and single-family housing and strengthen tenant protections

1. Ensure tenants across the corridor are much better protected through increased legal protections, stronger enforcement for when landlords violate housing codes for their buildings, and to ensure tenants know their rights and have effective access to legal resources.

2. Accelerate efforts to acquire, preserve and redevelop housing on empty lots or low-density sites that may be owned by public agencies, churches or others along the corridor. underutilized lots and surplus public lands. We need to accelerate securing these types of sites before the Purple Line opens and causes additional price increases for these properties.

3. Increase funding for housing trust funds in both counties along the Purple Line. In both counties this funding is used by developers to build more affordable housing units and to support low-income

and senior homeowners make needed repairs and weatherize their homes. Montgomery County also uses these funds to provide emergency rental assistance.

4. Expand the ability for current homeowners along the Purple Line to rehab their houses Many of the homes along the Line are more than 50 years old that have repair and rehab needs at the same time property taxes continue to increase. This recommendation would help those homeowners to better afford repair and rehab.

5. Provide new tools and programs in both counties to preserve and modernize smaller apartment buildings along the Purple Line. Many people live in privately-owned apartment buildings with fewer than 20 units, where overcrowding is a concern, and heating and air conditioning systems need to be modernized to reduce energy costs. Ensuring these improvements can happen without households being displaced or rents substantially increased is important.

6. Expand opportunities for current renters to be able to purchase a home affordably. Some renters can become homeowners and actually reduce housing costs through greater use of new and existing programs that provide financial support and counseling for those aspiring to own.

7. Help developers navigate the Purple Line development process to ensure that new multi-family apartments include elements that support transit use, improve walkability, create more retail and office space, and include a percentage of affordable housing. Both counties have new zoning codes and plans in place that support these goals but targeted outreach is needed to educate developers and help them navigate the new processes.



Actions that formalize collaboration between counties especially in the Takoma – Langley Park crossroads area to coordinate efforts and minimize disruptions to residents and businesses

Actions to strengthen the Coalition’s internal work, track progress to meet goals and changes in housing affordability, and to deepen local capacity and leadership

8. ‘TLC’ for the Takoma Langley Area. The neighborhoods surrounding Langley Park, Long Branch, University Boulevard, New Hampshire Avenue, and Flowers Avenue cross two counties and include unincorporated areas of both counties plus the City of Takoma Park. This area may face the greatest vulnerability for renters, homeowners, and business owners and will require intensive collaboration across governments, as well as faith-based, non-profit, and private organizations to ensure the needs of these communities are treated as a high priority.

9. Collaborate across public agencies to attract outside investment that creates equitable development in the twelve Opportunity Zones (OZs) along the Purple Line that were identified through a new federal tax law. These OZs present the potential for using these investments and incentives to help keep existing businesses and residents in place.

10. Utilize PLCC partner organizations to monitor and report on housing trends and affordability in the corridor to track progress toward the Coalition’s housing goals and ensure greater accountability.

11. Grow partnerships within and across the Coalition and expand the coalition to include a greater number of civic organizations and community voices to ensure continued progress on the plan’s housing goals and strengthen capacity of those organizations working locally.

12. Research critical housing issues and emerging trends. There are many issues where further research is needed to identify potential strategies applicable to the Purple Line. Among the issues that have been raised by stakeholders are: a) creating community land trusts and other cooperative ownership models; b) leveraging a portion of future land value increases to achieve community goals; and, c) effective strategies to reduce informal evictions.



**PURPLE LINE
CORRIDOR
COALITION**

Thank you for your interest in the PLCC and our housing goals. We believe that working together we can create and preserve housing opportunities for all. If you would like to get engaged in our work, or share feedback please contact us via the PLCC website at www.purplelinecorridor.org