



PLCC

PURPLE LINE CORRIDOR COALITION

P R O G R E S S R E P O R T
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A MESSAGE FROM THE CO-CHAIRS:

The uncertainty of our future—and the undeniable cost of the past few months—makes our efforts more urgent than ever.

Four years ago, a diverse group of stakeholders from government, academia, non-profit organizations and community members came together to map out how we as a region could prepare—and capitalize—on the Purple Line light rail, the most ambitious transportation project Maryland has seen in nearly half a century. Years of observing the successes and failures of transit projects across the country emphasized the importance of planning ahead. Creating a transit corridor that promises vibrant, equitable housing, resilient community fabric, walkability, employment and a thriving business corridor cannot happen on its own.

Those who have followed the Purple Line Corridor Coalition—what we are known as collectively—are familiar with what we are working for. Over the past several years, we've organized and strategized ways that the corridor could foster housing options for all, enhance walkability, connect people to jobs and preserve small and locally owned businesses and diverse communities.

Since charting our vision, we have made meaningful progress toward these goals. The pages that follow outline a number of milestones and achievements and our continued efforts to explore new opportunities and partnerships. Our work has also

brought to light what we have to lose. The culturally-rich communities that dot the corridor are inherently at risk for underemployment, a lack of affordable housing, and the loss of family-owned and small businesses, at a time when new transit could have transformative social and economic impact.

The COVID-19 pandemic has further exposed these vulnerabilities. As we write this letter, Montgomery County and Prince George's Counties are beginning to re-open for commerce, leaving vulnerable communities further at risk. The uncertainty of our future—and the undeniable cost of the past few months—makes our efforts more urgent than ever.



David Bowers, Vice President & Mid-Atlantic Market Leader, Enterprise Community Partners, Inc.

This year has also brought new challenges to the Purple Line project itself. Temporary setbacks are a normal part of the journey for large transit projects, and we remain optimistic about the future of the Purple Line. But the likelihood of delays refocuses our energies on ensuring quality of life for those most affected by construction disruptions. And it reminds us why so many in the community wanted the Purple Line in the first place: better transit options, an easy cross-country connection between job seekers and job centers, and new investment in communities of color that have historically been left behind by economic growth. The Purple Line, at its best, can bridge geographic divides and be a driver for racial and economic equity. We stand ready to adapt to evolving realities and continue mobilizing toward the best future of the project, as we always have.

So as we socially distance and prepare for the long game, we accelerate our work. We bring new and innovative ideas and opportunities to the table. With the knowledge that there is strength in numbers, we look to build our coalition, mobilizing people and organizations in new ways.

The journey to build a just, vibrant and prosperous transit corridor takes time. We know the outcome will be worth it. We welcome your feedback, participation, and support as we move forward.

Wishing you good health and a bright future.



Gerrit Knaap, Director, National Center for Smart Growth Research & Education,



Gerrit Knaap, Director, National Center for Smart Growth Research & Education



David Bowers, Vice President & Mid-Atlantic Market Leader, Enterprise Community Partners, Inc.

A POST COVID-19 WORLD

The Purple Line Corridor Coalition's mission is to build a sustainable and equitable Purple Line corridor by advancing *changes in the underlying systems that have inhibited investment in community priorities and have sustained racial inequities* over time. The COVID-19 crisis has revealed now, more than ever, the need for a collective agenda for greater community-based investments and for fundamental changes to local policies and systems, in the short- and long-term.

Small, locally owned businesses—especially those owned by people of color and immigrants—are bearing the economic brunt of the COVID-19 crisis. We see first-hand and at scale, how fundamentally important these small businesses are as employers, service providers, and landmarks in our neighborhoods. Significant resources are needed to ensure the survival of this vital sector of our economy. Keeping vulnerable small businesses afloat will require an understanding of the role of rising rents in a transit corridor as well as falling revenues, access to services, and maintaining health and safety standards for workers and clients. Our work will also concentrate on the different needs and challenges of micro-businesses compared with larger businesses in the small business category. *The coalition remains committed to helping businesses navigate the crisis and achieve greater resilience.*

Ensuring that communities have access to **housing they can afford** is critically important to the public health and the economic stability of our residents. Our work continues to illustrate the gap between income and housing costs, which is both more widespread and acute during the pandemic, especially for immigrant communities and communities of color. The coalition's

goal of maintaining at least 17,000 total market rate and subsidized affordable housing units in the corridor through production and preservation remains paramount. The pandemic's impact on the real estate market may lead to some additional opportunities for long-term affordable housing preservation. *The coalition is implementing an agenda that aims to increase the supply of affordable housing and protect the most vulnerable tenants along the corridor.*

The need for system change is now more than ever

Workforce development may shift to accommodate COVID-19-resistant industries and jobs. This shift will take time, as will the flow of resources to families in need today of greater income, food, and health security. Understanding the impacts on the labor market will be an important aspect of our work to support residents and workers, especially Black and Brown workers who have been subject to higher rates of unemployment and underemployment, and who have worked on the front lines throughout the public health crisis. *We are*

launching a cross-county, multi-sector agenda focused on these populations along the Purple Line.

We will continue to keep our policymakers focused on both the immediate and longer-term implications of the pandemic along the Purple Line. We will focus on producing and preserving more affordable housing, increasing support for small businesses, strengthening the most vulnerable segments of our workforce and providing transit-oriented development that is community-driven.

Achieving these goals will require new levels of collaboration with county leaders to reverse and overturn policies and systems that have impeded positive community change for our Black and Brown communities. We will continue to partner with, reinforce and advance the work of community leaders and stakeholders to accelerate these systems level changes.

PLCC WELCOMES NEW DIRECTOR

Sheila Somashekhar, a seasoned community change maker, has taken the role of the coalition's inaugural director. Somashekhar brings over 15 years of experience in community organizing and engagement, specializing in economic strategy, social justice, affordable housing, neighborhood asset building and workforce development.



"I see in the Purple Line a rare opportunity for a major transit infrastructure project to bring economic growth without displacing residents," says Somashekhar.

"As PLCC's Director, I am excited to mobilize partners to realize that vision."

"Sheila has a proven track record for bringing people together in ways that result in lasting, tangible change," said Gerrit Knaap, director of UMD's National Center for Smart Growth and co-chair of the PLCC steering committee. "We are thrilled to have her lead the coalition's efforts and apply that experience to chart our path moving forward."

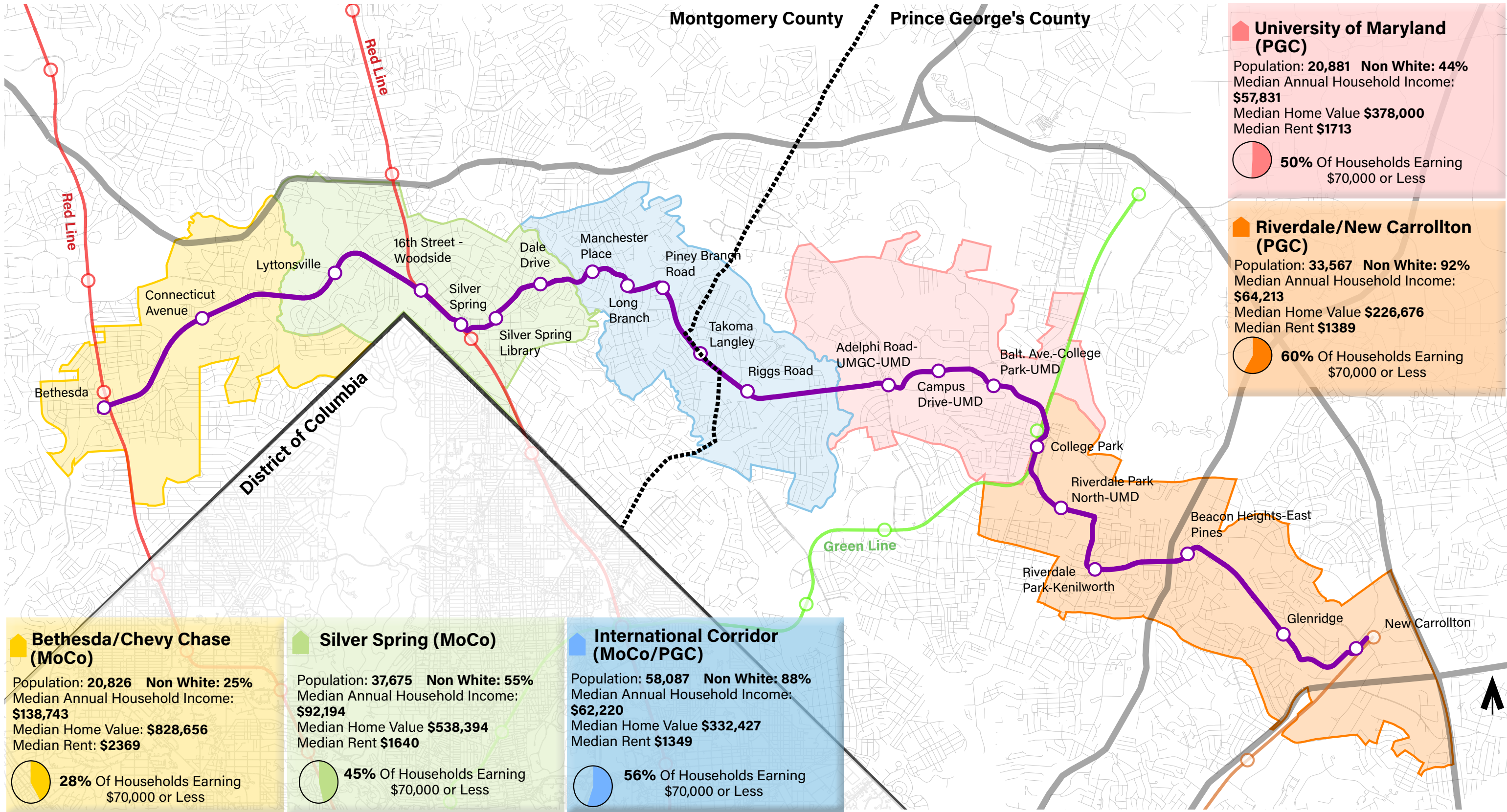
Somashekhar has extensive experience developing community-based initiatives in Washington, D.C. and New York City, and has built a reputation for creating successful stakeholder collaborations that result in pathways to employment, financial independence, and neighborhood resiliency.

She established United Way's role as a community resource for financial capability through community-centered programming, including free tax preparation programs and the launch of one-stop financial service centers across the Washington, D.C. area. She also helped raise over \$1M in support of that work. At the New York City Housing Authority, Somashekhar helped launch a new economic opportunity platform for the agency, supporting residents in public housing to participate in economic and job growth taking place in their neighborhoods.

A UMD alum who later obtained a Master of Urban Planning and Master of Public Health from the University of Michigan, Somashekhar comes to the PLCC knowing many coalition players and, more importantly, what is at stake.

THE PURPLE LINE CORRIDOR

More than **170,000** people currently live along the corridor, representing broad economic, racial and ethnic diversity. To better understand this diversity of population and housing conditions, the PLCC's work breaks out the corridor into the five subareas* shown on the map below.



*Subarea geographies are aggregated from census block groups which have geographic centroids within 1/2 mile of a purple line station. Data comes from US Census, ACS 2013-2017 (data are estimates) data are rounded estimates.

ABOUT THE PLCC

PLCC HISTORY

Planning for the Purple Line light rail project began more than a decade ago. The Maryland Transit Administration (MTA) prepared detailed engineering plans for the operation of the train; the Maryland-National Capital Park and Planning Commission (M-NCPPC), serving both Montgomery and Prince George's Counties, developed land use plans for station areas; and coalitions of community and business organizations mobilized to address a variety of social and economic concerns. What was missing, however, was a vision for the future of the Purple Line corridor as a whole, with specific strategies and action items necessary to achieve that vision. The Purple Line Corridor Coalition (PLCC), formed in 2013, is a multi-sector collaborative led and administered by the University of Maryland's National Center for Smart Growth (NCSG) in partnership with a coalition of community organizations, state and local governments, nonprofits, philanthropies and businesses. The PLCC led the creation of the Community Development Agreement for the Purple Line Corridor, which articulates a collective vision for vibrant economic and community development along the 16-mile corridor. The mission of the PLCC is to ensure the Purple Line light rail creates a place of opportunity for all who live, work and invest in the corridor through a commitment to increasing access to housing choices, job and business opportunities, and to fostering communities that are vibrant and sustainable.



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THE POWER OF COALITIONS

The PLCC is a collection of active stakeholders throughout the region invested in the success of a sustainable, thriving corridor. Our stakeholders include local government agencies, non-profits, national experts in housing, healthcare and the economy, small business, academic institutions, faith-based organizations, community organizations and residents. There are also numerous partner and member organizations that support the PLCC.

LEVERAGING TALENT & RESOURCES

The PLCC is funded through a diverse set of sources. We have generous sponsors ranging from state and county agencies to national nonprofits. We also appreciate the support of the many funders who have helped make our past stakeholder workshops and projects possible. Yet the PLCC is primarily possible because of the sweat equity of its committed steering committee, members and partners. These individuals, with their organizations, supply many hours toward the PLCC's goals. Without their dedication and time commitment, the PLCC's work would not be possible. Since its inception, the PLCC has accomplished its goals with a limited budget. After two landmark investments, the PLCC is poised to leverage more capital sources to realize its community goals.

PLCC TIMELINE

Delayed by two years of legal disputes, construction on the Purple Line finally began in 2017. The PLCC was already hard at work; the coalition's Community Development Agreement, the result of multiple workshops and stakeholder forums, was signed in late 2017.





PROGRESS & ACHIEVEMENTS

OVERVIEW OF PLCC ACTION TEAMS

During 2019 and 2020, the coalition has worked steadily to make significant progress toward implementation of the goals from the Community Development Agreement.

Most significantly, the Housing Accelerator Action Team – led by Enterprise Community Partners, Kaiser Permanente, Housing Initiatives Partnership, and the Montgomery Housing Partnership – completed their ambitious PLCC Housing Action Plan at the end of 2019 and is focused on key short-term objectives to implement in 2020. The plan is the culmination of a year-long process that involved hundreds of stakeholders and residents across the corridor.

The Small Business Action Team – co-chaired by the Latino Economic Development Center and CASA – is moving quickly toward completing the Small Business Action Plan this year. They have collaborated with approximately 50 public, private and nonprofit groups in the deliberation and development of this plan from across both counties.

The Workforce Development Action Team convened twice earlier in 2020 before the COVID-19 crisis hit. They had developed a framework for both shorter and longer-term strategies but that work went on pause during the crisis; they plan to reconvene the action team to see what key adjustments need to be made, given the large-scale loss of jobs that has occurred throughout the corridor as a result of layoffs, both temporary and permanent.

Work on a new \$2 million Federal Transit Administration (FTA) grant began in July 2020. FTA work will include the development of a strategic economic development plan for the corridor, a corridor-wide, transit-oriented development plan, funds to support small business sustainability, and the further development of PLCC governance.

SHARED VISION & GOALS

A COMMUNITY DEVELOPMENT AGREEMENT FOR THE PURPLE LINE CORRIDOR

The agreement articulates a collective vision for vibrant economic and community development along the corridor and strategies to achieve that vision. The Agreement represents a strong commitment by public, private and community stakeholders to work together to leverage the Purple Line transit investment to create a place of opportunity for all who live, work and invest in the corridor through the collective pursuit of four goals.

GOAL 1: DIVERSE, LOCALLY ESTABLISHED BUSINESSES PROSPER BOTH DURING AND AFTER THE CONSTRUCTION PERIOD

GOAL 2: WORKERS IN THE CORRIDOR GROW IN NUMBER, ARE WELL TRAINED AND WELL MATCHED WITH EMPLOYERS IN SKILLS AND LOCATION

GOAL 3: HOUSING OPPORTUNITIES ARE AVAILABLE FOR PEOPLE OF ALL INCOME LEVELS IN COMMUNITIES THROUGHOUT THE CORRIDOR, ESPECIALLY CURRENT LOW-, MIDDLE-INCOME, AND TRANSIT-DEPENDENT RESIDENTS

GOAL 4: VIBRANT AND SUSTAINABLE COMMUNITIES ENHANCE HEALTH, CULTURE, AND A SENSE OF PLACE

TOWARD SYSTEMATIC CHANGE

We believe achieving our long-term vision calls for strategies that can lead us to needed, systematic change:

- A collective impact strategy that works across sectors, issues and municipal lines.
- A new system of capital flows that perpetuates equitable, sustainable and inclusive development, capitalizes on investment approaches (e.g., Opportunity Zones) and tracks investments along the line.
- Policy changes that leverage existing resources and tools, while also putting in place new tools that can create a supportive enabling environment for the results we seek.
- A collaborative of community-based groups, high-capacity intermediary groups and political leaders and agencies in which ideas and solutions are created alongside and vetted by community members, but also informed by policy leaders and technical experts so that strategies are feasible and sustainable.

PLCC values and prioritizes the following in all work:

Inclusion: *Our collaborative includes bi-county, multi-sector, multi-issue representation and elevates community voices in decision processes to include diverse perspectives.*

Impact: *Our approach is data driven, results oriented and asset-based for greater impact using metrics that articulate effectively what is important to measure, how to measure and what is the baseline.*

Corridor-wide: *Our focus is at the corridor scale to leverage the full benefits of the transit investment.*

Equity: *Our work is conducted both to advance racial and economic equity in the corridor and to preserve and enhance the vibrant culture, communities and businesses that reside there.*

Transparency: *We make our decisions openly and responsibly, communicate clearly and keep each other mutually accountable.*

HOUSING ACCELERATOR ACTION TEAM

The Housing Accelerator Action Team aims to carry out the goals of the Community Development Agreement:

- Build and maintain a thriving and balanced housing market
- Mitigate market disruptions with adverse impacts on existing residents
- Foster homeownership opportunities through the corridor

PLCC Commitment:

PLCC is working to prioritize housing stability for people who live in the corridor today. One target we've set is to ensure that at least **17,000 homes** within 1 mile of the Purple Line remain affordable to rental households that **earn \$70,000 annually or less** (equivalent of earning 60% of the Washington metropolitan area's median household income). This includes working to ensure that we **retain the estimated 8,500 homes** that currently have protections that keep them affordable.

CORRIDOR HOUSING BY THE NUMBERS

Corridor Population

There are over **170,000** people currently living along the corridor, which represent economic, racial and ethnic diversity.

Corridor Monthly Median Rent

Since 2010-2014 monthly median rents across the corridor have **risen by an average of 29%**; median rent in the International Corridor has increased by over **\$200 per month**.

\$1692

Corridor Median Home Value

Median home prices in the corridor have **increased by about 21%** since the beginning of the decade, with the highest increases in Silver Spring. All areas have seen appreciation since 2010.

\$461k

Corridor Housing Conditions

Homes along the corridor are aging, with most built more than 50 years ago. There is a need to support owners and landlords to refurbish and improve homes.

Corridor Housing Cost Burden

Households putting over 30% of their income towards housing are considered cost burdened.

Renters and owners along the corridor are already cost burdened at rates greater than the regional average.

Owners: 25% are cost burdened, compared to 15% in the region.

Renters: 47% are cost burdened, compared to 44% in the region.

Purple Line Corridor Coalition Housing Action Plan 2019-2022

ALL COMMUNITIES ALONG THE CORRIDOR DESERVE DECENT HOUSING AND AFFORDABLE CHOICES



The action team developed its first Housing Action Plan to guide the Coalition's work over the next three years before the Purple Line opens. In 2019, the team received input from staff and elected leaders in both counties, and met with community organizations, developers, civic and faith-based organizations. A housing survey was conducted in summer 2019 with almost 600 residents responding. Recently approved county plans, policies and zoning updates that reflect significant community input also inform the 12 final Housing Action Plan recommendations.

The PLCC Housing Action Plan is designed as a living document that will evolve with the Coalition to frame and steer our strategic focus as we collectively work to preserve the affordability and vitality of communities along the Purple Line. Creating the Coalition's plan marks an important milestone in our progress, but there is much more work and change still to come.

SMALL BUSINESS ACTION TEAM

The Small Business Action Team aims to bring together organizations that serve small businesses along the corridor to collaborate across Prince George's and Montgomery Counties and focus on three main priorities:

1. Providing marketing for Purple Line businesses – particularly in commercial plazas in impacted areas along the line and in equity areas (see page 19) to help attract more customers and boost sales to those businesses;
2. Educating state and county legislators and advancing policies and practices to support and protect small local businesses and help them survive during (and thrive after) construction;
3. Coordinating among service providers across the corridor to align their work and to help them learn from one another to more effectively improve services and outreach to small businesses.

Using maps and data from the National Center for Smart Growth, the team has identified small business types and six priority commercial areas.

These six areas are immediately along the Purple Line or within a 1/4 mile of the line.

The **six equity areas** have a higher concentration of disadvantaged,

minority-owned, immigrant-owned and women-owned businesses.

Businesses in these areas are the most likely to be negatively affected by Purple Line construction. Those that weather the construction disruption also stand to benefit from increased foot traffic and economic opportunities.



ALL SMALL BUSINESSES ALONG THE CORRIDOR DESERVE ECONOMIC OPPORTUNITY

Six Equity Areas:

- Greater Riverdale
- Northern Gateway/Langley Park
- Takoma/Langley Crossroads
- Long Branch
- Bonifant Street/Fenton Village
- Brookville Road Business District/Lyttonsville



CORRIDOR SMALL BUSINESSES BY THE NUMBERS

Registered Small Businesses Near Stations

The number of Maryland-registered businesses with fewer than 50 employees:

within **1/2 mile** = **4,498**
within **1/4 mile** = **2,402**

Targeted Businesses Within Equity Areas

Small and micro-businesses:

within **1/2 mile** = **830**
within **1/4 mile** = **513**

WORKFORCE DEVELOPMENT ACTION TEAM

The Workforce Development Action Team aims to grow the number of employed workers in the corridor, increase the incomes of those workers and ensure all workers are well-trained and well-matched with employers in their respective locations.

The Purple Line corridor enjoys one of the most racially and economically diverse populations in the Metropolitan Washington region.

With that diversity, however, comes a lot of *inequity*.

For example, educational attainment in the corridor varies greatly. Whereas the affluent Bethesda-Chevy Chase part of the corridor has the greatest share of residents with a college degree (84%), less than 25% of residents in the International Corridor and in Riverdale-New Carrollton have college degrees. Further, poverty hovers near 10% along the International Corridor (in both Prince George's and Montgomery counties) and in the Riverdale-New Carrollton sub-area at the east end of the corridor.

Key *barriers* to workforce success for residents and workers include educational disparities, English language challenges, geographic access to jobs, poor access to transportation, and availability of affordable child care, among others.

Pre-COVID-19, the team saw the importance of maintaining both a shorter-term and longer-term focus to carry out this mission:

- **Short-Term:** Build immediate pipelines in targeted industries linked to employers in the corridor who had shorter-term needs
- **Longer-Term:** Build support systems regarding the barriers and challenges that thousands of vulnerable corridor residents face when pursuing job-ready and skill-ready pathways

Ultimately, we look to increase the ability of individuals in the corridor--especially (but not exclusively) Black, Latinx, immigrant, and residents with lower incomes—to compete for higher quality jobs while increasing the ability of employers in the corridor and to compete more effectively within the regional marketplace.

With the *pandemic* still in full effect (fall 2020), the team is looking for ways to recalibrate what the needs are given far higher unemployment, especially in lower-skill/lower-wage jobs. We look to work with countywide workforce agencies and more local, community-based workforce groups to determine how to best support vulnerable workers and residents in the very near term.

We know that in the slow economic recovery to come, the corridor is still likely to grow in jobs in the health care, construction and building industries and an enormous number of jobs requiring information technology skills across industries.

The action team will also focus on helping local residents attain jobs that require education beyond high school—but not a four-year degree—as these jobs will continue to make up the largest part of the labor market locally, regionally and nationally.

Current Action Team members include: Employ Prince George's, Worksource Montgomery, Montgomery College, Prince George's Community College, National Center for Smart Growth, Job Opportunities Task Force and CASA. Representatives from career and technical education programs in both county school systems (PGCPS and MCPS) have also been involved in initial conversations.

AWARDS & RECOGNITIONS



COMMUNITY DEVELOPMENT NETWORK OF MARYLAND HONORS PLCC WITH COLLABORATION AWARD

The PLCC was honored in November 2019 with the Collaboration Award given by the **Community Development Network of Maryland**. The award recognizes the PLCC's efforts in bringing stakeholders, government agencies, academia, nonprofits, residents and business owners to the table to outline opportunities for sustainable and equitable development along Maryland's upcoming Purple Line light rail. Pictured from left to right: Claudia Wilson Randall, Director, Maryland Community Development Network; Chris Gillis, Montgomery Housing Partnership; Monica Warren-Jones, Enterprise Community Partners, Inc.; Maryanne Dillon, Housing Initiative Partnership; Odette Ramos, former Executive Director, Maryland Community Development Network; Kim Ross, Purple Line Corridor Coalition, National Center for Smart Growth, University of Maryland.

GRANTS & PARTNERSHIPS

1 FEDERAL TRANSIT ADMINISTRATION GRANT - ECONOMIC DEVELOPMENT, TOD & MOBILITY

A two million-dollar grant from the Federal Transit Administration (FTA) through the Maryland Transit Administration (MDOT MTA) is supporting the coordination of transit-oriented development, infrastructure and accessibility along Maryland's Purple Line Light Rail.

With its focus on transportation, land use and planning, the project is a collaboration among MDOT MTA, the Maryland National Capital Park and Planning Commission, Montgomery and Prince George's County Governments and the National Center for Smart Growth at the University of Maryland (NCSG), which leads the PLCC and manages this project.

The work plan is designed to complement MDOT MTA's Purple Line transit project and builds on local plans and the solid base of information, collaborative relationships, and community supported goals established by the PLCC. The grant is helping to coordinate and advance several key elements of the goals: multi-modal accessibility; preserving, promoting and advancing small businesses; increased ridership; and sustainable Transit Oriented Development (TOD) among others.



FTA GRANT PROJECT ELEMENTS

PLCC Organization and Development

- Expand and formalize PLCC coalition structure to support stronger and more coordinated efforts across the corridor
- Develop and implement a communications strategy, engagement plan
- Establish bi-county policy coordination

Technical Analysis and Strategies

- Develop multi-modal accessibility plan
- Conduct corridor TOD evaluation
- Develop corridor economic development plan
- Examine creative financing strategies and create financing strategy
- Prepare comprehensive TOD implementation strategy

Small Business Preservation

- Prepare business preservation assessment and strategy
- Advance strategic business support

Data Analysis and Dissemination

- Design/deploy corridor-wide, web-based monitoring tool
- Create web-based plan integration tool

2 JPMORGAN CHASE MAKES \$5 MILLION INVESTMENT TO SUPPORT AFFORDABLE HOUSING AND SMALL BUSINESSES ALONG MARYLAND'S PURPLE LINE CORRIDOR

In October 2019, JPMorgan Chase & Co. (JPMC) announced a \$5 million, three-year commitment to help expand access to economic opportunity for local residents and small business owners along the 16-mile Purple Line light rail corridor in the Greater Washington region.

JPMC believes the Purple Line presents a unique opportunity to create and preserve affordable housing and ensure small businesses thrive from improvements to our public transportation system. The grant invests in two organizations that belong to the PLCC steering committee – Enterprise Community Partners (through their community loan fund) and Latino Economic Development Center – in partnership with a new member of our coalition, the National Housing Trust. The grant partnership was designed to help drive the goals of the PLCC Community Development Agreement.

The grant will allow all three organizations to provide targeted loan capital and resources for projects related to high-quality affordable housing and small business expansion.

PRO NEIGHBORHOODS GRANT



Specifically, this three-year investment will:

- Create a framework to preserve/create 1,000 affordable homes and help attract new investments;
- Support more than 200 small businesses with small business loans totaling \$900,000 and customized bilingual technical assistance, resulting in 300 jobs preserved/created;
- Provide technical assistance to overcome capital investment hurdles and accelerate projects.

This grant is part of JPMC's \$125-million, five-year national philanthropic commitment in neighborhood revitalization, equipping community leaders with the tools needed to transform underserved neighborhoods into neighborhoods of opportunity — where diverse individuals and families at all income levels can live.

ALONG THE CORRIDOR: PLCC PARTNER ACTIVITIES

Vision Zero

Both Prince George's and Montgomery County are committed to stopping all traffic deaths. Each county has an action plan and is working collaboratively to make streets safer, more walkable and accessible to all. Improved pedestrian crossings, low-stress bike networks, high visibility intersections and enhanced enforcement are some of the actions aimed at eliminating serious injuries and fatalities on the roads..

Long Branch Festival: Discover Long Branch

Montgomery Planning supported a community festival, September 20–27, 2019 in Long Branch, a neighborhood located east of downtown Silver Spring. This event was led by Discover Long Branch, an initiative of the Long Branch Business League, and the Montgomery Housing Partnership. It involved the community in a collaborative process of reimagining a livelier and friendlier downtown Long Branch. Together, the community created a temporary civic green for gatherings and new activities, as proposed in the 2013 Long Branch Sector Plan

Art Murals: Art In Transit FTA Grants

Public art is an integral element of each Purple Line station. The MDOT MTA Art-in-Transit projects were selected through an extensive public review process.

East Pines-Beacon Heights: Mixed Income, Mixed Use Redevelopment

Located at 6700 Riverdale Road in Riverdale, the former headquarters of the Maryland National Capital Park Police is approximately six acres, strategically located in an Opportunity Zone which will include the Beacon Heights-East Pines Purple Line Station. The property will fulfill the community vision for a mixed-income mixed use community as outlined in the East Riverdale Beacon Heights Sector Plan.

Silver Spring Connect: People and Places on the Purple Line

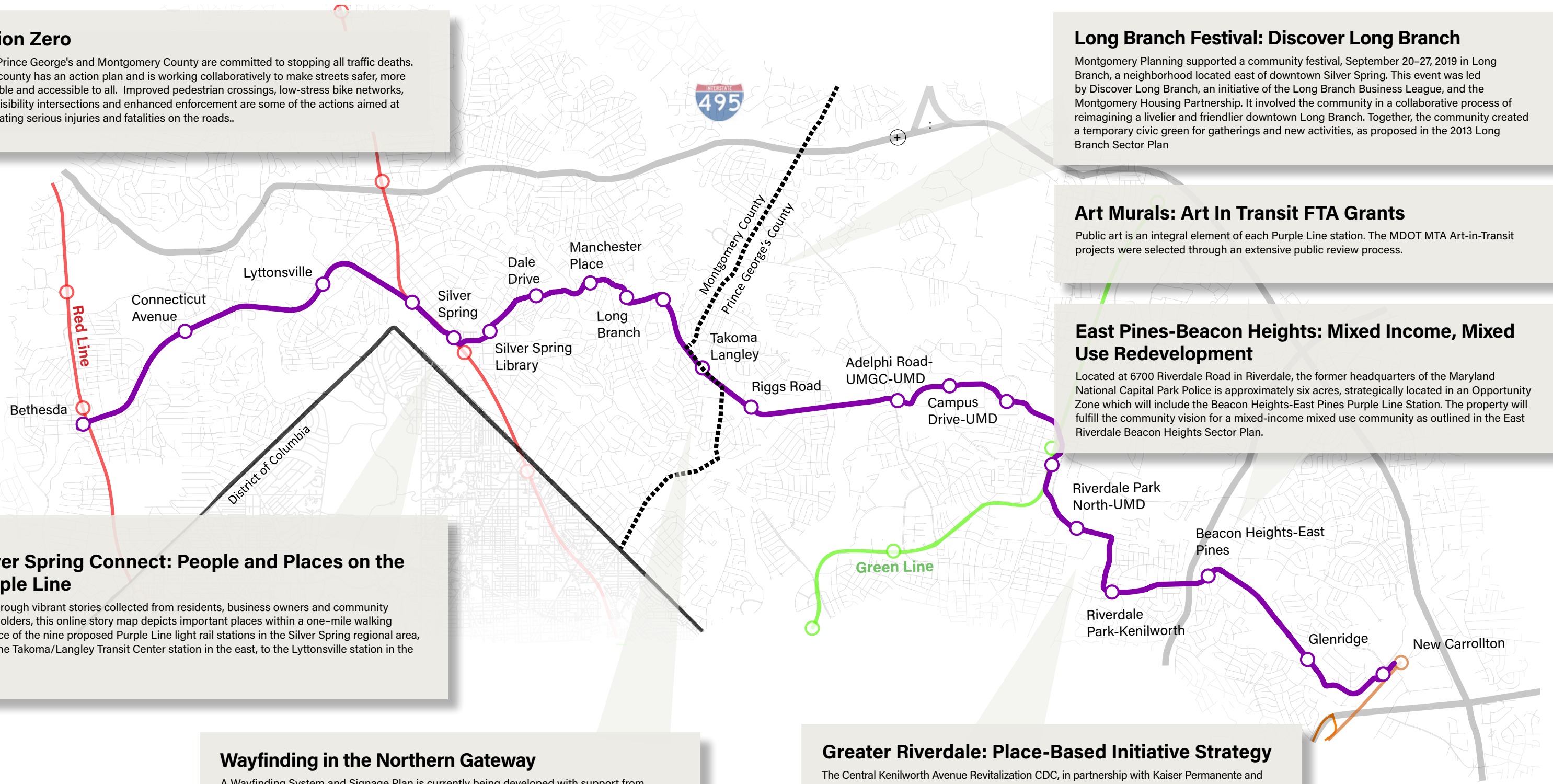
Told through vibrant stories collected from residents, business owners and community stakeholders, this online story map depicts important places within a one-mile walking distance of the nine proposed Purple Line light rail stations in the Silver Spring regional area, from the Takoma/Langley Transit Center station in the east, to the Lyttonsville station in the west.

Wayfinding in the Northern Gateway

A Wayfinding System and Signage Plan is currently being developed with support from Prince George's County Planning to inform, guide and help residents and visitors navigate throughout the Northern Gateway in Prince George's County. The areas include vibrant commercial districts on University Boulevard, community destinations such as schools and libraries and three Purple Line transit stations. Wayfinding encompasses all of the ways that help people orient themselves and navigate from place to place.

Greater Riverdale: Place-Based Initiative Strategy

The Central Kenilworth Avenue Revitalization CDC, in partnership with Kaiser Permanente and with support from Prince George's County District 3, launched a comprehensive place-based initiative with extensive community input. Building on the East Riverdale – Beacon Heights Sector Plan, it promotes a broader community health vision including creating thriving communities with schools as a hub for health, strengthening local institutions, cohesion and advocacy, economic opportunity through support for small businesses, fostering entrepreneurs, tactical workforce development and effectively addressing affordable housing and financial literacy.



PLCC PRESS COVERAGE

"Maryland Officials Sign Agreement on
Purple Line Development"

— **U.S. News and World Report**, November 28, 2017

"Maryland awarded \$2 million federal grant to get 16-
mile corridor 'prepared' for Purple Line"

— **Washington Post**, December 20, 2018



"Plan seeks to keep housing affordable along Purple
Line Corridor" — **WTOP**, December 12, 2019

"The Purple Line could endanger up to 17,000 affordable
homes. A new action plan IDs ways to preserve them"
— **Washington Business Journal**, December 12, 2019

"County Needs \$100 Million to Preserve Housing Along the
Purple Line Corridor, Report Says"
— **Bethesda Magazine**, December 12, 2019

"Affordable housing expected near new
Purple Line corridor"

— **Montgomery County Media**, December 23, 2019

"How Chase Bank Is Spending \$5 Million To Fight
Gentrification In Maryland's Suburbs"

— **WAMU-88.5 FM**, November 4, 2019



"The Purple Line Is Chugging Along:
Here's What You Need To Know"

— **WAMU-88.5 FM**, January 17, 2020



"Lawmakers Seek Financial Relief For Small
Businesses On The Purple Line"

— **WAMU-88.5 FM** February 20, 2020

"With the Purple Line in limbo, some developers are
changing their plans — while others keep the faith"

— **Washington Business Journal**, October 1, 2020

RESEARCH & POLICY TOOLS

CONNECTING CROSSROAD: IMPROVING THE PUBLIC REALM IN LANGLEY PARK (2020)

[Connecting Crossroad](#) explores how to preserve affordable housing while improving the public realm in Langley Park, Maryland. The plan won a 2020 CNU Student Charter Award for Sara Ghafer-Samar at the University of Maryland. Connecting Crossroad is based on interviews and focus groups to find out what members of the community want. In a key design move, the plan combines a community center and school on a new green at the heart of the neighborhood.

NCSG AND COLVIN INSTITUTE MULTIFAMILY HOUSING TOOL (2017)

Navigate the interactive map in the NCSG and Colvin Institute Multifamily Housing Tool to find multifamily rental housing facilities, metro routes and stops, as well as points of interest such as land use, zoning, and retail. This tool, featuring data from Montgomery and Prince George's Counties, will be updated as new data becomes available.

NORTHERN GATEWAY COMMUNITY ASSET MAPPING (2017)

Created in late 2016 by Councilmember Deni Taveras, the Northern Gateway brings together unincorporated legacy communities of District 2 to increase the quality of life and economic investment in the area. This interactive story map, created by the Neighborhood Design Center, showcases many aspects of community asset mapping through information on demographics, community resources and amenities and neighborhood descriptions.

THE PURPLE LINE ECONOMIC DEVELOPMENT TECHNICAL REPORT (2017)

This report provides relevant data and technical analyses to support the development of a strategic plan for economic development in the Purple Line corridor. It includes long run transportation and employment forecasts for the corridor based on the impact of the Purple Line.

PREPARING FOR THE PURPLE LINE: AFFORDABLE HOUSING STRATEGIES FOR LANGLEY PARK (2017)

This report draws from literature on affordable housing near transit, existing housing data, best practices in equitable transit-oriented development from around the country and relevant state, county and local legal and policy tools to provide recommendations for development without displacement in Langley Park. The report's goal is to: engage stakeholders in a fair and inclusive planning process about the future of affordable housing in Langley Park.

PATHWAYS TO OPPORTUNITY: PURPLE LINE CORRIDOR COMMUNITY DEVELOPMENT AGREEMENT ACTION PLAN (2017)

Pathways to Opportunity is a commitment by its signatories to work together to create a place of opportunity for all who live, work and invest in the corridor. The Community Agreement reaffirms the efforts of Montgomery and Prince George's Counties, anchor institutions and leading nonprofits and businesses to ensure that the Purple Line represents a public project that complements and enhances the livability of communities along the corridor.

PURPLE LINE CORRIDOR DATA DASHBOARD

Explore demographic, economic, employment and housing trends in the corridor with this pilot tool designed to help measure and monitor progress toward the Purple Line Community Development Agreement. The tool will be updated and expanded as new sources of reliable data become available.

ADDITIONAL REPORTS

- Last Mile: Connecting Businesses and Residents in the Purple Line Corridor (2015)
- Beyond the Tracks: An Agenda for Community and Economic Development in the Purple Line Corridor (2015)
- Understanding Opportunities and Challenges: A Review of the Purple Line Transit corridor (2015) and accompanying Purple Line Corridor Data Maps (2015)

COMMUNITY-BASED STUDENT PROJECTS



HARNESSING THE ENERGY OF STUDENTS TO HELP MARYLAND COMMUNITIES BECOME MORE ENVIRONMENTALLY, ECONOMICALLY AND SOCIALLY SUSTAINABLE.

The *Partnership for Action Learning in Sustainability (PALS)* is a campus-wide initiative, administered by NCSG that utilizes the expertise of UMD faculty and the ingenuity of UMD students. PALS is designed to provide innovative, low-cost assistance to local governments while creating real-world problem-solving experiences for UMD graduate and undergraduate students.

PALS selects a local Maryland government each academic year and asks that local government to identify specific sustainability challenges with which they would like assistance from the University of Maryland.

PALS has ongoing relationships in both Montgomery and Prince George's Counties where a number of these projects have taken place in Purple Line corridor communities.

1 PRESERVING COMMUNITY VALUE OF ETHNICALLY DIVERSE RETAILERS IN LONG BRANCH, MARYLAND

A Fall 2019 graduate community planning course tasked students with devising feasible strategies for the Montgomery County Planning Department to preserve independent and ethnic businesses along the corridor. The study specifically looked at one intersection in Long Branch, Maryland and examined other small business preservation best practices nationally. The student team produced a comprehensive toolkit called *A Long Life for Long Branch: Tools to Preserve Independent Retailers*. Recommendations from the retail course, which were presented to the Montgomery County Planning Board on February 27, 2020, include exploring commercial inclusionary zoning, community benefits agreements, and a diverse set of small business financial assistance tools. The team also proposed a program that captures some of the social benefits and services small businesses provide the community—such as after school programming or community events—to attract tax credits, incentives or funding grants. The project was a winner of the annual Sustainable Growth Challenge student competition.

2 PURPLE LINE STATION ACCESS: OPENING DAY

A Fall 2019 graduate community planning studio evaluated pedestrian, bicycle, and bus access with a focused look at Lyttonsville, Manchester Place and Adelphi Road-University of Maryland Global Campus. The studio cited its top concerns for opening stations as: inconsistent sidewalk network, inadequate lighting and missing pedestrian buffers. Some recommendations include enhanced greenway for bicycle and pedestrian infrastructure, installing protected crossings and pedestrian refuge islands. The studio also evaluated bus service planning in the corridor and explored the need for regional analysis of the 88 bus routes and potential transfer points is recommended.

3 MOBILE RESEARCH HUBS AIM TO ENHANCE COMMUNITY IN GREATER RIVERDALE

A student- and community-driven project led by University of Maryland Professor of Architecture Ronit Eisenbach and Neighborhood Design Center program manager Allie O'Neill has created a vision for souped-up vans that travel about and become instant gathering spaces, delivering critical resources and connection to a community. Students were challenged to devise temporary installations that celebrate a community's spirit, while inspiring conversations around future change. After exploring ideas for six stops along the Purple Line, students teamed up with community leaders, organizations and designers to create a vision for Greater Riverdale, an enclave just minutes from campus.

4 DATA VISUALIZATION FOR VISION ZERO PROGRAM

An online geographical data visualization tool created by information science students from the University of Maryland's College of Information Sciences (iSchool), as part of a collaboration between Prince George's County and the university's Partnership for Action Learning in Sustainability (PALS) program, will help county officials create safer, more walkable communities. Designed for the county's Vision Zero program, the tool visualizes pedestrian and traffic accidents in Prince George's County, helping county administrators identify trends and problematic areas for more strategic interventions and eventually, visualize progress towards their Vision Zero goals.

A LOOK AHEAD

You've probably seen the recent headlines. As of October 2020, after a judge's ruling in an ongoing dispute between the state and the private partners building the Purple Line, construction has significantly slowed. In light of these new challenges, we have been asking ourselves – do we pause? Do we change course?

Our answer is no. The PLCC has always focused on the people and places just beyond the Purple Line tracks – so, in many respects, our work has not changed. The stakes remain high.

Real estate pressures will continue driving up housing costs, threatening to displace the corridor's low- and moderate-income residents of color. We can't afford to lose momentum on our goal of preserving or developing 17,000 affordable units.

The halt to construction itself poses yet another challenge for many living or doing business along the line. The Purple Line, in its incomplete form, has significantly diminished quality of neighborhood life for corridor residents. And since construction began, local business owners have endured closed parking lots and disrupted customer access—now with no end in sight. Completion of the Purple Line is a critical step on our path to vibrant neighborhoods and flourishing small businesses.

As we envision a thriving labor market along the corridor, we are reminded of why so many people in the community wanted the Purple Line in the first place. The line itself can be a potent tool for racial and economic equity – creating an unprecedented east-west connection between job seekers of color, education

and training opportunities, and job centers.

Therefore, getting the project to the finish line becomes part of our work in the months ahead. We remain optimistic that there is enough work completed and public and private support to bring this project to completion, even if we don't know when. This is not the first stumbling block in the decades of advocacy that brought the Purple Line project to this point. Many successful transit projects once faced hurdles that seemed insurmountable at the time—WMATA's Green Line and Denver's RTA being two. Together, supporters of transit can ensure that the Purple Line is completed.

In short, we are accelerating our commitment to development along the Purple Line Corridor that centers on racial and economic equity. We continue to believe that transit can be an important driver of equitable and sustainable growth, and that the people along the corridor deserve the greatest promise of the Purple Line. The pace we set for ourselves now paves the way for that future.



WHO WE ARE

STEERING COMMITTEE

National Center for Smart Growth, University of Maryland (PLCC Host, Steering Co-Chair)
Enterprise Community Partners, Inc., (Steering Co-Chair, Housing Co-Chair)
CASA (Small Business Co-Chair)
Housing Initiatives Partnership (Housing Co-Chair)
Kaiser Permanente (Housing Co-Chair)
Latino Economic Development Center (Small Business Co-Chair)
Maryland-National Capital Park and Planning Commission, Prince George's County Planning
Maryland-National Capital Park and Planning Commission, Montgomery County Planning
Montgomery County Councilmember Evan Glass (At-Large)
Montgomery County, Maryland, County Executive's Office
Montgomery Housing Partnership (Housing Co-Chair)
Prince George's County Councilmember Dannielle Glaros (D-District 3)
Prince George's County, Maryland, County Executive's Office
Purple Line Now

PLCC SPONSORS

Thank you to the current and past sponsors who have supported PLCC's operation and work:
Center for Community Investment ▪ Enterprise Community Partners, Inc. ▪ Federal Transit
Administration ▪ Kaiser Permanente ▪ Maryland Transit Administration ▪ Maryland Department of
Housing & Community Development ▪ Montgomery County ▪ Montgomery County Planning ▪ Prince
Charitable Trusts, Inc. ▪ Prince George's County ▪ Prince George's County Council ▪ University of
Maryland ▪ U.S. Economic Development Administration

We also know that there are many others supporting important work along the corridor and we thank them as well.

Please visit www.purplelinecorridor.org to learn more and sign up for updates.