



# END OF YEAR REPORT

Purple Line Corridor Coalition  
2023

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# MESSAGE FROM PLCC DIRECTOR

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Six years ago, community leaders and advocates came together to sign the Purple Line Community Development Agreement, representing our region's commitment to a collective agenda beyond the Purple Line's tracks. Since that time, the Purple Line Corridor Coalition (PLCC), a collaborative housed at the University of Maryland's National Center for Smart Growth, has been mobilizing to support affordable housing, small business preservation and growth, workforce opportunity, and vibrant and sustainable communities.

In 2023, the PLCC network made steadfast progress toward these goals. Partners expanded their geographic footprints, advanced policies that support affordability and tenant stability, and supported businesses facing construction disruption. PLCC's housing development consultant provided assistance to real estate projects that could create up to 3,100 affordable homes in the next several years. We had opportunities to share these successes with a national audience.

PLCC also doubled down on long-range planning. With a new FTA Transit-Oriented Development planning grant pursued in partnership with MDOT/Maryland Transit Administration, we are generating strategies to prevent small business displacement and build affordable housing when suburban strip malls are redeveloped, and generating new knowledge to help guide investments in pedestrian infrastructure improvements before the Purple Line is complete. We also released an updated 2023–2027 Housing Action Plan that expands our focus on both affordable rental and homeownership pathways and seeks to engage tenants and community more actively in our housing systems.

Finally, we committed to listening. We participated in community-led planning in Long Branch. We heard from street vendors serving the Langley Park community. We are asking youth in Riverdale to photograph their experiences and share their views with leaders on how they would like to see their neighborhoods evolve. As we enter 2024, we are pursuing more opportunities for impacted communities to shape our systems, and to help disrupt power imbalances that too often are the root cause of displacement in Black and brown communities facing gentrification.

We hope you will read on to see the remarkable ways in which the PLCC network is responding to community change and seeking to generate a more just and equitable narrative for the future of the Purple Line corridor.

With warm wishes,

Sheila Somashekhar  
PLCC Director



# FTA TRANSIT-ORIENTED DEVELOPMENT PLANNING GRANT

PLCC has begun work on a new \$1.5 million Federal Transit Administration grant to help PLCC develop a plan to add affordable housing, preserve small businesses and improve access for walkers and cyclists in neighborhoods at risk for gentrification and displacement along the light-rail route.

The project scope includes planning to convert low-lying strip malls along the corridor to denser uses while ensuring the survival of existing businesses, many of which are in low-income or immigrant neighborhoods. The project will also help advance an affordable housing pipeline.

The project team will also advance equitable planning for bike and pedestrian investments that connect surrounding neighborhoods to the corridor. In 2024, the team will organize community-led walks to learn more about safe access to the Purple Line.

Awarded to the Maryland Transit Administration and administered by the coalition, the grant is the second-largest of 19 distributed this year through the federal agency's Pilot Program for Transit-Oriented Development (TOD) Planning program and the second such grant awarded to the coalition.



Photo credit: Sarah Silbiger



# HOUSING PROGRESS

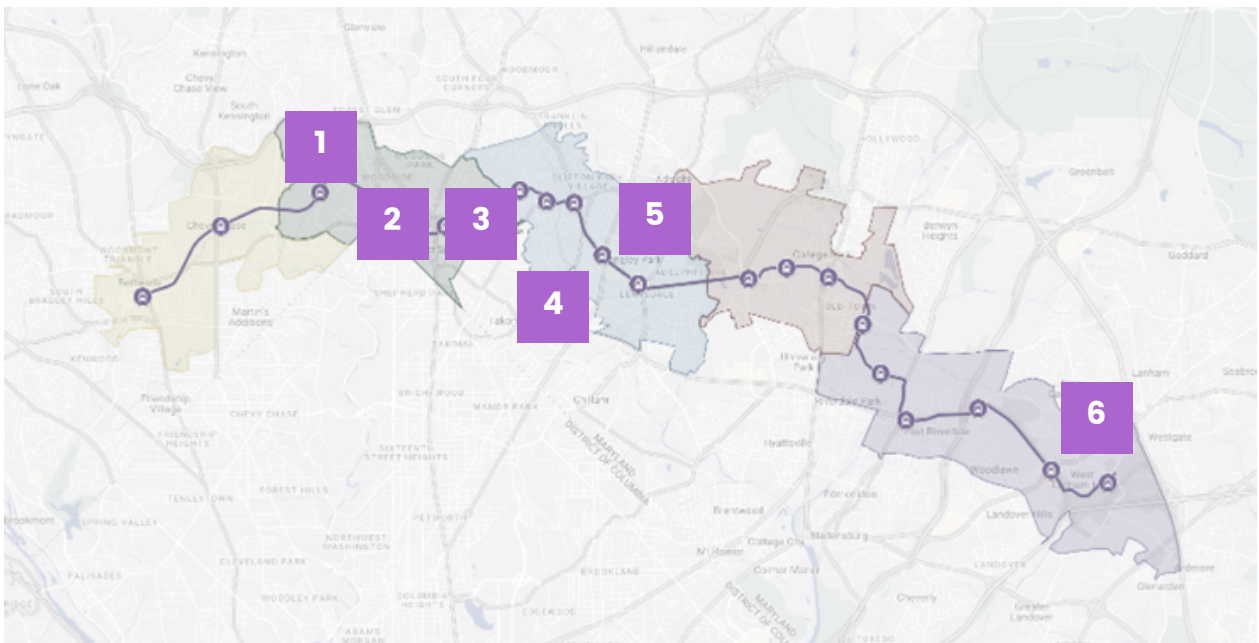
PLCC's Housing Accelerator Action Team has been making steady progress on building a pipeline of affordable housing development projects. This work is key to making sure we meet our goal of no net loss of housing affordable to households earning under \$72,000 annually. Following are just a few examples of projects PLCC and its partners have helped make possible.

## 1 Rollingwood Terrace

MHP acquired Rollingwood Apartments, preserving 283 units of critically needed affordable housing that was at risk of being lost, along the future Purple Line in Montgomery County. The Amazon Housing Equity Fund's \$28 million below market loan and financial support from Montgomery County played an instrumental role in this transaction. MHP plans to restrict 100% of units for residents earning at or below 70% of area median income (AMI), with 5% of units restricted to those earning at or below 30% AMI, 20% of units restricted at or below 50% AMI, and 50% of units restricted at or below 60% AMI.

## 2 Falkland Chase

This 170-unit apartment complex near downtown Silver Spring was acquired with a \$3 million loan from PLCC's Capital Pool, a fund managed by NHT. Falkland Chase will be redeveloped as a multi-phase, mixed-use development, with a total of 367 units in Phase I. The project will eventually build 1,250 new units, many of which will be designated affordable in the mixed-income complex. The developer, Arlington Partnership for Affordable Housing (APAH), has met with PLCC's Housing Development Consultant for technical support as the project moves into the redevelopment phase.



### **3 Leeland Apartments**

In 2021, the tenants of Leeland Apartments, a 15-unit building in Takoma Park, bought their building using the City's Tenant Right to Purchase Law. Financing came from the City of Takoma Park, the Montgomery County Affordable Housing Opportunity Fund (managed by NHT), and City First Enterprises. In addition to ongoing technical support delivered in partnership with Mi Casa, PLCC's Housing Development Consultant prepared grant applications to support the acquisition and helped the City of Takoma Park establish a \$500,000 fund to support other tenant associations looking to acquire their buildings.

### **4 Garland Duplex**

The Garland Avenue Duplex Project is the conversion of a single family home into 2 affordable homeownership opportunities. Habitat completed substantial renovation of the property and subdivided the land underneath the home. Funding included a \$300,000 investment from the City of Takoma Park, a \$490,000 loan from the PLCC capital pool managed by NHT, and a small grant from Kaiser Permanente. The property was sold to two first-time homebuyers.

### **5 Bedford and Victoria Station**

Bedford and Victoria Station is a large complex in Langley Park. Its predominantly immigrant tenants suffered deplorable living conditions due to negligence by the previous owners. The tenants mounted a strong organizing campaign with support from CASA, including legal action against the owner. In support of this effort, PLCC's HAAT formed a Distressed Properties Working Group, which released a Two-Year Roadmap to preserve aging and distressed multifamily properties in the corridor. In 2022 Prince George's County exercised its right of first refusal when the owner decided to sell and assigned its purchase rights to Jair Lynch and Nuveen Real Estate, which in turn must keep 441 of the 587 units affordable at 80% of AMI for 15 years.

### **6 New Carrollton Metro Development**

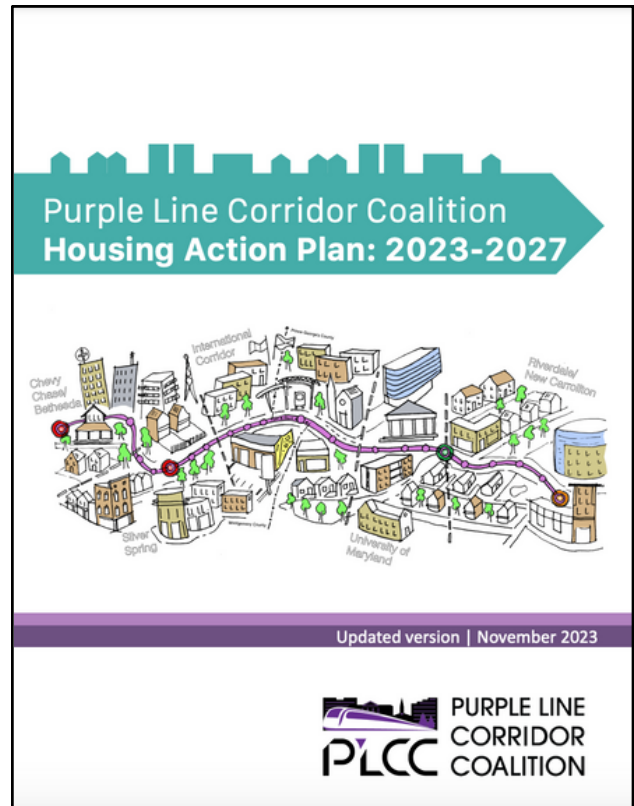
At the eastern terminus of the Purple Line, developer Urban Atlantic is building a large-scale mixed-use development adjacent to the New Carrollton Metro Station. This master-planned project received \$2 million from PLCC's Capital Pool, and the PLCC Housing Development Consultant provided technical assistance to connect the developer with additional funding opportunities. The transit-oriented development, a partnership with WMATA, Prince George's County, and the State of Maryland, was previously home to over 40 acres of surface parking lots. Soon, it will be home to 1,500 residential units, including a 110-unit affordable multifamily building and a 102-unit LIHTC building for seniors.

# HOUSING PROGRESS

PLCC has released a 2023–2027 Housing Action Plan, which includes seven core actions that will serve as a guide for the HAAT over the next 4–5 years.

In the document, you'll see ways to help more people and communities build and retain wealth through homeownership; you'll see an expanded set of legal protections and resources to support tenants and amplify their voices; and you'll see ways to connect the benefits of new homes and mixed-use development to the needs and aspirations of communities along the Purple Line.

These actions are an opportunity to collaborate more deeply with anyone who shares in PLCC's vision of housing opportunities for all along the Purple Line. We welcome your voice, your experiences, and your presence.



## Meet Vonnette Harris



Vonnette Harris, PLCC's Housing Development Consultant, provides skilled support to help development projects move forward and maximize the potential for affordable housing. With 20 years of experience as a developer herself, Vonnette provides technical assistance to small landlords, market rate developers, municipalities, churches, and others to help make affordable housing possible where it might not be otherwise. In 2023, she provided assistance to real estate projects that could create up to 3,100 affordable homes in the next several years. Vonnette's work is a key asset to drive progress toward PLCC's no net loss affordable housing goal.

# SMALL BUSINESS SPOTLIGHTS

PLCC's Small Business Action Team works to support BIPOC and immigrant-owned small businesses facing construction disruption, rising rents, and market shifts as neighborhoods change. Partners are working together to expand services, enhance marketing for businesses and commercial districts, and strengthen policies that will support existing businesses to stay in place and benefit from the Purple Line in 2027.

## Queensway Restaurant

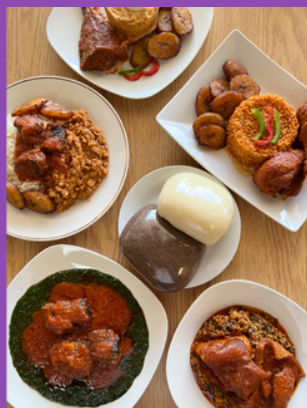


Photo credits: Catherine Rytkenen

Queensway Restaurant has fed the local community for more than 25 years. The restaurant is housed in Riverdale Plaza, steps from a Purple Line station. Tinu, the owner, wants to stay in the community. LEDC, CKAR, Rosy Owl Creative, and &Access have all provided support to Tinu on her journey, including help accessing a PPP loan during the pandemic, ongoing TA, support with social media, and assistance with interior design and improved customer flow. Queensway's location in a deteriorated and largely vacant commercial plaza also inspired PLCC's current work to plan for inclusive development of aging strip malls near the Purple Line.

## Stars Beauty Salon

Purple Line business [Stars Beauty Salon](#) increased its revenue by over 30% after receiving technical assistance and capital from LEDC (\$28,000 as a low-interest loan and \$2,000 as a grant). Stars Beauty Salon specializes in providing aesthetic services for women, men, and children, ensuring they look their best. Lorena Ramirez worked for over 10 years at the salon, and in 2021 she became the owner and CEO of this business. Since 2022, Lorena has received technical assistance from LEDC to update the website and booking system and create digital content.



Photo credit: Sarah Silbiger



# SMALL BUSINESS

## Construction Disruption Funds

With just over 3 years before the Purple Line is expected to be complete, small businesses along the line are facing increasing construction disruption burdens. \$1 million in funding allocated from the Maryland Department of Commerce was made available in fiscal year 2024 through Montgomery County and FSC First in Prince George's County.

PLCC's partners are working on the ground to help connect businesses in need with these and other resources. For qualifying Prince George's County businesses along the Purple line, the grant application for up to \$10,000 is still open [here](#), with approximately \$550,000 grant funds remaining. The Prince George's County Purple Line Business Assistance grant program has already funded \$463,400 to 93 businesses. In Montgomery County, more than \$1 million in grant funds were distributed to 153 businesses. Montgomery County grant funds are now fully expended.



Photo credit: Manuel Ochoa

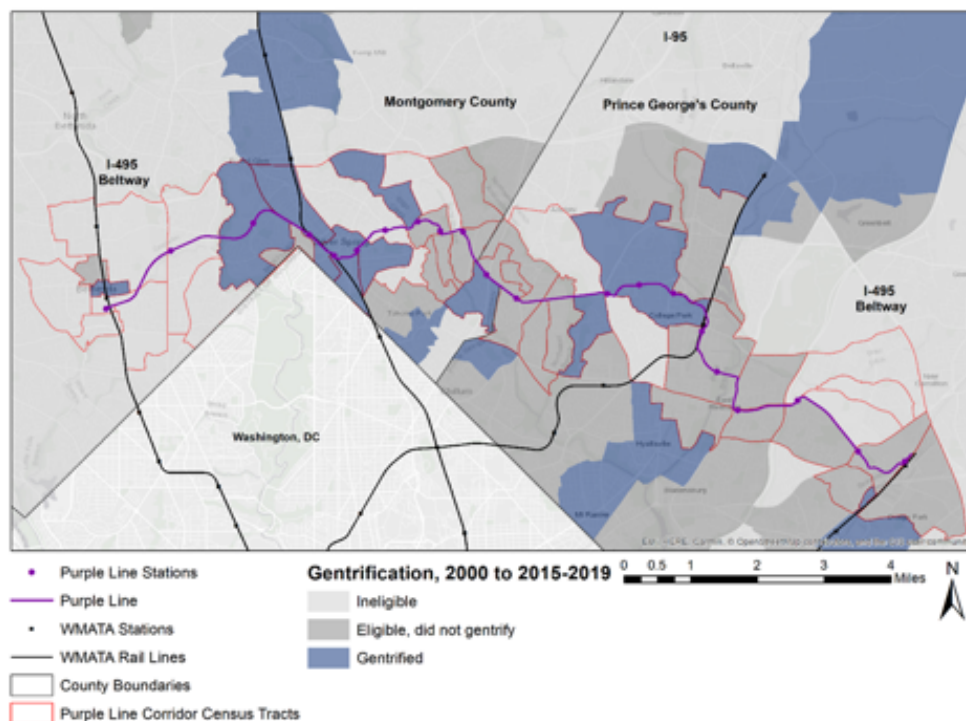


# PARTNER UPDATES

## National Center for Smart Growth

### UMD NCSG brings academic attention to the Purple Line through research

The National Center for Smart Growth (NCSG) is the administrative home of the Purple Line Corridor Coalition at the University of Maryland, College Park. NCSG is a research center that works to build a more equitable and better quality of life for communities across Maryland, and part of how it does this is through published academic research. This year, several research articles were published about the Purple Line, including [“Gentrification and Business Closures in Maryland’s Purple Line Corridor,”](#) and [“Do Multifamily Unit Rents Increase in Response to Light Rail in the Pre-Service Period,”](#) and [“PaRIT: A Planning Support System to Cope with a Network of Plans and Regulations.”](#) These articles are the culmination of years of work with PLCC partners investigating gentrification, small businesses, plans, and apartment rents in the Purple Line Corridor.



They show, for a national audience in peer-reviewed journals, that the Purple Line Corridor is gentrifying and experiencing increased risk of business closure, and higher apartment rents near the future stations. This is true even now, years before the Purple Line is operational. This research was inspired by conversations and actions within the PLCC over the past 10 years and will be useful to bring more attention to the important work PLCC is doing to mitigate gentrification and plan for equitable TOD.

# PARTNER UPDATES

## Latino Economic Development Center

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### The Latino Economic Development Center Celebrates the Purple Line Corridor Coalition's Commitment to Service

The Latino Economic Development Center (LEDC) is proud to be a member of the Purple Line Corridor Coalition and serve as Co-Chair of the Small Business Action Team. In 2023, LEDC worked closely with PLCC to coordinate local and state small business anti-displacement advocacy along the Purple Line Corridor. Our partnership with PLCC allowed us to successfully launch a campaign asking the Maryland Department of Transportation, Maryland Transit Solutions, and Purple Line Transit Partners to update the 2017 Business Impact Minimization Plan to reflect the current construction timeline - addressing the effects of a five-year delay coupled with the COVID-19 pandemic on the hundreds of small businesses along the construction corridor. The PLCC's wide-reaching network of researchers, coalitions, developers, service providers, and government officials amplified the campaign virtually overnight. Without the PLCC, LEDC would not be able to provide technical assistance while addressing the systemic issues related to transit-oriented development at large.



Photo credit: Sarah Silbiger

# PARTNER UPDATES

## Prince George's County Department of Public Works and Transportation

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### Prince George's County Pursues Safe Streets for All

The U.S. Department of Transportation awarded Prince George's County a \$21.3 million Safe Streets and Roads for All (SS4A) Grant earlier this year. The SS4A grant funds the Vision Zero Prince George's "Proud to Pave the Way for Multimodal Safety: Improvements Along the Prince George's County, MD, High Injury Network" program. This program includes seven safety projects that will help redesign roads to improve visibility, slow vehicle speeds, and promote pedestrian and bicyclist safety in underserved communities.

Of those seven, five projects will improve safety along the Purple Line corridor. This is an important step in advancing PLCC's vibrant communities goal, as it will provide enhanced mobility and accessibility through safer multimodal options and connections for pedestrians, cyclists and all users to travel to and around high traffic Purple Line stations. PLCC looks forward to working with partners to ensure pedestrian and bicycle safety are an integral part of the larger equitable development agenda for the Purple Line corridor.

### Montgomery Planning

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#### Strengthening the Pedestrian Experience

The Pedestrian Master Plan, approved this year, is Montgomery Planning's first comprehensive vision to create safer, more comfortable experiences walking or rolling around the county, and to make getting around more convenient and accessible for every pedestrian. The Pedestrian Master Plan provides detailed, actionable recommendations in line with national and international best practices to improve the pedestrian experience, from more and better places to cross the street to a data-driven, equity-focused approach for the county's future pedestrian/bicycle capital investments.

From the beginning of the planning process, the project team has had the Purple Line in mind, working on a Purple Line Connectivity Report to support improved last-mile station connections, and coordinating closely with the PLCC on data collection and analysis. The Pedestrian Master Plan provides an important, long-term foundation for improvements to the safety and efficiency of the pedestrian experience along the Purple Line and beyond.



# PARTNER UPDATES

## CKAR CDC

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Photo credit: Sarah Silbiger

## Food and Community in Greater Riverdale

CKAR CDC is a nonprofit organization that forms strategic partnerships to implement projects in the Greater Riverdale community, including community and economic development, workforce training, environmental sustainability, business retention, and advocacy. CKAR has been a PLCC partner for many years, working jointly on outreach, placemaking, and commercial corridor management strategies such as small business marketing and outreach. In 2023 we were pleased to officially join PLCC's steering committee.

2023 marked a major milestone for CKAR. A social enterprise years in the making, Sarvis Cafe opened its doors to the community. The cafe provides healthy and affordable meal options, community programming for residents, and on-the-job training in culinary arts & customer service. We were pleased to host visitors from across the country at a PLCC-led mobile workshop for the SBAN conference this November. We look forward to many more opportunities to share our space, build community, and contribute to equitable change along the Purple Line.

# PARTNER UPDATES

## CHEER

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### CHEER Launches the Long Branch Stakeholders

CHEER (Community Health and Empowerment through Education and Research) is a grassroots organization engaged with communities and neighborhoods in Long Branch and Takoma Park. In 2023, CHEER convened the Long Branch Stakeholders, a group of neighborhood residents working to strengthen their neighborhood.

Through an intensive planning process, the Long Branch Stakeholders developed seven goals to enhance community assets and address needs, which include the impacts of the Purple Line. An active housing subteam emerged from that process. For example, we have conducted 3 focus groups with residents about neighborhood change, organized a community meeting with Councilmember Kate Stewart to educate the community about rent stabilization legislation, and began dialogue about naturally occurring affordable rental units potentially threatened by development.

The PLCC and NCSG have supported CHEER and the Long Branch Stakeholders in 2023. Members of the PLCC have participated in the Long Branch Stakeholders, provided data, and funded a UMD course that is helping us develop neighborhood indicators. We look forward to continued work with PLCC.



Photo source: CHEER website



# PARTNER UPDATES

## Enterprise Community Partners

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### Expanding Resources and Their Reach Along the Purple Line

Enterprise Community Partners is a national nonprofit with a mission of making home and community places of pride, power, and belonging. Members of our Mid-Atlantic team are active in the Housing Accelerator Action Team, co-chair the PLCC's Steering Committee, and coordinate policy advocacy across the PLCC's four goals.

In 2023, Enterprise supported people near the Purple Line and advanced the PLCC's mission in three ways: direct investments in affordable homes; policy and budget advocacy; and thought partnership.

Enterprise invested more than \$90 million in 552 affordable homes and produced and preserved 217 additional homes through Enterprise Community Development's activity near the Purple Line. We raised \$65,000 for the on-call technical assistance provided by the PLCC's Housing Development Consultant.

We successfully advocated for resources that offer direct relief to tenants in both Montgomery and Prince George's counties and helped make affordability the norm in any development built on public land in Montgomery County.

Our team led the coalition's update to its Housing Action Plan, which will guide our collective work in the years to come, and commissioned a capital needs analysis to inform discussions and decision making about future investments needed to scale our resources and capacity to meet the coalition's ambitious no net loss housing goal.

Throughout this work, the PLCC has been an invaluable partner, mobilizing different stakeholders to advance the dialogue, resources, and big ideas we need to stabilize people living near the Purple Line.

# PARTNER UPDATES

## CASA

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Photo credit: Sarah Silbiger

### CASA Street Vendor Outreach

With over 155,000 lifetime members across 46 US states, CASA is a national powerhouse organization building power and improving the quality of life in working-class: Black, Latino/a/e, Afro-descendent, Indigenous, and Immigrant communities. CASA creates change with its powerbuilding model blending human services, community organizing, and advocacy in order to serve the full spectrum of the needs, dreams, and aspirations of members.

CASA is a founding member of the PLCC and continues to serve PLCC in various leadership capacities. Since 2016, CASA has been organizing and supporting street vendors, who serve Purple Line neighborhoods like Langley Park with food and other needed goods. Street vending provides an economic pathway for families and contributes to neighborhood vibrancy. However, street vendors face a unique set of challenges in operating safely and legally. The Purple Line brings additional pressures on vendors, many of whom rent apartments in the neighborhoods where they operate. With PLCC, CASA organized a listening session with street vendors in October. The vendors are working on organizing themselves to grow their businesses and advocate for their own needs, and CASA is here to support them. We appreciate PLCC's partnership in this effort.

# PARTNER UPDATES

## UMD Center for Health Equity and Clarice Smith Performing Arts Center

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Photo credit: Stephen Thomas

## Strengthening Trust Through Community-Based Participatory Research and Photovoice

PLCC forged a new partnership this year with the University of Maryland's Center for Health Equity and the Clarice Smith Performing Arts Center. With support of a SEED grant from the School of Architecture, Planning, and Preservation and the School of Public Health, the project team is working to build trust through participatory action research in the Greater Riverdale area. The team is working to understand people's perceptions of the Purple Line, Riverdale, and healthy neighborhoods at Solid Rock Church in Riverdale.

The team is also working with a group of middle school students participating in the Latin American Youth Center's after school program on a Photovoice project. Participating youth are taking photos of their experiences of the Purple Line and the Greater Riverdale area, in order to identify needs and assets and help shape the future of their neighborhoods.

The project team is envisioning ways to share key findings and photographs with key decisionmakers along the Purple Line in 2024.



# PARTNER UPDATES

## Kaiser Permanente

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### Stable Housing: A Critical Component of Health

Consistent with Kaiser Permanente's commitment to the health of its members and the communities it serves, the health care system has invested more than \$7 million in affordable housing and community development projects along the Purple Line. In 2023, Kaiser Permanente granted \$200,000 to Montgomery Housing Partnership to help cover interest costs on the acquisition of Rollingwood Apartments, preserving 283 permanently affordable homes at the Lyttonsville Purple Line station. The company also helped fund the work of PLCC's Housing Development Coordinator. Since 2018, Kaiser Permanente representatives have served on the PLCC Steering Committee and helped create and lead PLCC's Housing Accelerator Action Team. The company was the largest investor in the Purple Line affordable housing lending pool, making available \$5 million in low-interest capital that will help finance 1800 homes. Kaiser Permanente has also been a primary supporter of the Greater Riverdale Thrives initiative, led by Metamorphosis, Inc., based at Solid Rock Baptist Church.

### Housing Initiative Partnership

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#### Housing Counseling, Outreach, and Advocacy in 2023

Housing Initiative Partnership, Inc. (HIP) develops innovative affordable housing, revitalizes neighborhoods, and equips people to achieve their housing and financial goals. This year HIP's outreach staff have knocked on the doors of residents in vulnerable apartment communities, maintained a presence two days/week at the courthouse to connect with renters facing eviction, and attended community outreach events. HIP worked closely with both Prince George's and Montgomery Counties to help tenants apply for emergency rent assistance. We played a crucial role in tenant protections, preventing evictions, ensuring housing stability, and educating tenants and landlords on their rights and responsibilities.

Michael, a single father living in Hyattsville, had stable employment but his car broke down, forcing him to miss rent payments. A neighbor told him about their success working with HIP and encouraged him to call us. He hesitated, concerned about language barriers and initial distrust. But when his property started eviction proceedings, he reached out for help. After HIP's intervention and coaching, he was approved for rent and utility assistance of \$7,670. We enrolled him in the SNAP food benefit program, and he and his two young sons are now able to keep their home.

Within PLCC, HIP is very active in policy and advocacy to ensure we have systems that support tenants, homeowners, and homebuyers along the Purple Line. We appreciate having a shared space to understand the issues, create policy solutions, and build a collective voice to ensure long-term affordability along the transit route.

# PARTNER UPDATES

## Making Home Possible (MHP)

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### MHP Expands into Lyttonsville

MHP is a nonprofit affordable housing developer and community development organization operating in both Montgomery and Prince George's Counties. A long standing priority of MHP's has been to preserve and expand affordable housing within the Purple Line corridor and improve the quality of life in neighborhoods that have been historically disinvested.

2023 was marked by MHP's entry into the Lyttonsville community along the Purple Line corridor. In January of this year, MHP acquired the Rollingwood apartment community, the largest multifamily property in Lyttonsville. MHP will be preserving 283 units of critically needed affordable housing that were at serious risk of being lost due to the Purple Line. What's more, MHP's Neighborhoods division which is responsible for the organization's community development work, officially began working with the business and residential community in 2023. MHP hopes to replicate its successful model for small business support and neighborhood revitalization that it pioneered in the Long Branch neighborhood of Silver Spring and bring it to a new community along the Purple Line. Staff has begun organizing the business and residential community and has a number of exciting projects in the works for 2024.

MHP's involvement in PLCC has greatly enhanced our ability to expand affordable housing and implement neighborhood improvements across the transit corridor. Thanks to the encouragement and support of the PLCC, MHP was able to expand its community development work to the Lyttonsville neighborhood of Silver Spring. Additionally, PLCC has helped connect us to outside funders to support our affordable housing and community development work. For example, we received a generous grant from Kaiser Permanente to support the acquisition of the Rollingwood Apartments in Lyttonsville. The PLCC also helped us develop a relationship with the Montgomery County Economic Development Corporation, which is funding our efforts to support small businesses and neighborhood revitalization along communities in the Purple Line corridor such as Lyttonsville, Bonifant Street, and Long Branch.





# CONSTRUCTION PROGRESS

While PLCC's work focuses on equitable development beyond the Purple Line tracks, construction of the rail line is backdrop for everything we do.

During the last round of MTA Community Advisory Team meetings this fall, we were happy to hear that construction is more than 58% complete.

The construction team is also pursuing new ways of supporting the community. For the first time, Purple Line Transit Partners (PLTP) offered grants through its [Beyond the Rails Community Grant Program](#). Grants provide up to \$3,000 for community or environmental projects. They plan to run the program again next year.

## STAY UP TO DATE

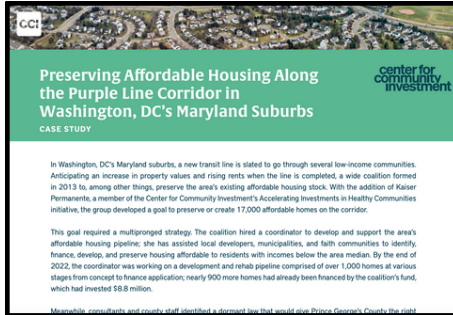
[Purple Line NOW's  
newsletter](#)

[MTA Community  
Advisory Team  
meetings](#)



# SHARING OUR PROGRESS

2023 brought several opportunities to share our progress with a national audience.



## CCI Case Study: Preserving Affordable Housing Along the Purple Line Corridor

- The Center for Community Investment released a case study about PLCC's work to build an affordable housing development pipeline and raise the needed capital to make these projects happen.



## SBAN Case Study: Keeping Small Businesses in Place

- The Small Business Anti-Displacement Network highlighted PLCC's collaborative small business efforts, as part of a collection of 10 anti-displacement case studies from across the globe.



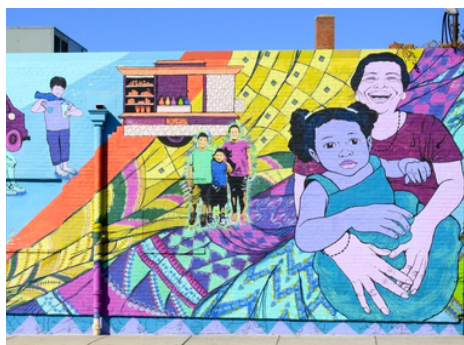
## Nonprofit Quarterly: Containing Gentrification: A Story from the Nation's Capital

- Nonprofit Quarterly featured PLCC's and LEDC's small business anti-displacement work in a July article (article authored by Javier Rivas).



## Shelterforce: Preparing Underinvested Communities for New Funding

- Shelterforce highlighted PLCC's work as part of a feature about the Center for Community Investment's "capital absorption" framework



## Enterprise Community Partners blog series

- Enterprise Community Partners released a blog series about PLCC's work to a national audience. Blogs were authored by representatives of: [JPMorgan Chase](#); [Enterprise Community Partners, Mid-Atlantic](#); [National Housing Trust](#); [LEDC](#); and [PLCC](#)



## SBAN Conference Mobile Workshop

- PLCC and LEDC co-hosted a tour of small business preservation efforts happening along the Purple Line for a group of 20 anti-displacement activists from across the country, at the November Small Business Anti-Displacement Network conference.



## NCAC APA Conference

- Representatives of Prince George's County Department of Housing and Community Development, Enterprise Community Partners, Jair Lynch Real Estate Partners, and PLCC led a panel discussion about Preserving Affordable Communities through Prince George's County's Right of First Refusal Program.



## MPact Mobility Conference

- At the annual MPact Mobility conference in Phoenix, PLCC's Director served on a panel about anti-displacement efforts near transit projects.



## PastForward Conference Mobile Workshop

- At the National Trust for Historic Preservation's conference, PLCC hosted a tour of small business preservation efforts along the Purple Line.





# EQUITABLE DEVELOPMENT

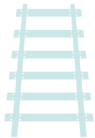
collaborative progress by the **numbers**

## The Opportunity



**183,000 corridor residents**

37% people of color, in two majority-minority counties



**16 miles of track**

connecting wealthy economic centers and historically disinvested communities of color

## Our Focus



**17,000 affordable homes**

for households earning under \$70,000/year, 8,200 of which now have guaranteed affordability for low-income households



**830 small businesses**

owned and patronized primarily by people of color



**6 equity focus areas**

where businesses of color have the greatest displacement risk



**290 partners**

engaged in planning and executing the coalition's work

## Our Impact

### Direct



**285 businesses**

received technical assistance to cope with disruptions and adapt to a changing market



**\$17.1 million**

in grants and capital directly invested to support PLCC's partner-led work, catalyzing further investment in the corridor



**861 homes**

preserved as affordable through PLCC's capital pool

### Systemic

**\$190 million**

Successful PLCC partner advocacy, both local and state, for capital to support affordable housing preservation and production since 2021

**8**

Local and state policies and laws to support equitable development, passed with the support of PLCC partner advocacy in 2023



PURPLE LINE  
CORRIDOR  
COALITION

# ACKNOWLEDGEMENTS

There are so many people and organizations who contribute every day to anti-displacement and equitable development along the Purple Line. We thank some of the key partners and people who were especially active in PLCC's work this year.

## PLCC Steering Committee & Action Team Leaders

National Center for Smart Growth • Enterprise Community Partners, Inc. • CASA • CKAR CDC • Habitat for Humanity Metro Maryland • Housing Initiative Partnership • Kaiser Permanente • Latino Economic Development Center • Maryland-National Capital Park and Planning Commission Montgomery and Prince George's Counties • MHP • Montgomery County Government • Members of Montgomery County Council • Prince George's County Government • Members of Prince George's County Council • National Housing Trust • Purple Line NOW

## 2023 PLCC Backbone\* Sponsors

Enterprise Community Partners, Inc. • Kaiser Permanente • Maryland Transit Administration (Federal Transit Administration grant) • Metropolitan Washington Council of Governments • Montgomery County • Montgomery County Planning • National Center for Smart Growth • Small Business Anti-Displacement Network (SBAN) • Truist Foundation • University of Maryland School of Public Health and School of Architecture, Planning, and Preservation • University of Maryland

\*We also thank the numerous funders who support the partners at PLCC's tables

## 2023 Staff and Technical Consultants

Jesse Bardsley • Bobby Boone • Steve Brigham • Nick Finio • Dominique Gebru • Vonnette Harris • Gerrit Knaap • Rich Kuzmyak • Kaylyn Miller • Manuel Ochoa • Reemberto Rodriguez • Kim Ross • Catherine Rytkenon • Rhiannon Smith • Sheila Somashekhar

## Stay in touch!

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Purple Line Corridor Coalition



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