

Purple Line Corridor Coalition

Presentation to Region Forward Coalition

October 30, 2020



About PLCC

The Purple Line Corridor Coalition (PLCC) works to maximize the economic benefits of Maryland's largest transit investment in the 21st century for the 16-mile corridor's low- and moderate-income residents who are largely foreign-born, Black, and/or Latino. PLCC's equity agenda prioritizes housing stability, economic vitality, and neighborhood livability.

The Purple Line

- **21 stops under construction**
- **Will connect New Carrollton to Bethesda**
- **Connections to Metro and MARC**
- **16-mile corridor most affected by construction and economic shifts**

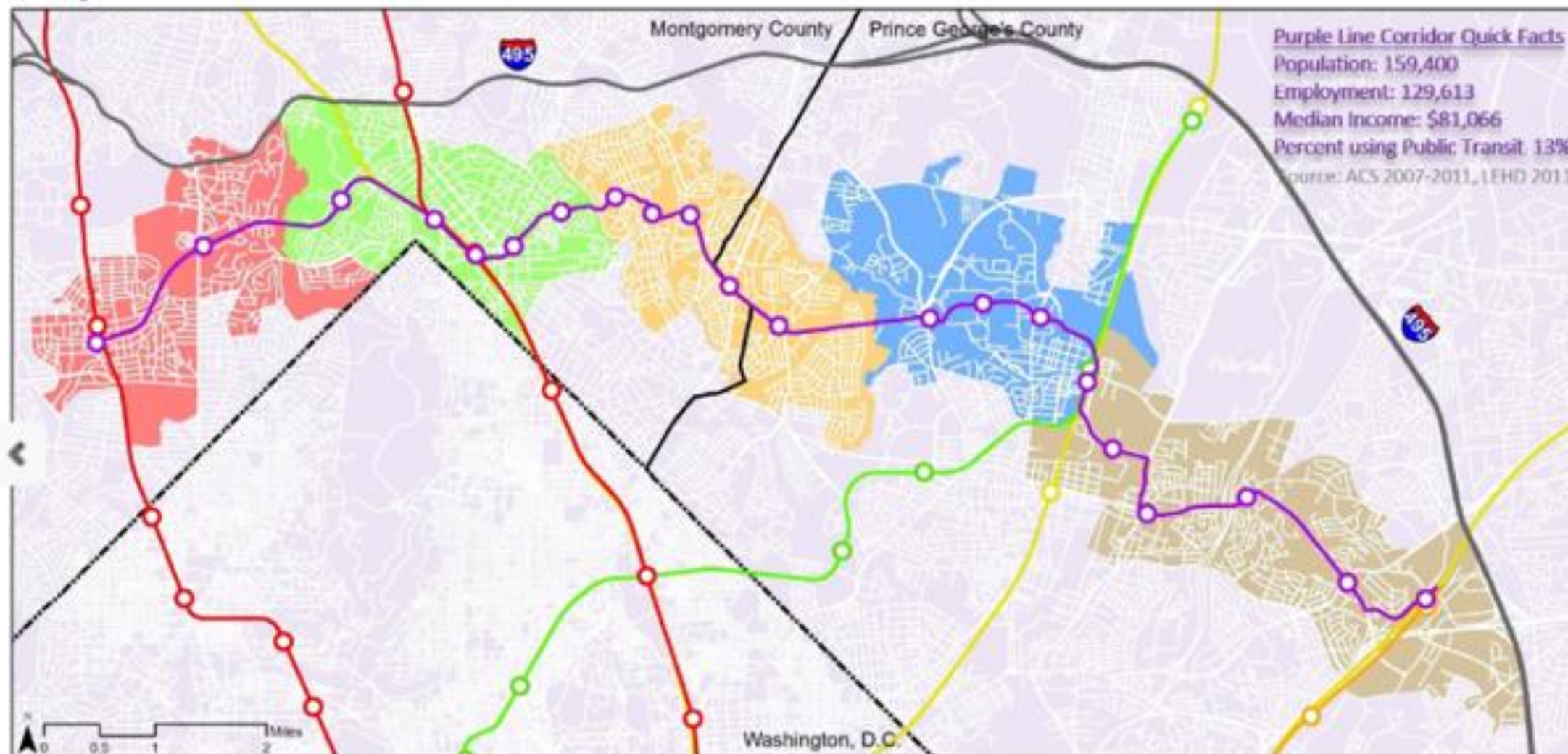
PLCC History

- Multi-sector collaborative formed in 2013: UMD, CASA, Enterprise, Prince George's and Montgomery Counties
- Led and administered by UMD's National Center for Smart Growth
- Led creation of the Community Development Agreement for the Purple Line Corridor, a collective vision for vibrant economic and community development
 - Extensive multi-year stakeholder engagement process

We are at the cusp of an unprecedented opportunity for economic growth and expansion—not just along the corridor, but for the entire metropolitan region. And we have a shot to shape that growth sustainably, equitably and in ways that create new pathways to opportunity, particularly for the culturally rich but economically fragile communities that dot the corridor.

-Gerrit Knaap, PLCC co- chair, NCSG Director

Purple Line Transit Corridor Subareas



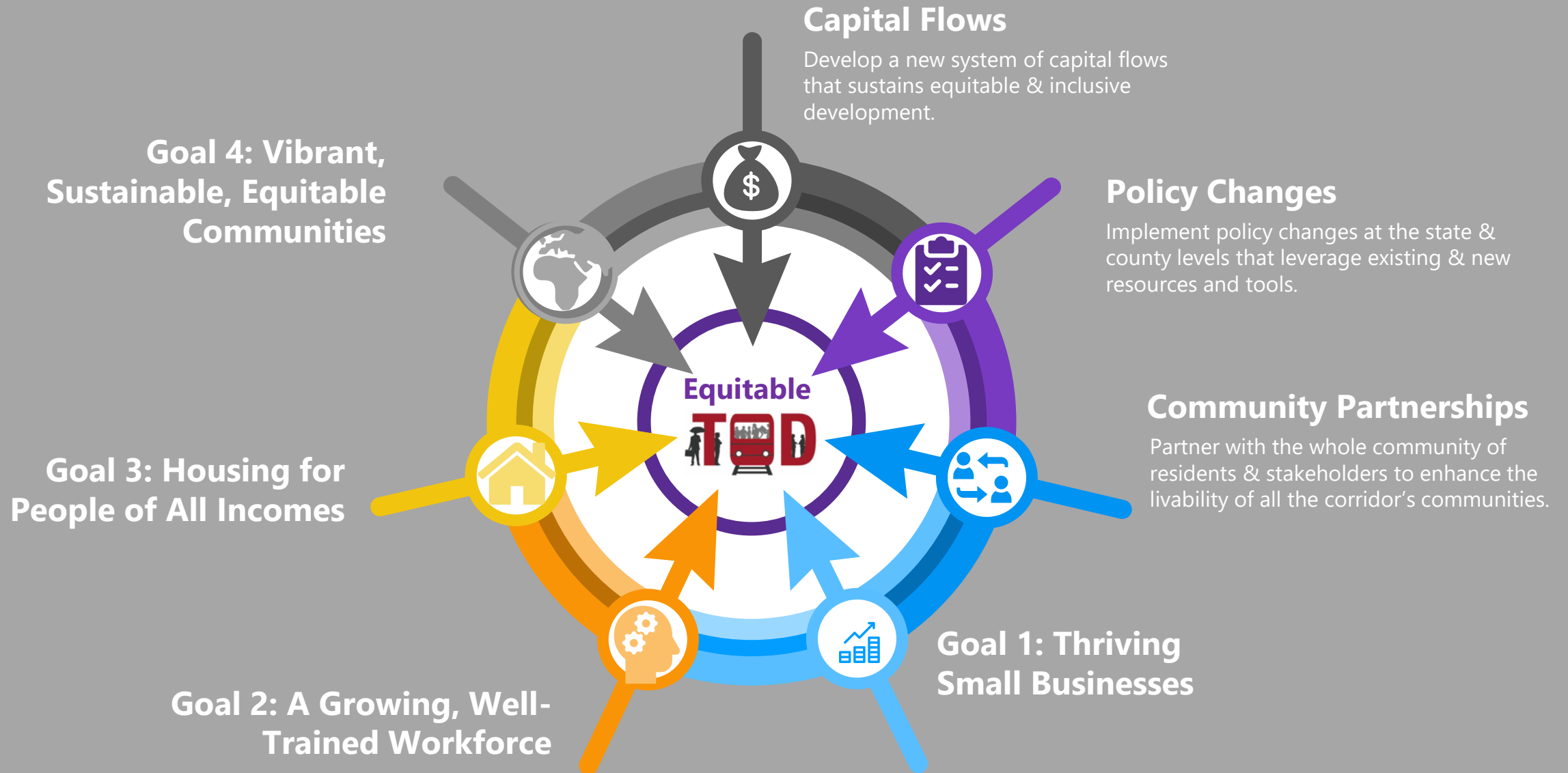
Purple Line Corridor Quick Facts

Population: 159,400
 Employment: 129,613
 Median Income: \$81,066
 Percent using Public Transit: 13%

Source: ACS 2007-2011, LEHD 2011

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|--|--|---|---|--|
| <p>Bethesda – Chevy Chase Population: 19,045 Employment: 41,091 Median Household Income: \$141,331 Percent using Public Transit 12%</p> | <p>Silver Spring Population: 33,343 Employment: 30,043 Median Household Income: \$82,900 Percent using Public Transit 17%</p> | <p>International Corridor Population: 56,527 Employment: 7,636 Median Household Income: \$62,220 Percent using Public Transit: 13%</p> | <p>University of Maryland Population: 21,703 Employment: 22,204 Median Household Income: \$62,977 Percent using Public Transit: 9%</p> | <p>Riverdale – New Carrollton Population: 28,782 Employment: 28,639 Median Household Income: \$64,096 Percent using Public Transit: 13%</p> |
|--|--|---|---|--|

A Collective Impact Strategy to Accomplish Our Vision



PLCC Steering Committee Members

1. National Center for Smart Growth, UMD (host, co-chair), Gerrit Knaap
2. Enterprise Community Partners (co-chair PLCC, co-chair Housing), David Bowers, Joe Williams, Melissa Bondi
3. Montgomery County Executive office, Tina Benjamin
4. Prince George's County Executive office, Angie Rodgers, Vic Weissberg (DPWT)
5. Prince George's Planning Department, Kip Reynolds
6. Montgomery Planning Department, Jason Sartori
7. CASA (co-chair Small Business), Alonzo Washington
8. Montgomery Housing Partnership (MHP, co-chair Housing), Chris Gillis
9. Housing Initiatives Partnership (HIP, co-chair Housing), Maryann Dillon, Stephanie Proestel

10. Latino Economic Development Corporation (co-chair Small Business), Marla Bilonick, Javier Rivas
11. Purple Line Now, Ralph Bennett
12. Kaiser Permanente (co-chair Housing), George Leventhal
13. Prince George's County Councilmember Dannielle Glaros
14. Montgomery County Council Member Evan Glass

Members TBD:

15. Workforce Development co-chair (Montgomery TBD)
16. Workforce Development co-chair (Prince George's TBD)
17. Sustainable Communities co-chair (TBD)

Housing Accelerator Action Team

Goal: Housing opportunities are available for people of all income levels in communities throughout the corridor, especially current low-, middle-income, and transit-dependent residents. *Zero net loss of the 17,000 units currently affordable to households under 60% AMI.*

- ~100 members representing various sectors
- In 2019, the PLCC Housing Action Team merged with a Kaiser-Permanente led effort to create the Purple Line Corridor Coalition ***Housing Accelerator Action Team***
- Housing Action Plan released in December, 2019



Small Business Action Team

Goal: Diverse, locally established businesses prosper both during and after the construction period

- ~50 members
- Small Business Action Plan to be released in the next few months
 - Focus on six *equity areas*
 - COVID-19 survival: triage, transition, transformation
 - Place-based managers
 - Service coordination, business district marketing, policy



Workforce Development Action Team

Goal: Workers in the corridor grow in number, are well trained and are well matched with employers in skills and location

- Disparities along corridor in income, availability of jobs, educational attainment
- Initial convening in early 2020; rethinking focus in a new environment
- Includes county workforce leadership, community colleges, service providers, schools, employers



Thriving Communities

Goal: Vibrant and sustainable communities enhance health, culture, and a sense of place



- Focus on connectivity, placemaking, construction disruptions
- Organizing framework under development
- StoryMap currently being finalized as foundation for plan development



Enabling Environment

- “Equity Leadership Council”
 - Bi-county policy coordination
 - State and local legislators
 - Creating a supportive policy environment for equitable community development

2020

- COVID-19: we are adapting and mobilizing in new ways
- Race equity: we are deepening our commitment
- Purple Line construction challenges: we are taking a long view

We are accelerating our work.

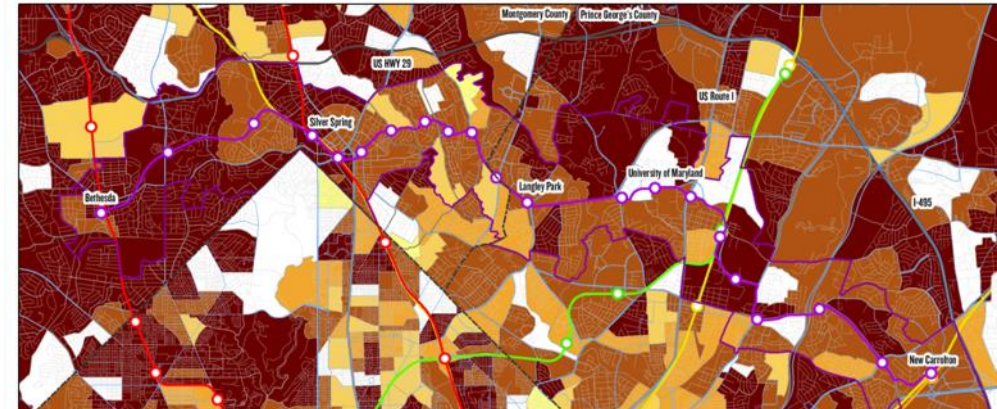
Our Power: Data-Informed Approach

- PLCC data dashboard offers a snapshot of the corridor
- NCSG anchors the coalition with goal-specific data
 - Eg., underutilized land inventory

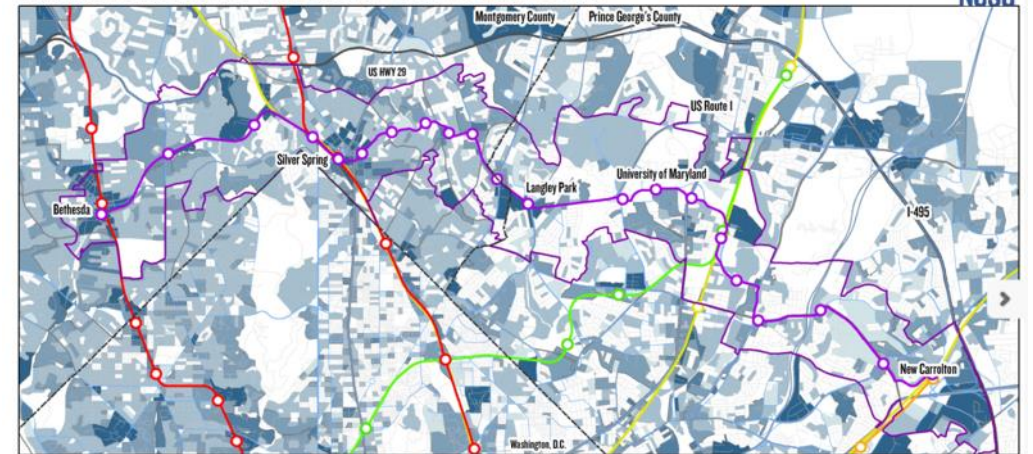
If not for the PLCC, there would not have been the intentional data-informed multi-stakeholder approach to intervening for the good of residents along the corridor.

*-David Bowers, VP and Market Leader, Mid-Atlantic Enterprise Community Partners
Co-Chair, PLCC Steering Committee*

Median Gross Rent



Number of Jobs for Workers at Small Sized Firms



Firms with 0 to 49 Employees.
Number of Jobs
0
1 - 10
11 - 50
51 - 100
101 - 793

CountyBoundaryLine
CorridorBoundary
Purple Line stations
Purple Line
Bus Routes

Blue Line
Green Line
Orange Line
Red Line
Yellow Line
MARC

Bethesda - Chevy Chase
Silver Spring
International Corridor
University of Maryland
Riverdale - New Carrollton

Interstate Highway
Major Arterials
US Highway
Streets
Park

0 0.5 1 2 Miles
Data Source: LEHD - (WAC J102) 2011

Our Power: Bi-County Coordination

- Only entity organizing partners corridor-wide
- One voice across two counties with different governance, cultures, nonprofit landscapes

PLCC continues to be the primary means through which there is a bi-county focus across the entire corridor.

-Jason Sartori, Countywide Planning and Policy Chief, Montgomery County

Our Power: Aligning Disparate Efforts

- PLCC facilitates dialogue and alignment of partners within and across sectors, with a focus on multiplying their impact along the corridor.
 - 14 Steering Committee members
 - ~160 action group members
 - 57 CDA signatories
 - ~1,000 stakeholders engaged (residents and organizations/agencies)

What is unique about PLCC from a service provider perspective is that it's rare that you have a lens into what everyone is doing. We're all able to maximize on the strengths of the other players. I've rarely been in a scenario where it works that way, and I think there is an X factor to the PLCC that is very impactful for the end beneficiaries of the work we are trying to push forward.

-Marla Bilonick, Executive Director, LEDC

Our Power: Attracting Collective Investment

- **\$5M** JP Morgan Chase Pro Neighborhoods investment to LEDC, NHT, and Enterprise
- Over **\$1M** invested in affordable housing through Kaiser Permanente
- **\$2M** Federal Transit Administration grant for Transit-Oriented Development planning to NCSG

We are deeply involved in the place-based community development and philanthropic initiative in Greater Riverdale. The company was attracted to that area in large part because of awareness of the concern of change and displacement around the Purple Line Corridor that PLCC was such a big part of.

-George Leventhal, Director of Community Health, Kaiser Permanente

FTA: TOD Planning Grant

- \$2M awarded to Maryland Transit Administration in December, 2018
- Partnership among MTA, M-NCPPC, Montgomery and Prince George's Counties, and NCSG (project lead)
- Collaborative planning to coordinate transit-oriented-development and multi-modal accessibility in the Purple Line Corridor
- Timeline: 2020-2022



TOD Planning Grant Tasks

1. Formalize/Expand Multi-stakeholder Collaborative for Coordination, Engagement and Monitoring
2. Conduct Corridor–Wide Multi-Mobility and TOD Analysis
3. Design Comprehensive Economic Development Plan and Business Preservation Strategy
4. Prepare Detailed TOD Finance and Implementation Strategy

Opportunities to Engage

- Attend PLCC's November 17 Annual Stakeholder Meeting
- Sign up for updates on our website: purplelinecorridor.org
- Engage your peers

Questions?

Contact:

Gerrit Knaap

Professor of Urban Studies and Planning

Executive Director, NCSG

gknaap@umd.edu

Sheila Somashekhar

Director, PLCC

ssomashe@umd.edu