The Purple Line Corridor Coalition (PLCC), administered by the National Center for Smart Growth at the University of Maryland, brings a regional corridor approach to suburban Maryland’s upcoming light rail project, the Purple Line. The Purple Line Corridor Coalition engages organizations active in the planned light rail corridor, facilitates collaboration and integration, and conducts and disseminates research to assure that investments in the Purple Line achieve the maximum possible economic, social, and environmental benefits to its neighborhoods, residents and businesses.

PLCC works in close collaboration with the Maryland Transit Administration, Montgomery and Prince George’s Counties, nonprofit organizations, local and regional developers and businesses throughout the corridor to complement their ongoing work.
Background
Research has shown that investments in light rail transit can provide significant social, economic, and environmental benefits including new business and real estate opportunities, reduced vehicle miles traveled and greenhouse gasses, and greater access to jobs for low income residents. Yet research, as well as experience in major cities around the country, suggests that these benefits do not occur spontaneously but require the collective, coordinated, and continuous work of anchor institutions, government agencies, professional organizations, advocacy groups and philanthropic foundations.

What is PLCC Doing?
○ Creating informative maps to provide a new look at what’s in the corridor, where things are going, potential impacts, and opportunities.
○ Researching best practices and lessons learned from corridor approaches.
○ Convening grass tops leaders in the corridor to learn, link, and leverage.
○ Stimulating collaborative projects to implement best practices in the corridor.

Engaging PLCC Members
○ To Learn – Corridor approaches in other cities offer lessons for balancing limitations. Taking a corridor wide view, PLCC is creating informative maps to help identify market opportunities, vulnerable areas and corridor wide effects of the Purple Line.
○ To Link – Identify opportunities, synergies and ways to link across traditional divides.
○ To Leverage – By working together, corridor projects around the country have leveraged more financial support and greatly expanded their capacity to provide community services, meet challenges, and successfully pursue opportunities.

PLCC Agenda
○ Preserve and Provide Affordable Housing
○ Promote Economic Development
○ Stimulate and Sustain Small Business Growth
○ Advance Workforce Development
○ Foster a Sense of Place through Cultural and Historic Roots

PLCC Aims To:
○ Stimulate economic development
○ Strengthen neighborhoods
○ Engage historically under-represented communities
○ Support vibrant, safe and livable neighborhoods.
○ Provide people of all backgrounds with better access to opportunities
○ Establish the Purple Line corridor as a world-class, multi-ethnic corridor with a combination of major research and development institutions, small businesses, and affordable places to live.

PLCC Members are nonprofits, governments, developers and employers in the Corridor:
○ Action Committee for Transit
○ Action Langley Park
○ BRIDGE Maryland
○ CASA de Maryland
○ City of Takoma Park
○ Colvin Institute for Real Estate Development
○ Enterprise Community Partners, Inc.
○ Innovative Housing Institute
○ Job Opportunity Task Force
○ Maryland Transit Administration
○ Maryland Small Business & Technology Development Center
○ Metropolitan Washington Council of Governments
○ Montgomery County
○ Montgomery Housing Partnership
○ Prince George’s County
○ Purple Line Now
○ Purple Rail Alliance
○ University of Maryland

For more information visit us at http://www.smartgrowth.umd.edu/plcc.

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