Purple Line Community Compact Workshop
Part 1 of 2
October 25, 2014
9:30 am – 12:30 pm

AGENDA

Welcome & Overview of Compact Process and Draft Compact Goals

Gerrit Knaap, Professor and Director
National Center for Smart Growth, UMD

Review of Agenda & Process

Steve Brigham, Facilitator and Co-Founder
Public Engagement Associates

Introductions at Table

Table Discussions – by Goal Area

Post-its: Ideas, Feedback, and Recommendations

Breakout Group Work

Breakout Reports

Next Steps
PLCC Purple Line Community Compact Advisory Committee

**Flora Arabo** Special Assistant to the Acting Secretary, MD Department of Housing and Community Development

**Gerrit Knaap** Professor and Director, National Center for Smart Growth, University of Maryland

**Ralph Bennett** President, Purple Line NOW

**Patrick Lacefield** Director of the Office of Public Information, Montgomery County

**Val Berton** Communications Director, Maryland Department of Planning

**Monica J. Meade** Purple Line Outreach Manager, Maryland Transit Administration

**Kelly Blynn** Next Generation of Transit Campaign Manager, Coalition for Smarter Growth

**Kristen Mitchell** Director of Smart Growth Design & Development, Maryland Department of Planning

**Ilana Branda** Policy & Neighborhood Development, Manager Montgomery Housing Partnership

**Zorayda Moreira-Smith** Senior Manager, Place-Based Initiatives & Community Development, CASA de Maryland, Inc.

**Paul Desjardin** Director, Department of Community Planning and Services, Metropolitan Washington Council of Governments

**Jennie Nevin** Special Assistant to the Deputy Chief Administrative Officer, County Executive’s Office, Prince George’s County

**Miti Figueredo** Vice President, Public Affairs, Chevy Chase Land Company

**Scott Peterson** Deputy Manager, Communications Division, Prince George’s County

**Amy Fusting** Special Assistant, Department of Labor, Licensing, and Regulation

**Reemberto Rodriguez** Director, Silver Spring Regional Service Center, Montgomery County

**Carol Gilbert** Assistant Secretary / Division Director, MD Department of Housing and Community Development

**Kim Ross** Project Director, PLCC, National Center for Smart Growth, University of Maryland

**Paul Greiner** Community Economic Development Specialist, Montgomery Housing Partnership

**Jessica Sorrell** Program Analyst, Enterprise Community Partners, Inc.

**Dannielle Glaros** Chief of Staff / Legislative Aide, Prince George’s County Council Government

**Vic Weissberg** Special Assistant to the Director Prince George’s County Public Works and Transportation

**Maggie Haslam** Communications Director, National Center for Smart Growth, University of Maryland

**Casey Willson** Main Street & Sustainability Programs Manager, Maryland Small Business & Technology Development Center

**David Iannucci** Assistant Deputy Chief Administrative Officer, County Executive's Office, Prince George's County

**Brigitte Johnson** Communications Manager, Enterprise Community Partners, Inc.

**Jaime Kendrick** Deputy Executive Director, TDD Maryland Transit Administration

Thank You to Our Volunteers

Brandon Bedford
Rommel Calderwood
Jae Jeon
Chris Johansson

Ting Ma
Zachary Rockwell
Armando Sullivan
Luis Gonzalez
All Aboard: Moving Together Toward a Purple Line Compact

The Purple Line—A Landmark Investment

The Purple light rail transit line represents one of the largest transportation investments in Maryland in the 21st century. Expected to break ground in 2015, it will shape the growth and character of development of suburban Maryland communities for decades to come.

As with most major transportation projects, anticipation of the line has raised concerns about disruption and displacement of local businesses and residents, about losing affordable housing and the sense of place, history and culture that communities along the corridor currently enjoy. Yet at the same time, hopes run high that this 2.4 billion dollar investment will create new business opportunities, provide better access to jobs, create more transportation options, and help to sustain vibrant, livable communities all along the corridor.

Stakeholder Engagement—Threats and Opportunities for the Purple Line

On March 21, 2014, over 260 community stakeholders met at the University of Maryland to begin a conversation about both the threats and opportunities that the Purple Line presents. Hosted by The Purple Line Corridor Coalition, participants in the workshop titled, “Beyond the Tracks: Community Development in the Purple Line Corridor,” listened to leaders from other newly created transit corridors and discussed how to create thriving, sustainable communities in both Prince George’s and Montgomery Counties.

Priorities and Goals—Creating a Community Compact

The Beyond the Tracks workshop, however, was just one important step along the way. Experience in cities across the country has demonstrated that capturing the benefits and minimizing costs of transit investments requires a sustained and collective effort, and that an important step in that effort includes the preparation and signing of a community compact.

A community compact is a public declaration that expresses a common vision, a strategy for moving forward, and a commitment to action in furtherance of a common goal. Signatories often include government agencies, public officials, community groups, professional organizations, anchor institutions, and other stakeholders in the region. Recent examples of such compacts were prepared in Baltimore, Maryland, and Seattle, Washington. Although not legally binding, compacts can compel stakeholders to work toward a common vision and hold them publicly accountable for following through on commitments.

On September 5, 2014, leaders from the state of Maryland, Prince Georges, and Montgomery Counties met at the University of Maryland and agreed to begin the process of forging a community compact through an open and inclusive process.

Get Involved—Community Compact Creation

Workshop Part 1
October 25
9:30 am–12:30 pm
Silver Spring Civic Building

Online Comment Period
Early November

Workshop Part 2
November 17
4–7 pm
Felegy Elementary School
Hyattsville, MD

Online Comment Period
Early December

Purple Line Community Compact Signing
By January 2015
University of Maryland

Learn more and register for workshops at smartgrowth.umd.edu/plcompact
Participants in the March workshop developed four general goals:

- Ensuring housing choices for all
- Supporting and growing local businesses
- Building a thriving labor market
- Celebrating neighborhood identities

Two Public Workshops
Towards those goals, the Purple Line Corridor Coalition is hosting two public workshops: one at the Civic Center in Silver Spring on October 25, 2014, and one at Felegy Elementary School in Hyattsville on November 17, 2014.

At the first workshop, participants will develop a vision for the future of the corridor and identify common goals and mutually supported strategies.

At the second workshop, participants will further develop those strategies, take stock of existing programs, policies, and activities that support those strategies, and consider what additional steps must be taken to reach intended goals. Interim drafts of the Purple Line Community Compact will be available for comment on the website of the Purple Line Corridor Coalition after the first and second workshops.

Stakeholders will be invited to sign the compact in a public ceremony sometime near the beginning of the New Year.

Next Steps
The signing of a community compact will be an important step toward the creation of sustainable communities in the Purple Line corridor. But its far from the last. Once the compact is signed all stakeholders must embark on the next critical steps. These include additional corridor-wide planning, research and fundraising; project and policy implementation; and long-term monitoring and measurement.

About the PLCC
The Purple Line Corridor Coalition is administered by the National Center for Smart Growth at the University of Maryland. Its mission is to engage organizations active in the Purple Line corridor, conduct and disseminate research, and work to assure that investments in the Purple Line will achieve the maximum possible economic, social, and environmental benefits to all residents and businesses of the corridor.

Visit us at smartgrowth.umd.edu/plcc to learn more.
Ensuring Housing Choices for All

GOAL: Balance housing options for people of all income levels in communities throughout the corridor.

STRATEGIES:

• Identify and address the potential impacts of the line such as displacement and loss of housing affordable to the community, while supporting benefits such as increased accessibility to transit
• Provide housing that matches market needs
• Engage in strategic planning, identify current and future residents
• Identify policy tools for inclusion
• Preserve existing affordable and market rate housing units
• Provide and preserve rental units throughout the corridor
• Identify potential capital to support priorities

Supporting & Growing Local Businesses

GOAL: Maximize the likelihood that diverse, locally owned businesses thrive during and after the construction period.

STRATEGIES:

• Provide intense technical assistance before, during and after construction for local and micro businesses
• Monitor and measure business births and deaths
• Stagger construction every half mile to minimize the impact on businesses
• Provide supplemental business loans
• Promote economic development around metro stations to provide community value and economic sustainability
• Support locally owned businesses to support job creation and sustainability
• Relocate government support services to impacted areas
Building a Thriving Labor Market
GOAL: Assure that workers and employers in the corridor grow in number and are well matched in skill levels and location.

STRATEGIES:
• Link workers with well-suited jobs and develop career paths for the coming jobs to create a corridor-wide labor market
• Align workforce development and employer demand
• Build stronger demand-driven training partnerships based on business needs, including the EARN Maryland program
• Align existing community plans for recreation, housing, retail and more, with needs and opportunities along the Purple Line
• Map and develop career pathways and plan for the types of jobs coming, in addition to construction jobs
• Build the local economy and workforce by fostering entrepreneurship
• Maximize workforce training programs and build a stronger support system for disadvantaged workers
• Enhance last-mile connections to major employers such as federal agencies
• Use corridor strategies for making longer-term labor market connections, including working with anchor institutions and career navigators
• Identify policies to support community and economic development goals

Celebrating Neighborhood Identities
GOAL: Create vibrant and sustainable environments that enhance community health, culture and sense of place.

STRATEGIES:
• Identify strategies to support economic diversity and opportunity and to preserve the unique identities of each community
• Coordinate construction to only dig once
• Integrate health, art, design and security in stations and the routes to the stations
• Make last mile connections for walkers and bikers to major employers, health care, homes, retail centers and more
• Facilitate innovative design and development for placemaking and preservation through an integrated design process with agencies, owners, tenants, and architects
• Aim for simplicity and durability in station design
• Explore successful ways to create livable and walkable places surrounding transit stops and ways to use art in public infrastructure, such as bus shelters, traffic medians and signs
• Develop a brand identity for the Purple Line such as Connecting Diversity (people, places, and work)
• Show clearly how proposed community changes will look
Full Steam Ahead: On the Track Toward a Sustainable Purple Line Corridor

PHASE 1
Beyond the Tracks Workshop Spring 2014
Identify Needs and Opportunities with Stakeholders

PHASE 2
Create Community Compact Fall 2014
Agree on Common Goals and Strategies

PHASE 3
Plan, Prioritize, Capitalize
Identify Specific Targets, Plan Implementation 2015

PHASE 4
Working Together 2015–2020 and Beyond
- Ensuring Housing Choices for All
- Supporting and Growing Local Businesses
- Building a Thriving Labor Market
- Celebrating Neighborhood Identities

PHASE 5
2015–2020 and Beyond
Monitor Progress

Projected Groundbreaking 2015
Projected Opening 2020