Draft Purple Line Community Compact

For Review at Workshop Part 2
November 17, 2014

Preamble

We, the undersigned, believe that the Purple Line Transit Project will be of great benefit to the citizens of Prince George’s County, Montgomery County, the state of Maryland and the greater Washington region.

We believe that the benefits of the Purple Line extend far beyond ridership and include growth of the regional economy, strengthening of our communities, economic empowerment of our people, a healthy and attractive environment, and the opportunity to build a more prosperous and equitable transit corridor.

We recognize that the opportunities for success presented by the Purple Line cannot be achieved unless we work together to identify new investment opportunities, create new and innovative means of public and private finance, stimulate residential and commercial development, yet sustain the economic and social welfare of those who currently work and reside in the corridor.

We believe that the Purple Line stands a greater chance of success if it is designed and built in partnership with the communities, businesses and institutions that lie along its right of way.

Thus, we commit ourselves to working in partnership to achieving the goals and strategies in this compact, recognizing and respecting always the diversity of interests and perspectives throughout the corridor and the region.
Ensuring Housing Choices for All

Goal: Balanced housing options for people of all income levels in communities throughout the corridor.

A. Strategy: Build a thriving and balanced housing market

1. Sub Strategy: Plan and Zone for a mix of housing types
   a. Action Item: Purple Line Corridor Coalition (PLCC), Montgomery and Prince George’s Counties, Fair Development Coalition (FDC), and Maryland Department of Housing and Community Development (MDCHD), will develop a coordinated Strategic Housing Plan, which will guide implementation for the entire corridor that builds on the strength of this Compact, existing community planning efforts, and the State Housing Plan.
   b. Action Item: Maryland National Capital Park and Planning Commission (MNCPPC), with support from Montgomery and Prince George’s Counties, Maryland Department of Planning (MDP), and PLCC, will work to ensure existing and planned zoning changes support a mix of housing types, as defined in the goal statement, throughout the corridor.

2. Sub Strategy: Adopt Innovative Financial Strategies
   a. Action Item: PLCC, Montgomery and Prince George's Counties, FDC, and MDHCD will explore the use of innovative regulations, financing tools, building codes and more to preserve and upgrade the quality of non-income restricted, market-rate affordable housing options serving low income households.

3. Sub Strategy: Acquire land for residential development
   a. Action Item: PLCC, Montgomery and Prince George’s Counties, FDC, and MDHCD will explore opportunities and develop a strategy for acquiring land around transit stations specifically to build transit-accessible housing for a range of income levels.

4. Sub Strategy: Encourage Private Investment
   a. Action Item: Montgomery and Prince George's Counties, MDHCD, and Maryland-National Capital Building Industry Association (MNCBIA) will develop strategies for encouraging private investment in the corridor that serves households across the income spectrum.
b. **Action Item.** PLCC, MNCBIA, CASA de Maryland, and local business groups will engage property owners, developers and managers in a corridor-wide effort to increase the supply and improve the quality of rental housing serving low income households.

**B. Strategy: Minimize involuntary displacement**

1. **Sub Strategy: Preserves and Provide Affordable Housing**

   a. **Action Item:** Montgomery and Prince George’s Counties, MDHCD, MDP, with support from PLCC and FDC, will explore the feasibility of policies to minimize the loss of existing market-rate housing that currently serve low- and moderate-income households, and make reasonable effort to extend the affordability of existing income-restricted, rental housing units.

   b. **Action Item:** Montgomery and Prince George’s Counties and FDC will explore opportunities to offer density bonuses in exchange for dedicated affordable housing units within the corridor.

   c. **Action Item:** Montgomery and Prince George’s Counties MDHCD, MDP, MHT and the development community will explore opportunities to encourage private investment in the preservation of properties that serve households across the income spectrum.

   d. **Action Item:** Montgomery and Prince George’s Counties, with the support of PLCC, will explore the creation, and appropriate legislation if necessary, that establishes tax policies that support the preservation and new development of affordable housing.

2. **Sub Strategy: Minimize Displacement**

   a. **Action Item:** Montgomery and Prince George’s Counties and MDHCD, with the support of PLCC and FDC, will examine and strengthen existing protections for current residents and tenants to minimize involuntary displacement.

3. **Sub Strategy: Create a Housing Trust Fund**

   a. **Action Item:** Montgomery and Prince George’s Counties and MDHCD, with the support of PLCC and FDC, will explore the creation and expansion of a housing trust fund that is adequately funded to address critical funding gaps. This trust will also provide incentives for the long-term preservation and upgrading of market-rate affordable housing throughout the corridor.
4. **Sub Strategy**: Foster Home ownership

   a. **Action Item**: Montgomery and Prince George’s Counties and MDHCD will expand initiatives to maintain or increase low-income home ownership rates and opportunities throughout the corridor. This should include identifying ways to financially stabilize low-income homeowners, in part by reducing household costs such as utilities and energy efficiency features.

   b. **Action Item**: Montgomery and Prince George’s Counties and MDHCD, with the support of PLCC and FDC, will explore the creation of community land trusts and residential cooperatives.

   c. **Action Item**: Montgomery and Prince George’s Counties, MDHCD, with the support of PLCC and FDC, will implement a grassroots outreach and marketing plan to ensure home ownership programs and initiatives target corridor residents.

C. **Sub Strategy**: Minimize Residential Disruption

   a. **Action Item**: Maryland Transit Authority, with support from Montgomery and Prince George’s Counties, will employ tools to mitigate disruption to existing residents throughout the construction period.
Supporting & Growing Local Businesses

Goal: Diverse, locally owned businesses thrive during and after the construction period.

A. **Strategy: Prepare and implement a comprehensive Economic Development Strategy for the Purple Line Corridor**

1. **Sub Strategy:** Prepare a Comprehensive Economic Development Strategy
   
   a. **Action Item:** The economic development organizations of Montgomery and Prince George's counties, with assistance from Maryland Department of Business and Economic Development (MDBED), Maryland Department of Planning (MDP), Maryland Department of Housing and Community (MDHCD), Purple Line Corridor Coalition (PLCC), Fair Development Coalition (FDC), labor and business organizations, and anchor institutions will prepare a comprehensive economic and small business development strategy for the corridor.

2. **Sub Strategy:** Support existing businesses and foster new business creation.

   a. **Action Item:** MDHCD, in partnership with the planning departments of Montgomery and Prince George's Counties, will work to expand the Sustainable Communities designation within the corridor to allow local communities access to state revitalization funds, including Neighborhood BusinessWorks program

   b. **Action Item:** The governments of Montgomery and Prince George's Counties, their towns and municipalities, with assistance from MDBED, will explore opportunities for new or existing incentive programs to encourage transit-oriented small businesses to locate in the corridor.

   c. **Action Item:** Montgomery County, with support of PLCC and FDC, will explore the merits of a commercial inclusionary zoning policy that reserves 20 percent of newly constructed rental space for local businesses.

   d. **Action Item:** Montgomery and Prince George's Counties, with assistance from MDBED, PLCC, CASA de Maryland (CASA), and Maryland Small Business Development Center (MSBDC), will support local entrepreneurship, creative arts, and home-based micro-enterprises as a means of fostering small businesses throughout the corridor.
3. **Sub Strategy:** Establish and support organizations that promote small and local businesses prosperity

   a. **Action Item:** PLCC and FDC will work with the economic development organizations of Montgomery and Prince George’s Counties to establish a Purple Line Corridor Chamber of Commerce.

   b. **Action Item:** The Purple Line Corridor Chamber of Commerce, with the support of FDC, will establish economic empowerment office along the corridor with multi-lingual staff.

4. **Sub Strategy:** Maximize pedestrian, bicycle, and transit access to all anchor institutions and businesses in the corridor.

   a. **Action Item:** PLCC, with support from MTA and Montgomery and Prince Georges Counties’ Planning Departments, will prepare a report that examines transit connectivity to major employers and employment centers in the corridor.

**B. Strategy: Minimize Local Business Displacement**

1. **Sub Strategy:** Provide technical and financial assistance to existing businesses during and after the construction period.

   a. **Action Item:** MTA and Maryland Department of Labor, Licensing, and Regulation (MDLLR) will continue to work with MSBDC, PLCC, FDC, and the economic development organizations of Montgomery and Prince George’s Counties to provide technical assistance and training to small business owners.

2. **Sub Strategy:** Adopt programs that enable local business to own the buildings in which they do business

   a. **Action Item:** Montgomery County, with the support of PLCC and FDC, will explore the merits of an ordinance that grants commercial renters the right of first refusal on the sale of buildings in which they operate.

3. **Sub Strategy:** Create built environments throughout the corridor that support small, locally owned businesses.

   a. **Action Item:** The Planning Departments of Montgomery and Prince George’s Counties will encourage site designs and land policies that support small locally owned businesses in all future sector or station area plans.
C. **Strategy: Minimize Construction Disruption**

1. **Sub Strategy:** Minimize the disruption of small business operations during the construction period.

   a. **Action Item:** MTA will require its concessionaire to make every effort to limit and mitigate business impacts during the construction period. This includes providing signage regarding access and parking changes, providing open for business signs.

   b. **Action Item:** MTA, with assistance from the transportation departments of both counties and the PLCC will develop and implement a maintenance of traffic plan for work areas that minimize adverse impact on businesses by:

      i. Providing for safe passage of pedestrian, bicycles and vehicular traffic throughout the construction of the project,

      ii. Maintaining access to all businesses, local streets and private driveways at all times, including temporary approaches, and,

      iii. Providing an alternate route when an existing pedestrian route is obstructed.

2. **Sub Strategy:** Provide technical, marketing, and financial assistance to those businesses that are unavoidably disrupted.

   a. **Action Item:** MTA will maintain its business construction impact mitigation program that targets specific areas along the Purple Line Corridor that are expected to require various levels of business sustainment/construction mitigation assistance. General recommendations will be provided to all businesses while more specifically prescribed solutions will be provided to businesses meeting certain criteria and facing critical impacts.

   b. **Action Item:** The economic development organizations of Montgomery and Prince George’s Counties, with assistance from MDBED, PLCC, and FDC, will develop a corridor-wide marketing strategy for the construction period.

   c. **Action Item:** MTA will distribute "Open For Business" packets to owners, proprietors and managers of businesses directly adjacent to the Purple Line alignment to provide them with information about construction and technical and financial resources.

   d. **Action Item:** MDBED will, to the best of its ability, work with impacted businesses to identify appropriate sources of financial assistance.
Building a Thriving Labor Market

Goal: Workers and employers in the corridor grow in number and are well matched in skill levels and location.

A. Strategy: Build a balanced and productive labor market

a. Action Item: Maryland Department of Labor, Licensing, and Regulation (MDLLR), with the support of Purple Line Corridor Coalition (PLCC), Fair Development Coalition (FDC), and workforce development organizations, will prepare and update a forecast of jobs to be created in the Purple Line Corridor. The forecast will identify the number of jobs by trade, required skill levels, and location. This forecast will serve as a basis for a Purple Line Workforce Development Program, training schedules, and an assessment of support resource needs.

b. Action Item: PLCC will work with the Montgomery and Prince George’s Counties’ Planning Departments to analyze the spatial distribution of jobs by skill level in the corridor and offer recommendations for maximizing access to jobs of all skill levels and balance in ridership over the course of the day.

c. Action Item: MDLLR will work with Montgomery County Community College, Prince George’s County Community College, the University of Maryland, CASA de Maryland, and local community-based groups to offer workforce training and educational opportunities in the corridor that match existing and future jobs, like the MDLLR’s EARN program.

B. Strategy: Help local residents obtain Purple Line construction and operations jobs and facilitate small and disadvantaged businesses’ access to Purple Line contracts

1. Sub Strategy: Adopt programs that support the employment of local and disadvantaged workers, including veterans, modest and low-income residents, and other minority groups.

a. Action Item: MTA will require its prime contractors to take all necessary and reasonable steps to ensure that SBE/DBE firms are included in a project.

b. Action Item: Maryland Department of Transportation (MDOT) will set a Small and Disadvantaged Business Enterprises inclusion goal to be met at each distinct phases of
the Purple Line project: design, construction, and operations/maintenance.

c. **Action Item:** MTA will make available the Management Maturity Model (M3™), an on-line self-evaluation tool for SBE/DBE businesses looking to participate in large-scale construction projects. M3™ is about preparing a company for contract opportunities and provides a way for MTA and the prime Contractor to be in contact with S/DBE businesses.

d. **Action Item:** MTA will work closely with the prime contractors to identify subcontracting scopes of work as a part of the engineering, construction, operations and maintenance life-cycle of the project. MTA will then make that information available through Opportunity Scope of Work (SOW)

2. **Sub Strategy:** Establish workforce education, apprenticeship, and training programs

a. **Action Item:** MTA and MDLLR will continue to implement a comprehensive Workforce Project Model that consists of five key elements:
   i. Communication and Outreach,
   ii. Awareness/Referrals Partners,
   iii. EEP WFD Registration Database,
   iv. Preferred Training Partners (PTPs), and
   v. Measuring Success through an Economic Empowerment Program (EEP) Monitoring Team.

b. **Action Item:** MTA/DLLR Partnership will provide information to potential contractors and community organizations on its Workforce Development Program to identify qualified candidates for the jobs that they have available.

c. **Action Item:** MTA/DLLR Partnership will utilize PTPs, existing One Stop Career Centers, CASA de Maryland, and outreach/recruitment offices in the project corridors, in an effort to maximize training and job opportunities for corridor residents. As detailed in workforce plans, selected contractors will be encouraged to utilize the services of these centers to recruit and draw from the locally qualified candidate pool.

d. **Action Item:** MTA/DLLR Partnership will seek funding sources to support the implementation of the Purple Line Workforce Development Program through submission of grant proposals as they become available.

e. **Action Item:** MTA/DLLR will work with PTPs and CASA de Maryland to connect disadvantaged workers and students with registered and certified apprenticeship programs.
f. **Action Item:** Montgomery and Prince George’s Counties with the support of CASA de Maryland will encourage high school and community college officials to align school curricula with workforce needs and offer opportunities for internships and apprenticeships.

g. **Action Item:** MDLLR will require contractors to post all jobs on MDExchange.

h. **Action Item:** MTA will create a website to share information on jobs and job training.
Celebrating Neighborhood Identities

Goal: Vibrant and sustainable environments that enhance community health, culture and sense of place.

A. Strategy: Build and Sustain Livable Neighborhoods

1. Sub Strategy: Enhance neighborhood identities

   a. **Action Item:** The Maryland Transit Authority (MTA), under its Purple Line Art-In-Transit Program, will select artists to work with the communities along the corridor to create artwork that highlights the cultural vitality of the region, and reflects the artistic, cultural, and/or historical interests of the surrounding communities.

   b. **Action Item:** Montgomery and Prince George’s Counties’ Planning Departments will review zoning regulations to ensure that they reflect the desired character of neighborhoods, as articulated in local plans. Maryland Department of Planning (MDP) will assist in this effort as requested.

   c. **Action Item:** Montgomery and Prince George’s Counties’ Planning Departments will work with the Fair Development Coalition (FDC) and the Purple Line Community Coalition (PLCC) to engage communities in the design of public areas to ensure that they enhance unique neighborhood identities.

   d. **Action Item:** The Maryland Department of Housing and Community Development, working in partnership with the planning departments of Montgomery and Prince George’s Counties, will work to expand the Sustainable Communities designation to allow local communities access to state revitalization funds, including Community Legacy, Strategic Demolition & Smart Growth Impact Fund, Neighborhood Business Works. The designation also enhances access to Sidewalk Retrofit, Maryland Bikeways, Community Safety and Enhancement, Sustainable Maryland Certified, and Job Creation Tax Credits.

   e. **Action Item:** MTA will work with local governments, FDC, and PLCC, to develop a brand-identity for the Purple Line, that will be reflected in logos, graphics, and art. The brand/identity will embrace the diversity of communities in the corridor. MTA will also work with communities to develop a distinct but related brand/identity for each station area, where appropriate.

2. Sub Strategy: Enhance pedestrian and bicycle access throughout the corridor, particularly near transit stations, and create physical environments that improve personal safety of transit users, pedestrians, and cyclists in public areas.
a. **Action Item:** Montgomery and Prince George’s Counties, working with PLCC and FDC, will prioritize funding for projects that provide safe connections between bike paths, walkways, green spaces, and other destinations, consistent with local plans. MDP will prepare a comprehensive list of such projects identified in local plans and help to identify additional sources of funding.

b. **Action Item:** Maryland State Highway Administration (MSHA), Montgomery and Prince George’s Counties will incorporate high quality design into accessibility and mobility features.

3. **Sub Strategy:** Create walkable environments

a. **Action Item:** Montgomery and Prince George’s Counties’ Planning Departments will review zoning and development regulations to ensure that the requirements will contribute to a walkable environment. MDP will assist in this effort as requested.

b. **Action Item:** MSHA, Montgomery and Prince George’s Counties will adopt complete street standards for station areas.

4. **Sub Strategy:** Create, connect and expand parks and public spaces

a. **Action Item:** Maryland Department of Natural Resources (MDNR) Maryland-National Capital Park and Planning Commission (MNCPPC) and PLCC will work together to enhance existing parks and public spaces and create new parks and public spaces consistent with local sector and station area plans. The goal will be to increase, or maintain, the amount of green space in the corridor compared to pre-construction. Existing programs that may be able to assist with some of this effort include the MDNR’s Community Parks and Playground program and Program Open Space.

b. **Action Item:** MDNR, Maryland Department of Transportation (MDOT), MNCPPC, and PLCC will work together to create bicycle and pedestrian connections to transit stations, parks and green spaces throughout the corridor, consistent with local comprehensive and station area plans. MDP will prepare a comprehensive list of such projects identified in local plans and help to identify additional sources of funding. Existing resources that may be able to assist with some of this effort include the MDOT’s Sidewalk Retrofit, Maryland Bikeways, and Community Safety and Enhancement programs.

c. **Action Item:** MNCPPC of both Montgomery and Prince George’s Counties will identify opportunities to expand green spaces throughout the corridor. MDP will assist in this effort, as requested. The counties will also identify ways to incorporate green spaces into storm water management that is already required for private development.
5. **Sub Strategy**: Foster a healthy natural environment

   a. **Action Item**: Montgomery and Prince George's Counties’ Planning Departments and the Maryland Department of the Environment will work with the private sector to identify creative opportunities to reduce and improve the quality of storm water runoff on infill and redevelopment sites. The counties will also incorporate environmental site design into infrastructure projects.

   b. **Action Item**: Montgomery and Prince George's Counties will encourage integration of green and sustainable energy, design and construction practices on infill and redevelopment sites.

   c. **Action Item**: Montgomery and Prince George's Counties will work with MDNR to increase tree canopy in communities throughout the corridor. Montgomery will continue its Shades of Green program, which is already available in Bethesda, Silver Spring, and Piney Branch.

6. **Sub Strategy**: Assure fair and equitable distribution of artistic enhancements of stations

   a. **Action Item**: MTA will ensure that station areas receive similar levels of funding for similar scopes of work and maintain a balance of funding between the eastern and western portions of the corridor.

   b. **Action Item**: MTA will incorporate artwork that establishes a unique artistic impact along the light-rail system, encourages civic pride, and enhances the communities it connects.

   c. **Action Item**: MTA commits that the Art in Transit program will be accomplished through a fair and equitable process.

   d. **Action Item**: State and county governments, in partnership with PLCC and FDC, will explore value capture mechanisms that allow communities to benefit financially from increased property values.

B. **Strategy**: Preserve neighborhood culture and character

   1. **Sub Strategy**: Engage communities along the Purple Line Corridor in design processes, and maintain open lines of communication

      a. **Action Item**: MTA and its concessionaire will maintain an open dialogue with the communities, businesses, local groups, and organizations surrounding the project. The objective of this engagement will be to foster a relationship of trust and respect between the concessionaire and the communities.

      b. **Action Item**: MTA will engage the community during the design and construction stages of the Purple Line to provide an opportunity for input. This process will facilitate the relationship among the community stakeholders, MTA, and MTA’s concessionaire during the design, construction, and operation of the Purple Line.
c. **Action Item:** MTA’s concessionaire will prioritize community needs and concerns, ensuring that they are effectively integrated into Purple Line planning and execution.

d. **Action Item:** Montgomery and Prince George’s Counties’ Planning Departments, and other departments as appropriate, will engage the community early in design processes for private developments and public sector improvements.

e. **Action Item:** The PLCC will pursue resources to support design competitions for public spaces, public buildings and neighborhoods.

C. **Strategy: Minimize neighborhood disruption**

a. **Action Item:** Montgomery and Prince George’s Counties will coordinate infrastructure projects in the corridor with the construction of the Purple Line, to reduce the possibility of having to dig multiple times.

b. **Action Item:** The FDC and other community organizations will organize temporary festivals, arts, cultural and other public events to maintain a sense of community during the construction process.

c. **Action Item:** To the extent feasible, Montgomery and Prince George’s Counties will take advantage of the construction of the Purple Line to relocate infrastructure underground.