A Corridor Approach of Transit Oriented Development:

what the Purple Line can learn from other places

Ting Ma

May 10, 2014
Agenda

• Introduction of the Purple Line Corridor
• Two transit corridor case studies: The Twin Cities and Denver
• Three lessons from the case studies and what we have been doing for the Purple Line
Purple Line corridor maps
http://smartgrowth.umd.edu/plcccmaps
Two Transit Corridor Case Studies
Corridor of Opportunity, the Twin Cities, Minnesota
Central Corridor neighborhoods are places of opportunity for all

CORRIDORS 2 CAREERS
TOD INVESTMENT FRAMEWORK
BUSINESS RESOURCES COLLABORATIVE
CENTRAL CORRIDOR ANCHOR PARTNERSHIP
JOINT COMMITTEE ON EQUAL OPPORTUNITY & DBEs
BIG PICTURE PROJECT

STRONG LOCAL ECONOMY
TRANSIT-ORIENTED PLACES
AFFORDABLE HOUSING
COORDINATION & COLLABORATION

BIKE & PEDESTRIAN CONNECTIONS
GREEN LINE PARKS & COMMONS
CULTURAL CORRIDOR
COMMUNICATION & COORDINATION

WORKING TOGETHER FOR OPPORTUNITY

Source: Mary Kay Bailey, Project Director of the COO, slides for the Purple Line Workshop March 21, 2014
Local economy strategies

- Interview with developers and business leaders
- Survey to understand “realities and barriers” of job seekers and employers
- Region-wide job-housing balance research
- Forgivable loan: The Ready for Rail Small Business Loan Program
MileHigh Connects, Denver, Colorado

Mile High Connects
Opportunity for all through transit
Mile High Connects Strategic Framework 2012 – 2015 Summary

**Our Mission:** To ensure that the Metro Denver regional transit system fosters communities that offer all residents the opportunity for a high quality of life.

### Long-term Outcome # 1
Livable communities near transit stops in which all people have access to affordable housing, quality jobs, quality education, health services and a healthy lifestyle.

**Near Transit Stops...**
1. 90% of existing affordable housing units preserved
2. 25% of all housing built or preserved affordable
3. Connections between transit, affordable housing, jobs, health, and educational institutions and support services
4. Multi-modal (bike/pedestrian) access
5. Connectivity to parks, trails, recreation, and other hubs for physical activity
6. Access to nutritious foods
7. Job training centers, childcare, and supporting services
8. Businesses including small/local business located in close proximity
9. Workers connected to middle-skill job opportunities
10. High quality educational sites

### Long-term Outcome # 2
Policies, resources, and agendas of regional agencies, local jurisdictions, and funding entities are supportive of a transit system that fosters communities that offer all residents the opportunity for a high quality of life.

**1.** Voters support regional tax initiative to fund the Regional Transportation District (RTD FasTracks)
**2.** Public and private resources realigned and increased to support transit
**3.** Local, regional and state resources for last mile connections and infrastructure
**4.** Expanded focus on disadvantaged communities by Denver Regional Council of Governments (DRCOG) and RTD

Local, regional plans and policies pertaining to areas near transit developed that...

**5.** Develop, redevelop or preserve affordable housing
**6.** Support and incentivize small business creation and preservation
**7.** Incorporate health impacts and indicators
**8.** Ensure school districts in Metro Denver incorporate location of transit stops and access to transit in their site selection principles and practices
**9.** Create greater wraparound support services e.g. affordable childcare centers, ECE (early childhood education), health services, and job training centers

### Long-term Outcome # 3
Increase engagement of community members, especially those most affected by transit build out.

1. Community engagement to ensure greater focus on equity in local and regional transit planning efforts
2. Build leadership capacity among community members to ensure sustainable focus on transit and equity.
3. Ensure station area planning includes the perspectives of small businesses and disadvantaged community members, especially those from low income communities and communities of color.

### 2012-2015 Goals
1. Increase and realign public and private resources
2. Influence policy changes
3. Increase engagement of community members
4. Increase affordable housing by transit
5. Create economic development plan and regional transit build out plans that connect workers to middle-skill job opportunities
6. Increase understanding of transportation access to ECE and K-12 schools of choice and related services for low-income communities
7. Promote effective strategies to improve health near transit
Lesson 1:
Create a corridor coalition
• Action Committee for Transit
• Action Langley Park
• Affordable Housing Conference of Montgomery County
• BRIDGE Maryland
• CASA de Maryland
• Colvin Institute for Real Estate Development
• Enterprise Community Partners, Inc.
• Innovative Housing Institute
• Job Opportunities Task Force
• Maryland-National Capital Building Industry Association
• 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
• City of Takoma Park
• University of Maryland
June 2013

- PLCC established
- Purple Line baseline research
- PLCC routine weekly meeting

March 2014

- Purple Line corridor workshop
- New Stage
Lesson 2:
Create a housing inventory
Address
1017 Merrimac Dr
Langley Park, MD 20903

Type
Rate type: Market rate
Structure type: 3-Story Garden

Rent
One Bedroom
Average rent: $930
Average sqft: 720

Two Bedrooms
Average rent: 1,175
Average sqft: 852

Owner
Stavrous Associates

Units & Vacancy
117 Units
0.0% Vacant

Year
Opened in 1940
Last major rehab in 1999

Source: BRAC, DHCD 2012
| **Units & Vacancy** | 136 Units  
0.0% Vacant |
|---------------------|-----------------|
| **Type**            | Rate type: LIHTC  
Structure type: 3-Story Garden |
| **Rent**            | One Bedroom  
Average rent: $969  
Average sqft: 540  

Two Bedrooms  
Average rent: 1,154  
Average sqft: 740 |
| **Owner**           | Owned by Ahd, INC  
Managed by University Manor Apartment |
| **Subsidies**       | LIHTC 2001/1/1 – 2016/1/1 |

Source: BRAC, DHCD 2012 & NHPD 2012
Lesson 3: Understand the impact on job access
Commute Shed of Bethesda Station without vs. with Purple Line

Note: Commute shed at 6:30 AM Monday morning; calculations based on real and proposed transit schedule provided by transit agencies.
Source: VMT, VTP, 2010; Purple Line Schedule from MDOT
Author: Traci Mc from National Center for Smart Growth Research and Education
Commute Shed of Long Branch Station without vs. with Purple Line

Note: Commute sheds at 9:00 AM Monday morning. Calculations based on real and proposed transit schedule provided by transit agencies. Source: MTA/IEEE 2010, WMATA 2013. Purple Line Schedules from MTA/IEEE. Author: Map My from National Center for Smart Growth Research and Education.
## Increase of Accessible Jobs

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<th>30 min</th>
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<tbody>
<tr>
<td>Bethesda</td>
<td>10%</td>
<td>3%</td>
<td>4%</td>
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<tr>
<td>Long Branch</td>
<td>521%</td>
<td>570%</td>
<td>530%</td>
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Increased Jobs by Type

Long Branch

- Bachelor or advanced: 40% increased jobs, 33% current workers
- College or associate degree: 27% increased jobs, 26% current workers
- High school: 20% increased jobs, 23% current workers
- Less than high school: 13% increased jobs, 18% current workers
Three lessons

• One corridor coalition
• Affordable housing inventory (and fund !)
• Customized economic development strategies
Thank you!

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