Leveraging New Transit for Better Communities:
Transit-Oriented Development as a Catalyst and Stabilizer along the Red and Purple Lines

Maryland Purple Line

Ting Ma, Ph.D. Candidate, Research Assistant
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Project Schedule

- Environmental Approval in 2013
- FTA New Starts
  - Entry into Preliminary Engineering in Oct 2011
  - Entry into Engineering in Aug 2014
  - Recommended for full funding in FY 2015 budget
- Public-Private Partnership (P3)
  - Approved by BPW in Nov 2013
  - Shortlisted proposers in Jan 2014
  - Proposals due March 2015
- 2015-2020 Final design & construction
- 2020 Purple Line service begins

Maryland National Capital Purple Line
Bethesda to New Carrollton, Maryland
New Starts Engineering
(Rating Assigned July 2014)

<table>
<thead>
<tr>
<th>Summary Description</th>
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<tbody>
<tr>
<td>Proposed Project: Light Rail Transit</td>
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<tr>
<td>16.2 Miles, 21 Stations</td>
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<tr>
<td>Total Capital Cost ($YOE): $2,427.97 Million (includes $126.0 million in finance charges)</td>
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<td>Section 5309 New Starts Share ($YOE): $900.00 Million (37.1%)</td>
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<tr>
<td>Annual Operating Cost (opening year 2020): $58.15 Million</td>
</tr>
<tr>
<td>Current Year Ridership Forecast (2014): 44,300 Daily Linked Trips</td>
</tr>
<tr>
<td>16,627,600 Annual Linked Trips</td>
</tr>
<tr>
<td>Horizon Year Ridership Forecast (2035): 56,100 Daily Linked Trips</td>
</tr>
<tr>
<td>20,979,500 Annual Linked Trips</td>
</tr>
<tr>
<td>Overall Project Rating: Medium-High</td>
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<tr>
<td>Project Justification Rating: Medium-High</td>
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<tr>
<td>Local Financial Commitment Rating: Medium-High</td>
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THE PURPLE LINE
by the numbers

1st light rail in the region

16 miles
21 stops
2 counties
61,000 average weekday trips

Within a half mile:

150,000 PEOPLE
130,000 JOBS
6,000 SMALL BUSINESSES

Serves Diverse Communities
Housing values range from $100,000 to over $1,000,000
Four Goals

• **Ensuring Housing Choices for All.** Balance housing options for people of all income levels in communities throughout the corridor.

• **Supporting and Growing Local Businesses.** Maximize the likelihood that diverse, locally owned businesses thrive during and after the construction period.

• **Building a Thriving Labor Market.** Assure that workers and employers in the corridor grow in number and are well matched in skill levels and location.

• **Celebrating Neighborhood Identities.** Create vibrant and sustainable environments that enhance community health, culture and sense of place.
20+ Members
150+ Engaged Stakeholder Organizations

PLCC

Nonprofit & Civic

Philanthropic

University

Private Sector

Public Sector
• **Tool 1.** Data-driven analysis of both Purple Line corridor’s today and tomorrow.

• **Tool 2.** Workshops to create shared vision, to identify opportunities and challenges, and to seek solutions.

• **Tool 3.** A community compact to articulate vision, strategy, and commitment.
Tool 1. Data-driven analysis

- Corridor database
- GIS models
- GIS maps
- Web tools
- Reports

- Demographics
- Housing
- Jobs
- Economic development
- Transportation
- Land use
- Schools, health care facilities, institutions…
Property Value Premium Attributable to Proximity of Transit

Condominiums: 18%
Single Family Dwellings: 32%
Apartments: 45%
Non Retail Commercial: 120%
Retail: 167%

Source: CTOD, 2008
Maryland’s Economic Engines

23 Job Centers = 1% of land, 40% of jobs
Web Tool - Employment “Heat Map”
• **Beyond the Tracks: Community Development in the Purple Line Corridor**

- 260 + community stakeholders
- Learn case studies of Denver, Minneapolis-St. Paul, etc.
- Build a shared approach towards Purple Line development
  - Take a corridor view
  - Provide strong, committed leadership
  - Adopt a collective impact strategy
  - Support community economic development
  - Develop strategic plans and goals
A community Compact is a written but not legally binding document that articulates a vision for the future, a strategy for achieving that vision, and a commitment of its signatories to taking actions toward the vision. When prepared in advance of a major investment in light rail transit, community compacts often include commitments to preserving affordable housing, supporting small businesses during and after construction, connecting workers with jobs, and working to create vibrant, sustainable, and equitable communities. Community Compacts are typically signed by elected and appointed government officials; leaders of community, business, and labor organizations; and representatives of key public and private institutions. Community compacts are not an end in themselves, but set the framework for future steps towards implementation by signatory organizations.
Purple Line Community Compact

- Two Town Hall Meetings
- Draft PLCC Compact Underway
- Will Be Presented to New Administration
• Purple Line Corridor Coalition: http://smartgrowth.umd.edu/plcc
• Purple Line GIS maps: http://smartgrowth.umd.edu/plccmaps
• Purple Line web tool: http://knaaptime.com/maps/purpleline/
• Purple Line Community Compact: http://smartgrowth.umd.edu/plcompact

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Maryland Purple Line -- Job Accessibility Model

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Where the Purple Line can get people to?
Purple Line’s Impact on Job Accessibility

GTFS

Street network

Transit commuteshed model
OpenStreetMap

Characters

• Created and edited by volunteer mappers,
• Elements include roads, trails, stations, and so on,
• Open data, free to use

Image Source: OpenStreetMap.org
MultiModal Transit Commuteshed of Planned Riggs Road Station

Before Purple Line

After Purple Line
Accessible Jobs by Skill Level

<table>
<thead>
<tr>
<th>Skill Level</th>
<th>30 minutes</th>
<th>45 minutes</th>
<th>60 minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Before</td>
<td>After</td>
<td>Change</td>
</tr>
<tr>
<td>Low Skill Jobs</td>
<td>2,689</td>
<td>4,829</td>
<td><strong>80%</strong></td>
</tr>
<tr>
<td>Medium Skill Jobs</td>
<td>10,123</td>
<td>18,254</td>
<td><strong>80%</strong></td>
</tr>
<tr>
<td>High Skill Jobs</td>
<td>9,915</td>
<td>16,065</td>
<td>62%</td>
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