

Provide more housing affordable to current renters and low income homeowners

Measure

Number of units affordable at the income levels of current community members, measured using percent of area median income

Actions and Timelines

Six months

\$ Create organizations, such as tenant associations, that provide residents and community leaders with information on how to address policy options and individual property sales and redevelopment. Outreach to multi-unit buildings to find out what concerns residents have that might lead to tenant organizing

\$ Empower residents and community leaders to advocate for budget, legislative, and zoning approaches and policies, both county and state, that promote affordable housing. Build residents' knowledge in County processes so they have ability to engage in these processes into the future

Twelve months

\$ In collaboration with MHP, AIM, CASA and others, provide residents and community leaders with information on how tenants can purchase and maintain affordable buildings under right of first refusal; including the financial requirements and sources of support to prepare to influence individual property sales and redevelopment. Focus on particular buildings for sale or that might be for sale soon.

\$ Provide residents and community leaders with information on existing analyses of housing market and zoning density, to understand options for various sectors and parcels of land sales in Long Branch, including how they impact shared households.

\$ Advocate for requirements that any new residential construction in Long Branch have an appropriate number of affordable units, defined as a number that will enable all current community members to afford housing in the community.

Ongoing

\$ Build leadership capacity among Long Branch tenants and other residents, to advocate for their interests in maintaining affordable housing and to take steps, such as exercising their right of first refusal, to maintain the affordability of specific buildings.

On this side of the paper, for this goal, please write:

- * your input/feedback on goal statement
- * identify possible actions to achieve goal

GOAL:

A solid working relationship exists between the community and MCPD District 3 based on a community policing approach and with a greater presence in Long Branch.

Elected officials support problem-solving. Community engagement (with residents and businesses) is an effective strategy that improving public safety through a problem-solving approach and increasing trust and satisfaction with police services. [There is a perception that wealthier neighborhoods are policed differently with greater enforcement.]

Measures:

- * Creation of a police substation in LB (as once existed on Piney Branch Rd north of Flower Ave.)
- * Police youth program launched.
- * Effective education of residents about relevant laws, rules, and regulations about conflict-producing behaviors e.g. reserving public spaces using cones, furniture, or other items
- * Reduced incidence of law-breaking relating to parking
- * Reduced hazardous traffic activity especially in the Quebec Terrace neighborhood.
- * A communication mechanism was established for residents to convey concerns to the police anonymously (for some residents there is fear about contact with police being known because of the potential for retaliation from people engaged in illegal activity (drugs, alcohol)
- * Homeless/vagrancy is handled through non-policing strategies that are aimed at underlying issues (e.g. mental health) and achieving safe housing.
- * Educational outreach including bilingual information/educational materials widely available to the community and businesses
- * Policies to address school safety, including bullying in the schools and on school buses, drug use and access to drugs, and mental health including self harm

Actions and Timetables:***6 months:***

- * Establish an effective means of communication that will allow community members to feel safe to share information
- * Commitment by MCPD to study substation request

6 to 12 months:

- * Launch of PD Youth Advisory Program (currently PD has this program in district 4)

Create a more physically attractive community which makes Long Branch community members proud of their unique community

Measures

- \$ Design changes that make roads safer for pedestrians, especially children
- \$ Amount of litter and trash in residential and commercial areas, number of trash and recycling containers
- \$ Number of murals and other public art, art gardens, tree plantings, and other efforts to make the community more attractive
- \$ Community participation in any design changes
- \$ Number of accidents, injuries and violations at or near Purple Line construction sites and future Purple Line stations

Actions and Timelines

Six months

- \$ Create a working group of residents and others who want to be involved to focus on representing cultures, community and positive messages through art and design.
- \$ Work with Long Branch Business League and other organizations to increase participation in periodic community clean ups.

\$

Twelve months

- \$ Conduct a survey of neighborhood residents to determine what aspects of their community they value and what aspects they want to change, and to determine their priorities among prospective design changes.
- \$ The presence of unhoused people in Long Branch impacts the community cleanliness. How to address this while at the same time meeting the needs of unhoused people
- \$ Develop a process to involve the community in design changes that can improve road safety.
 1. Educate everyone involved about pedestrian injury or death that could be prevented with good design. Children's safety near streets can be a rallying cry and organizing principle. Investigate the possibility of pedestrian bridges over some of the busy roads/intersections, more clearly defined crosswalks
 2. Have working group of residents reimagine the road in front of New Hampshire Estates with images painted on the road that catch the eye and remind people there is a school there. Have working group identify sites that could be transformed.
 3. Investigate who owns the sites that the community identified as building a sense of place and what the process would be to make a change there. Community gardens could create sense of space and physical attractiveness, also water fountains, benches. Bring events, e.g., music performances, game areas – permanent and temporary
 4. Study efforts on designing roads for children, including Global Designing Cities Initiative that helped with designs in Quito, Bogotá, Sao Paulo, and more.

5. Bring this information back to the community to see if there is the community will to stay involved and get through the processes.

Ongoing

- § Disseminate information to community members on proposed changes in community design and opportunities for public comment. Empower community members with the information they need to have an impact on the decision-making process.

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- * identify possible actions to achieve goal

Protect residents from rising rents and other housing costs

Measures

- \$ Cost of rent as a proportion of income of renters
- \$ Level of other housing costs, such as utilities and property taxes, compared to incomes of renters and homeowners
- \$ Increases in rents and other costs over time
- \$ Renters know about the County's Office of Landlord and Tenant Affairs and successfully get inspections resulting in code violations addressed

Actions and timelines

Six months

- \$ Build community by creating working groups of residents - representing apartment community residents, home owners, landlords, community organizations, including Purple Line Coalition/HAAT, to study increases in housing costs and advocate for changes. Start outreaching to multi-unit buildings in Long Branch to find out what concerns renters, including shared households, might have which might lead to tenant organizing. Reach out to Long Branch residents at CHEER community events
- \$ Document current rent levels, using resources such as the county annual rental survey and tenant reports as well as other data sources, and commit to annual updates to the community and policy makers, in order to track changes. Involve local research organizations, e.g., Everyday Canvassing
- \$ Empower residents and community leaders to address policy options, through the Planning Department process and Sector Plan comments, as well as legislative approaches, both county and state.
- \$ Disseminate information about existing programs that could offset housing costs, such as the Renter's Tax Credit Program and the Homeowner's Property Tax Credit Program, as well as programs such as S.H.A.R.E., which provides lower-cost electricity through local solar farms.

Twelve months

- \$ Discuss rent stabilization options, including proposed County Council rent stabilization bills, including a possible pilot rent stabilization program specifically for Long Branch, and identify actions which could lead to implementation.
- \$ Develop other options that could lead to lower housing costs for renters and homeowners

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- * identify possible actions to achieve goal

Goal

Enable small businesses that serve community residents to remain in Long Branch; maintain and increase the variety and affordability of goods and services currently found in Long Branch.

Measures

Need to define “small business”

Measures of costs to businesses

- Retail rent cost per square foot
Measure of rental costs to businesses
- Retail price point analysis (range of prices of goods and services)
Measure of costs and variety of goods and services to customers
- Numbers of businesses providing basic services, including grocery stores, banks, drug stores, etc., within the Long Branch business areas
Measures of business variety and responsiveness to community needs
- Number of local businesses are owned by women and people of color
- How well businesses communicate the availability of their goods and services to members of the community

Actions and timelines

Six months

- Working with partners, including the Long Branch Business League, survey businesses and customers to obtain baseline measurements of all measures
- Initiate customer survey of customers in the Long Branch area to determine desired mix of businesses
- Review 2013 sector plan

Twelve months

- With partners such as the Long Branch Business League and groups of Ethiopian business owners, advocate for policy approaches that would reduce costs of businesses, including:
 1. Tax and other financial incentives, such as opportunity zones;
 2. Specific focus on Long Branch in provision of technical assistance and PurpleLine-related business assistance;
 3. Additional assistance targeted specifically to Long Branch, such as business grants or a county economic development promoter;
 4. Specific assistance to small businesses, such as access to capital, training in skills like accounting and developing a business plan, and help tailored to start-ups

Ongoing

- Annually survey businesses to determine changes in measures
- Track number of business failures and types of businesses lost compared to new businesses, to see if certain kinds of businesses are more likely to fail
- Develop relationships between businesses and nearby neighborhood associations

GOAL:

Provide more parking for multifamily residential buildings. Ensure that the community is involved in parking decisions in business areas and near transit.

Many multifamily residential buildings have inadequate parking for their residents, who may have more than one working adult per unit. Residents are often employed in professions that require workers to have individual vehicles to transport tools and materials to job sites. Inadequate parking for the buildings leads building residents to park in the neighborhood and puts pressure on neighborhood parking availability.

Measures:

- Number of parking spaces per unit for multifamily residential buildings
- Extent of community and business involvement in decisions on parking in business areas and in decisions about parking near transit, especially parking near and between Purple Line stops, including impacts on neighborhoods of commuter parking

Action steps and timelines:*6 months*

- Gather data on the parking needs of multifamily buildings.
- Ensure planners are aware of the parking needs of families whose employment requires they have individual work vehicles.
- Work with organizations like Action in Montgomery, the Purple Line Corridor Coalition and the Long Branch Business League to continue to solicit the concerns of residents and businesses about parking.

One year

- Make better use of existing parking; for example, determine whether commercial parking lots that are unused overnight could provide parking to residents of nearby multifamily buildings.
- Use existing processes and develop new processes as needed to keep residents and businesses informed of development decisions and opportunities for public participation.

Ongoing

- Ensure that planning decisions accommodate the needs of multifamily building residents, including the data gathered.
- Continue to work with existing partners and new partners; focus on integrating the voices of neighborhood residents and businesses in public discussions of parking and development.