

SENATE BILL 97

R2

1lr1418

(PRE-FILED)

By: **Senator Rosapepe**

Requested: October 31, 2020

Introduced and read first time: January 13, 2021

Assigned to: Finance

A BILL ENTITLED

1 AN ACT concerning

2 **Purple Line Marketing Act**

3 FOR the purpose of requiring the Maryland Transit Administration, in cooperation with
4 certain stakeholders, to develop and implement a Purple Line marketing plan;
5 specifying the requirements of the marketing plan; requiring the Governor to include
6 in the annual budget bill a certain amount from the Transportation Trust Fund for
7 the Purple Line marketing plan in certain fiscal years; requiring the Administration,
8 on or before a certain date, to submit a report to certain standing committees of the
9 General Assembly on certain elements of the Purple Line marketing plan; defining
10 a certain term; providing for the termination of this Act; and generally relating to a
11 marketing program for the Purple Line.

12 BY adding to
13 Article – Transportation
14 Section 7–713
15 Annotated Code of Maryland
16 (2020 Replacement Volume)

17 SECTION 1. BE IT ENACTED BY THE GENERAL ASSEMBLY OF MARYLAND,
18 That the Laws of Maryland read as follows:

19 **Article – Transportation**

20 **7–713.**

21 (A) IN THIS SECTION, “PURPLE LINE” MEANS THE 16-MILE LIGHT RAIL
22 TRANSIT LINE BETWEEN BETHESDA IN MONTGOMERY COUNTY AND NEW
23 CARROLLTON IN PRINCE GEORGE’S COUNTY.

EXPLANATION: CAPITALS INDICATE MATTER ADDED TO EXISTING LAW.

[Brackets] indicate matter deleted from existing law.



(B) THE ADMINISTRATION SHALL, IN COOPERATION WITH PURPLE LINE TRANSIT PARTNERS, AMTRAK, THE WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY, LOCAL GOVERNMENTS, DEVELOPMENT AGENCIES, MONTGOMERY COUNTY AND PRINCE GEORGE'S COUNTY PUBLIC AND PRIVATE SCHOOLS, AND OTHER STAKEHOLDERS, DEVELOP AND IMPLEMENT A MARKETING PLAN TO:

(1) GENERATE INTEREST IN THE PURPLE LINE BEFORE THE START OF OPERATIONS; AND

(2) PROMOTE THE USE OF THE PURPLE LINE AFTER THE START OF OPERATIONS WITH THE GOAL OF MAXIMIZING RIDERSHIP.

(C) THE MARKETING PLAN SHALL, AT A MINIMUM:

(1) MAKE USE OF A VARIETY OF MARKETING MEDIA, INCLUDING BROADCAST MEDIA, SOCIAL MEDIA, AND RADIO, AS WELL AS PARTNERSHIPS;

(2) IDENTIFY INTERCONNECTIONS WITH OTHER LOCAL AND INTERSTATE TRANSIT SYSTEMS, INCLUDING AMTRAK, AGENCIES THAT PROVIDE LOCAL BUS SERVICES, MARYLAND AREA REGIONAL COMMUTER TRAIN SERVICE, METROBUS, AND METRORAIL SERVICES;

(3) IDENTIFY PEDESTRIAN AND BICYCLE ACCESS TO PURPLE LINE STATIONS;

(4) INCLUDE A PUBLIC SAFETY EDUCATION PROGRAM TO PREVENT COLLISIONS, INJURIES, AND FATALITIES ON OR AROUND RAILROAD TRACKS, RAILROAD GRADE CROSSINGS, AND LIGHT RAIL TRACKS; AND

(5) PROVIDE INTEGRATED INFORMATION TO THE PUBLIC ON THE PURPLE LINE, INTERCONNECTED LOCAL AND INTERSTATE TRANSIT SYSTEMS, AND PEDESTRIAN ACCESS TO PURPLE LINE STATIONS.

(D) FOR FISCAL YEARS 2022 AND 2023, THE GOVERNOR SHALL INCLUDE IN THE ANNUAL BUDGET BILL AN APPROPRIATION OF \$500,000 FROM THE TRANSPORTATION TRUST FUND FOR THE DEVELOPMENT OF THE MARKETING PLAN REQUIRED UNDER SUBSECTION (B) OF THIS SECTION.

(E) (1) ON OR BEFORE OCTOBER 1, 2021, THE ADMINISTRATION SHALL SUBMIT A REPORT IN ACCORDANCE WITH § 2-1257 OF THE STATE GOVERNMENT ARTICLE TO THE SENATE BUDGET AND TAXATION COMMITTEE AND THE HOUSE APPROPRIATIONS COMMITTEE ON THE ACTIVITIES TO BE CONDUCTED BY THE ADMINISTRATION UNDER THE MARKETING PLAN REQUIRED UNDER SUBSECTION (B) OF THIS SECTION IN THE UPCOMING FISCAL YEAR.

(2) THE REPORT SHALL:

(I) PROVIDE A DETAILED ANALYSIS OF HOW THE ACTIVITIES PROPOSED BY THE ADMINISTRATION PROMOTE THE GOALS IDENTIFIED IN SUBSECTION (B) OF THIS SECTION; AND

(II) PROVIDE ESTIMATES FOR THE COST OF EACH ACTIVITY PROPOSED BY THE ADMINISTRATION.

SECTION 2. AND BE IT FURTHER ENACTED, That this Act shall take effect July 1, 2021. It shall remain effective for a period of 2 years and, at the end of June 30, 2023, this Act, with no further action required by the General Assembly, shall be abrogated and of no further force and effect.