

SENATE BILL 668

R2

0lr1368
CF HB 876

By: **Senators Rosapepe, Augustine, Lee, Pinsky, and Smith**

Introduced and read first time: February 3, 2020

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 partnership 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 in certain years, to submit a report to certain standing
9 committees of the General Assembly on certain elements of the Purple Line
10 marketing plan; defining a certain term; providing for the termination of this Act;
11 and generally relating to a marketing program for the Purple Line.

12 BY adding to
13 Article – Transportation
14 Section 7–712
15 Annotated Code of Maryland
16 (2015 Replacement Volume and 2019 Supplement)

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 **7–712.**

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.**

24 **(B) THE ADMINISTRATION SHALL, IN PARTNERSHIP WITH PURPLE LINE**

EXPLANATION: CAPITALS INDICATE MATTER ADDED TO EXISTING LAW.

[Brackets] indicate matter deleted from existing law.



1 TRANSIT PARTNERS, AMTRAK, THE WASHINGTON METROPOLITAN AREA TRANSIT
2 AUTHORITY, LOCAL GOVERNMENTS, DEVELOPMENT AGENCIES, AND OTHER
3 STAKEHOLDERS, DEVELOP AND IMPLEMENT A MARKETING PLAN TO:

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

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

8 (C) THE MARKETING PLAN SHALL:

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

11 (2) IDENTIFY INTERCONNECTIONS WITH OTHER LOCAL AND
12 INTERSTATE MASS TRANSIT SYSTEMS, INCLUDING AMTRAK, LOCAL BUS ROUTES,
13 MARYLAND AREA REGIONAL COMMUTER TRAIN SERVICE, METROBUS, AND
14 METRORAIL SERVICES;

15 (3) EVALUATE PEDESTRIAN AND BICYCLE ACCESS TO PURPLE LINE
16 STATIONS AND IDENTIFY ANY INFRASTRUCTURE IMPROVEMENTS WITH THE
17 POTENTIAL TO INCREASE PEDESTRIAN AND BICYCLE ACCESS TO STATIONS; AND

18 (4) PROVIDE INTEGRATED INFORMATION TO THE PUBLIC ON THE
19 PURPLE LINE, INTERCONNECTED LOCAL AND INTERSTATE MASS TRANSIT SYSTEMS,
20 AND PEDESTRIAN ACCESS TO PURPLE LINE STATIONS.

21 (D) FOR EACH OF FISCAL YEARS 2021 THROUGH 2024, THE GOVERNOR
22 SHALL INCLUDE IN THE ANNUAL BUDGET BILL AN APPROPRIATION OF \$1,000,000
23 FROM THE TRANSPORTATION TRUST FUND FOR THE DEVELOPMENT AND
24 IMPLEMENTATION OF THE MARKETING PLAN REQUIRED UNDER SUBSECTION (B) OF
25 THIS SECTION.

26 (E) (1) ON OR BEFORE DECEMBER 31, 2020, 2021, AND 2022, THE
27 ADMINISTRATION SHALL SUBMIT A REPORT IN ACCORDANCE WITH § 2-1257 OF THE
28 STATE GOVERNMENT ARTICLE TO THE SENATE BUDGET AND TAXATION
29 COMMITTEE AND THE HOUSE APPROPRIATIONS COMMITTEE ON THE ACTIVITIES
30 TO BE CONDUCTED BY THE ADMINISTRATION UNDER THE MARKETING PLAN
31 REQUIRED UNDER SUBSECTION (B) OF THIS SECTION IN THE UPCOMING FISCAL
32 YEAR.

33 (2) THE REPORT SHALL:

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

4 **(II) PROVIDE ESTIMATES FOR THE COST OF EACH ACTIVITY**
5 **PROPOSED BY THE ADMINISTRATION; AND**

6 **(III) IDENTIFY VARIATIONS IN THE ACTIVITIES TO BE**
7 **CONDUCTED BY THE ADMINISTRATION IN THE UPCOMING FISCAL YEAR FROM**
8 **THOSE UNDERTAKEN IN THE IMMEDIATELY PRECEDING FISCAL YEAR AND THE**
9 **REASON FOR ANY CHANGES.**

10 SECTION 2. AND BE IT FURTHER ENACTED, That this Act shall take effect June
11 1, 2020. It shall remain effective for a period of 5 years and 1 month and, at the end of June
12 30, 2025, this Act, with no further action required by the General Assembly, shall be
13 abrogated and of no further force and effect.