

SENATE BILL 97

R2

(11r1418)

ENROLLED BILL

— Finance/Appropriations and Environment and Transportation —

Introduced by **Senator Rosapepe**

Read and Examined by Proofreaders:

Proofreader.

Proofreader.

Sealed with the Great Seal and presented to the Governor, for his approval this

_____ day of _____ at _____ o'clock, _____ M.

President.

CHAPTER _____

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 a certain fiscal ~~years~~ year; requiring the
8 Administration, on or before a certain date, 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 7–713

EXPLANATION: CAPITALS INDICATE MATTER ADDED TO EXISTING LAW.

[Brackets] indicate matter deleted from existing law.

Underlining indicates amendments to bill.

~~Strike out~~ indicates matter stricken from the bill by amendment or deleted from the law by amendment.

Italics indicate opposite chamber/conference committee amendments.



1 Annotated Code of Maryland
2 (2020 Replacement Volume)

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

5 **Article – Transportation**

6 **7–713.**

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

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

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

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

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

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

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

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

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

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

4 (D) FOR THE FISCAL ~~YEARS 2022 AND 2023~~ YEAR PRECEDING THE
5 CALENDAR YEAR IN WHICH THE PURPLE LINE IS SCHEDULED TO OPEN, THE
6 GOVERNOR SHALL INCLUDE IN THE ANNUAL BUDGET BILL AN APPROPRIATION OF
7 \$500,000 FROM THE TRANSPORTATION TRUST FUND FOR THE DEVELOPMENT OF
8 THE MARKETING PLAN REQUIRED UNDER SUBSECTION (B) OF THIS SECTION.

9 (E) (1) ON OR BEFORE OCTOBER 1, ~~2021~~ 2023, OR 12 MONTHS
10 PRECEDING THE OPENING OF THE PURPLE LINE, WHICHEVER IS LATER, THE
11 ADMINISTRATION SHALL SUBMIT A REPORT IN ACCORDANCE WITH § 2-1257 OF THE
12 STATE GOVERNMENT ARTICLE TO THE SENATE BUDGET AND TAXATION
13 COMMITTEE AND THE HOUSE APPROPRIATIONS COMMITTEE ON THE ACTIVITIES
14 TO BE CONDUCTED BY THE ADMINISTRATION UNDER THE MARKETING PLAN
15 REQUIRED UNDER SUBSECTION (B) OF THIS SECTION IN THE UPCOMING FISCAL
16 YEAR.

17 (2) THE REPORT SHALL:

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

21 (ii) PROVIDE ESTIMATES FOR THE COST OF EACH ACTIVITY
22 PROPOSED BY THE ADMINISTRATION.

23 SECTION 2. AND BE IT FURTHER ENACTED, That this Act shall take effect July
24 1, 2021. ~~It shall remain effective for a period of 2 years and, at the end of June 30, 2023,~~
25 ~~this Act, with no further action required by the General Assembly, shall be abrogated and~~
26 ~~of no further force and effect.~~

Approved:

Governor.

President of the Senate.

Speaker of the House of Delegates.