

Department of Legislative Services
 Maryland General Assembly
 2021 Session

FISCAL AND POLICY NOTE
Enrolled - Revised

Senate Bill 97

(Senator Rosapepe)

Finance

Appropriations and Environment and
 Transportation

Purple Line Marketing Act

This bill requires the Maryland Transit Administration (MTA), in cooperation with specified entities, to develop and implement a Purple Line marketing plan. For the fiscal year preceding the calendar year in which the Purple Line is scheduled to open, the Governor must include in the annual budget bill an appropriation from the Transportation Trust Fund (TTF) of \$500,000 to develop the marketing plan. By October 1, 2023, or twelve months preceding the opening of the Purple Line, whichever is later, MTA must submit a report to specified committees of the General Assembly on the expected marketing plan activities in the upcoming fiscal year. **The bill takes effect July 1, 2021.**

Fiscal Summary

State Effect: *Under one set of assumptions*, TTF expenditures increase by \$500,000 in FY 2023, as discussed below. Other affected agencies can assist with the marketing plan using existing budgeted resources. Revenues are not affected. **The bill establishes a mandated appropriation for one fiscal year as early as FY 2023.**

(in dollars)	FY 2022	FY 2023	FY 2024	FY 2025	FY 2026
Revenues	\$0	\$0	\$0	\$0	\$0
SF Expenditure	0	500,000	0	0	0
Net Effect	\$0	(\$500,000)	\$0	\$0	\$0

Note:() = decrease; GF = general funds; FF = federal funds; SF = special funds; - = indeterminate increase; (-) = indeterminate decrease

Local Effect: Montgomery and Prince George’s counties can assist MTA as necessary and appropriate using existing budgeted resources. Local revenues are not affected.

Small Business Effect: Minimal.

Analysis

Bill Summary: In developing and implementing the marketing plan, MTA must cooperate with Purple Line Transit Partners, Amtrak, the Washington Metropolitan Area Transit Authority, local governments, development agencies, Montgomery and Prince George's counties public and private schools, and other stakeholders. The goal of the marketing plan is 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. The marketing plan must:

- make use of a variety of marketing media, including broadcast media, social media, and radio, as well as partnerships;
- identify interconnections with other local and interstate transit systems, as specified;
- identify pedestrian and bicycle access to Purple Line stations;
- include a public safety education program, as specified; and
- provide integrated information to the public on the Purple line, interconnected local and interstate transit systems, and pedestrian access to Purple Line stations.

The required report must (1) provide a detailed analysis of how the proposed marketing plan activities promote the aforementioned goals and (2) provide estimates for the cost of each proposed activity.

Current Law: With the exception of the District of Columbia Metrorail system, the Maryland Department of Transportation (MDOT) and MTA are generally the agencies responsible for the construction and operation of transit lines in the State, including the Purple Line. More information on the project can be found on the project website: purplelinemd.com.

State Expenditures: Pursuant to the bill's mandated appropriation, TTF expenditures increase by \$500,000 in the fiscal year preceding the calendar year in which the Purple Line is scheduled to open; the mandated funding must be used to develop and implement the Purple Line marketing plan. While the Purple Line was scheduled to open in December 2022, the recent departure of the design-build contractor has resulted in significant delays in the completion of the project. At this time, MDOT advises that it is unable to provide an updated schedule regarding when the Purple Line will open; the updated schedule depends on the selection of a new design-build contractor, which is currently underway. Accordingly, it is unclear to which fiscal year the bill's mandated appropriation applies.

For purposes of this analysis, it assumed that Purple Line operations are scheduled to begin in calendar 2024, meaning that TTF expenditures increase by \$500,000 in fiscal 2023, pursuant to the bill’s mandate. To the extent the project schedule varies, the mandated appropriation could apply in a later fiscal year.

MDOT has previously advised that prior to the Purple Line beginning operations, the marketing plan will include a public education campaign focused on raising community awareness and generating excitement surrounding the Purple Line route, with a focus on connectivity with other local transit systems. Once the Purple Line becomes operational, the campaign will shift its focus to overall system education and raising awareness of rider benefits. The marketing and communications plan could potentially include the following elements:

- Press releases
- Media events
- Television appearances
- Community events and festivals
- Street team outreach
- Pop-up events
- Business/employer outreach
- Online and print newsletters
- Flyers
- System maps
- Digital and social media outreach
- Radio advertising
- Television advertising
- “Info Bus” advertising

Additional Information

Prior Introductions: SB 668 of 2020, a similar bill, passed the Senate with amendments and was referred to the House Environment and Transportation Committee, but no further action was taken. Its cross file, HB 876, received a hearing in the House Environment and Transportation Committee, but no further action was taken.

Designated Cross File: None.

Information Source(s): Maryland Department of Transportation; Montgomery and Prince George’s counties; Maryland State Department of Education; Department of Budget and Management; Montgomery County Public Schools; Department of Legislative Services

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Analysis by: Richard L. Duncan

Direct Inquiries to:
(410) 946-5510
(301) 970-5510