



THE PRINCE GEORGE'S COUNTY GOVERNMENT

OFFICE OF THE COUNTY EXECUTIVE

BILL: Senate Bill 668 – Purple Line Marketing Act

SPONSOR: Senator Rosapepe, *et al.*

HEARING DATE: March 11, 2020

COMMITTEE: Finance

CONTACT: Intergovernmental Affairs Office, 301-780-8411

POSITION: SUPPORT

The Office of the Prince George's County Executive **SUPPORTS Senate Bill 668**, which requires the Maryland Transit Administration (MTA), in partnership with Purple Line Transit Partners, Amtrak, the Washington Metropolitan Area Transit Authority (WMATA), local governments, development agencies, and other stakeholders to develop and implement a Purple Line marketing plan to maximize ridership after the start of operations. For reference, the Purple Line will be a 16.2-mile light rail that will extend from Montgomery County into Prince George's County. Upon completion, the Purple Line will provide direct connections to WMATA at Bethesda, College Park, New Carrollton, and Silver Spring.

Prince George's County supports Senate Bill 668 because the Purple Line represents a major investment for the State as well as Prince George's and Montgomery counties. Higher ridership is attractive for economic development and the promotional program required by this bill would likely accomplish that goal. In turn this would positively impact the County and the Region and generate a return on investment.

In addition to increased ridership and economic development benefits, this marketing plan would directly support Vision Zero Prince George's. Vision Zero Prince George's is Prince George's County's marketing plan and strategy devoted to achieving zero fatalities and serious injuries on our roadways. According to the Maryland Department of Transportation, the marketing plan will include a public education campaign focused on raising community awareness. This aligns with the Vision Zero focus, which is on bicycle and pedestrian access and infrastructure. Therefore, this legislation will also enhance safety and support and advance the objectives of Vision Zero Prince George's.

For the reasons stated above, the Office of the Prince George's County Executive **SUPPORTS Senate Bill 668** and asks for a **FAVORABLE** report.