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Hon. Delores G. Kelley, Chair  
Senate Finance Committee  
Miller Office Building, 3 East Wing  
11 Bladen Street  
Annapolis, MD 21401

Re: Support for SB 668, The Purple Line Marketing Act

Dear Chair Kelley,

The College Park City-University Partnership (“The Partnership”) is the local community development corporation for the College Park area. We work in the areas of transportation, housing and development, education, public safety, and sustainability. The Purple Line is a key to the future of College Park and our region, and we have long supported and advocated for this light rail line.

The Partnership writes in strong support of SB 668 - the Purple Line Marketing Act - because we know that our future depends on it being a successful transportation mode for current and future residents, commuters, and for ensuring that our community grows as a robust job center and college town.

We have recently been analyzing local and regional data as the Partnership sets organizational goals for 2030. One of the challenges we discovered is that there has been significantly declining transit use between 2011 and 2019. WMATA bus ridership has declined by 19 percent regionally and in the College Park area by 21.5 percent, and WMATA rail ridership has declined by 14 percent system-wide, and in College Park by 22 percent during that time. We need to ensure that both before the Purple Line is open, and as the Purple Line is in its first few years, that there is a strong and robust marketing effort to ensure it is widely known and successful on Day One, in Year One, and into the future.

We appreciate the State of Maryland’s support for, and investment in, the Purple Line. We know it can be a transformational transportation asset for the region, but we need to touch potential riders many times with promotion and marketing so they are well educated and primed to ride the Purple Line. We ask for your support of SB 668, the Purple Line Marketing Act. Thank you.

Sincerely,

Eric Olson  
Executive Director