

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

Committee Report: Favorable with amendments

Senate action: Adopted

Read second time: March 9, 2020

CHAPTER _____

1 AN ACT concerning

2 **Purple Line Marketing Act**

3 FOR the purpose of requiring the Maryland Transit Administration, in ~~partnership~~
4 cooperation with certain stakeholders, to develop and implement a Purple Line
5 marketing plan; specifying the requirements of the marketing plan; requiring the
6 Governor to include in the annual budget bill a certain amount from the
7 Transportation Trust Fund for the Purple Line marketing plan in a certain fiscal
8 ~~years year~~; requiring the Administration, on or before a certain date ~~in certain years~~,
9 to submit a report to certain standing committees of the General Assembly on certain
10 elements of the Purple Line marketing plan; defining a certain term; providing for
11 the termination of this Act; and generally relating to a marketing program for the
12 Purple Line.

13 BY adding to

14 Article – Transportation

15 Section 7-712

16 Annotated Code of Maryland

17 (2015 Replacement Volume and 2019 Supplement)

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

20 **Article – Transportation**

21 **7-712.**

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.



1 (A) IN THIS SECTION, "PURPLE LINE" MEANS THE 16-MILE LIGHT RAIL
 2 TRANSIT LINE BETWEEN BETHESDA IN MONTGOMERY COUNTY AND NEW
 3 CARROLLTON IN PRINCE GEORGE'S COUNTY.

4 (B) THE ADMINISTRATION SHALL, IN ~~PARTNERSHIP~~ COOPERATION WITH
 5 PURPLE LINE TRANSIT PARTNERS, AMTRAK, THE WASHINGTON METROPOLITAN
 6 AREA TRANSIT AUTHORITY, LOCAL GOVERNMENTS, DEVELOPMENT AGENCIES,
 7 MONTGOMERY COUNTY AND PRINCE GEORGE'S COUNTY PUBLIC AND PRIVATE
 8 SCHOOLS, AND OTHER STAKEHOLDERS, DEVELOP AND IMPLEMENT A MARKETING
 9 PLAN TO:

10 (1) GENERATE INTEREST IN THE PURPLE LINE BEFORE THE START
 11 OF OPERATIONS; AND

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

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

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

17 (2) IDENTIFY INTERCONNECTIONS WITH OTHER LOCAL AND
 18 INTERSTATE ~~MASS~~ TRANSIT SYSTEMS, INCLUDING AMTRAK, AGENCIES THAT
 19 PROVIDE LOCAL BUS ROUTES SERVICES, MARYLAND AREA REGIONAL COMMUTER
 20 TRAIN SERVICE, METROBUS, AND METRORAIL SERVICES;

21 (3) ~~EVALUATE~~ IDENTIFY PEDESTRIAN AND BICYCLE ACCESS TO
 22 PURPLE LINE STATIONS ~~AND IDENTIFY ANY INFRASTRUCTURE IMPROVEMENTS~~
 23 ~~WITH THE POTENTIAL TO INCREASE PEDESTRIAN AND BICYCLE ACCESS TO~~
 24 ~~STATIONS; AND~~

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

28 (5) PROVIDE INTEGRATED INFORMATION TO THE PUBLIC ON THE
 29 PURPLE LINE, INTERCONNECTED LOCAL AND INTERSTATE MASS TRANSIT SYSTEMS,
 30 AND PEDESTRIAN ACCESS TO PURPLE LINE STATIONS.

31 (D) FOR ~~EACH OF~~ FISCAL ~~YEARS~~ YEAR 2021 THROUGH 2024, THE
 32 GOVERNOR SHALL INCLUDE IN THE ANNUAL BUDGET BILL AN APPROPRIATION OF
 33 ~~\$1,000,000~~ \$500,000 FROM THE TRANSPORTATION TRUST FUND FOR THE

1 ~~DEVELOPMENT AND IMPLEMENTATION~~ OF THE MARKETING PLAN REQUIRED UNDER
 2 SUBSECTION (B) OF THIS SECTION.

3 (E) (1) ON OR BEFORE ~~DECEMBER 31, 2020, 2021, AND 2022~~ OCTOBER
 4 1, 2021, THE ADMINISTRATION SHALL SUBMIT A REPORT IN ACCORDANCE WITH §
 5 2-1257 OF THE STATE GOVERNMENT ARTICLE TO THE SENATE BUDGET AND
 6 TAXATION COMMITTEE AND THE HOUSE APPROPRIATIONS COMMITTEE ON THE
 7 ACTIVITIES TO BE CONDUCTED BY THE ADMINISTRATION UNDER THE MARKETING
 8 PLAN REQUIRED UNDER SUBSECTION (B) OF THIS SECTION IN THE UPCOMING
 9 FISCAL YEAR.

10 (2) THE REPORT SHALL:

11 (I) PROVIDE A DETAILED ANALYSIS OF HOW THE ACTIVITIES
 12 PROPOSED BY THE ADMINISTRATION PROMOTE THE GOALS IDENTIFIED IN
 13 SUBSECTION (B) OF THIS SECTION;

14 (II) PROVIDE ESTIMATES FOR THE COST OF EACH ACTIVITY
 15 PROPOSED BY THE ADMINISTRATION; AND

16 (III) IDENTIFY ~~VARIATIONS IN~~ THE ACTIVITIES TO BE
 17 CONDUCTED BY THE ADMINISTRATION IN THE UPCOMING FISCAL ~~YEAR FROM~~
 18 ~~THOSE UNDERTAKEN IN THE IMMEDIATELY PRECEDING FISCAL YEAR AND THE~~
 19 ~~REASON FOR ANY CHANGES YEARS.~~

20 SECTION 2. AND BE IT FURTHER ENACTED, That this Act shall take effect ~~June~~
 21 July 1, 2020. It shall remain effective for a period of ~~5~~ 2 years ~~and 1 month~~ and, at the end
 22 of June 30, ~~2025~~ 2022, this Act, with no further action required by the General Assembly,
 23 shall be abrogated and of no further force and effect.

Approved:

 Governor.

 President of the Senate.

 Speaker of the House of Delegates.