

Department of Legislative Services
 Maryland General Assembly
 2020 Session

FISCAL AND POLICY NOTE
 Third Reader - Revised

Senate Bill 668
 Finance

(Senator Rosapepe, *et al.*)

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 fiscal 2021, the Governor must include in the annual budget bill an appropriation of \$500,000 from the Transportation Trust Fund (TTF) to develop the marketing plan. By October 1, 2021, 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 June 1, 2020, and terminates June 30, 2022.**

Fiscal Summary

State Effect: No effect in FY 2020. TTF expenditures increase by \$500,000 in FY 2021 only. Other affected agencies can assist with the marketing program using existing budgeted resources. Revenues are not affected.

(in dollars)	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024
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 (WMATA), local governments, public and private schools in Montgomery and Prince George's counties, development agencies, 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, at a minimum:

- 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 mass transit systems, and pedestrian access to Purple Line stations.

The report submitted by MTA must (1) provide a detailed analysis of how the proposed marketing plan activities promote the aforementioned goals; (2) provide estimates for the cost of each proposed activity; and (3) identify the activities to be conducted in the upcoming fiscal years.

Current Law/Background: MTA is a modal unit within the Maryland Department of Transportation (MDOT), and it operates a comprehensive transit system throughout the Baltimore-Washington metropolitan area, including more than 50 local bus lines in Baltimore and other services such as the light rail, Baltimore Metro subway, commuter buses, Maryland Area Regional Commuter trains, and mobility/paratransit vehicles. With the exception of the District of Columbia Metrorail system, MDOT and MTA are generally the agencies responsible for the construction and operation of transit lines in the State.

The Purple Line is a 16.2-mile light rail line that will extend from Bethesda, in Montgomery County, to New Carrollton, in Prince George's County. The Purple Line will operate largely at street level in a combination of dedicated and semi-exclusive right-of-way, and also includes segments on elevated structures and in tunnels. The alignment for the Purple Line will provide direct connections to WMATA at Bethesda, College Park, New Carrollton, and Silver Spring. The Purple Line Project is currently in the construction phase, with revenue operations scheduled for December 31, 2022. More information on the project can be found on the project website: purplelinemd.com.

State Expenditures: TTF expenditures increase by \$500,000 in fiscal 2021 only to develop the Purple Line marketing plan. This estimate assumes that funding is provided for the marketing plan in accordance with the bill’s intent, even though funding is discretionary in that year. (Legislation mandating funding must provide sufficient notice to the Governor.)

MDOT advises 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: None.

Designated Cross File: HB 876 (Delegate Korman, *et al.*) - Environment and Transportation.

Information Source(s): Maryland Department of Transportation; Department of Commerce; Department of Budget and Management; Montgomery and Prince George’s counties; Department of Legislative Services

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