



THE MARYLAND HOUSE OF DELEGATES
ANNAPOLIS, MARYLAND 21401

Purple Line Marketing Act (HB 876)

Testimony of Delegate Marc Korman---Favorable

Thank you Mr. Chair, Mr. Vice Chair and members of the Environment and Transportation Committee. I come before you to present the Purple Line Marketing Act (HB 876). The legislation requires the Maryland Transit Administration (MTA) to create a marketing plan to promote the use of the Purple Line prior to its opening.

As you are aware, the Purple Line, which is currently under construction, will link the communities of Bethesda, Silver Spring, College Park and New Carrollton. Once completed, the Purple Line will be a valuable transit system that will make it more accessible for Marylanders to traverse our state. It is necessary that the Administration implements an effective marketing plan to communicate the benefits of the Purple Line and attract riders to support the new system when it opens.

The Purple Line Marketing Act requires MTA to work with the Purple Line Transit Partners, Amtrak, the Washington Metropolitan Area Transit Authority, local governments, development agencies and other stakeholders to implement a marketing plan. The goal of the marketing plan will be to generate interest in the Purple Line before it opens and then continue the marketing after the start of operations with the goal of maximizing ridership. As part of the marketing plan, MTA will provide information to the public about how the Purple Line connects to other existing mass transit systems in order to increase interest and ridership. For fiscal years 2021 to 2024, the Governor will be required to appropriate \$1,000,000 to the Transportation Trust Fund for the Purple Line marketing program. The bill also requires MTA to evaluate pedestrian and bicycle access to Purple Line stations and identify any infrastructure improvements that could improve that access.

To ensure proper oversight and effectiveness of the marketing program, MTA will be required to submit an annual report to the General Assembly providing a detailed analysis of the marketing plans and what the money will be spent on.

The Purple Line will have a tremendously positive impact on our region. However, we cannot simply start operation without the proper marketing in place. The Purple Line Marketing Act is a necessary investment to ensure that the public is informed of the system's benefits so that a sizeable ridership base can be attracted to support this vital transportation system.