

# SENATE BILL 97

R2

1lr1418

(PRE-FILED)

---

By: **Senator Rosapepe**

Requested: October 31, 2020

Introduced and read first time: January 13, 2021

Assigned to: Finance

---

Committee Report: Favorable with amendments

Senate action: Adopted

Read second time: February 28, 2021

---

CHAPTER \_\_\_\_\_

1 AN ACT concerning

2 **Purple Line Marketing Act**

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

12 BY adding to

13 Article – Transportation

14 Section 7-713

15 Annotated Code of Maryland

16 (2020 Replacement Volume)

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

19 **Article – Transportation**

20 **7-713.**

---

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

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

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

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

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

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

20 (3) IDENTIFY PEDESTRIAN AND BICYCLE ACCESS TO PURPLE LINE  
21 STATIONS;

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

25 (5) PROVIDE INTEGRATED INFORMATION TO THE PUBLIC ON THE  
26 PURPLE LINE, INTERCONNECTED LOCAL AND INTERSTATE TRANSIT SYSTEMS, AND  
27 PEDESTRIAN ACCESS TO PURPLE LINE STATIONS.

28 (D) FOR THE FISCAL YEARS ~~2022~~ AND ~~2023~~ YEAR PRECEDING THE  
29 CALENDAR YEAR IN WHICH THE PURPLE LINE IS SCHEDULED TO OPEN, THE  
30 GOVERNOR SHALL INCLUDE IN THE ANNUAL BUDGET BILL AN APPROPRIATION OF  
31 \$500,000 FROM THE TRANSPORTATION TRUST FUND FOR THE DEVELOPMENT OF  
32 THE MARKETING PLAN REQUIRED UNDER SUBSECTION (B) OF THIS SECTION.

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

7           **(2) THE REPORT SHALL:**

8                       **(I) PROVIDE A DETAILED ANALYSIS OF HOW THE ACTIVITIES**  
 9 **PROPOSED BY THE ADMINISTRATION PROMOTE THE GOALS IDENTIFIED IN**  
 10 **SUBSECTION (B) OF THIS SECTION; AND**

11                      **(II) PROVIDE ESTIMATES FOR THE COST OF EACH ACTIVITY**  
 12 **PROPOSED BY THE ADMINISTRATION.**

13           SECTION 2. AND BE IT FURTHER ENACTED, That this Act shall take effect July  
 14 1, 2021. It shall remain effective for a period of 2 years and, at the end of June 30, 2023,  
 15 this Act, with no further action required by the General Assembly, shall be abrogated and  
 16 of no further force and effect.

Approved:

---

Governor.

---

President of the Senate.

---

Speaker of the House of Delegates.