



CITY OF TAKOMA PARK, MARYLAND

**SB 97
Support**

March 30, 2021

Appropriations Committee

SB 97: Purple Line Marketing Act

City Contact: Suzanne Ludlow, City Manager

SuzanneL@takomaparkmd.gov, 301-891-7229

The City of Takoma Park supports the provisions of the Purple Line Marketing Act.

While the City of Takoma Park believes the Purple Line will be heavily used immediately upon beginning operations, there are several reasons that a public information and marketing plan is needed for safety and to reduce confusion:

- The Washington D.C. close-in Maryland suburbs do not have any light rail lines at present and so information on how to use the system and what to watch out for along the active transit lines will be critical for pedestrian, transit and vehicular safety.
- One of the main reasons for the construction of the Purple Line is to bolster businesses along the route. A major marketing campaign will help promote these businesses which have been negatively impacted by construction for several years as well as by the pandemic.
- In addressing climate change, people who are less familiar with using public transit are encouraged to move away from travel by car. A marketing effort touting how wonderful riding the Purple Line will be will help reach these new transit riders.

We are looking forward to the Purple Line and the benefits it will bring our community. To ensure that the beginning is – and is perceived to be – successful, the Purple Line Marketing Act is needed. **The City of Takoma Park urges favorable consideration of SB 97.**