

HOUSE BILL 876

R2

0lr3012
CF SB 668

By: **Delegates Korman, B. Barnes, and W. Fisher**

Introduced and read first time: February 3, 2020

Assigned to: Environment and Transportation

A BILL ENTITLED

1 AN ACT concerning

2 **Transportation – Purple Line Marketing Program**
3 **(Purple Line Marketing Act)**

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

22 **(A) IN THIS SECTION, “PURPLE LINE” MEANS THE 16–MILE LIGHT RAIL**
23 **TRANSIT LINE BETWEEN BETHESDA IN MONTGOMERY COUNTY AND NEW**
24 **CARROLLTON IN PRINCE GEORGE’S COUNTY.**

EXPLANATION: CAPITALS INDICATE MATTER ADDED TO EXISTING LAW.

[Brackets] indicate matter deleted from existing law.



(B) THE ADMINISTRATION SHALL, IN PARTNERSHIP WITH PURPLE LINE TRANSIT PARTNERS, AMTRAK, THE WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY, LOCAL GOVERNMENTS, DEVELOPMENT AGENCIES, AND OTHER STAKEHOLDERS, DEVELOP AND IMPLEMENT A MARKETING PLAN 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.

(C) THE MARKETING PLAN SHALL:

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

(2) IDENTIFY INTERCONNECTIONS WITH OTHER LOCAL AND INTERSTATE MASS TRANSIT SYSTEMS, INCLUDING AMTRAK, LOCAL BUS ROUTES, MARYLAND AREA REGIONAL COMMUTER TRAIN SERVICE, METROBUS, AND METRORAIL SERVICES;

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

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

(D) FOR EACH OF FISCAL YEARS 2021 THROUGH 2024, THE GOVERNOR SHALL INCLUDE IN THE ANNUAL BUDGET BILL AN APPROPRIATION OF \$1,000,000 FROM THE TRANSPORTATION TRUST FUND FOR THE DEVELOPMENT AND IMPLEMENTATION OF THE MARKETING PLAN REQUIRED UNDER SUBSECTION (B) OF THIS SECTION.

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

(2) THE REPORT SHALL:

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

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

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

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