



CITY COUNCIL

CITY AND COUNTY OF HONOLULU
HONOLULU, HAWAII

No. 22-171

RESOLUTION

APPROVING A FIVE-DAY SUSPENSION OF FARES TO PROMOTE RIDERSHIP OF THE CITY PUBLIC TRANSPORTATION SYSTEM.

WHEREAS, the City and County of Honolulu ("City") has an award-winning public transportation system that provides fixed route ("TheBus") and supplemental special transit services ("TheHandi-Van") to both residents and visitors; and

WHEREAS, the COVID-19 pandemic has adversely impacted service and ridership levels due to health and safety concerns and governmental mandates that have changed rider behavior; and

WHEREAS, the continued increase in gas prices and a growing sensitivity to reducing vehicle emissions have made public transportation options more attractive; and

WHEREAS, in an effort to restore ridership levels and attract new riders, the Department of Transportation Services ("Department"), in conjunction with the City's Transit Management Services Contractor Oahu Transit Services, Inc. ("OTS"), has attempted to increase ridership and improve customer experience by:

1. Automatically providing the best value for multiple trips and simplifying fare payment through the HOLO card program - the City's first account-based, electronic fare system to be used by passengers on TheBus, TheHandi-Van, and, in the near future, the City's rail transit system;
2. Instituting a new campus collector service, reinstating express service routes curtailed during the height of the pandemic, and implementing modifications to existing bus routes in an effort to boost ridership through improved efficiency and convenience;
3. Safeguarding the health and welfare of public transportation passengers through daily cleaning and disinfecting of vehicles and implementation of safety protocols; and
4. Providing an affordable and convenient transportation alternative that reduces environmental impacts of vehicle emissions; and

WHEREAS, in order to increase ridership and the use of the HOLO card, the benefits of public transportation and the HOLO card program must be both communicated effectively and experienced, with a focus on value, convenience, enhanced service, safety, and sustainability; and



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WHEREAS, the City wishes to capitalize on the start of a new academic year, characterized by congested roadways and slow commutes, to demonstrate the advantages of public transportation, the enhanced services available to riders, and the convenience of the HOLO card; and

WHEREAS, the City, with the Council's approval, may implement suspension of fares promotions. Specifically, Section 13-2.6(a)(1), Revised Ordinances of Honolulu 1990 ("ROH"), provides that the Council may suspend the fare structure, or any part thereof, of the City bus system and special transit service for a period not exceeding one week; provided that any such suspension does not decrease the total average monthly fare collection, when full fares are collected, by more than five percent; and provided further that such suspension be for the purpose of promoting the public ridership of the City bus system and special transit service; and

WHEREAS, the Council finds that a five-day suspension of fares promotion for riders who use their activated HOLO cards from August 22 through 26, 2022, will promote awareness of, and encourage the public to experience first-hand, the benefits of being a public transit passenger today, including restructured routes, service enhancements, and the convenience of the HOLO card; and

WHEREAS, the Council finds that the promotion may increase ridership and encourage current cash-based riders to transition to the HOLO card, which will further the growth of the City's public transit system as it transitions to a cashless system; and

WHEREAS, the Council further finds that the five-day suspension of fares promotion complies with ROH Section 13-2.6(a)(1) by promoting public ridership and is not anticipated to decrease the total monthly fares collected by more than five percent; now, therefore,

BE IT RESOLVED by the Council of the City and County of Honolulu that, in order to increase ridership and use of the HOLO card, it hereby approves a five-day suspension of fares from August 22 through 26, 2022, pursuant to which no fares will be charged to riders who tap their activated HOLO cards on the City bus and special transit service system; and

BE IT FURTHER RESOLVED that prior to the implementation of this five-day suspension of fares promotion, the Department of Transportation Services shall provide the Council with the following information in writing:

1. Details regarding the specific service changes, route modifications, HOLO card benefits, or any combination of these promotional features or other



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bus and special transit system features that will be the focus of the promotion; and

2. Information on the HOLO card program, including how HOLO cards will be distributed and the total number of HOLO cards the Department of Transportation Services anticipates distributing for the promotion; and

BE IT FURTHER RESOLVED that in accordance with ROH Section 13-2.6(b), the following criteria will be used by the Department of Transportation Services to evaluate the success or failure of this promotion:

1. The number of HOLO cards that are issued, and the number of HOLO cards that are activated, during the week before, and the week of, the promotional period;
2. The number of HOLO cards used at least once during the promotional period;
3. The number of HOLO cards used at least once after the promotional period;
4. The number of HOLO cards that are registered online during and after the promotional period;
5. All cost components related to the promotional program; and
6. All non-cost, administrative, or operational components of the promotional program; and

BE IT FURTHER RESOLVED that in accordance with ROH Section 13-2.6(c), within 60 days following the five-day suspension of fares promotion, the Department of Transportation Services shall submit a report to the Council that includes, but is not limited to, the following information:

1. Community benefits gained as a result of the promotion, with the identification of criteria, measures, and parameters used to determine the resulting gain;
2. Data on ridership before, during, and after the promotion and a discussion of how that data correlates to the promotion, including a comparison to ridership data over other comparable periods,



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- 3. The associated cost to the City for this promotion;
- 4. An assessment and evaluation of the overall success of the promotion based on the criteria set forth in the resolution, including, but not limited to, increased ridership and increased use of the HOLO card; and
- 5. Recommendations on any future actions or promotions, or both, that can and should be implemented; and

BE IT FINALLY RESOLVED that copies of this resolution be transmitted to the Mayor, the Managing Director, and the Director of Transportation Services.

INTRODUCED BY:

Tony Waters

DATE OF INTRODUCTION:

JUL 20 2022

Honolulu, Hawaii

Councilmembers

CITY COUNCIL
CITY AND COUNTY OF HONOLULU
HONOLULU, HAWAII
CERTIFICATE

RESOLUTION 22-171

Introduced: 07/20/22 By: TOMMY WATERS

Committee: TRANSPORTATION,
SUSTAINABILITY AND HEALTH
(TSH)

Title: APPROVING A FIVE-DAY SUSPENSION OF FARES TO PROMOTE RIDERSHIP OF THE CITY PUBLIC
TRANSPORTATION SYSTEM.

Voting Legend: * = Aye w/Reservations

07/20/22	INTRO	Introduced.
07/26/22	TSH	Reported out for adoption. CR-189 3 AYES: CORDERO, ELEFANTE, KIA'ĀINA 1 ABSENT: TULBA
08/10/22	CCL	Committee report and Resolution were adopted. 9 AYES: CORDERO, ELEFANTE, FUKUNAGA, KIA'ĀINA, SAY, TSUNEYOSHI, TULBA, TUPOLA, WATERS

I hereby certify that the above is a true record of action by the Council of the City and County of Honolulu on this
RESOLUTION.


GLEN I. TAKAHASHI, CITY CLERK


TOMMY WATERS, CHAIR AND PRESIDING OFFICER