HONOLULU CITY COUNCIL

KE KANIHELA O KE KALANA O HONOLULU

CITY AND COUNTY OF HONOLULU

No. 25-210

RESOLUTION

AUTHORIZING PROMOTIONAL TRANSIT FARES AND SPECIAL HOLO CARD DISTRIBUTION FOR THE OPENING OF SEGMENT 2 OF THE SKYLINE RAIL PROJECT.

WHEREAS, the City and County of Honolulu ("City"), through its Department of Transportation Services ("DTS"), will inaugurate operations of Segment 2 of the Skyline rail system on Tuesday, October 1, 2025, extending service to four new stations including Joint Base Pearl Harbor-Hickam (Makalapa), Daniel K. Inouye International Airport (Lelepaua), Lagoon Drive (Ahua), and the Middle Street Transit Center (Kahauiki); and

WHEREAS, this expansion represents a significant milestone in the development of the City's multimodal transportation network, offering increased connectivity to major employment centers, including Joint Base Pearl Harbor-Hickam ("JBPHH") and the Honolulu International Airport; and

WHEREAS, to promote awareness of and increase ridership on Skyline and TheBus among workers in these newly served areas, DTS proposes a promotional fare program authorized under Section 15B-2.6(a)(1), Revised Ordinances of Honolulu 2021 ("ROH"), which allows the DTS Director to suspend transit fares for promotional or demonstration purposes with City Council approval; provided that the suspended fare structure, or any part thereof, does not exceed a period of one week and does not decrease the total average monthly fare collection, when full fares are collected, by more than five percent; and

WHEREAS, the promotional program would include the distribution of up to 50,000 commemorative HOLO cards, each affixed to a specially designed brochure highlighting transit options for JBPHH and Airport area employees, and each pre-loaded with a free one-day transit pass that must be activated and used no later than December 31, 2025; and

WHEREAS, in addition to the targeted distribution of these commemorative HOLO cards, DTS proposes to suspend fares for all users of Skyline, TheBus, and TheHandi-Van on Saturday, October 4, 2025, and Sunday, October 5, 2025, to celebrate the launch of Segment 2 and to encourage broad community participation and trial use of the expanded system; and

RESOLUTION

WHEREAS, the estimated revenue loss to the City from this promotional fare program is approximately $42,000, representing about one percent of expected monthly transit fare revenue; now, therefore,

BE IT RESOLVED by the Council of the City and County of Honolulu that:

1. Pursuant to Section 15B-2.6(a)(1), Revised Ordinances of Honolulu 2021, the Council hereby approves the Director of Transportation Services' request to suspend transit fares for promotional purposes as described herein.

2. The Director of Transportation Services is authorized to implement a one-time promotional fare program in support of the opening of Skyline Segment 2, including:

    - The production and distribution of up to 50,000 commemorative HOLO cards, each including a free one-day pass, to be used on or before December 31, 2025;

    - The attachment of each HOLO card to a transit informational brochure focused on Joint Base Pearl Harbor-Hickam and Airport workers; and

    - The institution of a system wide suspension of transit fares for all services—Skyline, TheBus, and TheHandi-Van—on October 4 and 5, 2025.

BE IT FURTHER RESOLVED that in accordance with Section 15B-2.6(c), Revised Ordinances of Hawaii 2021, within 60 days after the conclusion of the promotional project, the Department of Transportation Services shall submit a written report to the Council that includes, at a minimum, the following information:

1. Discuss the community benefits gained from the project, including an estimate, where possible, of the number of new daily riders of the City transit services including rail, bus system, or special transit services, resulting from the project;

2. Include data on the number of riders using City transit services during the promotional period and the cost to the City of the project;

3. Evaluate the overall success or failure of the project based on the program objectives set forth in this resolution; and

4. Make recommendations regarding any future actions related to similar promotional or demonstration projects.

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BE IT FINALLY RESOLVED that copies of this Resolution be transmitted to the Mayor, the Managing Director, the Director of Transportation Services, the Director of the Hawaii Department of Transportation, and the Commander of Joint Base Pearl Harbor-Hickam.

INTRODUCED BY:

(br)

Councilmembers

DATE OF INTRODUCTION:

JUL 30 2025

Honolulu, Hawai'i

Report Title:

Promotional Transit Fares; Fares Suspension; HOLO Card; Department of Transportation Services ("DTS"); Skyline Rail Project; TheBus; TheHandi-Van; Joint Base Pearl Harbor-Hickam ("Makalapa"), Daniel K. Inouye International Airport ("Lelepaua"), Lagoon Drive ("Ahua"); Middle Street Transit Center ("Kahauiki").

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