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DEPARTMENT OF TRANSPORTATION SERVICES
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September 23, 2025

The Honorable Val Okimoto
and Members
Committee on Budget
Honolulu City Council
530 South King Street, Room 202
Honolulu, Hawai'i 96813

Dear Chair Okimoto and Councilmembers:

SUBJECT: Resolution No. 25-258 – Transfer of Funds

The Department of Transportation Services (DTS) strongly supports Resolution 25-258, which would authorize the transfer of $190,687 from the Provision for Grants, Partnerships and Security activity to the DTS Transportation Performance & Development activity. The transfer is needed to cover the City and County of Honolulu's matching contribution required for the Transportation Demand Management (TDM) Program 5-Year Action Plan. The City funds will leverage 80 percent funding from the U.S. Federal Highway Administration towards the continuance of the program. The attachment provides additional information related to DTS' implementation of the TDM Program, under the brand of *HNL Connect*.

Thank you for the opportunity to offer this testimony. Should you have questions, please contact me at (808) 768-8303.

Very truly yours,

J. Roger Morton
Director

Attachment

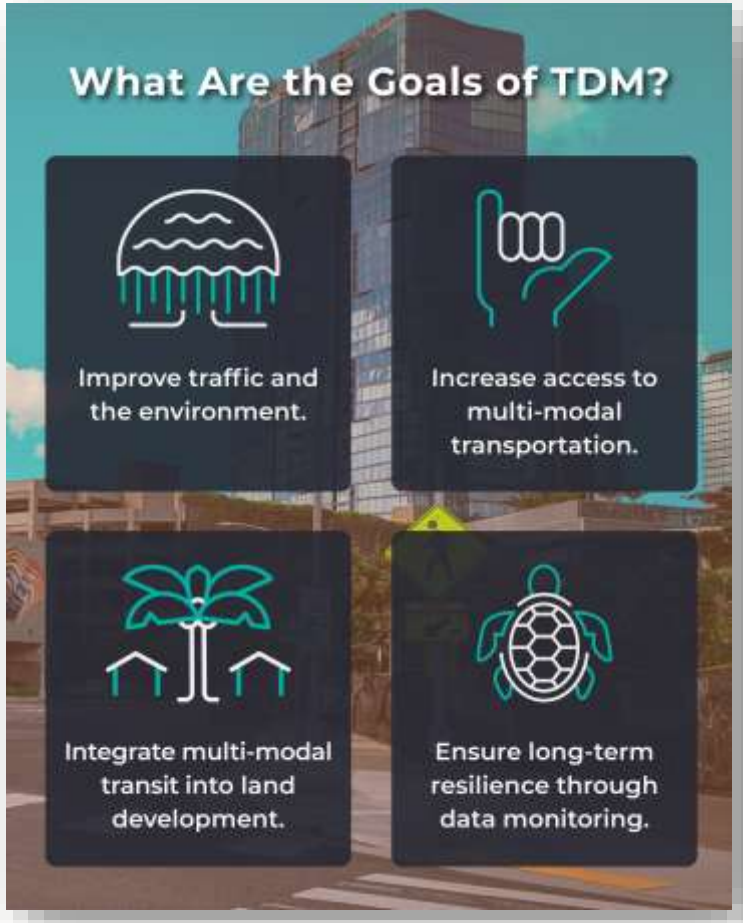
APPROVED:

Michael D. Formby, Managing Director
Office of the Managing Director

DEPT. COM. 723 BUD

# About HNL Connect

- City & County of Honolulu Transportation Demand Management (TDM) program.
- Established in 2024 to unite Honolulu's TDM initiatives under one program.






# Current Initiatives & Projects

- A **Steering Committee** is being established to guide the program and promote education, engagement, and adoption within local organizations and the community.
- The **Restricted Parking Zone (RPZ) program** has been planned to launch in Kalihi Valley (expanding pilot RPZ; paid permits), improving management for residents and businesses.
- A public-facing **mobile and web TDM application** will support several initiatives.
- **Ongoing Marketing** including social media posts featuring TheBus routes, etc.
- **Annual Marketing Campaign** and **Travel Challenge** centered around second Skyline opening in October 2025.



# Annual TDM Marketing & Awareness Campaign

Campaign Goals

- **Destination Accessibility:** Places that once seemed too far or too complicated to drive to are easy to get to – just step inside the door of a vanpool, TheBus, or Skyline.
- **Comparative benefits:** By directly comparing the advantages of active transit with the drawbacks of single-occupancy vehicle trips, our goal is to eliminate remaining barriers our audience may have about changing their commute habits.
- **Encouraging Change:** We're not asking drivers to stop driving altogether, but to consider driving less. We want to invite them to enhance their lives by expanding their commute options.




*Social Media Ad (Instagram)*


Ride TheBus & Skyline to save money, time & stress.
PLAN YOUR COMMUTE
HNL Connect


Ride TheBus & Skyline to save money, time & stress.
PLAN YOUR COMMUTE
HNL Connect


Open the Door to a New Commute
Ride TheBus & Skyline to save money, time & stress.
HOLO
PLAN YOUR COMMUTE
HNL Connect


Open the Door to a New Commute
Ride TheBus & Skyline to save money, time & stress.
PLAN YOUR COMMUTE
HNL Connect


Ride TheBus & Skyline to save money, time & stress.
HNL Connect
PLAN YOUR COMMUTE


Open the Door to a New Commute
Ride TheBus & Skyline to save money, time and stress.
PLAN YOUR COMMUTE
HOLO
HNL Connect


Commute with TheBus & Skyline to save money, time & stress.
HNL Connect

# Other Planned TDM Initiatives & Strategies Anticipated in FY 2026

- **City employee TDM** including education on transportation options and annual travel survey. **City HOLO Badge Program** - free transit passes to City employees on City badges (starting in FY 2026).
- **Education for public officials**
- **Vanpool subsidies** coordinated with re-imagined bus–rail transit network design
- **Carpool Matching** in coordination with State HIRideshare
- **Citywide multimodal efforts** support (microtransit, micromobility)
- **On-street & off-street parking policy reforms** through legislative proposals (focus on facilities improvements and on-street parking turnover; data-driven)
- **Program Monitoring** including first TDM Annual Report