HONOLULU CITY COUNCIL

KE KANIHELA O KE KALANA O HONOLULU

CITY AND COUNTY OF HONOLULU

ORDINANCE _____

BILL 59 (2026)

A BILL FOR AN ORDINANCE

RELATING TO PUBLIC TRANSIT.

BE IT ORDAINED by the People of the City and County of Honolulu:

SECTION 1. Purpose and findings. The purpose of this ordinance is to amend provisions related to public transit.

The Council finds that the operation of the City and County of Honolulu ("City") transit system costs more than $475,000,000 annually and system revenue is approximately $50,000,000. Advertising on the City transit system, which is only a small part of system revenue and is currently limited to the inside of City transit system vehicles and City transit system facilities, brings in approximately $135,000 annually. Advertising on the exterior of City transit system vehicles is currently prohibited but could potentially raise $6,000,000 or more annually for the City transit system.

SECTION 2. Section 15B-15.1, Revised Ordinances of Honolulu 2021, is amended to read as follows:

"**§ 15B-15.1 Advertising.**

[~~(a) *Advertising inside city transit system vehicles and at city transit system facilities.*~~]

The department, through the department of budget and fiscal services, may rent or let advertising spaces, including in electronic advertising devices, inside city transit system vehicles, on the exterior of city transit system vehicles, and at city transit system facilities; provided that the following may not be accepted:

(1) Advertising that bears the name, signature, picture, or likeness of any elected federal, State, or city official, or of any candidate for federal, State or city elective office;

(2) Advertising that is so objectionable under contemporary community standards as to be reasonably foreseeable that it will result in harm to, disruption of, or interference with the transportation system;

(3) Advertising that contains pictures, words, or symbols of an obscene, lewd, lascivious, or indecent character;

(4) Advertising that promotes any illegal, indecent, or immoral purpose; and

(5) Advertising of any product or service that is prohibited by law to be sold or offered for sale to minors.

The department shall set the rates for the renting or letting of advertising spaces; provided that the department may make advertising spaces available for announcements of a public service, civic, or charitable nature free of charge.

[~~(b) *Advertising on exterior of city transit vehicles.* No advertising is allowed on the exterior of any city transit system vehicle; provided that any word, phrase, seal, logo, or brand identifying the city, department, city transit system or component system, management services contractor, or any word, phrase, letter, or number that identifies the transit route, origin, special event, destination or fleet inventory designation, or any safety message is not considered advertising and may be placed on the exterior of a city transit vehicle.~~]"

SECTION 3. Ordinance material is to be repealed is bracketed and stricken. New material is underscored. When revising, compiling, or printing this ordinance for inclusion in the Revised Ordinances of Honolulu, the Revisor of Ordinances need not include the brackets, the material that has been bracketed and stricken, or the underscoring.

A BILL FOR AN ORDINANCE

SECTION 4. This ordinance takes effect upon its approval.

INTRODUCED BY:

_____

_____

_____

_____

_____

_____

DATE OF INTRODUCTION:

_____

_____

SEP 30 2026
Honolulu, Hawai'i

_____
Councilmembers

APPROVED AS TO FORM AND LEGALITY:

_____
Deputy Corporation Counsel

APPROVED this _____day of _____, 20 ____.

_____
RICK BLANGIARDI, Mayor
City and County of Honolulu

Report Title:
Advertising; City Transit System Vehicles; Department of Transportation Services ("DTS"); Department of Budget and Fiscal Services ("BFS")

Description:
Repeals the prohibition on advertising on the exterior of City transit system vehicles.

The summary description of legislation appearing on this page is for informational purposes only and is not legislation or evidence of legislative intent.