

BILL059(26)
Testimony

MISC. COMM. 406

COUNCIL

COUNCIL Meeting

Meeting Date: Oct 7, 2026 @ 10:00 AM

Support: 3

Oppose: 1

I wish to comment: 1

Name: Johnnie-Mae Perry	Email: waianaenb569@gmail.com	Zip: 96792
Representing: Self	Position: Oppose	Submitted: Oct 1, 2026 @ 10:02 PM
Testimony: I, Johnnie-Mae L. Perry, STRONGLY OPPOSE BILL059(26) RELATING TO PUBLIC TRANSIT. Public announcement of announcements on HUMAN TRAFFICKING, DOMESTIC VIOLENCE, RAPE, ETC. Campaign ads are an intrusion of person space (visual...) while riding public transportation!		
Name: Jonathan Huynh	Email: jhweather123@yahoo.com	Zip: 96792
Representing: Self	Position: Support	Submitted: Oct 4, 2026 @ 04:15 PM
Testimony: Aloha, I support Bill 59. Honolulu's transit system costs \$475 million annually and brings in \$50 million. Exterior advertising is standard practice in transit systems worldwide, including in Tokyo, London, Hong Kong, and Berlin. The projected \$6 million in annual revenue is meaningful and should be pursued. But the bill authorizes exterior advertising without assigning responsibility for design standards to anyone. DTS and BFS can set rates, but neither agency is a design authority. The bill is silent on size limits, placement rules, whether full vehicle wraps are permitted, and whether certain districts receive different treatment. Bus exteriors are part of the streetscape. A city can sell ad space and still maintain a decent public realm, or it can turn every bus into a rolling billboard. The difference is in the standards, and right now no one is responsible for writing them. I urge the Council to either assign design standards to the appropriate agency before the first advertising contract is signed, or direct DTS and BFS to develop them in consultation with DPP. The revenue should come with ground rules. Mahalo, Jonathan Huynh		
Name: Jacob Wiencek	Email: jacob.m.wiencek@pm.me	Zip: 96815
Representing:	Position:	Submitted:

Self	Support	Oct 5, 2026 @ 07:38 PM
Testimony: Aloha Councilmembers, I strongly support this proposed bill. Commercial advertising on our public transit systems is a critical way to bring in more necessary revenue. We cannot afford to leave any tool on the table to enhance the fiscal resiliency of our transit system without further financially burdening riders. I strongly urge the Council to SUPPORT this bill!		
Name:	Email:	Zip:
Dylan Armstrong	dylan.p.armstrong@gmail.com	96822
Representing:	Position:	Submitted:
Self	I wish to comment	Oct 6, 2026 @ 09:37 AM
Testimony: Support the intent of this measure. Laws regarding advertising in Honolulu should be consistent. Transit users should be captive to billboards that motorists and non-transit users are spared from via normal prohibitions. Rules need to apply equally. Mahalo nui loa. Best, Dylan P. Armstrong		
Name:	Email:	Zip:
Natalie Iwasa	iwasajunk@mail.com	96825
Representing:	Position:	Submitted:
Self	Support	Oct 6, 2026 @ 04:22 PM

TO: Members of the Honolulu City Council

FROM: Natalie Iwasa
808-395-3233

DATE: Wednesday, October 7, 2026

SUBJECT: Bill 59, Repeal Ban on Advertising on Exterior of Public Transit
SUPPORT

Aloha Chair Waters and Councilmembers,

Thank you for allowing testimony on Bill 59, which would repeal the ban on advertising on city public transit systems.

The Council has a history of not raising fares high enough to cover reasonable costs of running city buses. In addition, it recently repealed the fiscal policy for fare recovery, which required fares to cover 25% to 30% of costs. The result has been that taxpayers cover most of the costs of public transit.

Given that background, I support allowing advertising on the outside of buses and rail cars.